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with **ELECTRONICS** REPORTS

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AM STATIONS INCREASE TO 2543 AT MIDYEAR: In our preoccupation with fast-moving TV, we're inclined to overlook fact that radio stations continue to multiply, too. Our midyear (July 1) count comes up with surprising total of 2543 AM stations authorized (2395 licensed and on the air, 148 CPs). This is an increase from 2516 as of last Jan. 1 (2377 on air) and considerably more than 2424 July 1 year ago (2341 on air).

Thus TV's inroads into AM would seem to have an offsetting argument -- that radio stations are increasing in number and that the new ones aren't being built for just for fun of it. Fact is, ever since wartime freeze on radio construction was lifted in 1945 (when there were exactly 1056 AMs), total has jumped year by year.

Record also shows that during last 6 months only 3 AM licenses were turned in, only 5 CPs dropped. Applications for new AM stations as of July 1 totaled 223, not much change from the 232 of last Jan. 1.

As for the FM story, it's best summarized by the simple word "shrinkage." There were 625 FM stations authorized as of July 1 (561 on air) as against 648 last Jan. 1 (612 on air) and 655 at midyear 1952 (632 on air). During the last 6 months, 33 FM licenses were relinquished, 4 CPs dropped. At end of 1951, there were 654 FMs (640 on air); at end of 1950, there were 706 (672 on air).

'PEDIGREE' OF TV STATION OWNERSHIPS: It may be somewhat too early to classify the types of enterprisers venturing into the fast-budding business of telecasting, what with nearly 400 CPs outstanding and one new station starting just about every day-- but an analysis of categories of TV station ownership, based on data now being compiled for our July TV Factbook, offers some interesting facts.

Considering only the 198 stations on-the-air to this date (though the Factbook will also list all the nearly 400 CP holders and the 600 applications still pending, with their principals) -- here are some interesting facts now adducible:

(1) All but 15 of the new-operating stations have connections with AM or FM stations, local or otherwise, mostly identical ownership. This emphasizes oft-voiced trade sentiment that telecasting is the "rightful heritage" of the radio broadcaster.

(2) Exactly 64 of the 198, or about a third, are owned in whole or part by daily newspaper interests -- plus another 7 by magazines and/or weekies. Some of top dogs of printed journalism are deep in audio-visual journalism, including the Scripps-Howard chain with 3 stations, Steinmans (of Lancaster) 3, Chicago Tribune-New York News 2, Washington Post 2, Cincinnati Times-Star (Taft) 2, Cox 2-- to mention only multiple newspaper owners. There's also Meredith with 3, Time Inc. with 2.

(3) TV-radio manufacturers are identified with the ownership of 25 TV stations, including the 5 of NBC (RCA-owned), 5 CBS (now deep in set & tube business), 4 Crosley, 3 DuMont, 3 Empire Coil (components), 2 Westinghouse, one each GE, Stromberg-Carlson and Sarkes Tarzian (components).

(4) Theatrical people have interests in only 17 existing stations-- includ-

ing holdings not only of ABC-UPT (5), Paramount Pictures (1), various local exhibitors, and even entertainers like Gene Autry, Bing Crosby, Jimmy Stewart. This small number is surprising in view of eagerness of movie exhibitors to emulate the historical example of newspapers-in-radio, which was to "join 'em if you can't lick 'em."

(5) Despite much ado about educational TV, only 3 on-the-air stations are identified with educational institutions -- and 2 of them are commercial operators: Iowa State College's WOI-TV, Norbertine Fathers' WBAY-TV, Green Bay, Wis. (St. Norbert College); and U of Houston's KUHT, which alone carries no advertising.

(6) Multiple ownerships are common. ABC & NBC have 5 each, limit allowed; Storer Co. 5, Crosley 4, CBS 3 (plus minority interest in 2 others), General Tire's General Teleradio 3, Scripps-Howard 3, Meredith 3, Empire Coil 3, Steinman 3 -- and quite a few others with 2 each.

Note: It must be emphasized that new stations taking the air render foregoing counts ephemeral, subject to overnight change. But they're here offered to point up trend to date. With our Factbook summaries of the 24 stations involved in sales-&-transfer deals since 1949, with our tabulations of CPS outstanding and their prospective starting dates, with a complete directory of applications still pending (blue section) -- we propose simply to provide you with handy points of reference.

DuMONT'S FIRST UHF AND 3 OTHERS START: Add 4 more uhf to the log of on-the-air stations, which means 45 uhf are now operating out of total of 198. One of latest to begin testing has the first DuMont uhf transmitter -- built for Easton Express' WGLV, Easton, Pa. (Ch. 57). It's reported "getting out magnificently."

WGLV has been running what it calls "sneak preview tests", without announcement, sporadically since June 26. Mgr. Nelson Rcunsley says it's proceeding slowly, won't set commercial date until it's "sure of everything." Meanwhile, he tells us, initial field tests are extremely gratifying, with no nulls yet reported and viewer reports from as far away as Harrisburg, 92 mi., and Germantown, Pa., 45 mi. Previous "dead" areas -- he cited Milford, N.J. as example -- are getting service first time.

"Pilot" DuMont transmitter, first of 4 made, other 3 not yet delivered, was rated at 5-kw but is said to be nearer 7-kw and to yield 125-kw ERP. Workshop Associates antenna is on 425-ft. tower atop Gaffney Hill, 7 mi. southwest of Easton and halfway to Bethlehem. Rep will be Headley-Reed. Other new starters:

WKOW-TV, Madison, Wis. (Ch. 27) reports completing tower at 4 p.m. June 30, connecting transmitter to tower cable at 10:30, telecasting first test pattern quite successfully at 11, starting regular test pattern schedules next morning. On July 4, it began test programming, July 8 goes commercial with CBS-TV programs starting at 5 p.m. daily. Test patterns are being carried 9 a.m. to 9 p.m. daily "so that dealers and service men can work overtime to supply great demand for installations," wires gen. mgr. Michael Henry. He adds, "We have excellent reports of reception of test pattern 40 to 50 miles in all directions." Rep is Headley-Reed. Second Madison uhf station WMTV (Ch. 33) is due to begin tests momentarily.

KIMA-TV, Yakima, Wash. (Ch. 29) began test patterns evening of June 30, will go commercial July 19, affiliating with CBS-TV. It's GE-equipped, owned by A.W. Talbot, managed by Tom Bostic. Weed is national sales rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) began test patterns June 27, started program schedules June 30, affiliating with ABC-TV & CBS-TV. It's GE-equipped, controlled and managed by Wm. F. Johns Jr. Rep is Headley-Reed.

FCC HOPES CUT-OFF RULE WILL SPEED CPS: FCC's proposed advertising and 30-day cut-off rule for processing applications (see p. 3), upon which comments may be filed until Aug. 10, has these principal provisions:

(1) Applicant would have to publish, at least once a week for 2 weeks, in a newspaper of general circulation in city for which application is made, the following information: Channel applied for, proposed transmitter site, power, height, name of applicant. Ad must also state that others desiring to file for the channel must apply within 30 days of date of first publication. Ad must be published immediately following the filing of the application.

(2) If no one else files for channel within 30 days after ad first appears, application will be granted if it meets FCC's customary criteria.

(3) Applications now on file, as well as those to come, would have to be published if rule is adopted. Applications filed prior to effective date of new rule would continue to be processed through the 30 days following publication of ads.

(4) When applicant amends to new channel, or files new application for new channel, he must advertise all over again. He needn't advertise any other change.

One big open question in new proposal: What constitutes date of filing? Is it when application is tendered to FCC or when it's accepted? There's sometimes substantial lag between the two. Commission doesn't clarify, expects comments to help it decide which date is proper.

Reasons for proposal, FCC said, are to aid processing, "to promote the early establishment of [TV] throughout the country, and at the same time, to insure that all persons have a fair and equal opportunity to apply for available facilities."

If adopted, proposal would amend Sections 1.304, 1.382 & 1.387 of rules. It's designated Doc. 10581, Notice 53-839, Mimeo 91891 -- available from FCC.

6 CPs INCLUDE DECISION ON DENVER'S CH. 7: While producing 6 CPs this week, including final decision awarding Ch. 7 to KLZ group in Denver, FCC proposed a new procedure -- involving advertising in local newspapers and a 30-day cutoff date -- to discourage "strike" applications and speed processing (see above). Week's other grants:

Utica, N.Y., Richard H. Balch, Ch. 19; Midland, Tex., Midessa TV Co., Ch. 2; Fairmont, W.Va., WVVW, Ch. 35; Fairbanks, Alaska, Kiggins & Rollins, Ch. 2. Educational grantee was Denver school system, awarded Ch. 6.

Utica grantee Balch is fishing tackle mfr., ran for lieut.-gov. in 1950. Midland group also owns KSWO-TV, Lawton, Okla., got channel which was relinquished by grantee dubious about city's advertising potential (Vol. 9:19). Keith Kiggins, of Fairbanks grant, is a former ABC v.p., once owned WIKK, Erie, Pa.; his associate, Richard Rollins, is real estate operator. They also seek Ch. 2 in Anchorage.

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Denver decision favored KLZ over Wolfberg Theatres group largely for same reasons given by examiner James Cunningham in his initial decision (Vol. 9:6) -- longer local residence, more local ownership, more ownership-management integration, greater community activity. Commission tossed out various charges competitors had leveled at each other -- regarding anti-trust violations, income tax filings, etc. -- on grounds they weren't serious or willful.

As for ownership of TV stations by theatre interests, Commission said there was "meager evidence" in the record to indicate any conflict of interest which would prohibit such ownership.

But on ownership of TV by AMs, answer was a little different. FCC said: "A grant to Denver Television [Wolfberg group] would bring a qualified newcomer into the field as opposed to Aladdin [KLZ group] which presently operates an AM station in Denver, and whose stockholders hold substantial interests in a number of other stations in the country. In the absence of other comparative considerations, a grant to Denver Television would be indicated...However, Aladdin has demonstrated its superiority in all other material respects [and] this superiority clearly outweighs the comparative advantage enjoyed by Denver Television because of its lack of other radio and TV interests."

New KLZ-TV should be on air by Oct. 1, says Hugh Terry, gen. mgr. and 16% owner, who reports RCA equipment is promised for August delivery. Station will be basic CBS-TV. Plan is to start with maximum 316-kw, if possible, with transmitter on Lookout Mt., antenna 225 ft. above peak that rises 2380 ft. above Denver. (For further details of KLZ-TV plans, see p. 6.)

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First exception to priorities of processing applications was granted this week, moving Montpelier, Vt. from 604th place to top of A-2 group. FCC accepted arguments of WCAX and Colonial TV Inc., contestants for Ch. 3 there, pointing out

that city now gets no service, may get none for years unless it gets special treatment. Vermont is only state without any grants.

Another "first" was achieved this week when WVEZ, New Orleans, asked FCC to make reserved Ch. 8 available for commercial use, pointing out that no institution has applied for it.

FCC made more policy on "protests" this week, granting one against WCIA, Champaign, Ill. (Ch. 3), and dismissing those against grantees in Durham, N.C. and Salinas-Monterey, Cal., which are now free to build. (For details, see p. 12.)

ESTIMATE OF UHF SET & CONVERTER OUTPUT: How many uhf receivers are there? Probably more than you think. Although no industry statistics are available, we estimate:

More than 600,000 vhf-uhf sets have been built so far this year. Add strips and converters to adapt another 912,000 sets. Then add some 100,000 vhf-uhf sets and converters (including strips) turned out in 1952. This gives total of around 1,620,000 uhf receiving units built so far.

We believe these are conservative estimates. And it appears that by end of 1953, at least 4,300,000 uhf units (sets & converters) will have been produced.

RTMA will report on number of sets built with uhf tuners each month, beginning in August. But it will make no attempt to recap number produced to date, nor will it report on production of converters or strips.

Our figures aren't estimates of sets-in-use; rather they're units produced. Available research indicates audience of the 45 operating uhf stations doesn't approach the 1,620,000 figure. Our estimate includes those sets and converters in trade pipelines and in homes in areas where uhf stations haven't yet gone on air.

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Here's how we arrived at our estimates: First we surveyed 17 leading set manufacturers who are expected to turn out approximately 6,000,000 of the predicted 7,000,000 sets in 1953. We asked them:

(1) "Of your total output of TV sets for the first 6 months of 1953, what percentage has left your factory equipped with uhf tuners?"

(2) "What do you anticipate this percentage will be for the entire year?"

To assure candid replies, we agreed to keep percentage of individual manufacturers in confidence. Fifteen of the 17 replied, and their percentages for first half 1953 varied from 8% to 61%. Manufacturers using strips as sole means of uhf reception were entered in our tabulation as 0%, since their sets are generally converted by distributors and dealers -- not in the factory. The average, counting the strip-users as 0%, came to 23%.

Then we worked out a weighted percentage figure, taking into account these factors: (1) The top 4 manufacturers make half or more of the sets produced by the entire industry. (2) Smaller manufacturers not queried are assumed to turn out lesser percentage of sets with uhf built-in. Wherever there was a chance for error in our computation, we made sure it would be on conservative side.

This weighted average was then applied to estimated total TV production for first half 1953 -- 3,800,000. This yielded 608,000 sets leaving factory with uhf tuners. From uhf station operators and their researchers we learn that in actual usage, sets converted in field generally outnumber factory-produced vhf-uhf sets by 1.5 to 1. Using this ratio, we arrived at 912,000 field conversions (converters & strips). Adding this to the estimated 100,000 vhf-uhf sets and converters produced last year, yielded the total of 1,620,000 uhf sets in homes and in trade pipelines.

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To forecast number of uhf sets by year's end, we used similar method -- based on expected 1953 production of 7,000,000 TVs -- and came up with these figures: Sets with factory-installed tuners, 1,680,000. Field conversions, 2,520,000. Sets & converters made last year, 100,000. Total expected uhf receivers in use and in pipelines by end of December, 4,300,000.

Despite unexpected softness of uhf set market (Vol. 9:21), most set makers are setting their sights ahead for second half of year. Of the 15 manufacturers who

responded to our survey, 14 plan to boost uhf set production during second half of year -- and many of the boosts are considerable. For all of 1953, individual manufacturers plan to include uhf tuners in 10%-65% of their sets. Unweighted average comes to 31% -- again not including strips shipped to distributors.

We again call to your attention the fact that these figures are conservative estimates, and to our knowledge the only published information on uhf production to date. They're only estimates, but we challenge anyone to do better.

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Taking some of sting out of last week's story of first uhf station failure in Roanoke (Vol. 9:26) is growing indication that Madison Avenue is beginning to realize uhf can do the job. This is exemplified by report this week of visit to Fort Lauderdale by BBD0's Frank Silvernail, known as "the dean of timebuyers".

Silvernail came back with healthy respect for uhf stations and their potentialities. After observing signals from WFTL-TV (Ch. 23), he urged advertisers and agencies to abandon their fears about uhf, and use the new channels extensively. He specifically commented on station's clear picture, and the great number of bow-tie antennas observed on local rooftops.

Personal Notes: Leonard F. Erickson, v.p. & director of McCann-Erickson and onetime CBS sales executive, appointed head of Voice of America and commissioned by Robert L. Johnson, head of State Dept.'s international information div., to reorganize it; he succeeds Alfred H. Morton, who becomes chief consultant to Johnson . . . Walter S. Lemmon, pres. of World Wide Broadcasting System, operating international shortwave WRUL, Boston, with Washington attorney Leonard Marks, were White House visitors July 1, and explained to the President operations of broadcasting to Latin America . . . Lloyd E. Yoder, gen. mgr. of NBC's KNBC, San Francisco, was quietly married in judge's chambers there June 30 to Alma Cella, concert singer and daughter of J. B. Cella, founder of Roma Wines; he's a widower, ex-mgr. of KOA, Denver, was 1926 All-American tackle at Carnegie Tech . . . Werner Michel named DuMont exec. producer in charge of production, A. L. Hollander in charge of program operation, Richard L. Geismar bus. mgr., in shifting of personnel this week by James L. Caddigan, program & production director . . . Paul B. Mowrey, ex-ABC, Aug. 1 joins WFIL-TV & WFIL, Philadelphia, as program & sales advisor . . . Edward Hochhauser Jr., sales mgr., succeeds Maurice B. Mitchell as v.p. & gen. mgr., Associated Program Service, Mitchell becoming president of Encyclopaedia Britannica Films, Chicago . . . Arthur Rankin Jr. quits ABC-TV as graphic art director to devote full time to own TV art service firm, Video Associates . . . Jack Tolen, ex-WDTV, Pittsburgh, named program director of new KFSD-TV, San Diego (Ch. 10), due on air in August; Charles Baldour also leaving WDTV to become KFSD-TV production mgr. . . . Don Menard and David Murray quitting WDTV to become sales mgr. & program mgr., respectively, of new WENS, Pittsburgh (Ch. 16) due on air in August . . . Earl M. Willhite, ex-Tullis Co., Los Angeles, named gen. sales mgr. of new KMO-TV, Tacoma (Ch. 13), due on air this month . . . Ellis Moore promoted to mgr. of NBC mgr. of business publicity under v.p. Sydney Eiges; he succeeds William Lauten, resigned . . . George T. LaBoda, Colgate adv. research chief, succeeds Leslie T. Harris, resigned, as TV-radio director, Colgate-Palmolive-Peet . . . Donald D. Sullivan promoted to director of adv., KVTW, Sioux City.

Sumner Harris, 53, owner of radio WOKW, Sturgeon Bay, Wis., and publisher of the *Door County Advocate*, and his 50-year-old wife were stabbed to death in their home there June 30, police charging the slaying to a 15-year-old neighborhood boy.

STATION REPS are jockeying for new positions as result of the changing TV-radio structure being wrought by the advent of new TV stations and the shift of sponsor emphasis to TV. Not all those who have dominated the radio representation field are going to be the top runners in the national sales representation of TV stations, judging from a recapitulation of station lineups to July 1 made possible by data compiled for the *Directory of National Sales Representatives of TV Stations* to be included in the July edition of our semi-annual *TV Factbook (No. 17)* due off the presses in about 2 weeks.

Some small-fry radio reps are coming to the fore, some radio reps who never were identified with TV are appearing on the list for first time. Mere numbers of stations represented aren't a true criterion—notably as against markets and network affiliations. But they're the simplest index available—and here's the count to July 1, bearing in mind figures are subject to change as more stations go on air and more CPs are granted:

Katz Agency tops list of active stations, with 29 (6 of them construction permit holders not yet on air). Hollingbery has 30 (20 of them still CPs); Weed 27 (11 CPs); Petry 22 (8 CPs); Headley-Reed 21 (9 CPs); H-R Television 21 (11 CPs); Blair 17 (4 CPs); Free & Peters 16 (4 CPs); Bolling 15 (12 CPs); John Pearson 15 (11 CPs); Avery-Knodel 14 (5 CPs); Adam Young 16 (8 CPs); Forjoe 14 (10 CPs); O. L. Taylor 13 (7 CPs); Meeker 11 (4 CPs); NBC Spot Sales 10 (no CPs); CBS Spot Sales 10 (no CPs); Raymer 10 (5 CPs); Branham 9 (2 CPs); Walker 6 (4 CPs); Harrington, Righter & Parsons 6 (no CPs); Everett-McKinney 6 (5 CPs); Joseph Hershey McGillvra 5 (3 CPs); Rambeau 4 (3 CPs); Burn-Smith 3 (2 CPs); Gill-Perna 3 (2 CPs); W. S. Grant 3 (2 CPs); George W. Clark 3 (3 CPs); Donald Cooke 3 (2 CPs); Hal Holman 2 (1 CP).

There are a scattering few others, all minor with but one or 2 stations signed up—and there's All-Canada Radio Facilities Ltd. with 7 of the 9 commercial stations thus far authorized in that country already signed, though the stations aren't yet built.

Attempted "shakedown" of WBAL-TV, Baltimore, was being investigated by City Council this week after reports that unidentified representative of city zoning board had asked station for \$15,000 payoff for assurance that zoning regulations would be changed to permit it to build 750-ft. tower on tract adjacent to present site which had been rezoned residential. Station officials declined comment.

ACCCELERATED shipments of transmitters were promised by RCA this week also, in wake of "catch-up" program revealed last week by recently strike-bound GE (Vol. 9:26). Five vhf plants went out of Camden June 30, and 3 more are scheduled week of July 6, RCA reports, at same time revealing that "crash crew" may keep production and shipments going during July 20-Aug. 3 vacation period.

The June 30 vhf shipments were 10-kw to WIS-TV, Columbia, S. C. (Ch. 10) and KGNC-TV, Amarillo, Tex. (Ch. 4); 2-kw to KRDO-TV, Colorado Springs, Colo. (Ch. 13); 25-kw amplifier for previously delivered 5-kw transmitter to KCMO-TV, Kansas City (Ch. 5); 500-watt to KXLF-TV, Butte, Mont. (Ch. 6). Also being shipped this week were 10-kw to KCEN-TV, Temple, Tex. (Ch. 6) and KMO-TV, Tacoma, Wash. (Ch. 13), and week of July 6 a 2-kw goes to KHSL-TV, Chico, Cal. (Ch. 12). On the uhf side, RCA this week got off shipments to KEDD, Wichita, Kan. (Ch. 16) and WPMT, Portland, Me. (Ch. 53). And week of July 6, uhf shipments go to WICS, Springfield, Ill. (Ch. 20); WCHA-TV, Chambersburg, Pa. (Ch. 46); WTAO-TV, Cambridge, Mass. (Ch. 56); KIT-TV, Yakima, Wash. (Ch. 23).

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General Electric is fast catching up on production and deliveries (Vol. 9:26), but is somewhat disturbed by apparent "whispering campaign" against its 12-kw uhf transmitter. This week, Wm. J. Morelock, gen. mgr., commercial equipment subdept., issued this statement:

"Rumors that we are not going to continue to build 12-kw uhf transmitters, using the klystron, are strictly unfounded. We will deliver this year at least 46 such units, including antennas and filter diplexers. While the strike dealt us a serious blow, we have every reason to believe our total production will be as planned and most of our customers will not be seriously delayed."

DuMont got off 5-kw transmitters July 2 to KMBC-TV & WHB-TV, Kansas City (Ch. 5), which will share time, and to WREX-TV, Rockford, Ill. (Ch. 13)—and next day shut down plant for vacation until July 20. There will be no deliveries during the 2 vacation weeks. Federal this week delivered antenna to WACH-TV, Newport News, Va. (Ch. 33) and completed shipment of 1-kw transmitter to WNAO-TV, Raleigh, N. C. (Ch. 28).

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

KLZ-TV, Denver (Ch. 7), which will be Denver's third vhf and basic CBS-TV, no sooner got final FCC grant this week (see p. 3) than it received RCA's assurance of equipment delivery by August and fixed an Oct. 1 target. It plans 316-kw power, with 225-ft. Lehigh tower on Lookout Mt., surmounted by 8-bay superturnstile. To house both TV & AM, it's remodeling 3-story 35,000-sq. ft. former auto showroom building at 131 Speer Blvd., which will include two 2500-sq. ft. TV studios and have an auto ramp to 100x125-ft. roof for outdoor pickups. Mgr. Hugh Terry has detailed Clayton Brace as TV program director, Eugene Jenkins (ex-Crosley and WOAI, San Antonio) as chief engineer. Jack Tipton, TV sales mgr., suffered an accident recently which has bedridden him for next 4 months, said Terry. Katz will be rep.

WTCN-TV, Minneapolis, and WMIN-TV, St. Paul, Ch. 11 share-time grantees, now hope to begin tests Aug. 25 with RCA transmitter atop Minneapolis' Foshay Tower Bldg., reports WTCN promotion & publicity director George Hudak. Blair will be WTCN-TV rep.

New Channel 14 grantee for Worcester, Mass., Salisbury Bcstg. Corp. (call letters not yet assigned), hasn't yet ordered equipment but Dec. 15, 1953, is target date, reports v.p. & gen. mgr. Ansel E. Gridley, who also is pres. of AM station WFGM, Fitchburg. Raymer is rep.

MANUFACTURE of color telecasting equipment will be started "immediately" by RCA on custom-built basis for delivery in first half of 1954—"approximately a year in advance of the earliest dates on which regular production equipment can be made available." RCA sent this announcement July 1 to all TV stations and TV-radio consulting engineers & lawyers, along with order blanks and lists of prices and equipment groupings, which differ somewhat from those submitted last week in RCA's color petition to FCC (see p. 9).

Deadline for placing orders is July 31. The custom-built equipment will be similar to RCA's prototype gear used in Camden and New York. Letter to telecasters notes that "production models" can't be designed until FCC finalizes compatible color standards, and that production models may differ in some respects from custom-built equipment. It's also pointed out that it will be necessary to "replace or modify certain monochrome equipment now in use by existing TV stations" to accommodate the additional information needed for NTSC signal.

RCA has arranged 6 groupings of color equipment as "building blocks" in conversion of station for color. Each group builds upon preceding ones. For instance, Group A equipment permits station to transmit only color programs received from network. To originate color pictures from slides, Groups A through D are required; for color film, A through E, etc. RCA requires 25% down payment for custom-built equipment, 2% for standard items included in package (racks, amplifiers, power supplies, etc.). Prices of most major equipment still are tagged as estimates, but RCA guarantees actual prices won't exceed these by more than 10%. Following are major items of equipment specified for each group:

GROUP A, network only: Color stabilizing amplifier, tri-color monitor, 2 phase correction networks, lower subcarrier notch filter and additional standard stock items, \$14,380.

GROUP B, recommended test equipment: Convergence dot generator, color monitor analyzer, linearity checker, color signal analyzer, burst controlled oscillator, color bar generator, square wave generator, oscilloscope, \$12,230.

GROUP C, synchronizing generator equipment (for stations planning to originate own color programs): Color frequency standard, burst flag generator, standard studio sync generator with modification kit, cabinet rack, \$7480.

GROUP D, color slide camera chain: Slide camera preamplifier, slide camera pickup, monitor auxiliary, remote control panel, slide camera table top & kinescope equipment, deflection chassis, power supply, channel amplifier, aperture compensator, gamma amplifier, colorplexer, tri-color monitor, monochrome control, bias supply and standard stock items, \$31,378.

GROUP E, color film chain: Projector, projector camera preamplifier & control panel, table top kinescope & mounting, deflection chassis, power supply, channel amplifier, gamma amplifier, aperture compensator, colorplexer, tri-color monitor, monitor auxiliary, monochrome control monitor, bias supply, standard items, \$49,399.

GROUP F, studio camera equipment: Color camera, viewfinder with hood & kine, camera channel amplifier, cable terminal chassis, focus current regulator, camera control, shading generator, monitor auxiliary, special cables, monochrome control monitor, aperture compensator, bias supply, gamma amplifier, colorplexer, tri-color monitor, standard items, \$66,580.

WELI-TV, New Haven, Conn. (Ch. 59) has GE equipment on order, plans start in "8 months to one year," writes pres. Richard W. Davis, who heads management group recently acquiring the AM station from Harry C. Wilder. H-R Television will be rep.

WTVP, Decatur, Ill. (Ch. 17) will get RCA antenna week late, and now tentatively plans July 14 start in lieu of last reported July 1 debut (Vol. 9:24), according to pres. W. L. Shellabarger. Geo. W. Clark Inc. will be rep.

WLBR-TV, Lebanon, Pa. (Ch. 15), granted last week, is negotiating for equipment, begins construction immediately, and plans November debut, writes mgr. Lester P. Etter. Rep not yet chosen.

WIMA-TV, Lima, O. (Ch. 35), DuMont equipment ordered, has rescheduled start to "somewhere around the first of the year" from earlier announced summer debut (Vol. 8:52), reports gen. mgr. R. W. Mack. Rep will be Weed Television.

Telecasting Notes: Critic Jack Gould, *New York Times*, currently abroad, writes from London that U. S. viewers "are missing a number of excellent types of presentations" but also "are escaping from some colossal bores." His June 30 dispatch says: "At first glance, British TV seems almost the contemporary American dream come true. There are no commercials, no urgent pleas to test and compare, and no interruptions. The peace and quiet in the English living room are almost indescribable, a delightfully novel and soothing experience in viewing. But there is a catch. When the set owner here is trapped in an interminably wordy play of 90 minutes about Joan of Arc [his] frustration is complete [and] there is no station selector switch. Receivers are pre-tuned to the one and only channel of the BBC. The American viewer's inalienable right to look for a better program might even excuse a middle commercial" . . . One thing that Gould particularly noticed was high quality of film reproduction, which on BBC is "virtually equal to live video in the U. S. and often superior to live video" in London; British newsreels on TV are "decidedly superior," he reports, "and kinescope and video films seen at home simply are not in the same running" . . . British TV runs to culturally higher standards than U. S., but lacks flair for popular entertainment—albeit mysteries, sports, children's shows abound. And Gould also noted BBC gives screen credits to composers and lyricists, which he calls "a sensible idea" and suggests ASCAP take note . . . NBC pres. Frank White will head network contingent at radio affiliates' July 27 meeting in Chicago (Vol. 9:26), at which AMs are expected to ask greater separation of AM & TV, more attention to radio; looks like White will concentrate mainly on radio problems next few months, leaving to Chairman Sarnoff and vice chairman Pat Weaver the administration of TV

. . . July *Fortune Magazine* out with 8-p. article titled "CBS Steals the Show" containing comparisons between RCA "dollars" and CBS "showmanship" (with sideswipes about CBS's defeat on color issue) that probably won't please either . . . Ed Sullivan's CBS-TV *Toast of the Town* has dropped much-publicized preview clips of big movie features, claiming audience reaction wasn't so hot . . . New CBS-Radio documentary film titled *It's Time for Everybody* is reported as excellent job of extolling the medium, will be ready for trade release soon . . . Nice break for NBC-TV's 7-9 a.m. *Today* July 1, when ex-President Truman stepped up to window of RCA Exhibition Hall during early-morning stroll, peeked in, was invited inside to be asked a few questions; fact that daughter Margaret is NBC contract artist may or may not have contributed to the coincidence . . . Fascinating article on techniques used by WCCO-TV, Minneapolis, in series of one-hour telecasts of Minneapolis Symphony is "Televising a Symphony Orchestra" by TV consultant Rudy Bretz in May *Journal of the Society of Motion Picture & TV Engineers* . . . 3-year strike at KSTP-TV & KSTP, St. Paul, ended this week with undisclosed settlement with IBEW technicians . . . Branham Co. has sued owners of KFMB-TV & KFMB, San Diego, for alleged breach of contract by reason of Petry acquisition of 22.22% ownership (Vol. 9:23) and switch of reps; Los Angeles superior court case asks \$400,000 damages, alleging this is potential return on contract with 2 years yet to run . . . Every weekday at 5 p.m., Bridgeport's WICC-TV (Ch. 43) carries *Let's Talk About Television*, 5-min. during which gen. mgr. Philip Merryman talks to local servicemen and dealers, with occasional guests . . . Revised weekend rate classification by NBC-TV, effective Sept. 1, changes 1-5 p.m. Sat. & Sun. from Class A to Class B . . . WHAS-TV, Louisville, raises base hourly rate from \$600 to \$700 July 15.

Station Accounts: Grant Tool Co., Chicago, spotting 10-min. film demonstrating its new "Gay Blade," combination glass-cutter and tool sharpener, got such big response via Altoona's WFBG-TV that it's repeating same film on same station 6 times, thru Arthur Meyerhoff & Co., Chicago; station itself, dept. store-owned and a relative newcomer on air, having started last February (Vol. 9:9), reported it was "overwhelmed" by 1275 mail orders received from first showing . . . Englander Co. (Airfoam mattresses and Red-Line Foundation ensemble) planning TV spots to back up magazine & newspaper campaign, thru Leo Burnett Co., Chicago . . . RCA Victor breaks spot campaign in every TV market July 10 to promote new "Rotomatic" TV line, radios, phonos and "Strato-World" 7-band portable, thru J. Walter Thompson . . . Universal-International has prepared series of 20 & 60-sec. spots on all its film releases in July & August, to be placed locally and available from N. Y. office (David A. Lipton, v.p.) . . . General Foods, for Post Krinkles, sponsoring *Rootie Kazootie*, described as "popular Lilliputian program for the lollipop set," on WABC-TV, New York, Tue. 6-6:15 p.m., thru Foote, Cone & Belding; Pioneer Ice Cream is Mon. sponsor, Gordon Baking Co., Wed. & Fri. . . . Among other advertisers reported using or preparing to use TV: Blue Star Food Inc. (Blue Star chicken), thru Laughhammer Agency, Omaha; Family Digest for Better Health Inc. (magazine), thru Zlowe Co., N. Y.; Republic Steel Corp. (steel kitchens), thru Meldrum & Fewsmith, Cleveland; Eskimo Pie Corp. (ice cream), thru Buchanan & Co., N. Y.; Vitamin Corp. of America (Cal-O-Metric dietary aid), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Roto-Rooter Corp. (Roto-Rooter sewer cleaning machine), thru Cole's Inc., Des Moines; Gates Rubber Co. (flexible hose & garden sprinkler), thru Harold Walter Clark, Denver; N. Y. State Dept. of Commerce, thru Knox Reeves Adv., Minneapolis; Kaz Mfg. Co. (elec-

tric vaporizers), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Bell Portable Sewing Machine Corp., thru Goold & BBDO, N. Y.; Art Instruction Inc. (art course by mail), Tierney, N. Y.; Shell Oil Co. (premium gas with "TCP"), thru J. Walter Thompson, N. Y.; Dix Minit Donut Corp. (frozen doughnuts), thru Charles O. Puffer Co., Chicago; F. Pirrone & Sons (wine), thru Marshall Ford Adv., Sacramento, Cal.

Network Accounts: Five new sponsors signed up this week for 15-min. participations on *Garry Moore Show*, beginning Sept. 3 on CBS-TV, Mon.-thru-Fri. 1:30-2 p.m., completing roster of sponsors. New sponsors: Swift & Co. (meat products), Thu. 1:30-1:45 p.m., thru J. Walter Thompson Co.; Hoover Co. (vacuum cleaners), Mon. 1:45-2, thru Leo Burnett Co.; Cat's Paw Rubber Co. (heels & soles), Tue. 1:30-1:45, thru S. A. Levyne & Co.; Best Foods Inc., Wed. 1:45-2, thru Earle Ludgin Inc.; Norge Refrigerators, Thu. 1:45-2, thru J. Walter Thompson Co. . . . B.B. Pen Co. (ball point pens) buys alt.-week sponsorship of *George Jessel Show*, beginning in fall, on ABC-TV, Sun. 9:30-10 p.m., thru Roy S. Durstine Co. . . . Brown & Williamson (Kools) buys *My Friend Irma*, beginning in fall, on CBS-TV, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Philip Morris Co. (Dunhill cigarettes) to sponsor Ezio Pinza comedy *I Bonino*, beginning Sept. 12, on NBC-TV, thru Biow . . . S. C. Johnson & Co. (floor wax), reported buying *Life with Father*, beginning in fall, on CBS-TV, Sun. 7-7:30 p.m., thru Needham, Louis & Brorby . . . Wrigley (chewing gum) switches *Gene Autry Show* from Sun. 8-8:30 p.m. to Tue. 7-7:30 p.m., beginning July 14, on CBS-TV . . . Bristol-Myers Co. reported buying *Police Story*, beginning in fall, on CBS-TV, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Schenfield . . . American Tobacco Co. reported buying *Ray Bolger Show* on ABC-TV alt. weeks starting in fall, Thu. 9:30-10 p.m.

LOTS OF LIFE IN TV MARKET, NARDA TOLD: TV-appliance dealers had their place in the sun this week -- their NARDA convention in Chicago coming out with spirited program for: (1) Closer liaison with manufacturers. (2) Better business practices (what one distributor calls "creative selling") to weed out inept dealers and reduce the alarming rate of business mortalities among retailers.

NARDA appointed new committee headed by Vergal Bourland, Fort Worth, to work out effective plan to meet with TV & appliance manufacturers periodically on mutual problems. First step, Bourland said, would be to survey NARDA members on what brands they carry, what they like and dislike about individual manufacturers' merchandising policies. Then the committee members will sit down with manufacturers to see if some solution can be worked out. All public statements emanating from such meetings will be cleared with manufacturers to make certain their viewpoint is properly presented.

Retailers rang the changes again on their old complaints of low markups, too many lines, etc. Some of their hopes were answered July 1 when Motorola announced it was introducing fewer models (20) than any other major manufacturer and would increase discounts to dealers (see Topics & Trends, p. 10).

Not too much worrying about prospect of price increases this fall was evident, though some manufacturers have declared they're near-certainty (Vol.9:25,26). This week, too, Raytheon v.p. William Dunn elaborated on his prediction of price hike with statement that recent 10% increase in capacitor and CR tube prices gives "us no choice but to fall in line with economic trends and adjust our TV set prices in accordance with rising costs." He added Raytheon will continue to follow industry pattern of holding off as long as possible but that hikes seem "a certainty."

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Magnavox president Frank Freimann threw down a challenge to dealers and set a fighting tone to the convention when he told them in the main address to cut out the wailing and bring back some of the hard-selling practices they used in days when all customers weren't pushovers.

Though there are an estimated 23,000,000 TV receivers in presently served areas, there are still 7,000,000 families not yet sold in these areas, plus another 20,000,000 families yet to be sold in upcoming markets, he said, adding:

"There are approximately 4,000,000 sets of a size smaller than 17-in. and over 3 years old now in use -- a ready replacement market. Also in use are an estimated 6,000,000 sets of inadequate size to provide enjoyable TV viewing -- another large replacement market. The second set market has hardly been touched. Any talk of saturation in the TV business is merely academic and realistically unsound, as demonstrated by the historical pattern of the radio industry itself."

After Freimann's challenge, dealers settled down to thrash out some of their problems. Harry Alter, president of Harry Alter Co., Chicago Crosley distributor, quickly put his finger on what he considered 4 major weaknesses besetting trade:

(1) Too many people are in the TV-appliance business. "There are too many manufacturers, too much production, too many distributors and far too many dealers. And not a thing can be done about it except the workings of the oldest law of nature, 'survival of the fittest.'" He later predicted economic necessity would eventually reduce TV-appliance manufacturers to about 10 "big name complete-line national brands with all others either out of the picture or relegated to position of unimportance."

(2) Too much price-cutting. "Price cutting on big ticket items is too easily disguised by the 'trade-in-allowance' subterfuge, so that the maintenance of fair-trade prices seems like an impossibility to me."

(3) Too much stock. "Everyone is trying to load-up everybody else. The factories cram it down the threat of distributors; they in turn try to load-up the

dealer on the theory that if he is overstocked he can't buy from competitors and so he'll have to cut prices to unload and pay his bills."

(4) Retail ads too often feature price alone, neglecting product benefits to consumers. "Seldom do we see ads in our daily papers telling a product feature story -- why someone should buy the product."

Alter left dealers with this warning: "Smart dealers will start shaping their affairs for the day when they will become exclusive dealers of one complete line, obtaining along with such franchise, reasonable territory protection. I am confident that to a great extent better selling will improve profit margins for the dealers who have exclusive and protected full line dealerships. Not only can you do better selling but you can again resume creative selling. Probably the one thing that this industry is in most need of is 'creative selling.'"

More advice to dealers came from NARDA president Wallace Johnston. Going directly to the point of current business failures among retailers, Johnston said one way of avoiding bankruptcy is to check inventories at least every month.

"More than a 30-day supply of a product should not be carried by a dealer. We are retailers, not warehouses. It is the distributor's function to carry the inventory to supply the dealer. I think this is the place where good management can come to the forefront to know what to buy, how to buy, what not to buy."

Johnston said he makes it a point to see his banker and finance man every 90 days to learn retail trends, status of the economy in his city (Memphis) and any ideas they have which might benefit his business.

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TV production declined to 103,629 (4804 private label) week ended June 26, down from 122,279 preceding week and 115,469 week ended June 12. It was year's 25th week, one short of 6 months by RTMA calculations. It looks now like 3,850,000 output for first half of 1953 vs. 2,318,236 first half of 1952.

Radio production dropped to 214,777 (103,648 private), lowest since year's first week, decrease from 271,274 week ended June 19 and 261,609 week before. Week's radios: 52,521 home, 48,622 portable, 23,672 clock, 89,962 auto.

Trade Personals: Clyde S. Gischel appointed gen. mgr. of consumer products, Westinghouse Electric Supply Corp., New York, in charge of sales in company's 17 districts and 112 branch offices . . . Vergal Bourland, NARDA v.p. and owner of Bourland Appliances, Fort Worth, named chairman of new NARDA committee to serve as liaison between dealers and manufacturers . . . Robert J. Bahr promoted to director of purchases, Emerson Radio, succeeding Stanley L. Abrams, recently advanced to director of material div. . . . Delmus J. Fagge, ex-Sylvania tube div. govt. sales representative, Washington, named Washington engineering representative, Potter & Brumfield, Princeton, Ind. (relays) . . . Miss E'lise Harmon, ex-National Bureau of Standards engineer-physicist, named Aerovox director of printed circuit development . . . John S. Brown promoted to chief engineer, Lawrence R. Krahe appointed head of advance development group, Andrew Corp. (antennas & transmission lines) . . . Wm. H. Beretish, ex-Dole Valve Co., named special asst. to pres. of Packard-Bell to plan for new products . . . Eric Gompertz, service mgr. of DuMont's factory branch in Miami, named Caribbean sales representative for DuMont international div., with offices after Aug. 1 at 7000 N.E. 4th Ct., Miami . . . H. Hugh Willis, ex-Vitro Corp., appointed director of advanced instrumentation, General Precision Equipment Corp. . . . Philo T. Farnsworth, TV inventor, was guest of honor at testimonial dinner in his native Salt Lake City June 30, NARTB pres. Harold E. Fellows delivering main address . . . Sidney Joffee resigns as pres., Pathe Television Corp., N. Y.

COLOR TV still hasn't been discussed by FCC commissioners, since RCA filed petition last week (Vol. 9:26), though staff is giving document a lot of study. Obviously, Commission is waiting to see what NTSC has to say—though it may get procedures rolling, aimed at speeding consideration of compatible system, before NTSC files its comments. NTSC petition is expected by end of month.

Still a question is whether FCC will insist that new system be put on air in Washington. Chairman Hyde doesn't consider it much of a question, though, saying: "That's just a detail."

Commission staff has attended quite a few demonstrations of NTSC color, but FCC has yet to indicate whether that suffices. Lab Div., at Laurel, Md., has been working with compatible color signal generator and RCA tri-color tubes but hasn't had money needed to convert equipment to current NTSC specifications.

RCA this week sent to all stations, TV-radio consulting engineers and attorneys details of color transmitting equipment costs and delivery dates (see p. 6).

Another technical symposium on tri-color tubes for its patent licensees was scheduled for July 15 by RCA. Stating that purpose is to bring manufacturers up-to-date on production processes, v.p. E. C. Anderson said that "the decision has recently been made to concentrate on development of a tri-color tube with a glass envelope."

NARDA will seek \$200,000 from TV industry sources this year as part of 3-year program to aid educational TV. Fund would be administered by NARDA Educational TV Foundation, which was chartered last month.

Topics & Trends of TV Trade: "Shortest line with the longest discount" among any of the majors — that was Motorola's keynote as it introduced new 20-model line at Chicago's Palmer House July 1, featuring its first 24 & 27-in. sets as well as a high-fidelity radio-phonograph. It was last of the major manufacturers to introduce its new line (for new line of other manufacturers, see Vol. 9:23-26).

Motorola made quite a point of fewer sets, exec. v.p. Robert W. Galvin observing to some 100 distributors attending that every other major company has introduced "anywhere from 40 to 55 models in their fall lines," with resulting complications in warehousing, display, finance, product identification and service. Without specifying exact percentage, Galvin said discounts to dealers will be increased on all models under \$300—"not by just a nibble, but by a good mouthful."

Engineering features of new line are "Pictron" high-voltage transformer for brighter picture; improved anti-noise protection; new all-channel "Roto-tenna" device mounted in cabinet on pivot and calibrated for easy adjustment by set owner; new all-channel "Robot 82" cascade tuner bringing in all stations with one-knob operation; new delayed gain control to prevent picture fading in changing channels. Prices range from 17-in. ebony plastic table model at \$180 to 27-in. full-door mahogany console at \$675. The full line:

Table Models: 17-in. ebony plastic \$180, mahogany \$200; 21-in. mahogany \$230, \$250, \$270, blonde \$280.

Consoles: 17-in. mahogany \$280, blonde \$290; 21-in. mahogany \$300, blonde \$320; 21-in. open-face walnut \$300, mahogany \$330, blonde \$340; 21-in. half-door mahogany \$350, blonde \$370; 21-in. full-door mahogany, walnut or birch \$400, blonde \$420; 24-in. walnut \$400, mahogany \$430; 24-in. full-door mahogany \$470 & \$550, blonde \$490 & \$575; 27-in. full-door mahogany console \$595 & \$675, blonde \$625.

Combination: 21-in. mahogany \$595, blonde \$625.

Also introduced were "Sonata" high-fidelity radio-phonograph, in walnut bakelite, with 6x9-in. inverted speaker, listing at \$100; clock radio with printed circuits, \$30; table model radio, \$25.

Trade Miscellany: An unnamed TV-radio set manufacturer, seeking a "big league sales mgr." to handle national operations, has asked *Tide Magazine* to help find the man; if you're interested, write Reginald Clough, publisher, *Tide*, 232 Madison Ave., N. Y. . . . Philadelphia area TV sales of 19 major brands totaled 6106 sets in May vs. 7000 in May, 1952; in 5 months to May 31, they were 61,475 vs. 60,689 . . . Motorola plans to spend more than \$12,000,000 on promotion this year to celebrate 25th anniversary, using all media . . . GE's ad campaign backing new TV-radio line will be concentrated on new TV markets, where heavy local promotions will be launched 2 weeks before station goes on air, according to E. F. Peterson, TV-radio marketing mgr. . . . CBS-Columbia Inc. planning big national and local campaign, including spot TV & radio, to back up bid to become major brand in TV receiver field . . . Raytheon is sponsoring entry in annual All-Woman Transcontinental Air Race July 7—a Beechcraft Bonanza, piloted by Mrs. Jane White, Glenview, Ill.

Distributor Notes: RCA Victor Distributing Corp. elects E. Earle Hart, ex-Buffalo-Rochester, as v.p. of Kansas City div. . . . RCA Victor names Ward Terry Co., Denver (Ward E. Terry, pres.), replacing Hendrie & Bolthoff Co.; appoints Dulaney's of Texas Inc., Amarillo, Tex. (Paul Davis, gen. mgr.) . . . Mascon of Rhode Island Inc., Providence (Admiral), announces resignation of Henry Grimes as gen. sales mgr. . . . Electro-Pliance Corp., Milwaukee (Motorola) announces resignation of E.P. Toal as gen. mgr.; he joins Cosne Callaghan, ex-Chicago manu-

EMERSON made trade headlines this week with introduction of 17-in. mahogany wood finish table model at \$150 and 21-in. table model at \$200, both including tax and warranty. Introduction of low-priced leaders came along with 43 other models at New York's Plaza Hotel June 29.

David J. Hopkins, adv. & sales director, emphasized low-priced sets "are not advertising leaders to be nailed down on dealers' floors for promotion or as teasers. This is in keeping with the traditional Emerson policy of delivering leader models in quantity. We are engaging, and will continue to engage, in quantity production of these and all other leader models."

Pres. Benjamin Abrams foresaw bright future for TV sales in both old and new markets in next 18 months, said Emerson's TV production next year will double 1953 output, added start of color production won't retard black-and-white sales. He said he expects first few color sets early next year.

Twenty-eight sets are vhf-only, other 16 containing all-channel tuning. Feature of line is one-knob "Simpli-matic" tuning. The full line:

Table Models: 17-in. mahogany wood finish \$150 or \$200 (uhf), blonde \$180 or \$230 (uhf); 17-in. grained mahogany or blonde finish \$200; 17-in. limed oak, mahogany or blonde veneer \$230 or \$250 (uhf); 17-in. early American maple veneer \$270; 21-in. mahogany wood finish \$200, blonde \$230; 21-in. mahogany or limed veneer \$280.

Consoles: 17-in. mahogany wood finish \$230, blonde \$240; 17-in. mahogany veneer \$250 & \$300 (uhf); 17-in. blonde veneer \$270 & \$320 (uhf); 21-in. mahogany wood finish \$250 & \$280 (uhf), blonde \$270 & \$300 (uhf); 21-in. mahogany veneer \$300 & \$350 (uhf); 21-in. blonde veneer \$320 & \$370 (uhf); 21-in. mahogany veneer with side controls \$390; 21-in. full-door mahogany veneer \$430 & \$480 (uhf); 21-in. full-door blonde veneer \$460 & \$510 (uhf); 21-in. full-door French provincial \$430 & \$480 (uhf); 27-in. full-door mahogany veneer \$750.

Combinations: 21-in. mahogany veneer \$430 & \$480 (uhf); 21-in. blonde veneer \$550 & \$630 (uhf).

factorer's rep, in new TV distributing concern, with headquarters in Schroeder Bldg., Milwaukee . . . Capehart-Farnsworth appoints newly formed Greber Distributing Co., 929 H St. NW, Washington, headed by Joseph Greber, ex-sales v.p., Greber Distributors Inc., Baltimore (Motorola), his brothers Ben & Saul continuing Baltimore firm; Capehart also names Swanson-Nunn Sales Co., Evansville, Ind. (Wm. Knopsnyder, owner) . . . CBS-Columbia Distributors Inc., New York, appoints Bert Rice, ex-Zenith New York, as sales mgr. . . . Stewart-Warner appoints Herndon Thomas Electronics, Atlanta (Herndon Thomas, owner) . . . Apex Electronic Sales Corp., New York (Philharmonic) announces resignation of Al Jacobs as pres.

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Picture tube sales for first 5 months of this year totaled 4,450,249 valued at \$105,013,272, compared to 1,940,142 worth \$43,181,847 in same 1952 period, reports RTMA—rectangular 20-in. and larger representing 70% of sales. May picture tube sales totaled 744,252 worth \$15,659,541, compared to 907,076 at \$21,657,266 in April and 305,395 at \$6,470,060 in May 1952.

Receiving tube sales in first 5 months totaled 200,654,663 valued at \$135,769,040 vs. 135,818,064 at \$97,890,279 in same 1952 period. Of sales, 142,210,500 went for new sets, 43,994,354 replacement, 8,138,606 export, 6,311,203 govt. For May, receiving tube sales totaled 37,253,308 worth \$25,093,037, compared to 41,342,599 at \$27,720,635 in April and 23,636,484 at \$17,037,274 in May 1952.

Electronics Reports: Twenty electronics manufacturers are represented on Defense Dept.'s list of 100 companies receiving biggest volume of military prime contracts from July 1950 through December 1952. Three electronics and related companies are above billion-dollar mark in post-Korea military prime contracts—GE, AT&T and Westinghouse—with GE close to \$3 billion. Prime contracts of the 20 firms totaled \$10 billion or some 12.5% of dollar value of all prime contracts let by Govt. since Korea.

Electronics and related companies in "top 100" show little change in ranking since last list, which covered July 1950-June 1952 (Vol. 9:10). None left the list, and there are no newcomers. GE continues in second place, with more than \$2.8 billion in prime contracts, or 3.6% of the dollar value of all prime contracts. General Motors is still No. 1, and it has more than \$5 billion in prime contracts. Of the remainder of top ten, 6 are aircraft firms, 2 automotive companies.

Many electronic items, of course, are made by the big "non-electronic" companies on list (i.e., aircraft companies, with their gigantic guided missile programs) and many electronic companies make non-electronic items—such as GE with its huge jet engine business. Much of the contracts have been subcontracted to smaller firms.

Here's how the electronics and related firms stacked up in the top 100. They're listed below together with their position on list in December 1952 and June 1952, dollar value of their prime contracts and their percentage of total military contracts:

Company	Position (Dec. 1952)	Amount of Contracts	Percent-age of Total	Position (June 1952)
General Electric	2	\$2,855,400,000	3.6%	2
AT&T	13	1,197,600,000	1.5	12
Westinghouse	14	1,100,000,000	1.4	14
Sperry Corp.	17	755,800,000	0.9	18
Bendix	18	746,700,000	0.9	19
Avco	23	480,800,000	0.6	28
RCA	24	480,400,000	0.6	23
Hughes Tool Co.	26	451,600,000	0.6	22
IT&T	31	354,600,000	0.4	29
Philco	40	305,200,000	0.4	44
Collins	42	278,000,000	0.4	40
Raytheon	44	262,700,000	0.3	42
American Bosch	59	174,800,000	0.2	58
Hazeltine	73	131,200,000	0.2	70
Sylvania	79	119,300,000	0.2	71
Minneapolis-Honeywell	84	114,300,000	0.1	82
Admiral	92	101,300,000	0.1	84
Stewart-Warner	94	95,400,000	0.1	90
Motorola	95	92,100,000	0.1	96
Gilfillan Bros.	96	88,700,000	0.1	94

NPA Electronics Div. will continue operations for remainder of month with staff of 4. NPA was due to be supplanted July 1 by Commerce Dept. Business Services Agency (Vol. 9:23), but reorganization of Commerce Dept. was postponed until Aug. 1, and NPA was extended for another month—but with about two-thirds of its personnel slashed off. Electronics Div. now consists of director Donald S. Parris; Joseph Bauler, in charge of equipment; Ray Knobbe, expediting & expansion; one mail-& file clerk. Electronics was cut more than most other divisions, and will be able to work on emergency cases only, but director Parris gives assurance that "the military job will be done." Some former NPA personnel may be rehired when Commerce Dept. industry divisions are set up. June 30 was changeover day in defense controls program—Controlled Materials Plan dying and being supplanted by Defense Materials System, which rations materials to defense users only. Also on that day, Congress gave Small Defense Plants Administration one more month to live. It dies July 31 unless extended by Congressional action.

La Pointe Electronics Inc. has purchased 95% interest in Circuitron Inc., manufacturer of printed circuits, from J. H. Whitney & Co. for undisclosed amount. Whitney retains 5% interest in Circuitron, which will continue as separate corporation.

Financial & Trade Notes: Paramount's policy against release of old films to TV remains unchanged, despite advent of 3-D. President Barney Balaban gave that answer to question by stockholder at recent annual meeting. He added that current potential revenue from TV was so small that he could not recommend releasing Paramount's oldies. Total value of all films made by Paramount prior to September 1952 is carried on company's books at "no more than about \$100,000 or \$200,000," he said. In answer to another question he said Paramount's total investment in 50%-owned International Telemeter Corp. is "about \$775,000 or \$800,000 and an advance of \$50,000, plus a loan to one of Telemeter's principal officers secured by all of the latter's Telemeter stock."

Note: Big studios won't release backlogs for another 7 years—that's view of one big distributor of films to TV, as reported in July 1 *Variety*. Arche Mayers, president of Unity TV Corp., described as biggest distributor of feature films for TV, is quoted: "As long as the major studios are not in the red ink they won't sell to TV. And right now, thanks to 40% of their revenue coming from the foreign market, they're still in the black." It would be "senseless," he said, for majors to sell to TV while they have financial interest in 25% of U. S. first-run theatres.

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One movie producer showing nicely improved gross and earnings: Universal Pictures Co., for 26 weeks ended May 2, reports consolidated sales up to \$34,476,837 from \$30,377,422 same period last year; net earnings \$1,346,632 (\$1.27 a share on 961,698 shares of common) after \$2,310,000 taxes, up from \$1,220,440 (\$1.14) after \$1,550,000 taxes.

Sylvania's place in the industrial firmament, as outlined by retired chairman Max F. Balcom at recent stockholders meeting: (1) Radio receiving tubes—second largest manufacturer, "and not very far from the top, producing more than one-fifth the domestic output last year." (2) TV sets—"we believe we are among the 10 largest." (3) Picture tubes—"a very strong second position." (4) Incandescent lamps—"a much more important third than a year ago." (5) Fluorescent lamps—"we probably continue in second place." (6) Photoflash lamps—"indisputable position as the leader."

Stromberg-Carlson's upsurge again indicated by figures disclosed by pres. Robert Tait, indicating sales for 1953 will run \$60-65,000,000 vs. \$48,098,000 in 1952, \$33,632,495 in 1951, \$39,192,917 in 1950. Net earnings after taxes estimated at about \$2,500,000 are expected to equal nearly \$7 per share on present capitalization vs. \$3.28 in 1952, \$1.66 in 1951, \$2.53 in 1950.

Sentinel Radio reports net profit of \$404,246 (\$1.06 a share on 380,000 common shares outstanding) on sales of \$15,152,005 for fiscal year ended March 31, compared to \$263,691 (69¢) on \$10,150,269 preceding year. Pres. Ernest Alschuler in annual report stated company ended year with low inventories of civilian products, foresaw even greater volume and profit in current year.

Avco net sales for 6 months ended May 31 increased to record \$219,455,797 from preceding year's \$130,834,354, but consolidated net income declined to \$3,315,897 (35¢ on 8,990,648 shares) from \$3,542,928 (38¢ on 8,887,959). Pres. Victor Emanuel explained that strikes in 3 company plants seriously affected earnings.

Dividends: Emerson Radio, 10¢ regular plus 5¢ extra, payable July 15 to stockholders of record July 6; Weston Electrical Instrument, 25¢ Sept. 10 to holders Aug. 26; Collins Radio, 50¢ plus 10% stock July 31 to holders July 15; American Phenolic, 25¢ July 24 to holders July 10.

FCC POLICY on "protest" procedure, inaugurated by McFarland Act last year, has shifted like a weathercock (see p. 2). At first, Commission threw out protests willy-nilly. Then it ran up against opposition from Justice Dept., went to other extreme—granting virtually all protests, halting construction of stations against which protests were directed. This week, Commission started back towards middle course in actions on 3 protests:

(1) WTVP, Decatur, Ill. (Ch. 17) had protested modification of grant to WCIA, Champaign (Ch. 3) which permitted WCIA to move closer to Decatur and increase height. WTVP said that WCIA would put Grade A signal into Decatur; that CBS says it will drop WTVP and shift to WCIA; that WTVP has lost "confirmed orders" for sponsored network shows; that WCIA will tend to monopolize media since its stockholders own *Champaign News-Gazette*, WSOY, Decatur, and WDWS, Champaign, etc. FCC weighed protest, decided to call hearing on it July 20, hold up CP for WCIA. Case may develop into hot issue, involving vhf vs. uhf and network affiliation policies.

(2) In Salinas, Cal., uhf grantee KICU (Ch. 28) had protested share-time grant to KSBW-TV, Salinas, and KMBY-TV, Monterey (Ch. 8). KICU charged that it hadn't been given enough time to study share-time proposals before they were granted and that the shared proposal didn't comply with FCC rules. FCC said it shouldn't have granted protest in first place, because it was too vague. However, it discussed complaints anyway, concluded they had no merit.

(3) In Durham case, AM station WSSB had protested grant to WCIG-TV (Ch. 46), saying it didn't have enough time to file competing application when WCIG's opposition disappeared; it also raised overlap question. FCC said, somewhat caustically, that WSSB had the 10 months since April 14, 1952 to file if it chose. Commission also said that WSSB's protest on overlap was too vague to comply with statute.

Only 2 applications for new TV stations were filed this week. Together with dismissal of 4 applications, they bring total on file to 592. Week's applications were for Kansas City, Ch. 65, by local AM station KUDL (David Segal); San Antonio, Ch. 41, by Jacob Newborn, owner of Tyler, Tex., grantee KETX and 25% owner of Beaumont grantee KBMT. [For further details about these applications, see *TV Addenda 16-Z* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with *Addenda* to date.]

Los Angeles & St. Louis have enough channels for the present, with 10 and 7 each, respectively, said FCC this week in turning down petitions to add a uhf channel to each. Commission said smaller nearby town might need the channels and "moreover, we cannot conclude at this time that the 10 channels in Los Angeles and 7 channels in St. Louis do not constitute a fair and equitable assignment of the available TV facilities to these communities."

Power boosts: KGNC-TV, Amarillo, this week received RCA 10-kw transmitter, plans to increase power to 100 kw as soon as it's installed. WBAY-TV, Green Bay, Wis., this week got RCA 10-kw driver. On RCA schedule next week is 25-kw amplifier to KBTW, Denver.

Hearst's quest for Ch. 10 in Milwaukee, asking FCC to make it available for commercial rather than educational use, was again rebuffed this week. Commission turned down petition for reconsideration, saying that Hearst has presented no new facts not previously considered.

WFTL-TV, Fort Lauderdale, Fla. (Ch. 23), was interconnected July 1 to AT&T's networking facilities, by tapping Jacksonville-Miami cable, making total of 140 stations in 93 cities now interconnected.

NBC-TV is "breaking clean" with WTAR-TV, Norfolk (Ch. 4) as of Sept. 19 when it affiliates with uhf WVEC-TV, Hampton (Ch. 15) for coverage of big naval base area. WTAR-TV shifts to CBS-TV then (Vol. 9:25) and, said an NBC spokesman, even though second interconnection "line" may not be available until "some time in fourth quarter," the plan is to sever relations entirely with the vhf. Until second AT&T microwave link is available via Richmond, WTAR-TV & WVEC-TV will have to share the present single link on equal basis. Since WVEC-TV is first uhf in one-vhf-station Norfolk, it's being watched by everyone interested in advancement of uhf, NBC with RCA expect to make this a major uhf "proving ground," will start big promotion-publicity campaign next week designed to get 50,000-75,000 sets converted by Sept. 19. To NBC-TV sponsors who sign for WVEC-TV by Aug. 1, it's offering inducement of 8 free weeks, after which \$200 base rate will prevail.

Comr. Paul A. Walker, retiring from FCC after serving since its inception in 1934, was given big party at Commission June 30, his last day, and will again be feted by National Citizens Committee on Educational Television (Dr. Milton Eisenhower) and Joint Committee on Educational Television (Ralph Steetle) at dinner in Washington's Statler Hotel, July 7. The 72-year-old gentleman was presented scroll paying tribute to his service, plus a gold watch. Walker says his plans are indefinite, though it's predicted he'll join some educational group in consulting capacity. He'll receive modest pension from Govt. Same day, Comr. George Sterling marked completion of 30th year in Govt.

Ultimate in antipathy: A crazed unemployed shipping clerk, who told police he hated "all television," invaded CBS-TV studio 58 at 55th & 9th Ave. in New York June 30 during rehearsal of *City Hospital*, stabbed cameraman Dennis McBride in the chest with 8-in. carving knife, struck actor Eric Dressler on the head with a water pitcher and terrorized 25 others on stage before he was subdued by police. The assailant, Richard Gaughan, 29, told police: "There ought to be a law against TV. I want to kill a TV operator." He especially hated baseball and wrestling, he said. Next day he was committed to Bellevue Hospital for psychiatric examination.

Easing of minimum separation requirements by 5 miles is requested in petition to amend Sec. 3.611 of rules filed this week by WSAL, Logansport, Ind. Proposed amendment provides, however, that transmitter separations would have to meet FCC's present rules on separations. Stations says it's far more straightforward and realistic to make such amendment than to get around substandard spacings by assigning channels to Irwin, Pa. (near Pittsburgh), Old Hickory, Tenn. (Nashville) and Warner Robins, Ga. (Macon)—as FCC has done in past.

Tiny portable radio weighing less than 1 lb., measuring 6x1½-in., selling for \$40, was introduced this week by Emerson, which claims it's world's smallest portable. It has built-in antenna and full-volume speaker, is product of many years of development by Emerson's exec. v.p. and engineering veteran Dorman Israel. Emerson also introduced new 60-model radio line ranging from \$15 table model to \$100 radio-phono combination.

You'll never find it in high school Latin books, but a new word has been added by Pope Pius XII's official Latin expert to the third edition of his modern Latin dictionary: It's "televisio," genitive "televisionis," and it means you-know-what. Monsignor Antonio Bacci, the Latinist, whose job is to popularize and preserve a dead language, defines derivation of "televisio" as "sight from afar."

Add uhf DX's: George W. Dougherty, Bayside, Va., reports "perfect audio & video" from Atlantic City's WFPG-TV (Ch. 46), more than 200 air mi. distant.

Television Digest

with ELECTRONICS REPORTS

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PATTERN OF UHF RECEIVER CIRCULATION: Viewers will convert to uhf in a hurry wherever it will bring them good programs they can't receive on vhf.

In areas far from vhf stations -- where TV penetration is low -- uhf stations have no difficulty building up good-sized audiences quickly.

These are becoming the accepted axioms of uhf audience circulation. We've stated them before, in reporting on American Research Bureau's widely accepted first survey of cities served by both uhf and vhf stations (Vol. 9:24). And ARB's second uhf survey, completed this week and covering 32 cities, removes all traces of doubt that "in uhf as in vhf, the program's the thing."

Rapidity with which some communities are approaching "100% conversion" to uhf, gives added proof that where uhf is providing a needed service it already is every bit as much an integral part of the American TV spectrum as is vhf. And again, survey shows that uhf stations in highly saturated vhf areas are still having tough time building sizeable audience where they merely duplicate programs easily available from vhf stations in neighboring cities.

ARB's new survey includes all communities with uhf stations as of June 1. It's based on telephone samples of approximately 1000 in each community June 15-30, and gives data on TV saturation, uhf saturation, channels received and channels viewed most in each of the 32 communities. Second survey had been anxiously awaited since 11-city study made last April gained acceptance as the first definitive research on a wide scale of the uhf audience field.

In the original 11 cities, increase in uhf audience was as high as 28% in the 3 months between surveys, average being about 12%. Boost in audience in these "old" uhf cities shows growing acceptance of uhf stations in their home communities.

* * * *

Dividing cities into groups according to percentage of sets equipped for uhf shows this very marked pattern:

There are 8 communities where more than 80% of sets can pick up uhf station. Of these, 6 have no good vhf signal readily available. In the seventh community, one vhf station can be easily received in addition to the uhf. The eighth city has relatively good reception from 5 vhf stations in other cities, yet close to 90% of its sets can also receive uhf; the uhf station there is interconnected with CBS, NBC & DuMont -- indicating that good programming and aggressive promotion can overcome the obstacles of intense vhf competition.

Of these 8 communities with highest percentage of uhf-equipped sets, none has more than 41% TV saturation. In these cities, where number of uhf receivers has virtually "caught up" with total number of TV sets, conversion is no longer a problem. From here on, stations' audience should build up in normal manner, all new sets added being combination vhf-uhf sets.

In 6 other communities, 50-80% of sets are equipped for uhf. Four of these

cities have only one easily-received vhf signal available. The 2 exceptions: In one city with 57% conversion, good reception is available from 4 out-of-town vhf stations -- but the city has 2 uhf stations, providing programs from all 4 networks. In the other case, local uhf station carries major network programs, has followed strong local programming policy, including live sports coverage -- and has achieved over 75% conversion despite proximity of 4 vhf stations.

All 12 of the communities where uhf conversion ranges from 20-50% can also receive fair-to-good signals from at least one nearby vhf station. Of the remaining 6 communities, where fewer than 20% of sets are uhf-equipped, 5 have 3 or more good vhf signals available. TV saturation of these 6 communities ranges from 60-82%, highest of any group.

* * * *

Other interesting facts brought to light in survey: (1) In areas where there are 2 uhf stations, nearly all uhf viewers report they can receive both channels -- indicating very few "one-strip" conversion. (2) Percentage of sets equipped for uhf ranges from 1.6% to 99.8% in cities measured. Median percentage of uhf-equipped sets is 45%; average is a little over 50%. This includes stations on air month or less when survey was made, as well as "old timers" on air for half-year or more.

4 CPs INCLUDE MT. WASHINGTON PROJECT: Station with greatest coverage area in U.S., perhaps in world, to transmit from top of New Hampshire's 6288-ft. Mt. Washington, was authorized by FCC this week. It was one of 4 CPs, all made possible by amendments, dropouts, mergers, etc. And FCC examiners knocked off 3 more initial decisions, while even more grants became imminent as competition melted away.

This week's grants: Poland, Me. (Lewiston), Mt. Washington TV Inc., Ch. 8; Lewiston, Me., WLAM, Ch. 17; Winston-Salem, N.C., WSJS, Ch. 12; Norfolk, Va., WLOW (Portsmouth), Ch. 27.

Initial decisions favored WFMZ-FM, Allentown, Pa. (Ch. 67), where WHOL dismissed; Cal Tel Co., Sacramento, Cal. (Ch. 40), where Maria Helen Alvarez dismissed; WAPA, San Juan, Puerto Rico (Ch. 4), where WKVM dropped out.

In Harrisburg, Pa., WHGB told Commission it won't contest initial decision favoring WCMB for Ch. 22 (Vol. 9:25). And in Worcester, Mass., WTAG pulled out, leaving Ch. 20 to Wilson Enterprises. All should result in CPs shortly.

Only non-AM getting nod was Cal Tel Co., Sacramento. It's partnership of Ashley L. Robison and Frank E. Hurd. Former owns machine shop, also works with Albert Zugsmith, Hollywood producer; Hurd is a food importer-distributor. Interesting angle of Winston-Salem grant is that onetime actress Mary Pickford Rogers owns one-third, other two-thirds being controlled by veteran publisher-broadcaster Gordon Gray, former Secretary of the Army, now president of U of No. Carolina.

* * * *

Mt. Washington grant is a dilly. Company is owned by 9 AMs in area, largest stockholders being Horace Hildreth (35.2%) and owners of WPOR, Portland (35.2%). Mr. Hildreth, who owns 50% of WABI-TV, Bangor, is a former governor of Maine, ex-president of Bucknell U, now Ambassador to Pakistan. He was president of company until appointed ambassador; office then went to John W. (Duke) Guider, 11.8% stockholder, owner of WMOU, Littleton, N.H., onetime Washington radio attorney.

Grant came after WLAM amended to Ch. 17 and WCOU dropped application to become minor stockholder. CP is conditioned on removal of interlocking ownership with applications in Portland, because of total Grade A overlap.

Calculated Grade A radius is 70-80 mi., Grade B 90-100 mi., with 3840-ft. above average terrain, 105-kw ERP. Area-wise, coverage will be greater than that of Los Angeles stations on Mt. Wilson. Mt. Washington station will be higher, will put most of its signal over land, won't be blocked by mountains on any side.

It's also most rugged site extant, since winds have been clocked at U.S. record of 188 mph, and icing is so bad that antenna will be encased in fiberglass or plexiglas. Yankee Network once had FM station there; Army and other govt. agencies have facilities there now. Site is inaccessible several months at a time. Principals say they expect station on air by Aug.-Sept. 1954.

Though Mt. Washington is high, location of Emilio Azcarraga's XEQ-TV, at 13,000-ft. Cortez Pass near Mexico City, makes it look like a pimple. But 17,000-ft peaks beside it limit coverage somewhat in some directions, make comparisons difficult. Reliable XEQ-TV signal, with 30-kw ERP, is received at 150 mi. or more.

WEEK'S 5 STARTERS OPEN NEW MARKETS: Five new stations took to the air this week, bringing to 203 the total now operating in this country -- 48 of them uhf. Three which turned on the juice were uhf, going into new TV cities. Week's new starters:

WISE-TV, Asheville, N.C. (Ch. 62) became first post-freeze station in state by putting on first test patterns July 5, one day ahead of WNAO-TV, Raleigh. WISE-TV opens virgin TV territory, reports 40-mi. range with its RCA transmitter despite the mountainous terrain. It goes commercial July 20 with \$150 base rate. Harold Thoms is president. Bolling is national rep.

WNAO-TV, Raleigh, N.C. (Ch. 28) began equipment tests July 6, test patterns July 8, plans to go commercial July 12-15 with what mgr. Charles Stone calls "probably the fattest initial commercial lineup of any post-freeze station." He reports one weekly hour, 5 half-hour shows sold locally, plus 31 national and 12 local Class A announcements. Starting schedule is 5-12 p.m. daily. Base rate is \$200. Primary affiliation is CBS-TV, which is expected to supply 15 hours a week, rest of schedule coming from other 3 networks, interconnecting Oct. 1. It has Federal's second 1-kw uhf transmitter, reports reception excellent in all directions. Avery-Knodel is rep.

WMTV, Madison, Wis. (Ch. 33), city's second uhf to start within 2 weeks (Vol. 9:27), turned on its RCA transmitter July 8, tentatively plans commercial service with ABC, DuMont, NBC from July 20. Like local rival WKOW-TV, its base rate is \$200. It's owned by group of Wisconsin broadcasters, headed by Gerald A. Bartell, WOKY, Milwaukee. Manager is Alan Beaumont. Rep is Bolling.

KLAS-TV, Las Vegas, Nev. (Ch. 8) started test patterns night of July 6, will begin programs July 20 with service from ABC, CBS, DuMont. It's controlled by local KLAS interests headed by R. G. Jolley. First station in state, its GE transmitter is at Wilbur Clark's famed Desert Inn. Manager is Alex Struthers. Rep. is Weed.

KIDO-TV, Boise, Ida. (Ch. 7) reported first test patterns as of July 9, is second vhf outlet in area within few weeks -- KFXD-TV, Nampa (Ch. 6), located only 8 mi. to north, having started June 18 (Vol. 9:26). It has RCA equipment. Base rate is \$150, networks CBS, DuMont, NBC. Manager is Walter Wagstaff. Rep. is Blair.

VITAL STATISTICS OF COMMUNITY ANTENNAS: Statistics on community antenna operations are mighty elusive things to track down, since operators are not required by law to report to any govt. agency. However, thanks to the cooperation of many operators, equipment manufacturers, etc., we've been able to keep fairly close tabs on them and will include an up-to-date directory on systems in our July 15 TV Factbook No. 17.

We've studied new directory rather carefully, extracted some interesting figures. Here's nub of our findings:

(1) 240 systems are in operation, versus 94 year ago (Vol. 8:27), and about 30 are reported under construction or definitely planned.

(2) 92 operators reported number of subscribers each has -- for total of 39,796, versus total of 13,750 for the 69 reporting a year ago.

(3) Average number of subscribers is 432 for the 92 reporting, versus 199 for the 69 reporting last year.

(4) For 61 systems more than a year old, average is 528 subscribers. The 31 less than year old average 245.

(5) 96 operators estimated potential number of subscribers they can serve -- for total of 167,150, and average of 1741. Year ago, 74 estimated they could ultimately reach 144,356, averaging 1950 each -- somewhat higher than current estimates.

(6) Largest system serves 2500. Next are: 2250, 1781, 1600, 1400, 1390, 1340, 1250, 1227, 1110, 1090, 1025, 1004, 1000. Rest are under 1000.

* * * *

Since more than half the operators didn't supply figures, it's impossible to tell whether those who did report are typical. We're inclined to believe that

those who reported are generally more alert and successful, so that the average number of subscribers of the non-reporters is probably less.

Taking an "average" operation, here's the income setup: 528 subscribers, at \$125 for initial connection fee -- \$65,000. At \$3.50 per month for service, yearly income is \$22,176. Big question, of course, is expenses -- which vary all over the lot, depending on amount of cable needed, layout of city, kind of equipment, etc. Generally, however, system with 528 subscribers or more should be comfortably in operating black -- with capital costs frequently already recovered.

Personal Notes: William S. Paley, CBS board chairman, among guests at White House dinner July 6; he and Mrs. Paley sailed July 8 for south of France . . . Jack Van Volkenburg, CBS-TV pres., elected to board of Advertising Federation of America, first TV man to be chosen . . . J. Robert Kerns, mgr. of WSAI, Cincinnati, sold by Storer interests, slated to become gen. mgr. of WBRC-TV and WBRC, Birmingham, Ala., recently purchased by Storer . . . Frank G. King promoted to gen. mgr., KECA-TV, Los Angeles, succeeding Phil Hoffman, resigned; Elton H. Rule takes over as gen. sales mgr. . . Sylvia D. Kessler, chief of FCC office of opinions & review, decision-writing arm of commissioners, resigned July 3, hasn't indicated plans; successor hasn't been named . . . Miss Alice E. Cook, ex-traffic mgr., named asst. operations mgr. in charge of planning, WPIX, New York; Jack F. A. Flynn, ex-weekend mgr., and John Tillman, ex-night mgr., both named asst. mgrs. for control operations . . . Richard W. Hubbell, ex-Voice of America, has joined new WGLV, Easton, Pa., as asst. to pres. J. L. Stackhouse, who also is publisher of *Easton Express* . . . Joseph A. Jenkins, ex-NBC, named commercial mgr. of new WKJF-TV, Pittsburgh (Ch. 53), due on air this month . . . M. Clay Adams, who directed NBC-TV's *Victory at Sea* series, named CBS-TV mgr. of film production . . . Thomas L. Milana has sold his TV film program directory service to Broadcast Information Bureau, is retiring from field July 16 to join film distributing firm . . . Joe Dwyer, ex-WLWT, Cincinnati, transferred to WLWA, Atlanta, as office mgr. . . Jerry Keefe promoted to asst. chief engineer, WHBF-TV & WHBF, Rock Island, Ill. . . Alan Beaumont, from WMTV, Madison, Wis., joins NBC-Chicago as production mgr. of WNBQ & WMAQ . . . Bob Blake resigns as publicity director, WCBS, to become publicity director for all NBC o-&o stations . . . Gregory Reeser, ex-RCA Thesaurus sales & ASCAP, Aug. 1 becomes NARTB station relations representative covering midwest . . . Nat C. Wildman, ex-Joseph Katz Co., now v.p. & gen. mgr., Emil Mogul Co., N. Y. . . Frank Samuels resigns as director of west coast TV-radio, William Morris Agency . . . Howard Flynn now TV-radio director, Walter McCreery Inc., Beverly Hills, Cal. . . Gene Walz, ex-WLW, appointed creative program mgr., WNBK & WTAM, Cleveland, succeeding Brooke Taylor, recently promoted to program director . . . James E. Swift, ex-American Tobacco Co., joins NBC-TV film div. as asst. supervisor of adv. dept.; Jason Lane, ex-Schwerin, joins research staff . . . Raymond F. Guy, NBC, named chairman of NARTB's new TV engineering advisory committee . . . Harry E. Travis has resigned as gen. mgr. of new WBKZ-TV, Battle Creek, Mich. (Ch. 64).

Attempted "shakedown" of WBAL-TV, Baltimore, for \$15,000 for proposed rezoning ordinance to let station erect 750-ft. tower on adjacent tract (Vol. 9:27), resulted in indictment this week of Maurice J. Soypher, Baltimore lawyer and Democratic delegate to Md. General Assembly, who represented 300 residents protesting ordinance. Grand jury said Soypher conspired "to corruptly extort, procure and obtain the sum of \$15,000" on promise that if the money was paid opposition to rezoning would disappear.

Ambitious theatre-TV plans were announced this week by newly formed Box Office Television Inc., 655 Madison Ave., New York, which has signed 5-year contract with U of Notre Dame and 7-year pact with Harlem Globetrotters basketball team for closed-circuit theatre telecasts of sporting events. New theatre-TV firm is headed by Milton N. Mound, of Lewis & Mound law firm which represents NBC-TV comedian Sid Caesar and producer Max Liebman. Caesar himself is a v.p. of Box Office TV. Other officers are Abram Chasins, music dir. of *New York Times'* WQXR, v.p.; Wm. B. Rosensohn, secy.; *New York Times* promotion mgr. Ivan Veit, treas. Board members include pres. Walter J. Bergman of Lily-Tulip Cup Co.; Bill Hobin, TV dir. of *Your Show of Shows*; Bernie Green, conductor & composer; Dr. Irving Somach. On this year's theatre-TV schedule, Mound announced, are 7 Notre Dame football games—including Dec. 5 Southern Methodist game which will also be seen on home screens—and 4 Globetrotters basketball games. Also under way, said Mound, are negotiations to present U of Kentucky basketball games and at least 2 championship fights, as well as "Broadway shows, concerts and operas." Box Office TV plans to use own camera and production crews.

Norfolk area's new WVEC-TV (Ch. 15), due to become basic NBC outlet Sept. 19 (Vol. 9:25, 27), ran into bad break afternoon of July 9 when first 180-ft. of 447-ft. Stainless tower slid off base as a guy hook opened up. The girders rotated on supporting crane, then toppled over and sliced into 250-watt WVEC-AM tower 100 ft. away. The TV tower bounced once, then ended upside down, still hooked to crane, with 3 sections damaged. Small boy on top of 100-ft. boom narrowly escaped death by clinging to it. Insurance covered damage estimated at about \$7-8000 for both, the AM getting back on air next morning with temporary horizontal antenna. Tom Chisman, WVEC-TV pres., who has launched July promotions totaling more than \$50,000, backed by NBC and looking to uhf conversions, says new tower sections were shipped immediately and promises no delay in Aug. 1 target for first test patterns.

Another "strike" application, related to one thrown out by FCC several weeks ago (Vol. 9:25), was summarily dismissed this week. Burnett Estes, Dallas businessman who had filed for Ch. 5 in Fort Smith, Ark., was asked to justify his application, failed to do so. Estes had been involved with his partner Gaylord Shaw in Ch. 7 application for Pine Bluff, Ark., which Commission dismissed when Shaw failed to justify application.

CBS sold its Vine St. Theatre in Hollywood this week to Huntington Hartford III, A&P food heir, who will operate it as legitimate theatre.

Harry L. Nace Sr., 67, controlling stockholder of KTYL-TV & KTYL, Mesa-Phoenix, whose son is pres. of radio firm, shot and killed himself in Phoenix June 30. He had been an Arizona theatreman for 36 years, was suffering from ill health. With him in new TV enterprise were Dwight Harkins, 36% stockholder, and Lorenzo Lisbonbe, 10%.

SHIPMENTS of new transmitters reported by RCA this week included 10-kw, destined next week for share-time WTCN-TV & WMIN-TV, Minneapolis-St. Paul (Ch. 11) which are aiming for late Aug. debut. Along with unit goes RCA's first 50-kw power supply for high-band vhf—though 50-kw amplifier, permitting full 316-kw ERP, won't be delivered until Dec. Shipped to station's Minneapolis Foshay Tower site this week was 9-bay supergain antenna, capable of 7.3 gain.

Only company reporting any shipments this week, RCA sent out uhf transmitters to WEHT, Henderson, Ky. (Ch. 56) and WIRK-TV, West Palm Beach, Fla. (Ch. 21) in addition to those previously reported (Vol. 9:27). Next week, the 2-kw transmitter of KHSL-TV, Chico, Cal. (Ch. 12) is due to go out, as well as new 10-kw to WNCT, Greenville, N.C. (Ch. 9). Rescheduled for shipment week of July 13 was uhf to WICS, Springfield, Ill. (Ch. 20), and held up at customer's request was Ch. 23 job prepared for KIT-TV, Yakima, Wash.

* * * *

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

New Ch. 2 grantee for Fairbanks, Alaska, has "tentative" Dec. 1 target, reports 50% owner Keith Kiggins, ex-ABC v.p. & ex-pres. of WIKK, Erie, Pa. Construction at Fairbanks is to be "synchronized" with proposed Anchorage Ch. 2 outlet, which still awaits FCC action. San Diego lab of grantee firm is building composite transmitters for both. Reps not yet chosen.

WSVA-TV, Harrisonburg, Va. (Ch. 3), with GE equipment due by July 31, plans Aug. 15 tests, goes commercial Sept. 1. "The same mountains that have always been so good to us on AM now really give us an exclusive on our TV [for] the Shenandoah Valley," writes pres. Frederick L. Allman. Hour rate will be \$200. Devney & Co. will be rep, this being first TV grantee to designate that firm.

KFBC-TV, Cheyenne, Wyo. (Ch. 5) hopes to begin testing about Dec. 1, starts programming Dec. 25, according to mgr. Wm. C. Grove. Rep not yet chosen.

KLZ-TV, Denver (Ch. 7), reported last week for Oct. 1 start, is "shooting for Nov. 1 instead," will use RCA equipment, reports pres. & mgr. Hugh B. Terry. Rep will be Katz.

KMBY-TV, Monterey, Cal. (Ch. 8), share-time grantee with KSBW-TV, Salinas, which got green light when FCC overruled protest (Vol. 9:27), now plans Aug. tests, Sept. 1 commercial. Hour rate will be \$200. Rep not yet chosen.

WJHL-TV, Johnson City, Tenn. (Ch. 11), last reported for July 20 start with GE equipment (Vol. 9:26), is making tower adjustments and now plans test patterns "by the end of second week in Aug.," reports mgr. W. H. Lancaster Jr. Pearson will be rep.

WTOK-TV, Meridian, Miss. (Ch. 11) has ordered DuMont equipment for Aug. delivery, still plans Sept. 27 commercial debut (Vol. 9:24). Headley-Reed will be rep.

General Precision Laboratory, Pleasantville, N. Y., this week signed sales tieup with Continental Electronics Mfg. Co., Dallas, to become exclusive sales agent for latter's new uhf line of transmitters—first of which is being delivered to upcoming Ch. 34 KANG-TV, Waco, Tex. (Vol. 9:24). James Weldon, Continental pres., and Blair Fouldes, GPL v.p., signed deal whereby marketing will be done under GPL-Continental trade name, latter stating that this rounds out complete station "package" comprising camera chains, projectors,, video recorders, rapid film processors, etc.

WTVP, Decatur, Ill. (Ch. 17), with RCA equipment to be shipped July 14, has rescheduled target to July 22, according to pres. W. L. Shellabarger. Geo. W. Clark will be rep.

New Channel 19 grantee for Utica, N.Y., Richard H. Balch, writes "no plans yet for construction—we had expected there would be a long-drawn-out hearing [and] I am very sure it will be another year anyway before we can get this station on the air."

KBAY-TV, San Francisco (Ch. 20) has RCA equipment due in Oct. and plans Nov. debut, according to grantee's attorney Joseph Brenner. Mt. Sutro (also site of KGO-TV & KPIX) will be transmitter site, he reports. Rep not yet chosen.

WICS, Springfield, Ill. (Ch. 20) now plans Sept. 15 start with RCA equipment in lieu of last reported Aug. 1 date (Vol. 9:23), according to newly-appointed mgr. Milton D. Friedland, ex-WBBM-TV and WBKB, Chicago. Adam Young will be rep.

KCEB, Tulsa (Ch. 23) reports RCA equipment due in July, expects to begin tests in Sept. or Oct., reports owner Alfred Beck. Bolling will be rep.

KPIC, Salem, Ore. (Ch. 24), last reported for mid-summer (Vol. 9:6), has ordered RCA equipment, plans to begin 1-kw interim operation in Oct., go to 10-kw in Feb., 1954. An auxiliary studio may be established in Portland, reports v.p. Joseph Brenner, ex-FCC attorney now practicing in Los Angeles. Harold W. Jury named director of TV operations. Rep not yet chosen.

KCOK-TV, Tulare, Cal. (Ch. 27), earlier reported for Aug. start (Vol. 9:16, 20), begins construction this month and now plans Sept. debut with GE equipment, according to owner Sheldon Anderson. Forjoe will be rep.

KAFY-TV, Bakersfield, Cal. (Ch. 29), last reporting early July debut (Vol. 9:25), received RCA equipment last week, now plans July 21 test patterns, special inaugural program July 28, according to mgr. Naum Healy. Forjoe will be rep.

KTVU, Stockton, Cal. (Ch. 36), ordering GE equipment for Sept. delivery, now plans Oct. 15 test patterns and Oct. 30 commercial debut in lieu of previously reported Aug. 15-Sept. 1 date (Vol. 9:3), according to v.p. & gen. mgr. Knox LaRue, ex-Hollingbery. Rep not chosen.

New Channel 46 grantee for Sacramento, Cal., John H. Poole, has GE equipment on order for September delivery and hopes to begin "before Christmas." Rep not yet chosen. His other station, KPIK (Ch. 22), Los Angeles, is getting ready for September debut.

WKAR-TV, East Lansing, Mich. (Ch. 60), Michigan State College grantee, gets transmitter in Oct. (make unspecified), has rescheduled debut to next Dec. or Jan. from original July-Sept. target (Vol. 8:43), according to promotion mgr. Wm. H. Tomlinson. Ch. 60 in East Lansing is unrestricted, but only educational non-commercial programs will be carried. Dr. Armand L. Hunter, director of TV Development at Michigan State, will be station mgr.; J. D. Davis is operations mgr.; James B. Tintera, production mgr.; J. Kenneth Richards, program mgr.; Linn P. Towsley, chief engineer.

Power increases: WAVE-TV, Louisville, July 6 boosted power to full 100 kw. It previously had switched from Ch. 5 to 3. RCA last week shipped 25-kw amplifier to WFIL-TV, Philadelphia. Philadelphia's WPTZ, Green Bay's WBAY-TV and Denver's KBTW are slated to get RCA 25-kw units next week.

"Marker beacon signal", sending out low power audio note to help servicemen pre-align uhf sets and orient antennas (Vol. 9:8, 23) went on air July 6 on Ch. 33 from antenna of upcoming WACH-TV, Newport News, Va. Station itself is slated to go on air in fall.

Telecasting Notes: ABC billings, both TV & radio, have slipped somewhat during first 5 months of this year as against same 1952 period—but new United Paramount money, new programs planned for fall, new business signed with major sponsors (American Tobacco, DuPont, Armour, Pepsi-Cola, Bristol-Myers) leads *Tide Magazine* to observe: "After 6 months of enjoying UPT backing, the ABC is beginning to make the first tentative moves toward challenging the leadership of NBC and CBS [and] its plans for the fall may well mark the beginning of its long climb back" . . . While ABC has signed such talent as Danny Thomas, George Jessel, Ray Bolger, Paul Hartman, Barry Sullivan, Martin Block—most of them to be featured in special packages, filmed for syndication, with Danny Thomas already sold to American Tobacco—fact is the ABC sales balance sheet still has to show better results. Last PIB report (Vol. 9:26) shows ABC-TV Jan.-thru-May billings down to \$8,268,952 from \$9,437,783 for same 1952 months; ABC-Radio billings for Jan.-May down to \$13,242,116 from \$16,402,402 . . . That's long way from challenging NBC TV's \$37,871,123 (for first 5 months this year), CBS's \$36,806,449; and from CBS-Radio's \$26,009,035, NBC-Radio's \$20,753,318 . . . Tremendous growth of film in the TV picture is delineated by survey in July 8 *Variety*, which reports film for TV in all forms, "from commercials to newsreels to feature pictures," has become \$100,000,000-a-year business. Some 22% of network programming — more than 34 hours weekly — is now on film, says *Variety*, a 200% increase in past 12 months . . . TV films placed as national spot now account for 40 hours a week of all station time, or increase of nearly 600% in year, article adds. In addition, it's estimated some \$20,000,000 a year is invested in filmed commercials, \$10,000,000 in news & sports reels, \$40,000,000 in shorts, serials and features, plus live shows which are partially filmed . . . Breakdown of weekly film use by networks: ABC, 15 hours live, 13¼ hours film; NBC, 55¼ hours live, 12¼ hours film; CBS, 52 hours live, 8 hours film; DuMont, 27½ hours, all live . . . New pay rates for actors in filmed TV commercials are presented in handy form in pamphlet just published by Screen Actors Guild and available from all Guild offices . . . Victor McLaglen signed by Arthur Kurian Productions for half-hour film series based on *Mickey Finn* cartoon strip . . . "Operation Doorstep," 10-min. 16mm film produced for Civil Defense Administration, showing effects of atomic blasts, being sent to all TV stations . . . NBC and KFI concluded new 2-year Los Angeles AM affiliation this week, setting at rest repeated rumors network is dickering to buy 50-kw KMPC, now reported being considered by ABC in lieu of its own 5-kw KECA . . . Akron's new WAKR-TV (Ch. 49), which began testing June 7, starts programming July 9, affiliates with ABC-TV.

Ronald Reagan, pres. of Screen Actors Guild, has issued warning to film industry that it's making mistake in permitting its creative talent and technicians to quit studios to go into TV; comment was occasioned by apparent abandonment of contract system (even Betty Grable was let off) which he said is "what built movie industry."

IT&T stockholders this week approved merger of its U. S. manufacturing and research subsidiaries with parent company. To become IT&T divisions are Capehart-Farnsworth, Coolerator Co., Federal Telecommunications Labs, Federal Telephone & Radio, Kellogg Switchboard & Supply.

Blaw-Knox, which has built more than 13,000 towers, has issued 20-p. bulletin titled *Blaw-Knox Towers*, describing its TV, AM, FM, microwave, radar units; it's available free from Blaw-Knox Co., Farmers Bank Bldg., Pittsburgh.

Big Meredith Publishing Co., Des Moines, which owns 3 TV and 2 AM stations, is subject of half-page article in July 10 *Wall Street Journal* which discloses that, out of fiscal 1952 earnings of \$2,937,776, TV-radio earnings came to 6.1% and more than absorbed an 8% decline in publishing earnings after taxes. Publisher of *Better Homes & Gardens* (circ. 3,700,000 copies monthly) and *Successful Farming* (1,200,000) went into TV-radio—founding Syracuse's WHEN, buying Omaha's WOW-TV & WOW and Phoenix's KPHO-TV & KPHO—to "stabilize position," says article. Each station functions independently, all reporting to 38-year-old controller Payson Hall, who keeps tight rein on purse strings while Meredith family "lovingly nurtures" their new TV "baby." As for future broadcasting, Hall is quoted as saying: "As opportunities present themselves, we'll buy. We had applications for channels in Minneapolis, St. Louis and Rochester. But we withdrew them because the expense of preparing for the FCC hearings wasn't worth the chance of getting the channels."

FCC is paving way for "a public disaster" by permitting AM operators to get into TV. That's conclusion of Washington attorneys Henry B. Weaver Jr. & Tom Cooley in article in *University of Pennsylvania Law Review*. Article assails Commission's attitude toward AM broadcasters in FM & TV as inconsistent with its policy against overlapping AM or TV stations owned by same interests. "If radio interests are allowed to own TV, they can be expected to subordinate the weaker service [AM] to the stronger, as they did with FM," the authors argue. "TV being the more costly, but also the more popular, owners of both will undoubtedly build up their TV service and economize on the other—in all probability by duplicating service where possible. The public will ultimately receive a single service in 3 forms, although 3 services capable of competing [are] actually in existence."

Analysis of AM-FM ownership by TV grantees and pre-freeze stations was released by FCC this week, showing: (a) Total of 90, or 83.3% of the 108 pre-freeze stations with AM or FM in same city; 10 (9.3%) with AM-FM in other cities; 8 (7.4%) with no AM or FM. (b) 251 (67.1%) of the 374 post-freeze CPs granted up to June 27 with identical AM or FM ownership in same city; 13 (3.5%) with AM-FM in other cities; 37 (9.9%) with majority or minority interlocking ownership in AM-FM in same or different city, 73 (19.5%) with no AM-FM. (For our analysis of all TV stations on air, by AM, newspaper, TV-radio manufacturing, theatre and multiple ownership, see Vol. 9:27).

Struggle to get Ch. 6 assigned to Bluefield, W. Va. or High Point, N. C.—between WHIS, Bluefield, and WHPE, High Point—was set down for rule-making by FCC because requests are mutually exclusive. Comments may be filed until Aug. 17. Lawrence A. Harvey, Los Angeles, who lost out in effort to get Ch. 58 added to Los Angeles, now asks Commission to put it in Beverly Hills. He also withdrew request that Ch. 30 be added to Washington, D. C., asked for Ch. 50 instead.

Hassle over Ch. 7 between KWWL & KXEL, both Waterloo, Ia., is now in courts, former charging latter with violating Sherman Antitrust Act. Filing in U. S. District Court for Northern District of Iowa, KWWL says KXEL has been persuading advertisers to boycott KWWL by claiming KWWL's TV application is deliberately blocking grant to KXEL. Station asks \$500,000 triple damages.

American Medical Assn., through its *Journal*, last week assailed TV-radio advertising that feature stethoscopes, white coats and medical claims as "a cheap attempt to mislead the audiences into believing that the claims have been proven medically."

Network Accounts: Value of TV advertising is clearly shown in NBC research study, *Why Sales Come in Curves*, based on 10,000 interviews in Quad City TV market (Davenport, Ia.-Moline-Rock Island-East Moline, Ill.), released this week and available from NBC. It showed these results: (1) When customers begin viewing TV, they also start buying products advertised on TV. (2) When customers switch brands, they switch to those they've seen on TV. (3) When an advertiser goes off TV, buying of his product drops appreciably. Total of 42 TV-advertised and 44 non-TV-advertised brands was studied. Interviews in market with 2 stations receiving all networks (WOC-TV, Davenport & WHBF-TV, Rock Island) were conducted in 2 waves—in Feb. 1952 and 13 weeks later in May. Those interviewed were asked the same questions on buying and TV program viewing, and results were correlated to determine any changes in buying and viewing habits and relation between the changes. Actual sampling and field work were done for NBC by W. R. Simmons Research Inc., New York . . . Pepsi Cola to sponsor *Pepsi Cola Playhouse*, starring Arlene Dahl as hostess, beginning Oct. 2, on ABC-TV, Fri. 8:30-9 p.m., thru Biow . . . Lady Esther Co. (cosmetics) to sponsor Ezio Pinza comedy, *I Bonino*, alt. weeks with Dunhill Cigarettes, beginning Sept. 12, on NBC-TV, Sat. 8-8:30 p.m., thru Biow . . . American Tobacco Co. (Lucky Strike) to sponsor *Danny Thomas Show* every week, rather than alt. weeks as originally anticipated, beginning in fall, on ABC-TV, Tues. 9-9:30 p.m., thru BBDO . . . Old Gold to sponsor new Fred Allen quiz, *Judge for Yourself*, which replaces Herb Shriner's *Two for the Money*, beginning Aug. 18, on NBC-TV, Tues. 10-10:30 p.m., thru Lennen & Newell; Old Gold moves *Two for the Money*, beginning Aug. 15, to CBS-TV, Sat. 9-9:30 p.m. . . . Duffy-Mott Co. (fruit juices) to sponsor dramatic series *Jamie*, alt. weeks, beginning Sept. 28, on ABC-TV, Mon. 7:30-8 p.m. thru Young & Rubicam.

National advertising on TV increased 6% from April to May, and 25% from May 1952 to May 1953, reports *Printers Ink* in its general index of national advertising. At same time, radio advertising dropped 3% from April to May, but was 2% higher in May 1953 than May 1952. Although TV showed highest increase over last year, all other media were on the rise too, with advertising expenditures in May 1953 some 17% above May 1952. National advertising, says magazine, is running 8% ahead of record 1952, promises to reach close to \$8 billion for 1953.

Useful reference work for just about everybody connected with advertising and TV station operation is *Television Advertising & Production Handbook* (Crowell, 480 pp., \$6), edited by Irving Settel, merchandising & promotion consultant to DuMont, and Norman Glenn, publisher of *Sponsor Magazine*, containing sections by 17 leaders in TV, advertising and merchandising.

Test of closed-circuit local origination with community antenna system employing borrowed camera chain, was conducted June 27 by Trans-Video Corp., Pottsville, Pa. Half-hour show included talks by mayor, city council members, chamber of commerce officials, officers of National Community TV Assn., interview with soapbox derby winner, 4-piece orchestra, etc. System manager Frank Waters reports excellent results technically, enthusiastic reaction from subscribers.

New community antenna system in Clarksburg, W.Va., to be operated by Whitney Jerrold group (Vol. 9:4-5), will get underway shortly. Operators have succeeded in formidable job of pacifying aged Cecil B. Highland, publisher of local *Exponent* and *Telegram*, bitter TV-radio opponent; fight was reported in Feb. 2 *Time Magazine*.

Station Accounts: General Teleradio v.p. James Gaines is going ahead with his long-planned "Double Exposure" sponsorship plan (Vol. 9:20), whereby network sponsors can place their half-hour films on WOR-TV for free repeats same week, thereby giving that independent station chance to sell adjacencies to same or other sponsors as well as balance its program fare. Starting Sat., July 18, WOR-TV will repeat *Man Against Crime* (Camel) at 9:30 p.m., *Inspector Mark Sabre* (Bayer Aspirin) at 10; and it's planned to carry *Sky King* (Peter Pan Products) and 3 other children's shows on same basis Sat., 5-7 p.m. Says ex-NBC v.p. Gaines: "By trading top-caliber programming for time, we will enable WOR-TV to present better programming, in addition to solving the here-today-gone-tomorrow dilemma facing many sponsors who get but one crack at an audience with their high-cost shows . . . Sherwood Brothers (paints) and Betholine-Sinclair dealers (gas & oil) assume sponsorship of *This Is Your Zoo*, locally produced on WAAM, Baltimore, Thu. 7-7:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Hosid Products Inc. (Glamur rug & upholstery cleaner), thru Barlow Adv. Agency, Syracuse; Allen Products Co., (Alpo dog food), thru Weightman Inc., Philadelphia; Arthur Guinness & Sons Co. (ale), thru Hewitt, Ogilvy, Benson & Mather, N. Y.; Country Home Bread, thru Edward Graceman & Assoc., Hartford, Conn.; International Milk Processors Inc. (Med-O-Milk canned milk), thru John W. Shaw Agency, Chicago; Martnat Packing Co. (Big Time dog food), thru Cox Agency, Columbia, S. C.

Commenting on Skiatron's fee-TV demonstrations (Vol. 9:24) and subscription TV in general, June 20 *Motion Picture Herald* editorializes: "The interests of fee TV and theatres, by nature, are diametrically opposed. Exhibitors should and must fight it like the plague . . . That fee TV adherents will fight theatres for product with all their resources is indicated by the nature of Skiatron's test film program. In what is supposed to be a typical American home scene, the program asserts that going to the movies is too expensive, that it is too hard to park, that baby sitters are hard to find, that youngsters in the family want to tag along and—as a last straw, want to eat too much expensive popcorn!" Note: NARTB recently announced new membership of its Subscription TV Study Committee: Paul Raibourn, KTLA, Los Angeles, chairman; Clair McCollough, WGAL-TV, Lancaster, and Ward L. Quaal, WLWT, Cincinnati. Quaal replaces Henry W. Slavick, WMCT, Memphis. Several weeks ago Zenith refused to cooperate with committee, assailing Slavick's "openly expressed opposition to subscription TV."

Public reaction to fee-TV tests conducted recently in New York by Skiatron (Vol. 9:24) shows 93.6% of observers willing to pay for "outstanding programs of types not otherwise available," according to Skiatron president Arthur Levey. He reported that analysis of 1000 questionnaires showed 83.1% willing to pay for hit Broadway shows, 78.9% for new feature movies, 58.7% for educational courses, 56.4% for top sports, 53.7% for opera, 29.6% for children's programs. Clarifying Skiatron's estimate of cost of boxoffice TV service, if approved by FCC, company official T. J. O'Brien says it would cost \$5-\$10 to put decoder in subscriber's home, but it hasn't been decided whether subscriber or company would bear cost. Then, customer would make advance deposit of \$10 for month's programs, pay only for programs thereafter.

Another community antenna system proposing to originate own programs in addition to pickups of WRGB, Schenectady, is Green Mountain TV Corp., Burlington, Vt., which has purchased 2 DuMont chains with vidicon cameras. Others experimenting with local originations are in Florence, S. C. and Oil City, Pa. (Vol. 9:23).

LISTS OF SET, TUBE, TUNER, ANTENNA MAKERS: There are fewer manufacturers of TVs now than there were last Jan. 1, fewer than year ago this month--but not many less. We detail 82 companies reporting themselves as producers of TV receivers in a Directory of Manufacturers of Television Receiving Sets compiled for the July edition of our semi-annual TV Factbook (No. 17). Of the 82, ten are merely assemblers of sets; and there's good reason to believe that several more aren't currently in TV production.

Gone from previous listings are such names as American, Crestwood, Keeney (jukebox TVs), MP Television, Pathe, Peerless, Starrett, Tele-tone, Vidaire. New in latest list are Guild, Mars, Pacific Vogue, Snaider -- none a major industry factor.

Last January, our directory listed 87 firms reporting they made TVs, 12 of them assemblers; in July, 1952 the total was 86, of which 7 were assemblers. There have been a few bankruptcies, but except for Tele-tone, the brand names involved cut very little ice; several have been revived -- notably Sonora, Jackson, Freed.

Shrinkage of TV manufacturers to a few big-name producers hasn't occurred to any marked degree as yet, though often predicted -- this despite fact that by far bulk of U.S. production is in hands of a dozen or so top firms -- nearly half total output attributable to Big 4 (Admiral, Philco, RCA, Motorola) plus perhaps Zenith.

And in Canada, whose TV-radio manufacturers are also listed in the directory, the number is actually on the rise -- 21, to be exact.

TV Factbook (No. 17) also provides a directory of 50 tubemakers, mostly manufacturers of cathode ray picture tubes and of power tubes of various types -- 14 of them also making receiving tubes. Listed too are 4 metal cone spinners, 3 glass blank makers, 2 faceplate makers.

There are 22 Manufacturers of TV Tuners and UHF Converters, other than set makers who make their own, according to the directory. And there's a surprising total of 72 Manufacturers of TV Receiving Antennas. Directories under those titles are included in the July Factbook, which goes to all of Television Digest's full-service subscribers in about a week; extra copies, \$3.

FIGURES, SURVEYS SPUR TRADE AT MIDYEAR: Top TV production for any first-half year--combined with some highly authoritative economic surveys and continued forecasts of good business conditions -- give TV-radio trade vigorous, healthy outlook at midyear.

TV production for 6-month period totaled about 3,820,000, subject to final adjustment by RTMA. This is a new record for any first half-year, second only to the 4,327,500 TVs produced in second half of 1950 as all-time 6-month record. This year's first half also stacks up far ahead of the 2,318,236 in first half of 1952 and well ahead of the 3,334,505 in first half of 1951.

Present pace of output, in fact, is running far ahead of 1950 when, at mid-year, the figure was 3,036,300; last half spurt zoomed it to record 7,463,800.

With some factories already shut down for vacations, TV production slumped to 69,144 (3301 private label) week ended July 13, last week of first 6 months, down from 103,629 preceding week and 122,279 week ended June 19. It brought production for June to about 510,000.

It was a big 6-month period for radio, too -- production totaling about 7,265,000, of which a little more than 3,000,000 were auto radios. It compared with 4,838,345 in first half of 1952 and 7,865,340 in 1951. For week ended July 3, radio output was 134,294 (64,907 private), down from 214,777 week ended June 26 and 271,274 June 19. Week's radios: 40,177 home, 26,758 portable, 11,058 clock, 56,306 auto.

That sets are moving well too, generally, is clearly shown in RTMA data released this week disclosing 2,344,811 TVs, 2,568,080 radios (excluding auto) sold at retail in first 5 months. For May, retail TV sales were 244,191, compared to 319,721 in April. May retail radio sales were 716,407 vs. 412,802 in April.

[Our TV Factbook No. 17, off the presses about July 15, contains monthly TV production statistics, broken down by types of sets, from 1950 through May 1953, as well as new single table showing monthly TV & radio set sales at factory, distributor & retail levels with factory and distributor inventories on same dates.]

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Industry folk got added encouragement this week, apart from statistical support, from 4 highly-placed general economic reports:

(1) Dun & Bradstreet survey among 1281 corporation executives revealed 62% of them expect fourth-quarter sales this year to increase over corresponding 1952 period; 24% foresaw no change; 14% anticipated declines. Broken down by groups, survey showed 65% of manufacturers of durable goods, 64% of non-durables expected sales hikes in fourth quarter; 58% of wholesalers, 61% of retailers saw increases.

Nearly all thought prices would be about same in final quarter. Other results of survey: 16% expected their companies to increase their staffs; 77% to have same number of employes; 7% to employ fewer; nearly 33% expected to increase levels of their inventories by end of year.

(2) Securities & Exchange Commission disclosed individual savings in first quarter of 1953 reached \$2.5 billion, increase of \$100,000,000 over first quarter of 1952. It was highest first-quarter savings total since war.

(3) Federal Reserve Board reported in its 1953 Survey of Consumer Finances that consumers are confident about their economic outlook, plan to increase their purchases of durable goods this year. Based on interviews conducted in the first 3 months of year, survey noted that 38% of consumers checked "felt better off" in 1953 than last year, 26% felt worse off. Survey also found sharp rise in number of consumers with \$5000-and-over annual income, drop in number with less than \$2000.

(4) National Retail Dry Goods Assn. reported that net profits and sales of both dept. stores and specialty shops were higher in 3-month period ended April 30 than in corresponding 1952 period. Survey covering 244 dept. stores and specialty shops with combined annual sales volume of approximately \$750,000,000 showed typical dept. store earned 1.5¢ on each dollar of sales, compared with 1.2¢ year earlier; specialty shop earned 1.8¢ on each dollar vs. 1.7¢ year ago.

Trade Personals: Dr. Wilbur A. Lazier elected v.p. & technical director in charge of research & engineering, Sprague Electric Co.; Neal W. Welch named sales v.p.; Dr. Preston Robinson, a director and ex-research & engineering chief, continues as a consultant . . . Dr. Carsten C. Steffens, asst. director of Stanford Research Institute from 1947-49, when he joined U of New Mexico faculty, returns to the Institute as technical research coordinator . . . Milton R. Schulte, v.p. in charge of electronics & flashers div., elected chairman of board, Tung-Sol . . . John H. Ganzenhuber, ex-Western Electric, recently Hoffman radio mgr. of govt. contracts, elected v.p. & gen. mgr., Hughey & Phillips tower lighting div., Burbank, Cal. . . . Berne Fisher, ex-General Instrument Corp., appointed engineering director, Standard Coil Products Co. . . . A. Raymond Bermond promoted to adv. mgr., Hallicrafters radio div. . . . Arnold Letteken promoted to sales mgr., Merit Coil & Transformer Co. . . . J. K. Poff, ex-Erie Resistor, now sales mgr., jobber div., Pyramid Electric . . . Ludwig J. Ulrich Jr. promoted to Stromberg-Carlson sales rep. headquartering in Erie, Pa. . . . Charles E. Smith, ex-GE field engineer, named asst. to F. Robert Walker, Los Angeles district mgr. for broadcast equipment sales . . . Allen E. Bailey Jr., pioneer in industrial electronic control, has retired from GE after 37 years service . . . H. Joseph Sarlin named New England sales mgr., DuMont receiver div., reporting to Richard O'Brion, eastern regional mgr. . . . Frank J. Froehlich, ex-Hazeltine, appointed CBS-Columbia project engineer for military electronics equipment . . . R. H. Mulford, Owens-Illinois v.p., elected v.p. & gen. mgr. of subsidiary Kimble Glass Co., succeeding S. J. McGiveran.

Upcoming RTMA board and executive committee meetings scheduled for current fiscal year ending June 30, 1954, as released this week: Sept. 15-17, at New York's Biltmore Hotel; Nov. 17-19, at Chicago's Palmer House; Feb. 16-18 and April 26-27, both at New York's Roosevelt Hotel, latter followed by joint conference with Canadian RTMA board at General Brock Hotel, Niagara Falls, Ont., April 29-30. RTMA's 30th annual convention will be held at Chicago's Palmer House, June 15-17, 1954.

New RCA board member elected this week is Harry Hagerty, financial v.p., Metropolitan Life Insurance Co., filling vacancy left by resignation of Adm. Lewis L. Strauss, now chairman of Atomic Energy Commission. Wm. E. Robinson, publisher and exec. v.p., *New York Herald Tribune*, takes Adm. Strauss' place on NBC board.

May excise tax collections on TVs, radios, phonos & components were \$14,517,845, compared with \$18,131,401 in April and \$10,704,725 in May 1952. On refrigerators, air conditioners, freezers, etc., Govt. collected \$11,236,220 in May vs. \$8,677,771 in April and \$5,820,645 in May 1952.

Transistor operation at 425 mc, highest frequency reported to date, was described by RCA's F. L. Hunter, who read paper he co-authored with B. N. Slade, at July 7 IRE-AIEE conference on transistor research at Pennsylvania State College.

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Alexander Eisemann, 67, one of founders of old Freed-Eisemann Radio Corp., died of heart attack last week at his New York home. He retired from radio business many years ago.

Topics & Trends of TV Trade: With NARDA backing idea for first time, new impetus is being given old and oft-debated objective of TV retailers to emulate automobile industry's practice of authorizing exclusive-brand dealers. Economic necessity of some TV dealers clearly inspires revival of the plan, which NARDA is now actively pushing.

NARDA gave matter serious consideration at its convention last week (Vol. 9:27)—and while it didn't come up with any easy answers, it did agree that patterning TV on the auto merchandising structure should be a definite goal in coming year. With slogan, "Give Meaning to Franchise," NARDA managing director A. W. Bernsohn launched promotion campaign this week to urge dealers to "define their loyalties, to choose 2 or 3 brands and sell their hearts out."

NARDA officers see 3 immediate advantages in exclusive franchises: (1) Increase in turnover of stock, with corresponding decrease in inventories. (2) Improved credit position with distributors. (3) Better servicing arrangements.

On latter point, dealers who do not service their own customers would be expected to work through independent service organizations. NARDA's position is flatly against servicing directly by manufacturers, as RCA does, for example.

One who endorses general principle of fewer lines by retailers is Irving Sarnoff, exec. v.p. of Bruno-New York, biggest RCA distributor. He said he didn't think one-line idea is economically feasible right now, but narrowing brands to 2 or 3 was a "must" if many TV retailers are to stay in business. He saw TV industry coming to one exclusive franchise ultimately—perhaps in 5 or 6 years at the earliest.

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Westinghouse introduced its new line this week via unique closed-circuit telecast to distributors in 32 cities, originating from NBC-TV studios in New York. Speakers included T. J. Newcomb, TV-radio mgr.; Sheldon F. Myers, adv. & sales promotion mgr.; NBC commentator Ben Grauer; sportscaster Herman Hickman, and Betty Furness.

Features of line are an improved automatic brightness control; "automatic area selector"; "long-range tuner", which amplifies weak signals; all-channel tuner and built-in "non-directional antenna". Line starts with 17-in. plastic table model at \$180, goes up to 21-in. combination in blonde or walnut veneer, at \$600. Full line:

Table Models: 17-in. plastic \$180, mahogany veneer \$220 & \$240, blonde \$240; 21-in. maroon finish \$230, mahogany veneer \$250, \$280 & \$350, blonde \$290; 24-in. mahogany veneer \$400, blonde \$410; 27-in. mahogany \$500.

Consoles: 21-in. open-face mahogany veneer \$300, \$340 & \$400, blonde \$360 & \$420; 21-in. half-door mahogany veneer \$380, blonde \$400; 21-in. full-door mahogany veneer \$400 & \$480, blonde \$430 & \$500, walnut \$500; 24-in. open-face mahogany veneer \$450.

Combinations: 21-in. half-door mahogany veneer \$500 & \$550, blonde or walnut veneer \$600.

Also introduced were 4 table radios ranging from 5-tube brown at \$20 to 7-tube ivory at \$65; 2 clock radios, at \$30 & \$40; 2 portables, \$30 & \$40.

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Crosley reduced price this week of its 17-in. de luxe table model, in mahogany wood or limed oak, to \$170 as a "summer special" for distributors' introductory period only. Model is adaptable to uhf with addition of special all-channel tuner, was priced at \$190 in mahogany wood, \$200 in limed oak, when introduced at Cincinnati convention in June (for full Crosley line, see Vol. 9:25).

Hoffman Radio introduced new line featuring "Trio-Phonic" high-fidelity sound system in top end of its line, with calibrated treble and bass tone controls permitting adjustments up to 20,000 cycles. Also added were noise rejection circuits and a redesigned chassis intended to give longer life to set by separating heat elements.

To aid servicemen, models also have removable bottom plates, plug-in yokes, high-voltage cages, open picture cups. Most models are available with standard cascade tuners or "detent action" 82-channel tuners. Line ranges in price from 17-in mahogany wood table model at \$180 to 21-in. blonde combination at \$795. Full line:

Table Models: 17-in. mahogany wood \$180 & \$200, blonde \$195 & \$215, maple \$215; 21-in. mahogany \$260, \$280 & \$320, blonde \$270, \$290 & \$330, maple 290; 24-in. mahogany \$380, blonde \$400.

Consoles: 21-in. mahogany \$300, \$330, \$370, \$400, \$440, \$450 & \$465, blonde \$300, \$350, \$380, \$390, \$400, \$420 & \$475, cherry wood \$390, \$420 & \$475; 24-in. mahogany \$450, \$550 & \$695, blonde \$465 & \$625; 27-in. mahogany \$695.

Combinations: 21-in. mahogany \$525 & 775, blonde \$550 & \$795; French provincial \$560.

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Sylvania showed its 42-model line this week, featuring new "Photo Power" chassis and built-in optional all-channel tuner. John K. McDonough, TV-radio gen. mgr., said new chassis provides picture tube voltage up to 22,000, more sensitive receiving circuits, anti-noise circuits.

Another feature is a "panelescent" electric light which houses the dials. Its brightness can be adjusted by rheostatic control on back of set. Prices range from 17-in. mahogany veneer table model at \$190 to 27-in. blonde combination at \$930. Full line:

Table Models: 17-in. mahogany veneer \$190, blonde \$200; 21-in. mahogany veneer \$250, \$300, \$330, \$360; 21-in. blonde \$260, \$310, \$340, \$370.

Consoles: 17-in. mahogany \$260 & \$280; blonde \$280 & \$300; 21-in. blonde \$360, \$400 & \$470, mahogany \$380 & \$450, maple \$390; 21-in. full-door mahogany \$480 & \$500, blonde \$500 & \$520, maple \$510; 24-in. open-face mahogany \$500, blonde \$520; 24-in. full-door mahogany \$550, blonde \$570; 27-in. mahogany \$600 & \$650, blonde \$620 & \$670.

Combinations: 21-in. mahogany \$680, blonde \$700; 27-in. mahogany \$900, blonde \$930.

Sylvania also introduced 3 table model radios, from \$20 to \$28; 3 clock, from \$40 to \$48; one portable, at \$45.

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Stromberg-Carlson introduced 31-model line featuring 4 "Custom 400" high-fidelity combinations. Restricted to 21 and 24-in. sets, line has optional strip or all-channel tuners on all models. It ranges from 21-in. plectone wood table model at \$250 to 24-in. full-door blonde combination at \$1145. Pres. Robert C. Tait predicted big sales of high-fidelity equipment in fall and urged speedy FCC approval of a compatible color system so production of color sets can get under way next year. Full line:

Table Models: 21-in. plectone wood \$250, mahogany veneer \$310 & \$350, blonde \$320 & \$360.

Consoles: 21-in. open-face mahogany veneer \$370 & \$420, blonde \$375 & \$430; 21-in. full-door mahogany \$450, \$485, \$520, \$545, \$575 & \$645, blonde \$480, \$495, \$535 & \$550; 24-in. open-face mahogany \$475 & \$525; 24-in. tambour-door mahogany \$535 & \$595, blonde \$545 & \$615.

Combinations: 24-in. full-door mahogany, with AM-FM radio & phono, \$1065 & \$1125, blonde \$1085 & \$1145.

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Kaye-Halbert adds 15,000-sq. ft. extension to Culver City, Cal. plant, due to be completed July 15, to house executive offices as well as expanded manufacturing space.

Merchandising Notes: Laudatory article on Philco and its president Wm. Balderston was feature of *New York Times* July 5 financial page, stressed Philco's contributions in electronics and appliance field, told how company has kept out of "verbal donnybrook" on color while quietly taking orders for new color film scanner (Vol. 9:18) . . . "Philco Does It Like Nobody Did" captions full-length article in July 1 *Sales Management*, recounting recent convention (Vol. 9:24) which brought 8000 dealers to Atlantic City at cost of \$2,000,000 with resulting \$64,000,000 sales . . . Motorola taking over giant illuminated sign previously occupied by Calvert measuring 52 ft. across on Chicago lake shore, called world's largest illuminated display sign . . . Emerson to back its new TV-radio line with \$7,000,000 promotion campaign, biggest in its history, for year ending June 30, 1954, using all media . . . CBS-Columbia launched big promotion campaign with 4-page ad in July 8 *Retailing Daily*, using CBS-TV stars Jackie Gleason, Arthur Godfrey and Red Buttons to plug new line . . . Westinghouse tube div. offering Bermuda-Nassau cruise as sales prize for 100 distributors next Jan. . . . Hallicrafters will introduce its new TV-radio line at Chicago's Drake Hotel, Aug. 3.

Distributor Notes: DuMont, in further expansion of foreign market development, appoints Cia. de Ingenieros en Comunicaciones Electricas, S.A., Mexico City, and Davis Autos Ltda, Santiago, Chile; now has 9 distributors in foreign countries . . . Harper-Megee Inc. drops RCA Victor Line in Portland, Ore., will continue as its distributor in Seattle & Spokane; no successor appointed yet in Portland . . . Capehart-Farnsworth appoints Hawaii Piano Co., Honolulu (E.T. Suzuki, mgr.) . . . CBS-Columbia appoints Pugh Furniture Co., Charleston, W. Va. (H. C. Robinson, mgr.) . . . Westinghouse Electric Supply Co. Grand Rapids, Mich., appoints Paul Jacobson sales promotion mgr. . . . Admiral appoints Pacific Appliance Distributors Inc., Santa Barbara, Cal. (R. D. Northrup, pres.).

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Expansion into growing Canadian TV & appliance market was launched this week by Avco, which purchased Moffats Ltd., Toronto, one of Canada's leading household appliance manufacturers (specializes in electric and gas ranges). At same time, Avco pres. Victor Emanuel announced formation of new subsidiary, Avco of Canada Ltd., which will acquire assets of Moffats, as well as those of Avco's present Canadian manufacturing subsidiaries, Crosley Radio & Television Ltd. and Bendix Home Appliances Canada Ltd. In letter to Avco stockholders, extent of growth of 3 Canadian concerns involved in transaction was disclosed. Net earnings of Moffats for first 5 months of 1953 were \$468,198, compared to \$662,691 for all of 1952; for Crosley of Canada, 5-month earnings were \$211,712, compared to loss of \$15,990 in all 1952; Bendix showed 5-month profit of \$35,967 vs. \$41,567 last year.

"Quick Facts About Color Television," a 17-page pocket-size digest of Dr. W. R. G. Baker's May 25 address to National Assn. of Electrical Distributors (*Television Digest* Special Report, May 30), is being distributed by GE to all its dealers and distributors to equip salesmen with answers to customers' queries.

DuMont reports \$41,395,000 sales for 24 weeks ended June 14, compared with \$29,036,000 for same 1952 period. Net profit was \$913,000 (36¢ a share on 2,361,054 common shares outstanding) vs. \$56,000 for comparable 1952 period.

Argument on GE's motion to have court declare RCA has no right to grant or extend sublicenses under GE TV-radio patents after end of this year (Vol. 9:24), has been set for October by Federal court in Wilmington.

FIRST MOVE in color by FCC since RCA-NBC filed petition (Vol. 9:26) was to send letter this week to Dr. W. R. G. Baker, chairman of National TV System Committee, asking him "when the results of your field testing program will be made available to the Commission for assistance in its consideration of the rule-making petition."

Letter was brief, noted filing of RCA-NBC petition, pointed out that color standards proposed in petition are those approved by NTSC, stated that "the Commission has maintained a continuous interest in the experimentation and development conducted by the NTSC in the field of color TV, and has been kept advised of your progress by various written reports and attendance at demonstrations."

Dr. Baker was on vacation when letter was released, but it's assumed he'll reply that NTSC will meet July 21 to consider draft of petition, file in matter of days after approval—which is expected to be unanimous or nearly so.

FCC's purpose in writing letter is to get things going, keep industry on its toes, show Congress it's not dawdling—nothing else. Some Senators and Congressmen have begun to get a bit querulous.

GE this week indicated it wasn't going to permit RCA to run away with color transmitting equipment business if it can help it (Vol. 9:26-27). It released to its district sales managers statement outlining following equipment schedule:

(1) Network only. Transmitter kit, demodulator kit, gamma amplifier, diplexer kit, wave form kit, stabilizing amplifier, standard stock items, test equipment—total \$18,800. Additional stabilizing amplifier, at \$1600, recommended. Deliveries—first quarter 1954.

(2) Slides. Camera channel, calibration monitor, console sync color adaptor and sync generator kit, color utility amplifier group, color monitor, monitor switching unit, bar generator, slide projector assembly, stock items—total \$39,500. Deliveries—second quarter 1954.

(3) Film. Camera channel, calibration monitor console, sync color adaptor and sync generator kit, color utility amplifier group, color monitor, monitor switching unit, bar generator, 16mm projector, stock items—total \$49,500. Deliveries—second quarter 1954. Combination slide and film—\$68,500.

(4) Live. Camera channel including camera, control, color monitor, cabinet racks, calibration monitor console, monitor switching unit, stock items—total \$69,500. Deliveries—fourth quarter 1954.

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A peek at GE's developmental "transparent picture tube" was given *Wall Street Journal* reporter Joseph M. Guilfoyle who, in June 29 article about the varied industrial research programs being conducted in the big Schenectady labs, says tube gives clearer pictures with more contrast, and adds this description: "The screen of the new tube, instead of being coated inside with a phosphorescent powder, is coated with a transparent film. Looking at one of these transparent screens the viewer sees through it into the dark recesses of the tube. It is this greater degree of darkness, as opposed to the relative grayness of the usual screen, which accounts for the better contrast and clearer picture. At present these new transparent screens show a yellow-orange picture, which isn't unpleasing to the eye. But the scientists say it will be possible to produce a black-&-white picture with the tube, too. Further development work will be required before the tube is ready for commercial use."

Assets of Preview Television Corp. were sold at public auction this week by order of Chicago Federal court. Sale followed filing of involuntary bankruptcy petition against firm by 3 creditors (Vol. 9:26). Preview, headed by M. G. Severinghaus, was distributor of coin-operated TV device for hotels and motels (Vol. 8:40). Legal action against company was taken by Addressors Inc., Arthur Nagel Inc. and Radio Parts Distributors Inc., all of Chicago.

Motorola distributors have pitched in \$13,000 to set up the Paul V. Galvin Scholarship Fund at U of Illinois, his alma mater.

NOT TO BE OUTDONE by CBS's research dept., which recently published a brochure detailing county-by-county TV ownership with total families and percentages of TV homes (Vol. 9:21), the NBC research dept. is about to release a detailed study along same lines with tables of radio ownership added.

Both studies are dated May 1, 1953; both fulfill a long-felt need in the industry and, in the case of NBC-TV, the new compilation takes its researchers off the self-elected hook of estimating monthly sets-in-use figures for the areas of each of its affiliated stations. Almost since the beginning of TV, the latter figures (which we've printed regularly) have been just about the only sets-in-use estimates available—though they've been subject of considerable controversy.

With the new figures—both CBS's and NBC's—station managements (calculating from signal strength and perhaps fan mail) and advertising & merchandising folk (drawing their own circles of feasible coverage) are expected to figure out the probable sets-in-use for any particular area that's under scrutiny. All they need in addition are maps that delineate the counties.

NBC's method of estimating, it explains, was to use the Nielsen Coverage Service personal interview study, largest ever conducted, covering 100,000 homes in every county in the U.S. that sent in questionnaires in the spring of 1952—and then projecting these figures on the basis of RTMA reports on county-by-county set sales to dealers for the months after the NCS survey. NBC says its estimates are "conservative"—as indeed they seem to be, being dated May 1 and considering the way sets have been continuing to move.

This week's 4 applications for new TV stations included 2 by the principals of KDUB-TV, Lubbock, Tex., for Big Spring (Ch. 4) and Sweetwater (Ch. 12), Tex. Other applications were for Newport, Ky., suburb of Cincinnati, Ch. 74, by local WNOP (James G. Lang, pres.), and for Canton, O., Ch. 29, by local group headed by *Canton Economist* publisher Morton Frank. These applications together with week's CPs and 8 dismissals bring total in FCC file to 586, of which 190 are for uhf stations. [For further details about these applications, see *TV Addenda 17-A* herewith; for complete listing of all post-freeze applications, grants, etc., see *TV Factbook No. 17*, due off presses next week.]

Ex-Sen. Ernest W. McFarland (D-Ariz.), majority leader in 82nd Congress and former head of communications subcommittee of Senate Commerce Committee, became president and largest stockholder (40%) of Arizona TV Co., applicant for Ch. 3 in Phoenix, in amendment filed this week. Other stockholders: Edward Cooper, TV director of Motion Picture Assn. of America, onetime Senate Commerce Committee aide who was top assistant to McFarland when he was majority leader; rancher Leon M. Nowell and auto dealer-farmer Ralph A. Watkins. Application has 2 competitors for Ch. 3.

Baseball TV-radio restrictions embodied in bill (S. 1396) by Sen. Ed Johnson (Vol. 9:24, 26) looked more & more like dead issue this week after second move to get it passed by unanimous consent was blocked by objection of Sen. Long (D-La.). Bill strenuously opposed by NARTB seems unlikely to be passed this session, since Republican floor leaders seem averse even to bring it up for debate.

Amusing sidelight to week's hearing and NARBA treaty, covering AM, before Senate Foreign Relations subcommittee: Chairman Tobey (R-N.H.), to whom TV has proved wonderful political windfall, was astonished by interest in AM, shouted: "Wake up! This is a television age!"

There's no disparity between CBS & NBC figures on total homes, of course, since U.S. Census is used; there's some disparity, however, in their sets-in-use figures. NBC tabulates all counties, including those without TV service; CBS bunches the non-TV counties. NBC also lists, for each county, total radio homes and percentages and gives separate tabulations by metropolitan areas, geographical areas and states.

Both show U.S. family total as 45,639,000 as of May 1, but CBS shows total TV families as 23,582,240, NBC 23,930,000—approximately 52% in both cases. However, illustrating more striking variances: For Bronx County, New York, with 447,000 homes, CBS count is 380,210 TV homes (85%), NBC 305,740 (68%). For District of Columbia, with 238,700 families, CBS shows 210,060 TV homes (88%), NBC 226,700 TV homes (95%).

These are only a few random selections, showing how different researchers can come up with different results. Their variance, and fact that May 1 figures soon become dated and should be brought current at least every quarter, emphasize all the more strongly the necessity of one central clearing source for such estimates — supported not only by the networks but by RTMA, AAAA, ANA, perhaps others with a stake in accurate, professional, non-partisan estimates.

Note: We're publishing both the NBC & CBS compilations in our *TV Factbook No. 17*, due off the presses in about a week; we're also including therein the April 1, 1953 J. Walter Thompson estimates of households and TV sets in *The First 312 Markets of the United States*, first published under that title as a *Television Digest Supplement* with our Vol. 9:14 last April 4.

"Thou shall not covet thy neighbor's TV channel," quoth the Senate's angry and righteous man, Sen. Charles Tobey (R-N.H.), proposing an "amendment to the Ten Commandments" in talk at educator's testimonial dinner to retired FCC Comr. Paul A. Walker in Washington's Statler Hotel July 7. Powerful chairman of Senate Commerce Committee referred to rule-making procedure requested by WWEZ Inc., New Orleans, so it could apply for that city's Ch. 8 educational assignment—and he made it very clear to FCC members present that he was solidly against commercial interests "coveting" educational channels, individually or severally. In another educational TV development this week, Wisconsin Attorney General Thomson wired FCC that application filed by Gov. Kohler for Ch. 10 in Milwaukee (Vol. 9:21) would be amended to place it in name of State Radio Council, following passage of bill in legislature requiring such action.

FCC exhorted amateurs and everyone else concerned to cooperate in reducing interference to TV reception caused by 21-mc amateur transmissions. In public notice (53-843) released this week, it stated that amateurs shouldn't be blamed as long as they're operating according to rules, and that problem can usually be cleared up by simple and inexpensive means. Commission noted that there are about 300 local committees doing good job of solving problem, urged formation of more.

Now TV is sending 'em back to the library. Ruth Rutzen, head of Detroit Public Library's home reading service, told recent American Library Assn. convention in Los Angeles: "When [TV] was new, librarians noted a falling off of readers. But as the novelty wore off, people began returning to the library to ask for books on subjects brought to their attention on the TV screen."

Ready for uhf: TV dealer in Belleville, Ill. told police somebody stole 2 uhf converters from his shop. St. Louis area's first uhf station, Belleville's WTVI (Ch. 54), is slated to go on air in next few weeks.

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

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[For Complete Text of New FCC Processing Procedures, Plus Illustrative Tables of Cities, See Special Report Herewith]

MORE STARTERS SWELL TOTAL ON AIR TO 206: Four more stations on air and one going off (see p. 3) bring total now operating to 206, of which 50 are uhf. That means 98 have started since first post-freeze outlet of just year ago this month. It also means 81 starters so far this year -- and our records indicate that perhaps 100 more out of the 300-odd CPs outstanding will begin before year ends. This week's starters:

WGVL, Greenville, S.C. (Ch. 23) began test patterns July 15, possibly first to hit initial target date on nose. It goes commercial Aug. 1, affiliated with ABC, NBC, DuMont and with base \$200 an hour rate. Opening new TV area in western end of state, it reports reception from its RCA transmitter covering 50-mi. radius, local signals receivable with indoor antennas. Tower is on Paris Mt., 1142-ft. above av. terrain. Ben McKinnon is gen. mgr. H-R Television is national rep.

WKJF-TV, Pittsburgh, Pa. (Ch. 53) began testing July 14, first of 3 uhf stations granted that city. It's RCA-equipped, owned by Mrs. Agnes J. Reeves, coal and steel operator who also publishes daily Dominion News in nearby Morgantown, W. Va., operates radio stations there, in Elkins and in Dover, O. Class A hour is \$450. F.G. Raese is mgr., Weed is rep. [Note: Pittsburgh's new WENS (Ch. 16) and WTVQ (Ch. 47) are promised for Aug.; its vhf educational WQED (Ch. 13) not yet heard from.]

KROC-TV, Rochester, Minn. (Ch. 10) began testing July 14, went commercial July 16, affiliated with ABC, DuMont, NBC and due to be interconnected in October. Base rate is \$150. Owned by Gentling family, managed by David Gentling, KROC-TV was scheduled to start earlier but RCA antenna fell while being hoisted atop its 500-ft. tower in May and had to be replaced. Meeker is national rep.

KFSA-TV, Ft. Smith, Ark. (Ch. 22) began testing July 10, goes commercial on July 19 with ABC, DuMont, NBC affiliations. It uses GE equipment, is owned by newspaper publisher Donald W. Reynolds, who also owns 50% of new KRTV, Little Rock (Ch. 17) which began in April. Base rate is \$150. Mgr. is Weldon Stamps, rep is Pearson.

FCC REVISES PROCESSING PROCEDURES: New priority procedure adopted by FCC this week will completely supersede procedures in effect since July 1, 1952, when they become effective -- about last week in August.

Full text of new rules (Special Report herewith) is largely self-explanatory. However, to guide you in determining how the rules will affect your city, until FCC comes out with official tables of cities, we have included in our Special Report the tables as they would have appeared had rules been effective July 1. Tables may be brought up-to-date by applying criteria outlined in new rules.

Only competitive applications are affected, since Commission is current on non-competitive applications, granting almost as fast as they arrive. Current hearings are not affected. Purpose of revision is to reflect fact that old rules determined a city's priority on basis of whether or not it was served by any of the 108

pre-freeze stations. Since number of stations has almost doubled, many of them in new markets, old rules are obviously obsolete.

New rules set up 2 processing lines, Groups A & B. Group A comprises cities with no operating stations (old 40-mi. rule is out the window), in descending order of population. Group B comprises all cities with stations; Group B is subdivided into one-station cities, 2-station, etc. -- fewer the stations, higher the priority.

Cities will be processed alternately from Groups A & B. Using the July 1 list in Special Report as example, sequence would be: Des Moines, St. Louis, Hartford, Pittsburgh, and so on.

Whenever a new station begins operating in a city, that city moves down the list. For example, St. Louis headed Group B July 1. When a second station starts there, city will be dropped down to 2-station category. Since cities will be processed alternately between Groups A & B, St. Louis would move down about 70 places.

A very important clause in new rules is one permitting FCC to ignore priorities completely "to prevent manifest injustice." Only time can tell what Commission will consider "manifest injustice."

Another area that will take some interpreting is what constitutes an "operating station." Rules say it's one with a license, STA for commercial operation or authority for program tests. However, there's sometimes considerable lag between time station gets STA and goes on air. FCC's solution probably will be to withhold STA until it's sure station means to get going quickly.

At least one situation isn't spelled out clearly. Assume that KFUD-TV, in suburban Clayton, Mo., using St. Louis Ch. 30, starts operating. Does this make St. Louis a 2-station city and move it down the list? At FCC, offhand opinion is that it will. On other hand, it's believed that advent of WTVI, Belleville, Ill., won't affect St. Louis' priority, because Belleville has own channel allocated to it -- even though WTVI may serve St. Louis as well as KFUD-TV will.

To prevent obsolescence of new rules, priorities will be revised every two months to reflect new stations which have begun operating.

Comr. Hennock dissented, stating that change is too important to be adopted without rule-making procedure; that existing CPs are given no weight; that areas without TV are given no weight; that the "manifest injustice" clause "may very well undercut and vitiate the very rule which the Commission has adopted."

6 CPs, MORE FINAL AND INITIAL DECISIONS: Dismissals by competitors continue to pave way for lion's share of CPs -- 5 of this week's 6 CPs and 3 out of 4 initial decisions being derived that way. This week's grants:

Boston, WGBH Educational Foundation, Ch. 2 (educational); Weslaco, Tex., KRGV, Ch. 5. Final decisions: Sacramento, Cal., Cal Tel Co., Ch. 40; Trenton, N.J., WTTM, Ch. 41; Portland, Ore., KOIN, Ch. 6; Allentown, Pa., WFMZ(FM), Ch. 57.

Initial decisions: Tampa, Fla., WFLA-Tribune, Ch. 8; Joliet, Ill., WJOL, Ch. 48; Worcester, Mass., Wilson Enterprises, Ch. 20; Knoxville, Tenn., Mountcastle Bestg. Co. Inc., Ch. 6. Only Tampa decision came hard way, after hearing.

Weslaco grant is a record of sorts, 3 competitors dropping out to permit grant. Week also saw 2 more CPs handed back to Commission -- WHHH-TV, Warren, O. (Ch. 67) and WWOD-TV, Lynchburg, Va. (Ch. 16), deciding not to build (see p. 3).

WFLA-Tribune wins first round in fight for Ch. 8 in Tampa -- but it looks like lots of legal battling ahead. In 3-way quest, its rivals were WSTP-St. Petersburg Times and newcomer Tampa Bay Area Telecasting Corp. Examiner Basil Cooper used these criteria in picking WFLA over other two (FCC 53D-32):

(1) Its studios would be larger and better, somewhat more centrally located and more readily accessible to transportation. Though WTSP's studios would be quite accessible, in downtown St. Petersburg, he felt parking might be difficult. Tampa Bay Area Telecasting Corp. studios would be 1½ mi. from nearest public transportation, would be wooden structure, thus greater fire hazard, he noted.

(2) WFLA would provide \$75,000 to reimburse people appearing on its shows. This, said Cooper, would encourage more careful preparation. He also found that in 3 types of programs out of 8, WFLA offered superior proposals, was equal in other 5.

(3) Though Tribune has largest circulation in area, with only 10% of stock locally owned, Cooper felt it superior applicant in most other respects. Publisher Nelson Poynter, of St. Petersburg Times, owns 60% of WTSP, will own 100% ultimately. Some of principals in third application live in area; others planned to move there if CP were granted; they include figures prominent in advertising circles, each of the following owning 535½ out of 3213 common shares issued: Robert A. James, St. Petersburg contractor, realtor & trucker; Hal James, TV-radio v.p., Ellington & Co., ad agency; Trevor Adams Jr., sales mgr., WABC-TV, New York; Harry W. Bennett Jr., v.p., Sherman & Marquette agency; John S. Houseknecht, TV executive, Wm. Esty & Co.; Robert W. Evans, business associate of Robert A. James.

ROANOKE POINTS UP POST-FREEZE PROBLEMS: The economic facts of life are being driven home with force and with suddenness to the operators of new TV stations -- particularly those in uhf band, where problems usually are great deal rougher than in vhf.

Roanoke's WROV-TV (Ch. 27) this week became first operating TV station to turn in its CP -- and some other uhf grantees were taking a long second look and in some instances were deciding not to build.

Last month, WROV-TV petitioned FCC to let it continue its uhf operation "as long as resources will permit" while it joins 2-way conflict for Roanoke's Ch. 7 (Vol. 9:26). Without waiting for the verdict, it told FCC this week that further operation "has proven to be economically unsound", and that it plans to go dark at the close of business July 18. It enclosed new application for Ch. 7.

This week saw 2 other uhf CPs returned. In the case of WWOD-TV, Lynchburg (Ch. 16), decision obviously was prompted by close observation of its 45-mi. neighbor in Roanoke. Said Lynchburg grantee: "The economic risks are too great." Other CP was turned in by WHHH-TV, Warren, O. (Ch. 67), which felt it was doomed by proximity of Cleveland's 3 vhf (48 mi.), Youngstown's 2 uhf (13 mi.).

Six other post-freeze CPs had previously been returned -- 4 of them uhf (2 in Austin, one each in McAllen, Tex. & Gadsden, Ala.), 2 vhf (Midland & San Angelo, Tex.). You'll find them listed in our new TV Factbook No. 17. Financial distress forced Honolulu's vhf KONA off air for 3 months, but it's now on air under new ownership (Vol. 9:26). Pre-freeze, in TV's early days, 16 grantees didn't take the plunge -- but for 4 of them it was due to conditions beyond their control (Vol. 7:51).

You can expect quite a few more CPs surrendered -- and not all of them uhf, either -- by those who see the economic cards stacked against them. And there may well be more on-the-air stations which don't weather the storm.

* * * *

In the case of uhf, it's obvious that stations which are bucking vhf outlets can expect much tougher sledding than those which -- for present, at least -- have virtual monopolies in their areas. Quite a few uhf stations in otherwise sparsely-served TV areas can see black ink on the horizon, if they haven't already reached it. And uhf stations in markets where there is only one vhf generally appear to be doing O.K. -- except where the vhf has all the major network affiliations.

But real danger zone is area in which uhf is bucking 3 or more vhf stations in neighboring cities, as shown so starkly in American Research Bureau's surveys of uhf set circulation (Vol. 9:24,28). Even in this danger zone, there may be room for uhf stations with good management, imaginative programming and ability to operate at loss during the "set conversion period".

It's no secret some uhf stations are having tough time; almost without exception they're in areas heavily served by vhf. Programming, of course, is the key.

Many of the complaints of station owners in the trouble spots are aimed at the 2 big networks. Again and again we hear the charge that networks have refused to let non-affiliated uhf stations carry some of their programs -- those which local or neighboring vhf outlets don't use -- even in cases where the uhf station has cleared it with the sponsor.

And there's plenty of bitter talk among the uhf operators of an "organized campaign among big vhf stations and networks to hold uhf down". One station owner remarked that WROV-TV's 3-month loss of \$11,500 (Vol. 9:26) was "a drop in the bucket"

and added: "We lose more than that in a month." But he's hanging on, he said, and looking to fall programming and local sponsorships to take him over the hump.

ABC network and its long-anticipated improvement in programming looms large in hopes and aspirations of uhf operators. That network has large number of uhf affiliates, and good commercial programming on ABC would be big boon to uhf stations bucking vhf outlets which offer viewers the enticement of CBS & NBC programs.

Another frequent complaint from uhf operators in "vhf areas" is high cost of set conversion — often running to \$80 or more, including new antenna and transmission line. "It's like trying to sell a meal to a man who has just stepped out of a restaurant," said one. Heavier promotion of the less-expensive strips and time-payment plans for converters -- such as RCA-NBC have arranged for the Norfolk area (see Vol. 9:25 & p. 7) -- are given by some station owners as possible remedies.

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The last 6 months have shown that post-freeze TV is not a "fast buck" business — especially for uhf operators in already-served vhf areas. Indeed, it's surprising that there haven't been more cases of acute financial distress, such as the uhf WROV-TV and the vhf KONA.

Uhf entrepreneurs face income problem not unlike those of first TV ventures of the "long-ago" days of 1946-48. Basically, it stems from slow accretion of sets, which are the lifeblood "circulation" of TV. The chronic low-uhf-blood-pressure in many vhf-served areas is, in turn, due to inability of uhf stations to offer from the start attractive programming which doesn't duplicate that already received via vhf. Completing the cycle, this condition results from networks' and advertisers' reluctance — understandable in many cases — to place big shows on stations which can't boast big audiences.

If there are more mortalities among the eager uhf starters, there may also be some vhf too, in communities that cannot economically support TV at current stage of the art. Some of these stations could end up as satellites of well-heeled stations in nearby metropolitan areas, linked by microwave. The "mother station" might welcome a "whistling post" as a way of widening its range and audience.

Some small-time starters can't afford the blue chips needed not only to go into TV, but to operate a station through the trying loss period. Many haven't parental backers, like wealthy AMs, newspapers, networks, manufacturers, etc. They haven't the wherewithal to promote, to sweat out if necessary an obsolescence cycle of TV sets during which all would be replaced in areas where conversion is slow.

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Long-range, the prognosis for uhf is excellent. Progress to date shows that there are no technical limitations to hamper uhf stations when programming is good. And the determination of FCC to see that uhf stations get at least an even break is a big mark on the plus side of the ledger. Add to this the protestations of fealty to uhf by all four of the TV networks.

Eyes of uhf enterprisers are on RCA-NBC drive in Norfolk where new WVEC-TV (Ch. 15) becomes NBC affiliate as of Sept. 1, and gets launching campaign bigger even than Portland's KPTV (see p. 7). In case of Portland, uhf was the only station in area. In Norfolk, there's entrenched vhf competition -- WTAR-TV having switched from NBC to CBS. Other big-city uhf grantees are watching, wondering if they'll get similar buildup from their networks when they take the air.

OUR TV FACTBOOK A MILEPOST IN TV'S UPSURGE: From the 4-page "TV Directory No. 1" of Dec. 1, 1947 -- listing 16 stations then on the air, 55 construction permit holders, 48 applications pending for new stations -- our semi-annual TV Factbooks have grown apace with the industry. New 1953 midyear edition, our 17th, now in the mails to all full-service subscribers, comprises 356-pp., compares with 272-pp. last January.

It's the most complete -- and we think the best -- Factbook we've yet compiled. It brings all old depts. up-to-date and adds such new depts. as Sets-in-Use by States and Counties (both NBC Research's TV-&-Radio count and CBS's TV count); the J. Walter Thompson Co. study of Households and TV Sets in First 312 Markets of the U.S.; new directory of TV Stations in Foreign Countries; tables showing Annual

Volume of Advertising in U.S. by Media, 1946-52; tabulation of Financial Data on Leading TV-Radio Manufacturers; first detailed lists of Tuner, Converter & Receiving Antenna Manufacturers; and several other new sections.

The July Factbook provides personnel listings, facilities and ownership data and rate card digests of all TV networks (including the new Canadian), and of the 227 U.S. stations now operating or due to be in operation by Aug. 1 -- plus similarly complete data on all Canadian and Mexican border stations.

The 306 Construction Permits for New Stations outstanding as of July 11 are tabulated in handy format, with facilities granted, national reps & probable starting dates. The usual "Blue Section" gives data on all 594 new-station applications pending as of July 4 -- showing facilities sought, principals, addresses, attorneys, engineers, etc.; this section can be kept current with our weekly Blue Addenda.

These are only a few of the depts. that pack this directory edition, now the standard reference for just about everybody in the industry. Among other features are directories of Program Sources, FCC Personnel, Attorneys, Engineers, Consultants, Trade Associations, Unions, Publications, etc. There's a current list of Community Antenna Systems (grown to 240), of Theatres Equipped for TV, and the usual directories of Manufacturers of Receivers, Tubes, Transmitters, Studio equipment, etc.

Channel Allocation Tables and FCC Priority Lists are brought up-to-date, as are the monthly Network TV-Radio Billings, 1949-53, and FCC reports on Revenues, Expenses & Earnings of TV Networks and Stations, 1946-52.

A newly enlarged wall map in color (43x29-in.) is included with each Factbook. It shows all present TV cities, all cities with more than 10,000 pop. or with TV identities, all actual and projected coaxial-microwave interconnections.

Extra copies of TV Factbook No. 17 are available at \$3 each; extra copies of the map at \$1 each. We suggest Newsletter-only subscribers use enclosed order card.

Personal Notes: Donald G. McGannon named asst. managing director, DuMont Network, under Chris J. Witting, who also announced these other appointments: Ted Bergmann, gen. mgr.; Wm. G. Martin, ex-Lennen & Mitchell, sales director; John H. Bachem, national sales mgr. . . . Max D. Paglin, FCC hearing div. attorney, named legal asst. to Comr. Robert T. Bartley . . . Ward L. Quaal named v.p. & asst. gen. mgr., Crosley Broadcasting Corp., as chairman James Shouse and pres. Robt. Dunville announce these other new v.p.'s: Gilbert W. Kingsbury, in charge of public relations; H. P. Lasker, in charge of WLWD, Dayton; James Leonard, in charge of WLWC, Columbus; Bernard Musnik, in charge of eastern div., N.Y.; Harry P. Albrecht, in charge of central div., Chicago . . . Frank Marx, ABC engineering v.p., named to NARTB's TV engineering advisory committee . . . Murray B. Grabhorn, ex-managing dir., Station Representatives Assn., resigns position with Edward Petry & Co., station rep firm . . . Earl R. Stanley, FCC attorney in TV div., joins Washington law firm of Dow, Lohnes & Albertson . . . Douglas R. Clawson, ex-R. H. Macy Co., recently asst. mgr. of Zion's Securities Corp., Salt Lake City, appointed sales director of KDYL-TV & KDYL . . . C. T. Garten promoted from station mgr. of WSAZ to asst. gen. mgr. of WSAZ Inc., Huntington, W. Va., supervising WSAZ-TV operations under gen. mgr. Lawrence Rogers . . . Don Kratz, ABC-TV Chicago producer, becomes operations mgr. of new WTCN-TV, Minneapolis, due on air Aug. 25 . . . Morton J. Wagner now becomes sales mgr. with addition of new staff at WMTV, Madison, Wis., which went on air July 8; John Sigrist, ex-WTMJ-TV, Milwaukee, named studio mgr.; Lee Jenkins, film mgr.; Nancy Smart, continuity director; Michael Griffin, news editor . . . Arthur M. Swift promoted to gen. sales mgr., WOOD-TV & WOOD, Grand Rapids . . . David F. Milligan, ex-WFBM-TV & WFBM, Indianapolis, named gen. mgr. of WFAM-TV & WFAM, Lafayette, Ind., to fill post of late E. R. Herkner . . . Harry W. Hoth, com-

mercial mgr., KRDO-TV, Colorado Springs, elected v.p. of U.S. Junior Chamber of Commerce . . . Wm. H. Blackton, from *Easton Express*, named regional sales & promotion mgr., new WGLV, Easton, Pa. . . . Ray Scott named sports director, WDTV, Pittsburgh . . . Ralph Ginzburg, ex-WNBT & WNBC, joins Wm. H. Weintraub agency . . . James Cobb promoted to mgr. of adv. & promotion, WRGB & WGY, Schenectady, succeeding George Peck, now in GE community relations dept. . . . Terence Clyne, TV-radio director and supervisor of Bulova Watch account since 1946, named senior v.p., Biow Co. . . . Nicholas E. Keesely, TV-radio director elected a senior v.p., Lennen & Newell . . . Larry Wherry elected pres., Sherman & Marquette, Chicago, Arthur F. Marquette becoming chairman of board; Louis E. Tilden and Bruce Baker elected v.p.'s . . . Richard H. Gordon re-elected pres., Screen Extras Guild (AFL).

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New directors elected to board of National Assn. for Better Radio & TV (Mrs. Clara S. Logan, Los Angeles, pres.): Benedict Cottone, ex-FCC gen. counsel now member of Lucas & Thomas law firm; John C. Schwarzwald, mgr., educational KUHT, Houston; Dr. Paul Witty, Northwestern U; Mrs. A. Stanley Adams, national v.p., Kappa Gamma Phi, honor sorority for Catholic women's colleges.

Dr. Allen B. DuMont, whose hobby is his TV-equipped cruiser *Hurricane III*, won Eastern Cruiser Assn. commodore's trophy for lowest percentage of error in navigational accuracy tests in Long Island Sound.

Technical description of Lawrence tri-color tube is contained in July *Proceedings of the IRE*. Author is Robert Dressler, research director of Chromatic TV Labs.

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Mrs. Gordon Gray, 39, wife of president of U of North Carolina and publisher of *Winston-Salem Journal* and *Sentinel* (WSJS), died in Baltimore hospital July 15. Her husband is ex-Secy. of the Army. Four sons survive.

Network Accounts: Pro football TV schedule on DuMont, released this week by sponsor Westinghouse, comprises 20 games, Sat. nights & Sun. afternoons, on 11 consecutive weekends, beginning Oct. 2. To accommodate Westinghouse, National Football League pres. Bert Bell said League schedules have been revised to include more Sat. night games . . . Admiral buys largest network hook-up for any regular TV program—132 stations—when Bishop Fulton J. Sheen's *Life is Worth Living* returns to DuMont Network beginning Oct. 13 Tue. 8-8:30 p.m., thru Erwin, Wasey Inc. . . . U.S. Steel to sponsor *United States Steel Theater* on ABC-TV, alt. weeks, beginning in early Oct., Tue. 9:30-10:30 p.m., thru BBDO . . . Aluminum Co. of America to sponsor *Youth Views the News* panel show on CBS-TV, beginning Aug. 18, Tue. 10:30-11 p.m., thru Fuller & Smith & Ross . . . Scott Paper Co. (tissues) to sponsor *My Little Margie* on NBC-TV beginning Sept. 2, Wed. 8:30-9 p.m., thru J. Walter Thompson Co. . . . Bristol-Myers Co. to sponsor *Man Behind the Badge*, new series of crime case histories, on CBS-TV, beginning Oct. 11, Sun. 9:30-10 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Johnson & Johnson (band-aids) buys 10-min. segment of 10-10:30 p.m. portion, Benrus Co. (watches) renews 10-min. of 9-9:30 portion, of *Your Show of Shows*, beginning Sept. 12, on NBC-TV, Sat. 9-10:30 p.m., thru Young & Rubicam . . . Hotpoint Inc. (appliances) renews alt. week sponsorship of *Adventures of Ozzie and Harriet*, on ABC-TV, beginning Sept. 25, Fri. 8-8:30 p.m., thru Maxon Inc. . . . Kaywoodie Co. (pipes) joins 5-day Deodorant Pads in sponsorship of *Break the Bank* on NBC-TV, Tue. 8:30-9 p.m., thru Grey Adv. . . . Doeskin Products Inc. (tissues) renews Thu. 3:30-3:45 p.m. segment of *Kate Smith Hour* on NBC-TV for 37 weeks beginning Sept. 24, thru Grey Adv.

Station Accounts: New stations going on the air report good sales of test patterns to sponsors—some even before they begin operating commercially. TV set manufacturers, distributors and servicemen are usually quick to grab up availabilities. This week, from Sudbury, Ont., where CKSO-TV (Ch. 5) may be Dominion's first commercial outlet by virtue of Sept. 20 test target, mgr. W. J. Woodill reports all 9-11 a.m. test patterns sold out from then until Dec. 15 official opening . . . Cantrell & Cochran Corp. (Super Beverages, canned soft drinks), after N. Y. tests, to expand TV-radio spots apace with new distributorships, thru Ted Bates; ex-Pepsi-Cola pres. Walter Mack heads firm, which has been asked by N. Y. stations to tone down "throw away bottles" theme after carbonated beverage and bottling firms objected . . . American Tobacco Co., to promote Roi-Tan cigars, buying TV spots in 11 cities, thru Lawrence C. Gumbinner Adv., N. Y. . . . General Cigar Co., for Robert Burns cigars, buys Mon.-Wed.-Fri. *Sports of the Night* for 22 weeks on WCBS-TV, thru Young & Rubicam; Piel Beer sponsors other 3 nights . . . MGM buying lots of spots to promote openings of its lavish new musical *The Band Wagon*, thru Donahue & Coe, N. Y. . . . Among other advertisers reported using or preparing to use TV: Tidy House Products Co. (Perfex cleaner, Gloss Tex starch), thru Buchanan-Thomas Adv. Co., Omaha; Hotpoint Inc. (ranges, refrigerators), thru Maxon Inc., N. Y.; Vitaco Inc. (Vita-Pakt orange juice), Jewell Adv., Oakland, Cal.; Shell Oil Co. (TCP gasoline), thru J. Walter Thompson, N. Y.; Baltimore & Ohio Railroad, thru Richard A. Foley Adv., Philadelphia; General Foods (Yuban coffee), thru Benton & Bowles, N. Y.; Bristol-Myers (Ammen antiseptic powder), thru Doherty, Clifford & Shenfield, N. Y.; A. O. Smith Corp. (Permaglas water heaters), thru Henri, Hurst & McDonald, Chicago.

NBC ABANDONS integration as operating policy, with decisions of chairman David Sarnoff this week designating John K. Herbert as v.p. in charge of TV network, Wm. H. Fineshriber v.p. in charge of radio network, with v.p. Charles (Bud) Barry as TV program chief and v.p. George Frey as TV sales chief. Ted Cott, in charge of New York owned-&-operated stations, becomes operating v.p. of the radio network.

Both Herbert and Fineshriber report to pres. Frank White. Owned-&-operated stations and NBC Spot Sales continues under v.p. Charles R. Denny. David Adams is v.p. for administration, and added personnel dealing exclusively with TV and radio program sales will be announced shortly.

NBC thus returns to separation of TV-radio operations, except for top administration, similar to way it previously functioned and similar to CBS setup (whose TV and Radio divisions are headed by presidents). Service depts., such as research, engineering, station relations and accounting, will continue to serve both TV and radio.

Decision on separation comes as network is preparing for radio affiliates' meeting in Chicago July 27, at which stations are expected to demand added emphasis on radio sales, programming and promotion.

Some 57 foreign countries now have TV—as shown in handy directory which is one of new features of our just-issued *TV Factbook No. 17*. Compiled from information direct from foreign govts. wherever possible, and from U. S. govt. agencies, equipment manufacturers and other trade sources—directory presents in tabular form the locations, technical standards, frequencies and powers of foreign TV stations on air, under construction and planned. In addition to the 57 now on air, it shows some 15 slated to start this year. Cuba apparently is leader in TV among foreign countries, with 9 stations on air (if you count the 4 CMQ-TV satellites as individual stations). Others: Great Britain, 8 (including 2 temporary mobile stations & one temporary satellite); West Germany, 7; Mexico, 6; Brazil, 4; Canada, France & Russia, 3 each; Denmark, Italy, Japan & Venezuela, 2 each; Argentina, E. Germany, Netherlands, Poland, Vatican City & Yugoslavia, 1 each. *Factbook* contains detailed information on Canadian, Cuban and Mexican stations.

"These two protagonists in the struggle for radio-TV supremacy are as opposite in character as are their companies. Sarnoff rules. Paley presides. Sarnoff is certain. Paley is tentative. RCA is a formal organization; CBS an informal one. RCA is a \$690,000,000 colossus in the electronics world; CBS is a sassy upstart that has pushed its sales from \$98,000,000 in 1948 to over a quarter billion last year. Each company in its own way covets the same objective, neither will be satisfied with the second position." From "CBS Steals the Show" in July *Fortune Magazine*.

ABC sets up new "ABC Syndication" div. Aug. 5 under George T. Shupert, now v.p.-gen. mgr. of United Artists TV Corp. and formerly asst. to pres. Paul Raibourn of Paramount TV Productions. New division will be "devoted to the purchase and sale of TV films to the TV industry," non-affiliates as well as ABC-TV affiliates.

TV homes as of June 1 totaled 24,292,600, up 362,600 from May 1, reports NBC Research. Top markets: New York, with 3,535,000 TV homes; Chicago, 1,570,000; Los Angeles, 1,460,000; Philadelphia, 1,255,000; Boston, 1,061,000.

WJR, The Goodwill Station Inc. reports sales of \$1,617,817 for 6 mo. ended June 30, net earnings after taxes \$260,213 (50¢ a share). This compares with \$1,670,366 sales, \$230,161 (44¢) profit for same 1952 period.

FOUR NEW VHF transmitters were scheduled to be shipped by RCA this week—10-kw drivers to WMT-TV, Cedar Rapids, Ia. (Ch. 2) and KOMO-TV, Seattle (Ch. 4) and 2-kw to KVOA-TV, Tucson, Ariz. (Ch. 4) and CKSO-TV, Sudbury, Ont. (Ch. 5). Rescheduled were shipments of 10-kw to WNCT, Greenville, N. C. (Ch. 9) and KHSL-TV, Chico, Cal. (Ch. 12), now due to leave Camden July 20, first day of RCA summer vacation shut-down during which a crash crew is expected to continue working on transmitter orders.

On the uhf side, only new order reported by RCA goes to WTAP, Parkersburg, W. Va. (Ch. 15) on July 20, when delayed shipments are also due to go to WITV, Ft. Lauderdale, Fla. (Ch. 17) and WICS, Springfield, Ill. (Ch. 20).

Other transmitter manufacturers, on vacation, had no reports on new orders or shipments this week.

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

CBUT, Vancouver, B. C. (Ch. 2) should begin preliminary operation during November, using temporary equipment with reduced power at start, as does Ottawa's CBOT (Ch. 4), reports E. L. Bushnell, acting gen. mgr., Canadian Broadcasting Corp. Canadian Marconi equipment has been ordered, reports CBC engineering director W. B. Richardson. CBC regional mgr. Kenneth Caple said that even with temporary power of 5 kw from antenna on roof of chalet type transmitter building on Mt. Seymour, station is expected to provide "excellent signal" in most parts of metropolitan Vancouver area as well as to the south of Bellingham, Wash.

WSJS-TV, Winston-Salem, N. C. (Ch. 12), granted last week, has ordered GE equipment, plans fall debut using present FM tower site, according to exec. v.p. Harold Essex. "Back in 1948 when we built that site for FM, I had in mind that someday it would make an excellent site for TV," he writes. Sidelight on grant is agreement to purchase \$20,000 of local WAAA's radio time to promote WSJS-TV; on July 8, WAAA withdrew application for Ch. 12 to clear way for grantees Gordon Gray-Mary Pickford Rogers. Headley-Reed will be rep.

KICKOFF for what may be biggest promotion campaign ever to herald debut of a TV station came at slam-bang pep meeting July 17 at Hotel Chamberlain, Old Point Comfort, Va., when executives of RCA, NBC and station outlined huge drive to build up uhf audience for WVEC-TV (Ch. 15), new NBC-TV affiliate for Norfolk area, replacing WTAR-TV which "seceded" to CBS (Vol. 9:20-21, 24). Meeting was attended by some 500 servicemen, dealers, manufacturers and distributors, as well as mayors of Norfolk, Portsmouth, Hampton, Newport News and a small army of RCA & NBC executives.

Speakers included RCA consumer products v.p. J. B. Elliott, WVEC-TV pres. Tom Chisman, NBC publicity dir. James Nelson, promotion dir. Norman Pader, merchandising mgr. Fred Dodge. Pulling out all the stops, they announced plans for \$100,000 promotional drive before station's Sept. 15 on-air date.

Cynosure of everybody in the industry interested in uhf—regarded as first real clinical test of uhf's potential in long-established vhf community—WVEC-TV will be backed by \$40,000 in newspaper ads alone. And distributors will place at least \$50,000 more in newspaper ads. Station will place 5 full-page ads in local papers, 40 one-third-page ads, 10 spot announcements daily for 60 days on 4 radio stations, bus cards, billboards and 5 different sets of counter display cards in stores—all drawn up by NBC ad dept. Theme of campaign will be, "Beat the rush—get your set converted," and will feature pictures of

WGEM-TV, Quincy, Ill. (Ch. 10) beginning Stainless tower construction this week, has transmitter building nearly ready, plans "early fall" start with DuMont equipment, reports program director Paul McClelland. Rep will be Walker.

WHBQ-TV, Memphis (Ch. 13) has begun construction, plans Sept. test patterns with RCA equipment in lieu of first-reported Aug. 1 (Vol. 9:12), according to gen. mgr. John Cleghorn. Blair will be rep.

WLAM-TV, Lewiston, Me. (Ch. 17), granted last week, plans to begin with RCA equipment on Nov. 15, from Apple Sass Hill location on Pleasant St., Lewiston, according to gen. mgr. Frank S. Hoy. It will be interconnected with other Hoy-grantee WPMT, Portland, due on the air by Sept., to make television available to "approximately half of Maine's entire population." Last week's other Lewiston-area grantee, Mt. Washington TV Inc. (Ch. 8), has Aug.-Sept. 1954 target, expects to have 70-80 mi. Grade A radius with 105-kw ERP (Vol. 9:28). WPMT rep will be Everett-McKinney; WLAM-TV rep not reported.

WITV, Ft. Lauderdale, Fla. (Ch. 17) now reports it's planning start "before 1953 winter season," using RCA equipment now on delivery. It will be second uhf in Miami area; WFTL-TV, Ft. Lauderdale (Ch. 23) began operation last April as NBC affiliate. President and 25% owner of WITV is Comdr. Mortimer W. Loewi, ex-DuMont executive, also operates nearby "Out-of-This-World" resort; other owners are identified with local WBRD (AM). WITV will be DuMont affiliate; rep not yet chosen.

WCIG-TV, Durham, N. C. (Ch. 46) got green light June 26 when FCC overruled WSSB protest (Vol. 9:27), but plans remain indefinite because "WSSB may appeal the decision to the Federal Court," reports secy.-treas. John G. Johnson, also gen. mgr. and part owner of WTOB-TV, Winston-Salem grantee. He reports RCA equipment available for Aug. delivery. H-R Television Inc. will be rep.

WTVP, Decatur, Ill. (Ch. 17), now reports RCA antenna due July 21 or 22, plans first test pattern July 27. Microwave hookup won't be completed until about Oct. 1, and initial programming will be principally film. George W. Clark Inc. will be rep.

NBC-TV stars Dave Garroway, Jimmy Durante, Martin & Lewis, Bob Hope, Sid Caesar & Imogene Coca, Robert Montgomery, reminding viewers they can be seen only on Ch. 15.

To bring set conversion within easier reach of all, RCA & NBC have arranged with Bank of Virginia, Norfolk's Bank of Commerce and Personal Loan Corp. of Newark, N. J. for special small-payment "converter loans" which can be repaid a few dollars a month. In departure from policy, RCA Service Co. announced it will help any dealer install or convert any make of TV set.

Though on-air date is still 2 months off, pres. Chisman says estimate of 4000 sets already converted in area appears "quite conservative." On the sidelines but standing to benefit heavily from mass conversion campaign, are area's 2 other uhf grantees—WACH-TV, Newport News (Ch. 33), which plans test patterns by Sept. 1, and WLOW-TV, Norfolk (Ch. 27), which received CP last week.

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Initial decision favoring Woodruff Inc. in Portsmouth, O. (Ch. 30) was held up by FCC this week "pending review." No exceptions have been filed to decision, but Commission didn't disclose reasons for its hesitancy in making decision final. Grantee is owned by attorney Edward Lamb, operator of WICU, Erie, former owner of WTVN, Columbus, holder of CP for WMAC-TV, Massillon, O. (Ch. 23), TV applicant in Toledo and Orlando, Fla., and operator of several AMs.

NTSC HOLDS its important session on color next week, July 21—and no significant dissent from adoption of proposed compatible color specifications appears in sight.

Ever since Dr. Allen DuMont expressed dissatisfaction over NTSC standards because he considers them too complex, and said he has 3-D color system in the works (Vol. 9:19), there's been speculation he might oppose NTSC standards when it came to final vote. This week, we asked him whether he goes along with NTSC now—but he said merely, "I'm leaving the matter up to Doc"—meaning research director Dr. T. T. Goldsmith, who was out of town.

Another possible dissenter, some think, may be Paul Raibourn, v.p. of Paramount, which owns half of Chromatic TV Labs, tri-color tube developer and an NTSC member. He also thinks NTSC system too complex, says: "I can think of a half dozen better ways of doing it, but it's up to Chromatic to say what it intends to do." Chromatic president Richard Hodgson says that he's quite satisfied with NTSC system; that Lawrence tube works well with it; that the important thing is to get color production started as soon as possible. Lawrence tube, he says is simpler and cheaper to make than any other he knows about.

CBS gives no indication that it will oppose NTSC specifications, having said frankly that it sees no prospects of reviving its own system (Vol. 9:13).

There's always possibility some publicity-hungry fringe operator will pop up with startling claims, but he's got to have something really hot to catch FCC's good ear. Such possibilities appear extremely slim.

Another big question, meanwhile, is whether FCC will agree to waive requirement that color be telecast in Washington so that commissioners and staff can test receivers themselves. Rest of NTSC, in addition to RCA, are urging waiver, stating that receivers can be set up in New York under a variety of conditions that will satisfy even the most finicky commissioner. Commission hasn't made up its mind yet, and subject may provoke lively debate.

NTSC chairman Dr. W. R. G. Baker hasn't yet answered FCC's letter asking when field test report will be submitted (Vol. 9:28), so it's expected his response will be in form of full-blown petition filed after July 21 meeting.

RCA-NBC continue their experiments, including networking of color. They reported to FCC this week on results of 3 such transmissions. At this stage, compared with black-&-white, color improves contrast, reduces definition (see next column).

RCA brought its tube licensees up-to-date on tri-color tube manufacturing techniques at July 15 technical clinic in New York, told some 180 attendees that it's concentrating on 15-in. glass envelope—giving same size picture as previous 16-in. metal-cone envelope—because it's expected to be less expensive.

Trade Personals: Joseph J. Peterson, ex-sales mgr. of Lee Electric & Mfg. Co., Los Angeles, and onetime associate editor of *Electronic Industries Magazine*, appointed mgr. of RTMA's new west coast regional branch in Los Angeles, to open Aug. 1; Jean A. Caffiaux, ex-Sylvania, named asst. to Ralph R. Batcher, RTMA chief engineer in New York—both expansion moves recently authorized by RTMA convention (Vol. 9:26) . . . Milton R. Schulte, Tung-Sol v.p. in charge of electronics & flashers, elected a director and not chairman of board, as erroneously reported here last week . . . Wm. Balderston, Philco pres., named to industries advisory committee of the Advertising Council . . . John L. Esterhai, asst. counsel, Philco, elected to executive committee of U.S. Trade Mark Assn. . . . Emerson Dole, Wichita, Kan., elected to NARDA board, replacing Francis L. Monette, Lowell, Mass., who resigned because of pressure of business . . . Edward J. Meehan Jr.,

TESTS OF COLOR network transmissions, reported to Commission by NBC, indicate that color improves contrast but decreases definition of pictures received in black-&-white. Report summarized reactions of stations on color hookup, said:

"A large percentage of the received comments stated that the contrast range for the color transmissions was considerably better than that received from the usual black-&-white transmissions although the definition was softer. No stations experienced any difficulty whatsoever due to synchronization. Some of the more distant stations which received the programs by Bell System microwave facilities reported some attenuation of the color synchronizing burst signal.

"Those stations receiving the test programs over facilities which included Bell System cable circuits did not receive color synchronizing burst or chrominance signals inasmuch as the Bell System does not as yet have in service the special cable translating equipment required for transmission of the color signal over these narrow band network facilities.

"None of the stations reported that the picture was unacceptable and none reported receiving any comment from public concerning the experimental transmissions."

Programs transmitted in color were *Howdy Doody* June 26, 5:30-6; *Bob & Ray* June 29, 7:30-7:45; *Gabby Hayes* June 30, 5:15-5:30. Eighteen stations picked up first program, 3 second, 7 third. Stations were asked to rate quality of picture in 3 gradations—better than black-&-white, same, not as good.

In first transmission, 2 stations reported definition superior to black-&-white, 3 said "same," 13 "not as good." Eight rated contrast better than black-&-white, 8 "same," 2 "not as good."

In second transmission, one reported definition same as black-&-white, 2 said "not as good." All 3 said contrast was same. In third transmission, 2 rated definition "same," 5 "not as good." Five termed contrast better, one "same," one "not as good."

Asked about visibility of sub-carrier dots, stations generally reported picture same as black-&-white. Synchronization was found to be same. Quality of picture, compared to black-&-white, seemed to differ little as between coaxial and microwave transmission.

Following stations participated in first tests: WAVE-TV, Louisville; WBTV, Charlotte; KOTV, Tulsa; WRGB, Schenectady; WFMY-TV, Greensboro; KVTU, Sioux City; KSD-TV, St. Louis; WFAA-TV, Dallas; WMBR-TV, Jacksonville; WSAZ-TV, Huntington; WJAC-TV, Johnstown; WBZ-TV, Boston; WNBQ, Chicago; WNBK, Cleveland; WNBW, Washington; WPTZ, Philadelphia; WOW-TV, Omaha; WTMJ-TV, Milwaukee.

recently with RCA govt. marketing div., Washington, back in Camden as sales coordinator of AM-FM transmitters and studio equipment . . . Thomas W. Massoth promoted to newly created post of operations control mgr., RCA Victor engineering products dept.; Wilbur Lloyd promoted to controller . . . Roy E. Nelson promoted to mgr. of semiconductor equipment (transistor) sales, RCA Victor tube dept. . . . Edwin A. Freed named operations mgr. of General Instrument's headquarters plant, Elizabeth, N.J. . . . John T. Caviezal, Crosley mgr. of new TV market development, promoted to mgr., TV sales section under gen. sales mgr. Harry McCullough; DeWitt Suplee succeeds him . . . W. T. Buschmann promoted to product sales mgr., Sylvania radio receiving tubes . . . Sidney M. Joffe, ex-pres., Pathe Television Corp., now an officer of Rex Television City, 1440 Fulton St., Fresno, Cal., appliance chain, and west coast representative for Philharmonic Radio.

TV, HIGH FIDELITY STIR MUSIC MERCHANTS: Close affinity of TV and phonograph industries, which have been growing more complementary every year, became even more pronounced this week at National Assn. of Music Merchants convention in Chicago. Record and phonograph industry leaders were quick to give TV credit for stimulating boom in their business, which is now rolling at peak levels. Here's how big it is:

Phonographs -- 24,000,000 players now in use, compared to 18,000,000 in 1948 and 8,000,000 in 1946.

Records -- Sales to consumers passed \$200,000,000 in 1952, with indications 1953 sales will be up to 25% higher.

Frank Freimann, Magnavox president, who has been active in development of both TV and phonographs, said of TV's influence:

"We believe that this market [for phonographs] is particularly strong in those areas which have had TV for the longest period of time, since our studies show that the public has become more selective in its choice of programs and is casting about for some type of cultural entertainment to supplement TV."

Freimann's statement was typical of feeling expressed by many of the 8000 music merchandisers at convention. Sentiment was general that TV stimulates interest in music -- and anything that stimulates interest in music is good for business.

They were also happy to report that TV has caused upturn in sales of musical instruments. Spokesman for Lyon & Healey Inc., Chicago, one of the nation's largest musical merchandise retailers, was quoted in July 17 Wall Street Journal: "Five years of TV have done more for our business than 35 years of radio ever did for it."

He referred to fact that TV viewers, after watching their favorites strum a ukelele or after listening to a symphony orchestra, are going out and buying ukes or oboes or trumpets of their own. As example, he said Arthur Godfrey's strumming on TV was credited with stimulating sales of 2,500,000 ukeleles in 1950. Though 1953 sales are running about 10% below that figure, the uke is still the biggest seller among fretted instruments, said T. M. McCarty, pres. of National Assn. of Musical Instrument Manufacturers -- and he credited TV with helping to keep sales high.

Glowing picture of record sales was given convention by John W. Griffin, exec. secy. of Record Industry Assn. of America. He credited growing demand for classical records mainly to technical improvements in reproduction. Classical records today comprise 40% of total record business vs. 15% few years ago, he said.

Griffin termed introduction of 33 1/3 & 45rpm records most important development in records since electrical recording was introduced more than 25 years ago. Perfection of high-fidelity sets will increase not only classical record sales but also the market for popular records.

* * * *

TV traffic at show was very light, indeed. Though all major manufacturers exhibited their new lines, all had been previously introduced and many dealers had already seen them -- so TV as a selling item didn't cut much ice at NAMM show. But it rarely does anyway because of the timing, coming right after marts, NARDA convention and in middle of distributor-dealer regional meetings. This left introduction of new lines to handful of smaller manufacturers (for details, see p. 10).

High-fidelity really took over the spotlight in absence of TV activity. To say that dealers were enthused is understatement; many looked to "hi-fi" instruments as means of filling void left by slumping TV set sales. For example, one "hi-fi" manufacturer said a parts jobber had ordered 1000 units of his product, sight unseen.

But amid interest came sober warning anew about misrepresentation of "hi-fi". Freimann, who had previously spoken at the furniture marts about mislabeling high-

fidelity (Vol.9:26), said there was growing tendency to apply the label to anything that reproduced sound, added:

"Obviously, this type of irresponsible selling will undermine confidence and may stifle public interest in true high-fidelity. If we are to realize the tremendous potential that is opening up in this field, we must exercise the utmost integrity in presenting high-fidelity merchandise."

For those interested in getting into field, and in absence of official standards, Freimann offers these yardsticks for measurement of high-fidelity instrument:

(1) "Does it reproduce music precisely as it was recorded, with all its excitement, color and richness?"

(2) "Is it capable of reproducing music in its most pleasing form without adding mechanical distortions?"

(3) "Does it reproduce the instruments of a full symphony orchestra in their proper balance and range?"

* * * *

TV production totaled 65,790 units (2620 private label) week ended July 10. first week of second half of year -- lowest week of year, but not unexpected in view of summer hiatus, vacation shutdowns. It compared with 69,144 preceding week, 103,629 week ended June 26 and 38,648 in corresponding week last year.

Radio production totaled 126,486 (98,677 private), down from 134,294 week ended July 3 and 214,777 week before, but up from 65,911 corresponding week in 1952. Week's radios: 25,518 home, 7958 portable, 3448 clock, 89,562 auto.

Topics & Trends of TV Trade: Set makers' demand for aluminized picture tubes in 24-&27-in. sizes continues to outstrip supply (Vol. 9:11,22). Some manufacturers consider aluminization a necessity on luxury model extra-large-screen sets. Process greatly improves brightness, but is extremely complicated. Before introduction of 24-in. tube, only GE had extensive facilities for mass-production of aluminized tubes. Now other companies are preparing to turn out aluminized tubes in quantity. Sylvania announced this week that it is "perfecting methods and increasing facilities for the mass production of aluminized picture tubes." It's now in limited production, is sampling manufacturers and inviting inquiries from set makers interested in aluminized 24-&27-in. tubes—"or even in 21-in. sizes." Tube makers' desire to install aluminization facilities now presumably is also spurred by their plans to produce color tubes, which require aluminization for proper brightness.

* * * *

Shipments of TVs to dealers totaled 2,695,856 in first 5 months, when production was 3,309,757, according to RTMA's state-by-state and county-by-county tables released this week and available from RTMA on request. It compared with shipments of 1,799,877 in first 5 months last year, when production was 1,873,891. New York, as usual, led all states with 257,040; Pennsylvania second, 240,371; California third, 193,786. Montana, still without TV service, trailed with 449. For May alone, shipments totaled 243,348, compared with 392,492 in April and 235,461 in May 1952.

Hallicrafters has started construction of new \$400,000 plant in Don Mills development section of Toronto, where in October it expects to begin producing 200 TVs. 400 radios daily, employing 250. Robert L. Russell will head subsidiary, with Fred Bardgett as sales v.p.

TV sales are booming in Canada, may reach 400,000 this year, said Canadian Marconi pres. S. M. Finlayson to Montreal Rotary Club this week. With 3 CBC stations now operating, 8 private stations thus far authorized, he foresaw 70 in the Dominion eventually.

Sheraton TV Corp., subsidiary of Video Products Corp., Red Bank, N.J., at NAMM show in Chicago this week, introduced 20 new models, including its first coin-operated sets. Herman Marsen, v.p. & sales director, disclosed that Sheraton, which has been devoting bulk of its production to private label, henceforth will hold private label output to 40% of total. Standard series, on which coin-operated mechanism is available for \$25 extra, ranges from 17-in. mahogany table model at \$180 to 21-in. blonde open-face console at \$300; de luxe series, with coin-operated device at \$30 extra, is from 21-in. mahogany table model at \$280 to 27-in. open-face mahogany console at \$550.

Sentinel Radio introduced 38 new TV models at distributors meeting at Chicago's Sheraton Hotel. New line features "picture depth control," built-in uhf antenna and non-glare control. Prices range from 17-in. mahogany finish table model at \$180 to 27-in. full-door korina console at \$695.

Jewel Radio introduced 10 TVs ranging from 17-in. mahogany wood table model at \$230 to 24-in. full-door masonite console at \$420, with optional all-channel tuner \$20 extra on all models. Also introduced were 3 high-fidelity phonos at \$150, \$160 & \$200.

Majestic Radio introduced 24 new TV models, including 4 high-fidelity combinations, with optional all-channel tuner available in all models at \$50 extra. Prices range from 17-in. mahogany veneer table model at \$200 to 21-in. mahogany combination at \$675.

Tele King introduced 24 new models ranging from 17-in. mahogany wood table model at \$180 to 27-in. traditional mahogany full-door console at \$600, with optional all-channel tuner \$50 extra.

Scott Radio introduced new 24-in. full-door console, in mahogany at \$495, in blonde at \$525.

Col. Francis F. Uhrhane, formerly of staff of Chief Signal Officer, named head of Signal Corps Engineering Laboratories, Fort Monmouth, N. J., succeeding Brig. Gen. Edwin R. Petznung, recently named Chief Signal Officer for European command.

Report and Order

New Priorities for Processing TV Applications

Full Text of FCC Public Notice 53-889, Mimeo. 92194, Adopted July 14, 1953, and Released July 17, 1953, Effective 30 Days After Publication in the *Federal Register*

Tables Listing Cities According to Priorities Will Be Issued by FCC on Date New Rules Become Effective
Amendment to Footnote 10, Section 1.371 of FCC Rules, to Supersede Procedures and Tables on pp. 262-272 of TV Factbook No. 17

By the Commission: Commissioner Sterling not participating, Commissioner Hennock dissenting.

1. The Commission has before it for consideration the establishment of an order of priority for the processing and designation for hearing of mutually exclusive television applications.

2. With the lifting of the television freeze and the commencement of television application processing last July, the Commission adopted a "temporary processing procedure" to handle the expected flood of new applications.¹ This procedure, in general, established two processing lines: Group A, comprised of applications for stations in cities without operating stations and more than 40 miles from the nearest operating television station, and Group B, comprised of applications for stations in cities with television stations in operation or less than 40 miles from an operating station. Group B was further sub-divided into several subgroups with a priority afforded to communities where all the VHF channels were in operation and only UHF channels remained available for application. Within each group and subgroup, cities were arranged by order of population. The procedure provided that Group A and Group B applications would be processed simultaneously in separate processing lines. The Commission prepared and published a list of cities arranged in the order of these priorities comprised on the basis of the stations on the air at the lifting of the television freeze.

3. On August 6, 1952, the Commission issued a Public Notice (Mimeo 78341) with respect to the designation for hearing of post-freeze competing television applications. The Commission stated that "for the time being the order in which the hearings are being scheduled is in accordance with the order of priorities set forth in the temporary processing procedure now being followed by the Commission in connection with the initial consideration of television applications." In designating applicants for hearing and in setting hearing dates since that time, the Commission has employed the priorities set out in the temporary processing procedure. In October 1952, the Commission amended the above procedure to provide for the processing of "in the clear" applications with only a sufficient number of conflicting applications to be processed and designated for hearing in order to maintain a flow of hearing cases.

4. The Commission is now current in the processing of "in the clear" television applications. Such applications may now be processed in the order of filing, and the Temporary Processing Procedure established for handling such applications no longer appears necessary. However, there remains on file a backlog of mutually exclusive applications. As noted above, the priorities specified by this Temporary Processing Procedure have been employed in the processing and designation for hearing of such mutually exclusive applications. We are of the view that a revised procedure for the handling of such mutually exclusive applications should now be established in the light of changed circumstances.

5. Since the existing processing procedure has been established on the basis of the service rendered by the 108 television stations on the air prior to the freeze, it no longer accurately represents the service presently being received in many of the cities for which applications have been filed. We believe, in addition, that revised procedures

for the processing and designation of applications for hearing should reflect only stations in operation within the cities concerned.

6. Accordingly, the Commission is amending Footnote 10, Section 1.371 of the Rules by revising its procedure for the processing of television applications. "In the clear" applications will continue to be processed in the order of filing. With respect to the processing of mutually exclusive television applications and the designation of such applications for hearing, the Commission will publish lists of cities reflecting revised priorities in accordance with the rules as amended herein. This list will be brought up-to-date and published at bi-monthly intervals.

7. The processing of mutually exclusive applications prior to designation for hearing will be commenced in the order of the priorities as reflected in the above list, with cities taken alternately from the two lines established. Upon completion of such processing, the applications will be designated for hearing. In view of the fact that some applications may require more time for processing than others, the actual date of designation for hearing may differ from the exact order of priorities as reflected by the list of cities.

8. The procedure adopted here provides that the Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

9. In view of the foregoing, Section 1.371 of the Commission's Rules is amended by deleting the present text of Footnote 10 and substituting the following:

¹⁰ Temporary procedure for processing applications for television broadcast stations and for designating for hearing mutually exclusive television applications.—Until further order of the Commission the following temporary procedures shall apply with respect to the processing of applications for television broadcast stations and for the designation for hearing of such mutually exclusive applications. The term "operating television station" as used in this footnote means a television broadcast station for which the Commission has issued a license for regular commercial operation, and STA for regular commercial operation, or authority to conduct program tests.

(1) Non-commercial educational applications and applications for the Territories.—Applications for non-commercial educational television stations and applications for television stations in Puerto Rico, Alaska, Hawaiian Islands and Virgin Islands will be separately processed in the order in which they are accepted for filing.

(2) Processing of non-competing applications for television broadcast stations.—(a) An application for a new television broadcast station must request a specific channel provided for in the Commission's Table of Assignment for the city in which the applicant proposes to construct his station. Regardless of the number of applications filed for channels in a city or the number of assignments available in that city, those applications which are mutually exclusive, i.e., which request the same channel, will be designated for hearing. All other applications for channels will, if the applicants are duly qualified, receive grants. For example, if Channels 6, 13, 47 and 53 have been assigned to City X and there are pending two applications for Channel 6, and one application for each of the remaining channels, the latter three applications will be considered for

¹ Footnote 10, Section 1.371 of the Rules.

grants without hearing and the two mutually exclusive applications requesting Channel 6 will be designated for hearing. If there are two pending applications for Channel 6 and two applications for Channel 13, separate hearings will be held.

(b) Non-competing applications for television broadcast stations will be processed in the order of filing.

(c) An application by a licensee or the permittee of a television broadcast station which seeks to modify an outstanding license or permit to specify a channel other than that authorized in said license or permit will not be accepted for filing by the Commission, with the exception of applications filed pursuant to Commission Show Cause Orders.

(3) Temporary procedure for processing and designating for hearing of mutually exclusive applications for television broadcast stations.—(a) Mutually exclusive applications for permits to construct new television broadcast stations will be processed in the following manner: Such applications will be separated into two groups.

Group A.—Applications for cities with no operating television stations.

Group B.—Applications for cities with one or more operating television stations, subdivided into various subgroups on the basis of the number of such operating stations. Applications for cities with one operating station will be listed first; applications for cities with two operating stations will be listed next; etc.

Based on the foregoing, the Commission will publish a list of cities for which mutually exclusive applications have been filed. Within each group and subgroup, cities will be listed by order of population (1950 Census). Where cities in Group A and Group B are listed in the Table of Assignments in combination, the total population of the cities shall be considered for the purposes of this subparagraph. Where an application requests a station in a city not listed in the Table but said city is within 15 miles of the city so listed, priority will be based on population of the listed city only. The list of cities will be published on the effective date of the rule and will be revised and published thereafter at bi-monthly intervals. The order of processing is as follows:

All applications for the first city listed in Group A.

All applications for the first city listed in Group B.

All applications for the second city listed in Group A.

All applications for second city listed in Group B, etc.

(b) The Commission may in the public interest and to prevent manifest injustice, process and designate for hearing applications without regard to the priorities.

(c) Where applications are mutually exclusive because the distance between their respective proposed transmitter sites is contrary to the station separation requirements set forth in Section 3.610 of the Commission's Rules, said applications will be processed and designated for hearing at the time the application with the higher priority is processed. If the question concerning transmitter sites is resolved

before a decision is rendered in the matter, the application with the lower priority will be returned to its appropriate place on the processing line. In order to be considered mutually exclusive with a higher priority application, the lower priority application must have been accepted for filing at least one day before the higher priority application has been acted upon by the Commission. If the higher priority application is in hearing status at the time the lower priority application is accepted for filing, the 30-day cut-off date specified in Sec. 1.387(b)(3) will be applicable.

(d) Applications for new television stations which were designated for hearing prior to April 14, 1952, and on which final action had not been taken by the Commission have been, by order in each docket, removed from hearing status. Said applications and all other applications for construction permits for television broadcast stations which were filed prior to April 14, 1952, shall be amended by the filing of a new and complete FCC Form 301 as revised April 14, 1952. Such applicants and all new applicants shall set forth complete answers to all questions contained therein and shall submit new and complete exhibits, data and other attachments. Applicants may not answer questions or submit exhibits, data and attachments by cross-reference to other applications or documents on file with the Commission except where proposed exhibits, data and attachments are not obtainable without undergoing undue hardships. In such instances, cross-references must be specific and shall include the file number, page and paragraph of the application and amendment referred to, the number of the exhibit, and a description thereof. Applicants shall not cross-reference by using such phrasing as "on file", "previously filed" or similar phraseology. Applications which have not been amended by the filing of a completed FCC Form 301, or which fail to comply with the above requirements by the time they are reached for processing, will be dismissed.

(e) Where a mutually exclusive application on file with the Commission which has not been reached for processing becomes unopposed, or where an amended application or a new application is filed in place of the several competing applications and the applicant formed by such a merger is completely or substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed.

10. The amendments adopted herein are procedural in nature and Notice of Proposed Rule Making pursuant to the provisions of Section 4 of the Administrative Procedure Act is unnecessary. The amendments adopted herein are issued pursuant to authority contained in Sections 4(i), 5(d)(1), and 303(r) of the Communications Act of 1934, as amended.

11. It is Ordered, That, effective 30 days after publication in the Federal Register, Footnote 10, Section 1.371, of the Commission's Rules is amended as set forth in paragraph 9 herein.

ILLUSTRATIVE TABLE OF PRIORITIES BY CITIES

Editor's Note: This Unofficial List as of July 1, 1953 Can Be Brought Up-to-Date by Applying Criteria Specified in Amendment to Footnote 10, Adopted July 14; see story, *Television Digest*, Vol. 9:29

GROUP A		GROUP B	
No Operating Station		One Operating Station	
1. Des Moines, Ia.	26. Bay City, Mich.	44. Wausau, Wis.	28. Fresno, Cal.
2. Hartford, Conn.	27. Orlando, Fla.	55. Daytona Beach, Fla.	29. Huntington, W. Va.
3. Madison, Wis.	28. Ft. Smith, Ark.	56. Odessa, Tex.	30. Sloux City, Ia.
4. San Jose, Cal.	29. La Crosse, Wis.	57. Provo, Utah	31. Binghamton, N. Y.
5. Wheeling-Steubenville, O.	30. Wilmington, N. C.	58. Mason City, Ia.	32. Charleston, S. C.
6. Brownsville, Tex.	31. Mansfield, O.	59. Sharon, Pa.	33. Green Bay, Wis.
7. Winston-Salem, N. C.	32. W. Palm Beach, Fla.	60. Rapid City, S. D.	34. Fargo, N. D.
8. Waco, Tex.	33. Salem, Ore.	61. Jefferson City, Mo.	35. Lafayette, Ind.
9. Manchester, N. H.	34. Sheboygan, Wis.	62. Las Vegas, Nev.	2 Operating Stations
10. Springfield, Ill.	35. Lake Charles, La.	63. El Dorado, Ark.	36. Minneapolis-St. Paul, Minn.
11. Columbus, Ga.	36. Lewiston, Me.	64. Florence, S. C.	37. Boston, Mass.
12. Topeka, Kan.	37. Tyler, Tex.	65. Cape Girardeau, Mo.	38. San Antonio, Tex.
13. Portland, Me.	38. Joplin, Mo.	66. Goldsboro, N. C.	39. Omaha, Neb.
14. Cedar Rapids, Ia.	39. Cumberland, Md.	67. Hastings, Neb.	40. Roanoke, Va.
15. Augusta, Ga.	40. Biloxi, Miss.	68. Anderson, S. C.	41. Amarillo, Tex.
16. Durham, N. C.	41. Muskogee, Okla.	69. Beckley, W. Va.	3 Operating Stations
17. Stockton, Cal.	42. Spartanburg, S. C.	70. Bogalusa, La.	42. Philadelphia, Pa.
18. Raleigh, N. C.	43. Hagerstown, Md.	71. Plattsburg, N. Y.	43. Detroit, Mich.
19. Waterloo, Ia.	44. Enid, Okla.	72. Modesto, Cal.	44. San Francisco, Cal.
20. Terre Haute, Ind.	45. Petersburg, Va.	73. Klamath Falls, Ore.	45. Baltimore, Md.
21. Greenville, S. C.	46. Bakersfield, Cal.	74. Clearwater, Fla.	46. Cleveland, O.
22. Ogden, Utah	47. Fayetteville, N. C.	75. Sunbury, Pa.	47. Atlanta, Ga.
23. Lexington, Ky.	48. Owensboro, Ky.	76. Merced, Cal.	4 Operating Stations
24. Pittsfield, Mass.	49. Ottumwa, Ia.	77. Marquette, Wis.	48. Washington, D. C.
25. Asheville, N. C.	50. Paducah, Ky.	78. Wenatchee, Wash.	6 Operating Stations
	51. Bristol, Tenn.-Va.	79. El Centro, Cal.	49. New York, N. Y.
	52. Reno, Nev.	80. Kearney, Neb.	7 Operating Stations
	53. Clarksburg, W. Va.	81. Montpelier, Vt.	50. Los Angeles, Cal.
		82. Henderson, Nev.	

Distributor Notes: Joseph M. Zamoiski Co., Washington (Philco) announces resignation of Lawrence Lehan, v.p.-gen. mgr., who becomes partner in Duge Distributing Co., Cleveland (major appliances) . . . Admiral appoints Capital Appliance Co., Indianapolis (S. Carroll Kahn, pres.), replacing Griffith Distributing Corp. . . . Radio & Appliance Distributors Inc., Hartford, Conn. (RCA Victor) appoints Herman M. Sternberg, ex-Electronic Sales of New Haven, as sales mgr. . . . Motorola-Detroit promotes James B. Charters from branch mgr. to v.p.; Motorola-New York promotes Lou Raskin to sales mgr., replacing Harry Schecter, resigned . . . Stromberg-Carlson appoints L. J. McAllister Co., Providence, replacing John J. Moore Co., which is going out of business; Gross Distributors Inc., New York (Stromberg-Carlson) appoints Joseph A. Kerr, ex-GE, as district mgr. . . . Emerson Radio of Washington Inc., names Murray Cantor sales mgr.; Century Distributing Co., Los Angeles (Emerson) appoints W. J. Moller sales mgr. . . . Crosley appoints Graybar, St. Louis (Edward A. Grimes, mgr.); Crosley Distributing Corp., Atlanta, announces resignation of gen. mgr. J. D. Crawford . . . Admiral appoints Salisbury Distributors Inc., Spokane (Harold A. Salisbury, pres.).

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National Assn. of Music Merchants officers, elected at Chicago convention this week: Russell B. Wells, Charles E. Wells Music Co., Denver, pres., succeeding Harry E. Callaway, Thearle Music Co., San Diego, who becomes chairman; Earl Campbell, Campbell Music Co., Washington, v.p.; Paul E. Murphy, M. Steinert & Sons, Boston, secy.; Parker M. Harris, Philip Werlein Ltd., New Orleans, treas. New directors: Earl Campbell; Thomas J. Holland, Glen Bros. Music Co., Salt Lake City; James F. Maroney, Thomas Goggan & Bros., Houston; B. E. Neal, Neal-Clark-Neal, Buffalo; Oliver H. Ross Jr., Oliver H. Ross Piano Co., Ft. Worth; R. W. Schirring, Halle Bros. Co., Cleveland; Rudolph Siegling, Music House Inc., Charleston, S.C.; H. J. Sneller, Sneller Music Co., Minneapolis.

High regard for TV serviceman generally is shown in nationwide survey of set owners conducted by Elmo Roper on behalf of RCA Service Co.—90% of 5000 set owners sampled indicating approval of servicemen's quality of work, compared to 86% who expressed approval in similar survey last year (Vol. 8:21). Of those who had service calls, 70% termed work "really good"; 19% described it as "fairly good"; 6% expressed dissatisfaction; 5% didn't reply. Other results of survey: (1) 95% said servicemen were courteous. (2) 68% considered cost of calls "entirely reasonable". (3) 75% reported service completed same day as call. RCA Service Co. is forwarding findings to local Better Business Bureaus.

First ready-to-use prealigned IF amplifier for TV sets is now in mass production by RCA tube dept. New printed-circuit assembly comes complete with tubes and will help set makers pare production time, eliminate complex assembly and alignment operations and provide efficient and uniform operation, RCA says. Named the "Tandem" amplifier, new unit employs photo-etch printing process, employs printed IF transformers, coils and traps, 3 amplifier tubes and crystal diode—all mounted on plastic panel less than 2x9-in.

Andrea Radio Corp. plans to market TVs in Europe, pres. Frank A. D. Andrea announced on return from 10-week trip abroad. To be marketed in Italy through R. T. C. Radio Television Co., Genoa, foreign line will start with table model TV-radio to list at about \$475. Andrea was impressed with development of TV in Europe, but observed that buildup would be faster if the different countries had uniform transmission standards.

Financial & Trade Notes: American Broadcasting-Paramount Theatres Inc. reports estimated consolidated earnings for second 1953 quarter were \$818,000, including \$756,000 from operations and \$62,000 of capital gain. For same 1952 quarter, net earnings were \$1,459,000, including \$538,000 from operations and balance from capital gain.

For first 1953 quarter, AB-PT reported consolidated earnings of \$5,732,000, including \$1,480,000 from operations and \$4,252,000 from capital gain, latter derived largely from \$6,000,000 sale of WBKB, Chicago, to CBS along with divestment of 9 theatres (Vol. 9:16).

For first 6 months of 1953, estimated net was \$6,550,000, of which \$2,236,000 was from operations, \$4,314,000 capital gain, compared with earnings for first 6 months of 1952 totaling \$3,508,000, including \$2,343,000 from operations. Per-share earnings on 3,967,525 shares of common stock outstanding were 17¢ for first quarter 1953 and \$1.59 for first 6 mo.; in 1952, per-share earnings on 3,300,838 shares of common were 44¢ for second quarter, \$1.06 for first 6 mo. President Leonard Goldenson reported earnings from theatre operations for last quarter ran substantially ahead of same 1952 quarter.

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Among officers' and directors' stock transactions reported by SEC for May 11-June 10: Edmond Ludlow bought 500 Arvin (Jan.-Nov. 1952), holds 1700; James D. Shouse sold 3000 Avco, holds 3550; R. S. Pruitt sold 600 Avco (April), holds 25,670; Robt. H. Daisley bought 100 Clevite (Apr.), holds 300; Harold I. Thorp sold 700 Decca, holds 300; Benjamin Abrams trust bought 1000 Emerson, he holds 296,639 personally and through trust & foundation; H. M. Ballard bought 100 Gabriel Co. (May 1951 & May 1952), holds 200; Wm. H. Miller sold 300 Gabriel Co. (Apr.), holds 13,810; Ralph J. Cordiner bought 420 GE (Apr.), holds 800; Levin H. Campbell bought 100 General Precision Equipment, holds 100; Joel Dean bought 500 GPE, holds 1000; Walter E. Green bought 170 GPE, holds 335; John A. Robertshaw bought 100 GPE, holds 100; Henry Reeve sold 400 Hazeltine, holds 10,000; Wilfred H. James sold 1000 Muntz TV (Mar.), holds 2300; E. W. Engstrom bought 139 RCA, holds 300; Max F. Balcom bought 301 Sylvania, holds 3800; Don G. Mitchell sold 100 Sylvania, holds 3287; Jean E. Witbeck bought 100 Tung-Sol, holds 2951; Willis H. Booth bought 400 Weston Electrical, holds 1600; Earl R. Mellen exercised warrants to buy 134 Weston Electrical, holds 536.

Hallicrafters reports consolidated earnings of \$862,282 (\$1 per share) after taxes of \$1,709,469 on sales of \$36,102,681 during 9 months ended May 31. Quarterly report shows \$153,333 earnings (18¢) on \$9,828,639 sales for quarter ended May 31, which compares with \$296,853 earnings (36¢) on \$13,173,463 sales for quarter ended Feb. 28 and \$376,096 earnings (46¢) on \$13,100,579 sales for quarter ended Nov. 30, 1952. Comparisons of 9-mo. figures not available because of changed accounting system.

General Instrument Corp. reports sales and profits in quarter ended May 31 were highest for any quarter in its history. Sales were \$10,633,659, vs. \$6,230,220 in same 1952 period. Earnings rose to \$456,076 (75¢ a share) from \$102,487 (17¢) year ago. Chairman Abraham Blumenkrantz attributed increases to demand for vhf-uhf tuning units.

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Thomas A. Edison Inc. has purchased Measurements Corp., Boonton, N. J., manufacturer of TV-radio-electronic test equipment, for undisclosed sum. Management and policies will be unchanged, according to Henry G. Riter III, Edison pres., who becomes pres. of Measurements Corp. as well as Edison. Harry W. Houck, ex-pres. of Measurement Corp., becomes v.p.-gen. mgr.

Telecasting Notes: TV station rates continue to trend upward—this despite fact that, in many areas, competition gets keener as new stations take the air. In digesting all station rate cards for our midyear *TV Factbook* (No. 17), we find 44 of the 108 pre-freeze stations showing higher rates as of July 15 than they did last Jan. 15. Most base hour rates were upped \$100 to \$200, with a few up \$250 or more . . . Highest rates are those shown for New York network key stations (WCBS-TV, \$4500 per Class A hour; WNBT, \$4250; WABC-TV, \$3100; WABD, \$2200) . . . Lowest rate in book is that of KVOStV, Bellingham, Wash., \$90 . . . Among the bigger rate jumps in last 6 months; WTOP-TV, Washington, up from \$700 to \$1100; WCAU-TV, Philadelphia, \$1500 to \$1800; WDTV, Pittsburgh, \$1000 to \$1200; WBKB, Chicago, \$1500 to \$1650; KNBH, Los Angeles, \$1500 to \$1700; KGO-TV, San Francisco, \$750 to \$900; WFBM-TV, Indianapolis, \$600 to \$800—and, of course, the aforesaid WCBS-TV's \$4000 to \$4500 . . . New stations, generally, start with \$150 or \$200 rate, with some uhf offering sliding scales as "circulation" goes up . . . WTVN, Columbus, is one station which downed its rates—from \$650 to \$500—just after the Tafts of Cincinnati (WKRC-TV) took over in March (Vol. 9:3, 9); on the other hand, when Time Inc. took over KDYL-TV, Salt Lake City (Vol. 9:14, 26), it upped rate from \$400 to \$575 . . . KSTP-TV, St. Paul, has established Class AA rate as of next Sept. 1, covering Mon.-Sat. 7-10 p.m. & Sun. 6-10 p.m.; it's \$1100. Class A rate of \$900 continues for Mon.-Sat. 6:30-7 p.m., Sun.-Sat. 10-10:30 p.m., Sun. 5-6 p.m. . . . Comedy variety continues far and away most popular TV fare, with Pulse rating of 29.6 in June; baseball second, 21.3; comedy situation, 20.8; drama & mysteries, 10. Speech by President Eisenhower hit 55.4 . . . Leland Hayward, Mary Martin, Ethel Merman about to be signed by NBC-TV for \$100,000-budget once-monthly Sat. 9-10:30 p.m. show, reports *Variety*; they were teamed for recent Ford anniversary show on combined NBC-CBS . . . Ham Fisher signs with Guild Films for *Joe Palooka* to be featured in 78 half-hour TV films . . . 18 major NBC-TV programs reported already booked for Sept. 19 switch to new uhf affiliate WVEC-TV, Norfolk, replacing vhf WTAR-TV, (Vol. 9:25, 27-28) . . . WSBA-TV, York, Pa., now building new 9560-sq. ft. TV Center, including 40x60-ft. studio, to be ready for occupancy Sept. 15 . . . New 30,000-sq. ft. studios of KBTB, Denver, costing \$500,000, dedicated July 11 with George Jessel and other celebrities participating.

Two applications were filed this week for new TV stations, 6 dismissed. Together with this week's 6 CPs, they bring total applications on file with FCC down to 576, of which 184 are uhf. Applications were for No. Little Rock, Ark., Ch. 11, by local KXLR, and for Ch. 7 by WROV, Roanoke, Va., which this week relinquished CP for Ch. 27 after 4 months on air (see p. 3). [For further details about these applications, see *TV Addenda 17-B* herewith: for complete listing of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

Edward W. Petry's 11.1% stock interest in KSTP Inc., St. Paul (KSTP-TV) has been bought in by the corporation, whose stockholdings now are as follows: Stanley Hubbard, pres., 61.32%; Didrikke S. Hubbard, 14.07%; Siems Bros. Inc., 11.25%; Thomas E. Bragg, 4.17%; Vera S. Bragg, 4.17%; Mrs. Paulette E. Godfrey, 2.94%; James V. Igoe, 2.08%. Edward Petry & Co., station reps, recently bought 22.22% interest in KFMB-TV & KFMB, San Diego for \$633,333 (Vol. 9:23).

More TV homes than phones or bathtubs reported for Cleveland-Akron-Canton area, too. Admiral survey shows 700,000 TVs, 660,000 home phones, 640,000 bathtubs.

Channel shifts & power increases: WTMJ-TV switched from Ch. 3 to Ch. 4 in middle of special half-hour program July 11, at same time going from 16 to 100-kw ERP and putting into use new 1035-ft. tower. WFBG-TV, Altoona (Ch. 10) July 16 became first post-freeze station to reach maximum power permitted by FCC, and second high-band station to telecast at 316-kw ERP (other is WHAS-TV, Louisville). WEEK-TV, Peoria (Ch. 43), went up to 175-kw this week using new GE transmitter. WSB-TV, Atlanta, put new transmitter in service July 15, bringing power to 100-kw. KPIX, San Francisco, has begun installation of GE amplifier, will boost power from 16.6 to 100-kw July 31. RCA this week shipped 25-kw amplifier to WPTZ, Philadelphia, plans July 18 shipment of 25-kw unit to KBTB, Denver. RCA has upped rating of its Ch. 7-13 transmitter TT-20BH from 20 kw to 25 kw and changed type number to TT-25BH; increase is possible because unit is driven by 10-kw transmitter instead of 5-kw.

Hearst Corp. took its dragged-out fight with educators for Milwaukee's non-commercial Ch. 10 to courts this week—filing brief July 15 with U. S. Court of Appeals of District of Columbia asking reversal of FCC's 2 decisions denying rehearing on its proposal to reallocate channel for commercial use (Vol. 9:20). Among other educational TV developments this week: (1) Joint Committee for Educational TV voted to join NARTB in panel on TV's impact on community life, under auspices of United Nations Educational, Social & Cultural Organization, at U of Minnesota Sept. 17. (2) JCET asked FCC to deny request of WVEZ Inc., New Orleans, for reassignment of city's Ch. 8 to commercial use (Vol. 9:28). (3) Dr. L. H. Adolfson, director of U of Wisconsin's extension div., appointed to Wisconsin State Radio Council, which will apply for all of state's non-commercial channels.

New Chicago-Minneapolis microwave went into service for telephone July 13, can be equipped for TV when needed. New Chicago-Milwaukee microwave went into use June 15. Whole Chicago-Milwaukee-Minneapolis system employs 12 intermediate relay stations, covers 423 mi. New KTVH, Hutchinson, Kan., was interconnected July 14 via 35-mi. AT&T microwave from Wichita. Additions bring total of interconnected stations to 143 in 95 cities.

Dage Electronics Corp. showed off its compact vidicon camera equipment, for stations and industrial use (Vol. 9:18), at Washington's Hotel Statler July 16-17 as part of tour taking in Philadelphia, New York, Chicago, San Francisco. It reports sales of 50 units to date, expects 25 more out of tour. Organization has expanded from 10 people in January to 50 today, and first deliveries are expected next month.

Sigma Delta Chi journalism fraternity's *Quill* devotes July edition to TV and news, with articles by John Cameron Swayze, *Camel News Caravan*; Jack Gould, *New York Times*; Walter Annenberg, WFIL-TV, *TV Guide* and *Philadelphia Inquirer*; Richard B. Hull, WOI-TV, Ames, Ia.; Frank LaTourette, ABC; William Ray, NBC; James Byron, WBAP-TV, Ft. Worth; Spencer Allen, WGN-TV, Chicago.

Commission on International Telecommunications to study possibilities of international TV among other things, would be established by S. J. Res. 96, reported July 17 by Senate Foreign Relations Committee. Resolution provides \$250,000 to finance study. House hasn't acted on proposal.

Four out of every 5 TV homes — some 19,000,000 of them — watched some part of the June 2 Coronation telecasts, according to Neilsen, Trendex and American Research Bureau surveys.

New TV camera lens with 80-in. focal length has been built by British Marconi, loaned to BBC. It employs reflecting system, has overall length of 20-in., weighs 20 lbs.

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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[With This Issue: Special Report Containing Full Text of Final NTSC Color Transmission Standards]

NTSC FILES FOR COLOR, TIMING UP TO FCC: With unanimous approval of NTSC color system by NTSC members July 21, followed two days later by the filing of petition with FCC requesting approval of system, chief question now is one of timing. (For full text of final technical specifications, see Special Report herewith.)

Possibility of serious opposition to new standards seems more remote than ever. Not only did CBS approve standards, but its own Dr. Peter Goldmark -- who fought entire industry to get his field-sequential system approved by FCC -- was the man who stood up at July 21 NTSC meeting and seconded motion to adopt new standards. As you can well imagine, it was a dramatic moment.

Chromatic TV Labs president Richard Hodgson voted for the new standards. Neither Dr. Allen B. DuMont nor his alternate Dr. T.T. Goldsmith attended. What that portends is anyone's guess, but NTSC chairman Dr. W.R.G. Baker says: "I don't attach much significance to it. Dr. DuMont has never attended a meeting and Dr. Goldsmith has attended only once in a while."

Philco and Sylvania filed independent petitions for approval of NTSC standards July 23 & 24, respectively, while RCA amended wording of its earlier proposed standards to conform with final NTSC language -- as it previously said it would. At week's end, there was talk that other manufacturers, such as GE and Hazeltine, might also petition individually for approval of the NTSC standards. RCA, of course, filed its petition for approval of the standards on June 25 (Vol. 9:26).

* * * *

FCC chairman Rosel Hyde wouldn't commit himself on when and how FCC would move, now that matter is completely in Commission's hands. He did say, however, that if Commission is to issue notice of proposed rule-making aimed towards adoption of new system, it can hardly produce it in week or two -- more likely a month.

Barring unforeseen hitches, here's timetable envisioned at Commission -- with the time periods cumulative:

- (1) Issuance of notice of proposed rule-making -- 15-30 days.
- (2) Period for filing comments pursuant to notice -- 40-45 days.
- (3) Period for replying to comments -- 30 days.
- (4) FCC examination of comments and replies -- 20 days.
- (5) Demonstrations -- 15 days.
- (6) Time for hearing -- indeterminate, depending on seriousness of questions about system, if any, raised by FCC or parties to hearing. Whether hearing is oral or written will depend on questions raised about system.
- (7) Time for FCC to discuss whole record, write decision -- 30-90 days.
- (8) Period before decision becomes effective -- 30 days.

FCC probably can squeeze some water out of that schedule -- but not much, in

opinion of many observers both inside and outside of Commission. Obviously, final approval of new standards much before year's end is quite unlikely.

* * * *

NTSC petition is brief, uncomplicated. It describes makeup of NTSC and its activities of last two years, points to "hundreds of thousands of engineering man hours" devoted to problem, concludes by recommending adoption of new standards.

As example of work done, petition states that Panel 16 (field testing) utilized 106 engineers contributing over 10,000 man hours.

Chairman Baker also said he would help Commission get representative color receivers and arrange for demonstrations.

There's a tremendous untold story behind NTSC's work. Formed when FCC was completely on the outs with industry, it has deliberately soft-pedaled its work to avoid arousing Commission. We're told it has employed over 1,000,000 pages of documents. In compatibility field testing, 26,411 separate readings were made, etc.

* * * *

CBS's concurrence with new standards was reemphasized July 25, when TV president Jack Van Volkenburg sent letter to affiliates, advising them of plans to start feeding experimental color programs to network about Sept. 15 and announcing color clinic to be conducted for them in early fall.

In letter to chief engineers of affiliates, CBS engineering v.p. Wm. Lodge outlined technical plans and problems. He told them that CBS's New York, Chicago and Los Angeles studios were being equipped for color and that FCC permission to transmit experimentally is being requested.

Lodge says that CBS has sufficient color studio gear, including cameras, to do everything it would like to do and that it will successfully compete with NBC or anyone else. He wouldn't say where equipment was acquired, whether from RCA or not. He expects affiliates to have no trouble getting equipment as needed.

* * * *

Noteworthy in Philco's petition is its opinion that color receivers do not yet comply with FCC's criteria on cost and simplicity, as stated in FCC Public Notice 65008, issued June 11, 1951, and known as the "open door policy" on compatible color. Philco is completely satisfied with system and with everything in receivers except color tube and its circuits.

It has no doubt, however, that adoption of NTSC system "will greatly stimulate the development of suitable, economical color tubes which will make color TV available to the great mass of the American people." This will come "within 2 or 3 years," Philco says. It also offered color set to FCC.

Significant in Philco petition is way it stresses its own contributions and those of GE and Hazeltine. Obviously, it doesn't want RCA to run away with all the credit for developing color. Significant, too, is its reference to patents. Discussing NTSC's work since last color hearing, Philco states:

"Color was added in such a way as to present all the information necessary for human observance; but no information not necessary was transmitted. The method of transmission was by frequency multiplexing as evolved, for example, by Philco and General Electric (referring back to the original work of Gray -- see the expired Patent No. 1,769,920)..." The patent was awarded to Bell Labs' Frank Gray in 1930. Philco's eye is obviously on end of 1954, expiration date for RCA's agreements with its patent licensees (Vol. 9:24,28).

But none of this patent jockeying is likely to interrupt FCC's consideration of new system. Commission's attitude is this: "If these fiercely competitive manufacturers can agree on a system, it's our job to approve it if it's good. If there are patent squabbles, surely we can rely on the parties to take care of their own interests in the courts and with the Justice Dept. Our job is to pick the best system, not to adjudicate patents."

Sylvania's petition was brief, stated that it can produce substantial numbers of tri-color tubes 6-9 months after system is adopted and that it will start production of color sets within 9 months of adoption of system.

6 CPs GRANTED, LAGGARDS WARNED BY FCC: While granting 6 CPs this week and issuing 2 initial decisions, FCC told 3 more CP-holders it can't give them more time to build unless they come up with adequate explanation for not having started yet. Thus forewarned were: WKMI-TV, Kalamazoo, Mich. (Ch. 36); WRAK-TV, Williamsport, Pa., (Ch. 36); KTVR, Galveston, Tex. (Ch. 41). Following are week's CPs, the one in Harrisburg coming via final decision:

Champaign, Ill., Champaign-Urbana Television Inc., Ch. 21; Jackson, Miss., WSLI, Ch. 12; Kearney, Neb., Bi-States Co., Ch. 13; Oklahoma City, Okla., Oklahoma TV Corp., Ch. 9; Harrisburg, Pa., WCMB (Lemoyne, Pa.), Ch. 27; Berkeley, Cal., Bay Area Educational TV Assn., Ch. 9 (educational).

Initial decisions favored: Queen City TV Co., Allentown, Pa., Ch. 39; KTRM, Beaumont, Tex., Ch. 6. Allentown decision followed dropout of competitor, but KTRM got nod after full-dress 3-contestant hearing.

* * * *

Sidelights on non-AM grantees: Pres.-treas. and largest stockholder (39%) of Champaign CP-holder is Norman E. Blankman (real estate); Dallas W. Smythe, one-time FCC economist now U of Illinois professor, is v.p. and 4% owner. Major principal in Kearney grant is Dr. F. Wayne Brewster, physician and owner of hospital. Oklahoma City grant came after KOMA dismissed under option to buy 50% of grantee.

In Beaumont decision, examiner Annie N. Huntting picked KTRM over KFDM and KRIC, finding it has greater ownership-management integration, more local ownership, greater community activity by stockholders, superior program proposals.

KTRM was initially hard up financially, couldn't raise enough by public stock sale, finally arranged stock-loan agreement for \$150,000 with W.P. Hobby, who owns Houston Post and KPRC-TV & KPRC. He's ex-gov. of Texas and husband of Oveta Culp Hobby, Secretary of Health, Education & Welfare.

* * * *

Striking testimonial to magic word of "television" was action of Congress this week in finally appropriating \$7,400,000 for FCC, compared with \$6,408,460 last year, in face of drastic cuts for virtually all other govt. agencies. All of the increase is earmarked for TV processing. House had wanted to give FCC \$7,100,000, but Senate insisted on \$7,400,000, though gave in to House demand that \$1,018,496 be specifically set aside for TV -- none of it to be used for anything else.

New funds permit doubling present corps of 12 examiners, plus addition of enough attorneys, engineers and clerical help to keep hearings running full speed. As usual, FCC faces considerable job in finding enough competent help for new jobs.

ANOTHER 'DISTRESS SALE'; NEW OWNERSHIPS: You can expect more and more ownerships to change among post-freeze TV stations -- maybe even a few more among pre-freeze -- as the business of telecasting shakes down to some degree of normalcy and as troubles begin to overtake some enterprisers. This week, another "distress sale" was placed before FCC for approval, first since KONA, Honolulu (Ch. 11) went under last spring (Vol. 9:13, 23) and close on heels of demise of Roanoke uhf WROV-TV (Vol. 9:29).

KOLN-TV, Lincoln, Neb. (Ch. 12) has been sold, along with KOLN-AM (250-kw on 1400 kc, MBS) to Fetzer Broadcasting Co., Grand Rapids, Mich., owned by Mr. & Mrs. John Fetzer, operating pioneer WKZO-TV, Kalamazoo with WKZO, also WJEF, Grand Rapids. Subject to FCC approval, the Fetzers propose to pay \$145,000 cash, assuming approximately \$500,000 in liabilities. Their own financial statement filed with FCC shows \$1,297,503 assets as of May 31, \$626,873 total liabilities, \$670,629 earned surplus. They also own one-third of radio WMBD, Peoria, small interest in KXEL, Waterloo, Ia.

[For balance sheet and profit-&-loss statement of KOLN-TV & KOLN, see p. 6.]

In another TV station deal just concluded, Rowley-Brown Broadcasting Co., one-third owned by veteran broadcaster Kenyon Brown and two-thirds by Rowley theatre family, acquire Donald Reynolds' 50% ownership of KRTV, Little Rock, Ark. (Ch. 17), which started on April 5. Rowley-Brown, who also own KWFT-TV & KWFT, Wichita Falls, Tex. (Ch. 6), pay \$42,500 cash, assume \$10,000 in notes, release Reynolds from his obligations under \$85,000 bank loan and \$199,291 GE contract. Publisher Reynolds

also owns new KFSA-TV, Ft. Smith, Ark. (Ch. 22) and has made deal with Mr. Brown to take over CP for new KZTV, Reno (Ch. 8) due on air in Sept.; he pays Brown \$1250 for Brown's 50% interested in Nevada grant.

Reports were current again that KLAC-TV, Los Angeles (Ch. 13) is being sold to broadcaster J. Elroy McCaw and ex-theatreman Ted Gamble. But Mortimer Hall, son of owner Mrs. Dorothy Schiff (publisher of N.Y. Post) wired us: "KLAC-TV & KLAC-AM have not been sold. KLAC-TV could be bought at a price but KLAC-AM is not for sale." Radio station is understood to be big money-maker, TV substantial loser, but offers to buy them as package have all been rejected. McCaw and Gamble, each to own 25%, and theatreman Charles Skouras, 50%, are currently negotiating to buy Crosley's WINS, New York (50-kw on 1010 kc) for \$450,000.

* * * *

Edward Lamb, founder of WICU, Erie, Pa., and WTVN, Columbus, O., latter sold recently to Tafts of Cincinnati (Vol. 9:39), has made deal with Golden Triangle TV Corp., Pittsburgh, holding CP for Ch. 47, WTVQ, due on air in Aug., whereby he would take over all outstanding stock for \$5000. One of partners, J. Frank Gallaher, died recently, and partners Ronald Woodyard and Loren Berry propose to pull out.

FACTBOOK MAP SHOWS STATION-NETWORK GROWTH: Wall map accompanying TV Factbook No. 17, completely redrafted and enlarged (to 43x29-in. from 32x22-in.), reflects remarkable expansion of stations and networks in the mere 6 months since we printed last map. Accurate routes of existing TV cable & microwave facilities were supplied by AT&T; also shown are the several privately-owned relays in use. In addition, other Bell System cable & microwave facilities in service for telephone or planned, but not yet equipped for TV, are indicated--some of them disclosed for first time.

Map is up-to-the-minute as of July 15, showing not only all stations on air but those due to start this month. All cities of 10,000 pop. or over are included, except those in the most congested areas. Cities under 10,000 with applications or CPs, or towns peculiar to FCC allocation plan (such as Irwin, Pa.; Old Hickory, Tenn.; Burnsville, N.C., etc.) are also included. One discrepancy has been called to our attention: Omaha-Lincoln route should be shown as planned, not in use.

Suitable for framing, one map accompanies each Factbook. Additional maps are available at \$1 each; 20-100, 50¢ each. Cost of larger orders on request. Factbook itself goes only to full-service subscribers, extra copies \$3 each.

ONE NEW COMMERCIAL station got started this week, bringing total now on air to 207. KEYT, Santa Barbara, Cal. (Ch. 3) began test patterns July 24, programming July 25. Pres. Colin Selph wires that station, affiliated with all networks, went on air "with 14 hours network, 6 hours national, 5 hours local sold, and excellent spot announcement volume". Chairman and 14% owner of station is Harry C. Butcher, owner of radio KIST, Santa Barbara, operated separately from the TV.

There was one "near miss" this week when an educational outlet turned on juice July 21, suddenly discovered its STA from FCC stipulated different equipment from the RCA transmitter being used, decided to call off tests for time being, may not get going with program schedules before new school year in fall.

It's KUSC-TV, Los Angeles (Ch. 28), which several weeks ago also ran into trouble when flooring in transmitter room gave way, causing damage and delay. Station is underwritten by oil-endowed Allen Hancock Foundation, has quarters on U of Southern California campus but proposes to change call letters in order to identify itself less with USC than with entire community's educational and public service institutions.

On basis of reports from CP holders now constructing, most of whom have their equipment on hand, these have said they expected to get on the air before end of July and may be regarded as imminent starters--though delays are usually the rule: Vhf plants reported nearing test stage--

KMMT, Austin, Minn. (Ch. 6); KMO-TV, Tacoma, Wash. (Ch. 13); KBES-TV, Medford, Ore. (Ch. 5); KIVA, Yuma, Ariz. (Ch. 11); KCMC-TV, Texarkana, Tex. (Ch. 6).

Uhf stations reporting they will start very soon: WTVI, Belleville, Ill.-St. Louis (Ch. 54); KEDD-TV, Wichita, Kan. (Ch. 16); WTVP, Decatur, Ill. (Ch. 17); WETV, Macon, Ga. (Ch. 47); WATR-TV, Waterbury, Conn. (Ch. 53); WILS-TV, Lansing, Mich. (Ch. 54); KAFY-TV, Bakersfield, Cal. (Ch. 29); WCAN-TV, Milwaukee (Ch. 25); WTVU, Scranton, Pa. (Ch. 73); WTVH-TV, Peoria, Ill. (Ch. 19); WTAC-TV, Flint, Mich. (Ch. 16); KETX, Tyler, Tex. (Ch. 19).

Three-year TV licenses instead of one-year were proposed by FCC this week in rule-making proceeding (Doc. 10597, Mimeo. 92828). Commission concluded that TV has reached sufficient maturity to give it same license period as AM & FM, with licenses to expire on same geographical basis as AM & FM. Comr. Hennock dissented, in 6 pages, arguing that FCC should look into TV programming first.

Tokyo's first commercial TV station is slated to go on air shortly after Aug. 15, cables supervisory engineer W. C. Cothron. RCA 10-kw transmitter for JOAX-TV, owned by Nippon TV Network, is now being installed. Cothron also handled installation of Mexico City's XHTV & Havana's CMUR-TV (Vol. 6:25, 33), credits speed of Tokyo installation to "engineering ability of the Japanese and quality of American broadcast equipment."

NBC PRESIDENT Frank White will announce resignation at network's radio affiliates meeting in Chicago's Drake Hotel Monday, July 27, only 6 months after he took over from Joseph B. McConnell, now president of Colgate-Palmolive-Peet (Vol. 9:1). Reasons of health are given, and in accepting resignation RCA-NBC chairman David Sarnoff will announce he personally will assume NBC presidency until new man is selected, probably not by time of next board meeting Aug. 7. Gen. Sarnoff states that, after Mr. White has taken long rest his health requires, he hope "we shall again have the benefit of his abilities in an appropriate executive position in the RCA organization."

Mr. White, 53, onetime CBS v.p. & treas., who quit there to become head of Mutual, leaves in the wake of "de-integration" policy separating NBC's TV-radio operations, ordered into effect last week (Vol. 9:29). New plan places v.p. John Herbert in charge of TV network, v.p. Wm. Fineshriber Jr. in charge of radio, Ted Cott operating v.p. of radio—all reporting to president. There's no hint yet whether new president will come from within the organization.

In message prepared for affiliates' meeting in Chicago, which White and station relations v.p. Harry Bannister are attending for NBC headquarters, Gen. Sarnoff said he would be glad to meet with the newly formed organization (sparked by WDSU's Robert Swezey) when it meets in New York in Sept. He didn't go to Chicago, it was explained, because of a White House appointment.

NBC policy vis-a-vis radio is to be outlined by White at Chicago meeting; he will reassure the radio affiliates that "the radio network is of no less importance to NBC and to RCA than the TV network" and that "the main attack on our radio problem will be in strengthening our program structure." Gen. Sarnoff, he will say, "expects NBC to occupy first position in radio as well as to main-

tain its first position in TV." Restiveness of NBC radio affiliates is largely due to fact CBS has held leadership in radio billings & ratings for several years. He will also say:

"We know that the task in radio is more complex and more difficult than in TV—and will take more time to accomplish. TV has its own momentum and will continue to expand into new markets, new time periods and new fields, such as color. In radio, we will have to create the momentum. And we will have to do it against strong competition.

"In the past few months, the major NBC effort has been devoted to clearing away some of the roadblocks that were obstructing our steady progress in TV. This has been achieved. Now we are moving in on radio. Here, the objectives are an immediate strengthening of our competitive position and the development of a long range program of action that will keep the NBC radio network moving ahead until its lead is recognized by all concerned."



Power increases: WKZO-TV, Kalamazoo, Mich., July 12, from 15.7 to 80 kw ERP; WMAR-TV, Baltimore, July 18, from 25 to 100 kw; WFIL-TV, Philadelphia, July 20, from 27 to 100 kw; WDSU-TV, New Orleans, July 22, from 15.4 to 100 kw. WNBW, Washington, July 23 began construction of additional 184-ft. section atop its tower; when completed in mid-August, it will increase power from 20.5 to 100 kw.

Probe of possibilities of international TV and other international telecommunications was approved this week by Senate. S. J. Res. 96 sets up 9-member commission to study situation, with \$250,000 appropriation (Vol. 9:29). Measure now goes to House.

John Charles Daly, commentator and m.c., on Aug. 1 becomes ABC-TV v.p. in charge of news, special events & public affairs, will continue to m.c. CBS-TV *What's My Line* and other shows until contracts expire.

Personal Notes: Walter Craig resigns as TV-radio v.p., Benton & Bowles, to become advertising v.p., Pharmaceuticals Inc. (Serutan & Geritol), of which adv. mgr. Samuel Tedlow has been promoted to exec. v.p. . . . Frederick A. Long, TV-radio director, Geyer Adv., succeeds George Shupert, now ABC-TV film v.p., as v.p. & gen. mgr. of United Artists Television Corp., UA subsidiary . . . I. E. (Chick) Showerman, ex-NBC central div. v.p., joins Ziv TV as sales executive . . . Carl J. Burkland, CBS-Radio director of station administration, ex-mgr. of its WTOP, Washington, resigns to become exec. v.p. & gen. mgr. of WSAP, Portsmouth, Va., MBS outlet with 5 kw on 1350 kc, recently purchased by group headed by Charles Duke Jr.; Wendell B. Campbell, gen. mgr. of CBS-Radio Spot Sales, named CBS-Radio v.p. in charge of station administration . . . Henry Howard Jr. moves to CBS-Radio program business affairs dept. in N. Y. from head of CBS-TV Hollywood business affairs office; David Klinger assigned to CBS-TV business affairs in N. Y. from CBS-Radio business affairs . . . Henri Lepage appointed gen. mgr. of upcoming CFCM-TV, Quebec, in addition to his CHRC-AM duties; E. W. Miller, ex-RCA-Victor Ltd., Montreal, named technical director . . . Alvin G. Pack, ex-KALL, Salt Lake City, and recently in charge of ad agency there, named program director of KDYL-TV & KDYL . . . Joseph M. Horgan named Ideco gen. sales mgr., heading TV-radio tower sales . . . Bert Shimp, WSAZ radio program director, named production mgr., WSAZ-TV, Huntington, W. Va. . . . Norman J. Werthmann, asst. news director, appointed executive production for industrial films, WTVJ, Miami, which has own commercial filming organization and will soon begin producing *Florida Panorama* for syndication . . . J. R. Troxel, ex-WTVJ, Miami, appointed operations mgr., WITV, Ft. Lauderdale (Ch. 17), due in

early fall . . . Ralph L. Hucaby, ex-RCA engineering products, joins WLAC, Nashville, applicant for Ch. 5, in charge of its TV operations under chief engineer F. D. Binns . . . Herbert Steinberg promoted to program operations supervisor, WAAM, Baltimore; Allen C. Holmes, cameraman, upped to master control coordinator . . . Harrison W. H. Eagles, ex-WMAR-TV, named news & special events director of new WKJF-TV, Pittsburgh . . . Verne Reynolds promoted to production manager, WOW-TV, Omaha . . . Milton F. Komito, ex-WMAL-TV, Washington, named program director of new WAKR-TV, Akron; William Mavrides, ex-WNHC-TV, New Haven, is film director . . . Dana Campbell, ex-Henri, Hurst & McDonald, becomes director of station promotion at WBBM-TV, Chicago . . . Humphrey Doulens, onetime *Newsweek* radio editor, named TV-radio director, Columbia Artists Management . . . Eugene Lessere, ex-Ted Bates, joins Wm. H. Weintraub agency as group head of TV copy . . . Frank Brandt, ex-BBDO, joins Hewitt, Ogilvy, Benson & Mather as TV art director . . . John T. Southwell, ex-v.p. in charge of TV-radio, Hirsch & Rutledge, St. Louis, named v.p. of Smith, Hagel & Snyder Inc., N. Y. . . . Hugh O. Kerwin, ex-KXOK and Crosley Distributing Co., St. Louis, joins new WTVI as adv. & sales promotion mgr. . . . Norman Larson, ex-KBTB, Denver, joins new KMBC-TV, Kansas City, and Ted Hardy has been promoted to his post of promotion mgr. . . . Bill States, ex-NBC-TV and Benton & Bowles, joins KTLA, Los Angeles. . . . Albert McCleery promoted to NBC-TV exec. producer . . . Felix Kent quits ABC legal staff to join Lawler & Rockwood law firm, N. Y.; Wm. Perry Keats, Harvard graduate who once worked for KSRO, Santa Rosa, Cal., and Raphael G. Scobey, ex-Davis & Gilbert, added to staff of Mrs. Geraldine Zorbaugh, ABC gen. counsel.

Network Accounts: Arthur Godfrey returns to CBS-TV, with 2 additional daytime hours tentatively on the books for fall, making total of 7½ hours weekly. He returns to *Talent Scouts* July 27, Mon. 8:30-9 p.m.; to *Arthur Godfrey & His Friends* July 29, Wed. 8-9 p.m.; resumes Mon.-thru-Thu. morning TV program Aug. 3, 10-11—broadcasting from home in Virginia, where special microwave relay has been installed. Televised portion of morning simulcast is slated to be extended in fall to 10-11:30 a.m., with radio sponsors Gillette (for Toni products) & National Biscuit Co. alternating in 11-11:15 segment, and Chesterfields alternating with unnamed sponsor at 11:15-11:30, thru Cunningham & Walsh. Esquire Polish reportedly has bought alt. 10:15-10:30 segment, thru Emil Mogul Co., alternating with Star-Kist Tuna, thru Rhoades & Davis, San Francisco. Owens-Corning Fiberglas will take over *Godfrey Digest* Sun. 4:30-5 p.m., thru Fuller & Smith & Ross . . . Sponsorships for *Howdy Doody* on NBC-TV, Mon.-Fri. 5:30-6, are sold out for fall, with this lineup from Sept. 21: Colgate Toothpaste, thru Ted Bates & Co.; Wonder Bread-Hostess Cakes, thru Ted Bates & Co.; Kellogg Co., thru Leo Burnett Co.; International Shoe Co., thru Henri, Hurst & McDonald; Luden's Inc. (cough drops, 5th Ave. candy bar), thru J. M. Mathes; Standard Brands (Royal desserts), thru Ted Bates & Co.; Welch Grape Juice Co., thru Doherty, Clifford, Steers & Shenfield Inc. . . . Florsheim Shoe Co. sponsors one-shot *Tam O'Shanter Golf Tournament* from Chicago on ABC-TV, Sun. Aug. 9, 7:30-8:30 p.m., in Chicago, Detroit & N. Y.; program will be offered for co-op sponsorship in other markets . . . Pontiac negotiating to sponsor revival of NBC-TV's *Garroway at Large* program, featuring Dave Garroway, who would also continue his early morning *Today* . . . Hamm Breweries buys Edward R. Murrow's *Person to Person* on CBS-TV in 11 midwest markets, beginning in early Oct., Fri. 10:30-11 p.m., thru Campbell-Mithun, Minneapolis; Amoco Gas will be sponsor in 40 eastern markets, thru Joseph Katz Co., Baltimore; Aluminum Co. of America renews Murrow's *See It Now*, moving to Tue. 10:30-11 p.m. . . . Remington Rand (electric shavers) buys *Pentagon Confidential* on CBS-TV on alt. weeks beginning Sept. 10, Thu. 10-10:30 p.m., thru Young & Rubicam; Philip Morris sponsors program 5 weeks beginning Aug. 6, then alternates with Remington Rand from Sept. 10, thru Biow . . . Philip Morris & Co. (Dunhill cigarettes) to sponsor *Sammy Kaye Show* on NBC-TV 5 weeks beginning Aug. 8, Sat. 8-8:30 p.m., thru Biow . . . Brown Shoe Co. (Buster Brown shoes) buys *Smilin' Ed's Gang* on ABC-TV for 52 weeks beginning Aug. 22, Sat. 10:30-11 a.m., thru Leo Burnett Co.

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KMBC-TV, & WHB-TV, Kansas City Ch. 9 share-time grantees, with DuMont equipment on hand, have advanced debut date to Aug. 1 from original "Sept. 1 or earlier" target (Vol. 9:26). Other recent vhf Kansas City grantee, KCMO-TV (Ch. 5), has Oct. 1 target. Though WHB-TV & KMBC-TV will share time and CBS-TV network affiliation, they will maintain separate studios and staffs except for transmitter engineers. Each plans to carry 9 hours of programs daily, mainly in segments of 1½ hours, KMBC-TV beginning at 6 a.m., WHB-TV taking over at 8 a.m. for an hour, then alternating every 1½ hours throughout the day and evening—network programs to be carried by whichever station happens to be on at particular time. "It was a shotgun wedding," says press release from WHB-TV this week, for the 2 radio stations have been intense rivals. But they took half-a-loaf each rather than go into competitive hearing, and they think "share-time plan is setting a new pattern for the TV broadcasting industry which may resolve similar conflicts in many another community where rivals have applied for the same channel." Free & Peters is KMBC-TV rep, Blair is WHB-TV's.

BALANCE SHEET and profit-&-loss statement of Cornhusker Radio & Television Corp., Lincoln, Neb., operating KOLN-TV & KOLN, which it proposes to sell to Fetzer interests (see p. 3), reveal "distress" condition into which relatively new Ch. 10 station fell after only short period of operation. It went on air last Feb. 10, and for 6 mo. to June 30 combined TV-radio showed operating loss of \$78,557. Against assets of \$326,856 (including \$284,400 plant), its total loss before income tax credits came to \$113,576 and its earned surplus deficit was \$112,017 as of June 30.

Statements filed with FCC showed gross TV revenues of \$51,860 from time of commercial debut March 1 to June 30 (4 months), gross radio revenues of \$51,055 for 6 mo. from Jan. 1 to June 30. TV sales were \$25,454 from local spot, \$13,683 local programs, \$9252 national spot, \$2117 national programs, \$1353 network programs (DuMont). Radio sales were \$22,473 from local spot, \$17,779 local programs, \$4842 national spot, \$1069 national programs, \$2450 auction shows, \$2439 network (MBS).

Direct expenses were: technical—\$18,935 TV, \$12,315 AM; program—\$74,190 TV, \$21,282 radio; selling—\$9073 TV, \$9703 radio. Combined general & administrative expenses ran \$32,192, making operating loss \$78,557 and total loss \$113,576 before income tax credits.

The 4-mo. TV technical expense items were broken down thus: salaries, \$8566; tubes, \$3201; depreciation, \$4861; outside engineering \$1240; technical maintenance \$996—total \$18,935. The 6-mo. radio technical expense items were: salaries, \$7463; depreciation, \$2727; outside engineering, \$760; technical maintenance, \$501; power & light, \$424; tubes, \$232—and miscellaneous other items for total of \$12,315.

TV program costs were: films, \$44,639; salaries, \$17,661; sustaining news services, \$5423; and miscellaneous other items to total \$74,190. Radio program costs: salaries, \$15,181; sustaining talent, \$2141; sustaining news services, \$1334—and other items to total \$21,282.

TV selling costs were put down as \$9073, radio \$9703; combined general and administrative expenses, \$32,192.

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Fight between stations reps and networks, smouldering and flaring sporadically for years, was stoked anew this week when Station Representatives Assn. Inc.; through counsel James Lawrence Fly, wrote FCC chairman Rosel Hyde and requested Commission to halt network "encroachment upon the station national spot representative field." FCC had held hearings on matter in 1948-49 then announced it would withhold decision until it conducted a general network investigation. Reps now say that FCC workload is likely to forestall such investigation but that rep question can be settled separately. Reps' basic position is that networks exercise undue control over affiliates, contrary to spirit of Communications Act and FCC rules, when they represent them. Letter lists NBC as representing these non-owned TV affiliates: KPTV, Portland; KONA, Honolulu; KSD-TV, St. Louis. CBS has WMBR-TV, Jacksonville; KGUL, Galveston. In AM, NBC has KSD, St. Louis; KGU, Honolulu, and CBS has WMBR, Jacksonville. Letter also attacks network film production-distribution, saying: "Contrary to the statutory definition of network broadcasting, the networks force the recognition of this service as 'network broadcasting'; station revenue is diminished accordingly and licensee responsibility further impaired."

New priority rules governing processing of competing applications (Vol. 9:29 and Special Report of July 18) were expected to be published in *Federal Register* either July 25 or early next week, to be effective 30 days thereafter. Official list showing status of each city will be released on effective date. For illustrative list as of July 1, see Special Report.

ONLY TRANSMITTER shipments to upcoming new stations reported to us this week were RCA's to WTVH, Peoria, Ill. (Ch. 19) and to KJEO-TV, Fresno, Cal. (Ch. 47)—in addition to previously reported KIT-TV, Yakima, Wash. (Ch. 23). Next week, RCA has 10-kw vhf transmitter with 50-kw power supply scheduled to go to WTRF-TV, Wheeling, W. Va. (Ch. 7), along with delayed 10-kw transmitter to WNCT, Greenville, N.C. (Ch. 9). RCA plant in Camden currently is shut down for vacations, as are other manufacturers, but "crash" crews have been working to keep current on orders.

DuMont has secured orders for both vhf transmitters in Quincy, Ill. area, will ship them week of July 27. Ch. 7 plant goes to KHQA-TV, Hannibal, Mo., CP for which was recently acquired by owners of WTAD, Quincy, Ill., with original grantee *Hannibal Courier-Post* to sell its radio KHMO and acquire 20% of WTAD and new TV (Vol. 9:17). Hannibal is only 15-mi. from Quincy, where WGEM-TV (Ch. 10), controlled by *Quincy Herald-Whig*, plans "early fall" start (Vol. 9:29).

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

KOMO-TV, Seattle, Wash. (Ch. 4) has begun construction, plans Nov. test patterns with RCA equipment, begins programming Dec. 11, writes v.p. and gen. mgr. W. W. Warren. Rep will be Hollingbery.

KOIN-TV, Portland, Ore. (Ch. 6), granted last week, has 50% of GE equipment on hand, with construction underway, plans "early fall" debut, according to pres. C. Howard Lane. Rep not yet chosen.

WNCT, Greenville, N. C. (Ch. 9), last reporting Aug. or Sept. start with RCA equipment (Vol. 9:12), now plans test "around the first of Oct." and programming two weeks later, with interconnection by Jan. 1, according to mgr. A. Hartwell Campbell. John G. Clark Jr., has been named sales mgr.; Margaret J. Laughinghouse, business mgr.; Hank Tribbley, chief engineer. Hour rate will be \$200. Pearson will be rep.

KHSL-TV, Chico, Cal. (Ch. 12), some of its RCA equipment delayed, has rescheduled test patterns to later in month from original Aug. 1 date (Vol. 9:10), begins programming Sept. 1. Martin Jacobsen has been named production mgr.; Boyd Crawford, sales mgr.; E. P. Milburn, chief engineer. W. S. Grant Co. will be rep.

WREX-TV, Rockford, Ill. (Ch. 13) began construction day after FCC issued CP, July 16, has DuMont transmitter on hand, expects tower and antenna in 2 weeks, plans fall debut, according to gen. mgr. Soren Munkhof. New studio-transmitter building provides an outdoor studio as well as 2 indoors. Hour rate will be \$300; H-R Television Inc. will be rep.

KMO-TV, Tacoma, Wash. (Ch. 13), got RCA transmitter July 17, now plans test patterns July 27-28, still hopes to begin programming Aug. 1 (Vol. 9:26), according to owner Carl E. Haymond, who will also function as film buyer. Jerry Geehan has been named gen. mgr.; Earl Willhite, commercial mgr.; Gordon Tuell, executive producer, John Boor, chief engineer. Hour rate will be \$425; Branham will be rep. Other Haymond grant, KIT-TV, Yakima (Ch. 23), still waiting for additional RCA equipment, but hopes to keep Oct. target date.

WARD-TV, Johnstown, Pa. (Ch. 56), granted last Nov. 19, has completed building and tower and "promises for delivery of transmitter indicate at this time it might be possible to have the station constructed by Sept. 15," according to v.p. Dr. George D. Gartland, who with Margaret E. Gartland (theatres & real estate) holds controlling stock. Make of equipment isn't designated, but last reports indicated DuMont, with Weed slated to be national rep.

WILLYS MOTORS INC., Toledo, is latest entry in TV transmitter and equipment field. It plans to come out in 2 months with low-priced uhf station "package" including 1-kw transmitter, camera, projector, console, etc. The Jeep-maker, bought out by Kaiser Mfg. Co. last April, will aim its equipment at educators and commercial stations serving areas of 50,000 population or less, according to exec. v.p.-gen. mgr. Raymond R. Rausch.

Transmitters will be manufactured by Willys' electronics div., headed by John W. McGee, which in its 3 years of existence has been confined solely to military development work. A. R. Bitter, Toledo radio consulting engineer, is TV mgr., R. Gibson is purchasing agent. Approximately 100 new technical personnel will be added to electronics plant on Toledo's Benore Rd. Aside from the transmitters, most of the station equipment marketed by Willys will be purchased from other manufacturers and sold in package under Willys brand name.

Rausch says prototype transmitter, now under construction, will be submitted to FCC for approval in about 2 months. It then is scheduled for delivery to Mt. Pleasant (Mich.), Ch. 47 applicant WCEN (Paul A. Brandt). Toledo educational group and representatives of National Assn. of Educational Broadcasters are known to have been in consultation with Willys about possible transmitter orders.

While transmitter's price and other details haven't been revealed, it's slated to be "economy" model and will be handled through Willys electronics sales dept. Distribution and service organization plans haven't yet been formulated. Rausch said rate of production will be "determined by demand" and that actual production will begin as soon as possible after FCC approves prototype.

WILS-TV, Lansing, Mich. (Ch. 54), hoisted 41-ft. antenna atop Olds Tower July 12, plans test patterns soon with RCA equipment, goes commercial in Sept., reports pres. & gen. mgr. W. A. Pomeroy. James Pollock, ex-WPTZ, Philadelphia, named program director; John C. Pomeroy, asst. gen. mgr. & chief engineer; Walter L. Dennis, commercial mgr.; Walter Braeger, promotion mgr.; Dave Froh, sports director; John Maters, news director. Hour rate will be \$200; Taylor will be rep.

KNUZ-TV, Houston (Ch. 39), has new two-story building nearly ready for DuMont equipment delivery, erection of 750-ft. tower (to be shared with vhf educational KUHT) begins "shortly," still plans test patterns between Aug. 15 & Sept. 1 (Vol. 9:24), according to v.p. & gen.-mgr. David H. Morris. Forjoe will be rep.

KQTV, Fort Dodge, Ia. (Ch. 21), owned by same interests as radio KVFD and managed by Edward Breen, completed 652-ft. Stainless tower July 24, has set Oct. 1 as target date for commercial debut. GE equipment has been ordered, new studio-transmitter building nearing completion includes 40x40-ft. studio. Pearson will be rep.

WCOG-TV, Greensboro, N. C. (Ch. 57), has changed to RCA equipment scheduled for early Oct. delivery, now plans "before Oct. 15" tests in lieu of last-reported Aug. 15 date (9:4), according to gen. mgr. Virgil V. Evans Jr., ex-WFMY-TV, Greensboro. Hour rate will be \$200. Bolling will be rep.

WKLO-TV, Louisville, Ky. (Ch. 21), has set Aug. 15 target with GE equipment, goes commercial in late Sept., writes program director Jack Everbach. Joe Eaton has been named gen. mgr.; Russell Pirkey, sales mgr.; D. C. Summerford, technical director. Hour rate will be \$250. Petry will be rep.

WIP-TV, Philadelphia (Ch. 19), granted CP last Nov. and first reporting GE equipment, now reports RCA equipment ordered for 1954 delivery. It's Philadelphia's first and only uhf grantee, headed by Benedict Gimbel Jr.

OUTPUT GUESSTIMATES—WITH SOME BIG IF'S: Going out on a king-sized limb where others usually fear to tread, consulting economists Boni, Watkins, Mounter & Co. Inc., 37 Wall St., New York, predict that 36,400,000 TV sets (black-&-white and color) will be sold in next 5 years -- an average of 7,300,000 a year. Its report, prepared by executive v.p. Dr. A.R. Oxenfeldt for an undisclosed electronic parts manufacturer, who permitted release, finds that:

(1) If general business continues prosperous, 6,510,000 TV sets will be sold this year [some 3,950,000 have already been made in first 28 weeks, according to RTMA]; 7,000,000 in 1954, 7,510,000 in 1955, 7,680,000 in 1956, 7,700,000 in 1957.

(2) If a "moderate recession" occurs, sales will dip to 5,250,000 in 1954, then go up to 6,200,000 in 1955, 7,410,000 in 1956, 7,950,000 in 1957.

An earlier forecast prepared by same firm "before the recent reopening of color TV question" -- taking into account black-&-white sets only -- contrasts with foregoing predictions in that sales would rise through 1955, then begin to decline. Black-&-white estimates: 6,710,000 in 1953, 7,430,000 in 1954, 7,160,000 in 1955, 6,930,000 in 1956, 6,620,000 in 1957. If there's recession, sales would be 20% less.

Breakdown of the initial black-&-white forecast indicates 530,000 "junked & destroyed" sets would be replaced this year, 790,000 next year, 1,020,000 in 1955, 1,650,000 in 1956, 2,320,000 in 1957.

Sets sold as result of "opening of new areas" rise from 2,370,000 in 1953 to 3,150,000 in 1954; drop to 2,930,000 in 1955, 2,470,000 in 1956, 1,850,000 in 1957.

"Upgrading of small screens," report says, would become less important factor after 1954 when 1,400,000 small-screen sets would be replaced. By 1957, only 470,000 replacements of smaller screens are forecast.

Estimate of color sets sales are 50,000 in 1954 (only 0.7% of total sales), 800,000 in 1955 (10.7%); 1,600,000 in 1956 (20.8%), 3,500,000 in 1957 (45.5%). At this rate, it can be assumed that more than half sets sold in 1958 would be color.

"Holdouts" against set purchases because of color are estimated at 200,000 this year, 550,000 in 1954, 500,000 in 1955, 400,000 in 1956, 350,000 in 1957. Forecast shows some of these holdouts give up and buy black-&-white during 5-year period and small numbers buy second-hand sets. But most actually buy color sets.

TRADE IN DOLDRUMS, READYING FOR FALL: These are the dog days of the TV-radio trade -- marked by customary seasonal apathy of buyers, vacation shutdowns, curtailed production and master-minding for the fall-winter season. Things aren't likely to liven up before autumn brings the new program season, with old and new network favorites and big-time sports like the World Series, college & pro football, etc.

It would take a prophet or son of a prophet to call the business turn at this time, but portents are favorable for most part, optimism runs high, and the economic pundits seem to be of one accord in forecasting good business generally and high levels of production and sales for rest of the year.

One of most important surveys, conducted by U of Michigan annually for the Federal Reserve Board, has some interesting conclusions regarding consumer buying intentions. Though conducted during first quarter, it's only now out -- and it shows that 8.1% of all U.S. families planned to buy TV sets this year, whereas in 1952 only 5.6% had such intention. TV was just behind furniture (11.5% intending to buy) in leading FRB categories, which looked good for other household appliances, too.

FRB also found: (1) That substantially fewer consumers this year gave "high prices" as reason for not planning to buy. (2) That those who plan to buy durable goods this year expect to pay more than consumers interviewed last year expected to pay in 1952, though larger proportion than last year said they expect prices to be

stable or to decline. FRB interprets this as reflecting consumer plans to buy items of better quality -- higher on the price lists.

"Usual fall pickup" is confidently prognosticated by the industrial fraternity in staff survey by N.Y. Journal of Commerce. Most companies expect increasing civilian business (but "harder selling") to take up any slack left by declining military orders. That seems to be the TV-radio-electronics industry's story, too, already reflected in important first-half P-&-L statements (see Financial Notes).

Summarizing other major business reviews, United Business Service this week reported: "Business over the rest of the year will continue to be good. Although the high for 1953 has probably been seen, no more than a mild dip is in prospect." As for production: "Some slowing of production is probable toward year-end, but decline is unlikely to exceed 4-5%."

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Trends within the industry aren't easy to discern at this writing, but so far prices seem to be holding the line generally; price-cutting continues rampant as factories unload old models and dealers push hard to corral cash; picture tube sizes definitely have settled down mainly to 17 & 21-in., former for price leaders, while hopes continue high for the new 24 & 27-in. (Vol. 9:22).

It may or may not be significant that Philco, besides adding 3 new models to big line it presented at recent Atlantic City convention (Vol. 9:23), also raised prices of four 21-in. consoles \$10 each to cover higher costs. They're one \$360, two \$380, one \$400 model (new prices). The 3 new items: 21-in. table in ebony cabinet at \$230; 17-in. grained walnut console, \$260; 21-in. mahogany console, \$320.

Admiral has also raised some list prices of line shown June 5 (Vol. 9:23), keeping prices of all leader models unchanged. It also increased discounts to distributors & dealers, effective July 27. (For further details, see Topics & Trends.)

Symptoms of trouble may be discernible in report from Philadelphia this week by Retailing Daily's Ed Lohan, which says repossessions of TVs by local financial houses have "skyrocketed to all-time high of 70% of these firms' overall business." TV loans now account for 25-30% of total home furnishings loans, it was found, and banks which formerly required 10% down, including the amount of trade-in, are now demanding 15% cash down payment on TVs, excluding dealer trade-in allowance.

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Noteworthy in continuing low TV production figures of RTMA is decline in the number of private-label sets. Week ended July 17 saw 70,619 TVs produced (2490 private label), which compares with 65,790 (2620 private) week ended July 10. Only once since late May has private-label figure gotten as high as 10,000.

Radios are holding up fairly well, 131,488 (82,242 private) being produced week ending July 17 vs. 126,486 (98,677 private) preceding week. Radios were 34,140 home sets, 14,535 portables, 9206 clock, 73,607 auto.

Trade Personals: Frank Folsom, RCA president, following convalescence on Cape Cod from recent abdominal operation, due back at desk July 27 . . . Tom Kennally, Philco v.p., and Mrs. Kennally sailed this week for 3 months in Europe . . . Jerome J. Kahn, founder-pres. of Standard Transformer Corp. from 1930 until recent merger with Chicago Transformer Corp., has withdrawn from active management in newly formed Chicago Standard Transformer Corp. . . . Robert C. Sprague, chairman of Sprague Electric, elected director of Massachusetts Business Development Corp., whose incorporators include Raytheon pres. C. F. Adams Jr. . . . W. H. Jefferey promoted to v.p. & gen. mgr., Philco Corp. of Canada, Toronto, position previously held by Sydney L. Capell, pres., Philco International Corp., now headquartering in Philadelphia . . . Douglas Day, DuMont adv. mgr., has resigned; company's divisions will function with own respective adv. mgrs. . . . J. C. Drewry, mgr. of Indiana div., Westinghouse consumer products, named sales mgr. of Westinghouse TV-radio div., Chicago, succeeded at Indianapolis by R. W. Stewart . . .

Robert L. Klabin, controller, General Instrument Corp., elected mgr. of its new Sickles Div. plant at Danielson, Conn. . . . Edward P. Atcherley, Chicago sales mgr., appointed Sylvania merchandising mgr. for renewal tube sales, N. Y. . . . Robert P. Lamons promoted to sales mgr., Andrew Corp., Chicago, succeeded as regional sales engineer at Ridgewood, N. J. by Robert C. Bickel; J. F. Moynihan, ex-Philco, replaces Mr. Bickel as mgr. of Andrew's west coast office . . . John Lyons, ex-Kaye-Halbert, now Los Angeles representative for Philharmonic, associated with Sid Joffee, ex-Pathe, now west coast rep with offices in Fresno, Cal. . . . H. Joseph Sarlin, ex-Emerson, named New England regional sales mgr., DuMont receiver div. . . . Austin Cunningham, ex-Ediphone Co., New York, named Magnavox Chicago district sales rep, replacing Jason Hurley, resigned; Richard A. Hintz named Des Moines sales rep . . . Michael Muckley, ex-N. Y. district mgr., named Hallicrafters eastern factory rep . . . H. I. Danziger has resigned as v.p. & gen. mgr., Henry L. Crowley & Co., Geo. B. Fraser elected president, Astatic.

Topics & Trends of TV Trade: Sweeping changes in distributor franchises are certain to result from decision by parent Avco Mfg. Corp. to consolidate distribution of its Crosley div.'s TV-radio-appliances and its Bendix Home Appliances div.'s laundry & kitchen appliances into single distributor organization. Each division formerly had own distribution setup.

Crosley has 67 distributors and 5 factory branches, Bendix 76 distributors and 2 factory branches. While combined organization is expected to end up with more than 76 distributors, many current distributors appear certain to lose the Crosley or Bendix lines. Factory teams are now said to be in the field making the decisions, area by area, of which distributor will be retained to handle both lines. Avco chairman Victor Emanuel said move will reduce distribution costs and will put company in "a stronger position to coordinate our sales programs for both [divisions], thus making our advertising and promotional efforts more effective."

With announcement of the consolidation, these top-level personnel changes were also revealed: Avco v.p. James D. Shouse, who heads all Crosley operations, will be gen. mgr. of combined operation. Wm. A. Blees, Avco v.p. & Crosley gen. sales mgr., will join top executive staff of Avco in New York, concentrating on distribution & merchandising problems. Avco v.p. Hector J. Dowd, who has been gen. mgr. of Bendix Home Appliances div., returns to executive staff in New York. Parker H. Erickson, Bendix gen. sales mgr., elected v.p. of Avco and assumes title of dir. of sales for both divisions, with headquarters in Cincinnati.

H. E. McCullough, Crosley TV-radio gen. sales mgr., becomes dir. of Crosley electronics sales; W. A. MacDonough, Bendix merchandising & adv. dir., named adv. & merchandising dir. of combined sales depts.; T. H. Mason mgr. of Crosley eastern dir. appliance sales, named dir. of Crosley & Bendix kitchen appliances sales; H. P. Bull, Bendix national sales mgr., named dir. of Crosley & Bendix laundry sales.

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Distributor Notes: Avco Mfg. Corp., as result of consolidation of distribution machinery of its Crosley and its Bendix Home Appliances divisions, names these Bendix distributors to handle both Crosley & Bendix lines: Grabell-Lyons Inc., Hartford, Conn., and Mory Sales Corp., New Haven, both replacing H. M. Towner Co., New Haven; Western Massachusetts Distributors, Springfield, replacing Tarbell-Waters Co. . . . Crosley Distributing Corp., Atlanta, names Don Smith, ex-chief of Crosley air conditioning dept., Cincinnati, as gen. mgr., replacing J. D. Crawford, resigned . . . Hoffman Radio, continuing eastward expansion, appoints Midland Electric Co., Cleveland (John U. Walker, pres.), Sacks Electrical Supply, Akron (Morris Sack, pres.) and newly organized Flamingo Distributors Inc., Miami (John Hunt, pres., Henry Carver, ex-DuMont Distribs., gen. sales mgr.) . . . Hoffman Sales Corp. of Mo., Kansas City, names David Doss as gen. mgr.; he's succeeded as Denver district mgr. by Ed Curry, from Portland . . . Bruno-New York Inc. (RCA) sales v.p. Gerald O. Kaye resigns, effective Jan. 1, 1954 . . . Emerson appoints newly formed Emerson Mo-Kan Distributors Inc., Kansas City (Dave Sherman, pres.) . . . RCA appoints Carson Distributors Inc., Saginaw, Mich. (Charles Carson, pres.) . . . CBS-Columbia appoints Straus-Bodenheimer Co., Houston (J. S. Straus, v.p.) . . . Zenith of N. Y. names Herbert H. Okrongly, ex-Motorola-N. Y., as adv. mgr. . . . Trav-Ler Sales Corp., Boston, names George K. Shumrak gen. mgr., succeeding J. B. Rembaum . . . McDonald Bros., Memphis (Zenith) names Victor Crutchfield sales mgr. . . . RCA Victor appoints Crawford-Miller-Woodbury Co., 2025 NW Overton St., Portland, Ore. (John D. Crawford).

REVISED PRICES on most sets in new Admiral line (Vol. 9:23) were announced this week by sales v.p. W. C. Johnson, at same time that increased discounts to distributors & dealers were ordered effective July 27. List prices of all leader models remain unchanged, some also getting benefits of increased discounts. Rebates will be given dealers on all 1954 models already delivered that are affected by the higher discounts.

Johnson announced list price of new 27-in. mahogany console with doors would be \$675, at which price he said dealers can offer \$75 trade-in allowance and still enjoy full markup. Deliveries begin next month. One new model added to line is 21-in. blonde console at \$320 list.

By placing orders for aluminized picture tubes early, Admiral is able to offer them as standard equipment on models on which they formerly were optional, said Johnson, who also disclosed his firm has contracted for entire glass-pouring facility through May, 1954 of manufacturer producing its exclusive tinted optic filter. He also said Admiral is well on way toward 1953 production goal of 1,000,000 TVs and industry is headed for 6,500,000 year.

Merchandising Notes: Westinghouse, out to become major factor in TV, launching ad drive aimed at selling as many TVs last 6 months of 1953 as it did all of 1952; new line (Vol. 9:28) getting big promotion with color ads in *Saturday Evening Post*, *American Weekly*, *Parade*, with newspaper drive in 75 cities, and with sponsorships of *Studio One* on CBS-TV and pro football on DuMont (Vol. 9:29) . . . Raytheon has leased big Chicago Opera House for midsummer distributor-dealer meeting July 30, plus whole wing of Conrad Hilton Hotel for display space; expects 1500 for unveiling of new TV line . . . Unique service provided by Citizens & Southern Bank, Atlanta, gives display space free to each of 37 TV-appliance distributors who patronize bank's finance plan; bank furnishes props and signs, giving each wholesaler several days of free display for his products in area easily seen by bank's 34,000 customers . . . Summer credit plan by CBS-Columbia permits dealers to purchase TVs through Aug. 31 with only 10% down payment, balance to be financed for 90 days by CBS-Columbia and distributor . . . Muntz TV Inc. reports TV sets now selling at rate of 20,000 per month vs. 10,000 year ago . . . Motorola-Chicago letting its dealers use 18-ft. balloon on end of 200-ft. cable as current Silver Jubilee promotion . . . Vim opening 3 stores in former N. Y. Dynamics locations, making total of 54; it's now biggest TV-appliance chain . . . George's has bought out bankrupt Phillip's, Washington TV-appliance chain, with \$290,000 bid, for physical stock, plans to resume 3 of its 4 stores; with accounts receivable of about \$200,000, Phillip's creditors expected to realize up to 40%.

"TV intercom," in wired and wireless versions, will be marketed in 6 months by Douglas Roesch Inc., Los Angeles TV manufacturer (2200 S. Figueroa St.), according to press release by company. It will consist of 2 units, each comprising TV camera & audio circuits and 27-in. receiver. Whole closed-circuit system will list at approximately \$2500. Wireless system, for which FCC license will be required, is unpriced. Roesch also introduced line of 21 new TV sets, 3 of which feature what it calls "3-dimensional effect," using specially designed tube incorporating mirror behind phosphors to give depth effect. Sets incorporating this feature have 27-in. tube and "chair-side control," list at \$695.

Bill to repeal 10% excise tax on TV-radios and other electronic equipment (H.R. 6314) was introduced by Rep. Simpson (R-Pa.), member of tax-writing Ways & Means Committee, who says he has Treasury Dept. backing. But he sees no chance of action during current session.

Submitted to the FCC

Final NTSC Color Transmission Standards

Full Text of Technical Signal Specifications Adopted Unanimously by NTSC July 21, 1953

Filed with FCC July 23, 1953, as Appendix A to Petition Requesting Approval of New Standards

With Officers, General Membership and Panel Officers (See Page 4)

Supersedes NTSC Field Test Specifications Published by *Television Digest* as Supplement No. 75, Dec. 1, 1951, and Supplement No. 75-A, Feb. 14, 1953

I—GENERAL SPECIFICATIONS

A. Channel

The color television signal and its accompanying sound signal shall be transmitted within a 6-mc channel.

B. Picture Signal Frequency

The picture signal carrier, nominally 1.25 mc above the lower boundary of the channel, shall conform to the frequency assigned by the Federal Communications Commission for the particular station.

C. Polarization

The radiated signals shall be horizontally polarized.

D. Vestigial Sideband Transmission

Vestigial sideband transmission in accordance with Figure 2 shall be employed.

E. Aspect Ratio

The aspect ratio of the scanned image shall be four units horizontally to three units vertically.

F. Scanning and Synchronization

1. The color picture signal shall correspond to the scanning of the image at uniform velocities from left to right and from top to bottom with 525 lines per frame interlaced 2:1.

2. The horizontal scanning frequency shall be $2/455$ times the color subcarrier frequency; this corresponds nominally to 15,750 cycles per second (with an actual value of $15,734.264 \pm 0.047$ 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).

3. The color television signal shall consist of color picture signals and synchronizing signals, transmitted successively and in different amplitude ranges except where the chrominance penetrates the synchronizing region, and the burst penetrates the picture region.

4. The horizontal, vertical, and color synchronizing signals shall be those specified in Figure 1, as modified by vestigial sideband transmission specified in Figure 2 and by the delay characteristic specified in III.B.

G. Out-of-Channel Radiation

The field strength measured at any frequency beyond the limits of the assigned channel shall be at least 60 db below the peak picture level.

II—SOUND

A. Sound Signal Frequency

The frequency of the unmodulated sound carrier shall be $4.5 \text{ mc} \pm 1000$ cycles above the frequency actually in use for the picture carrier.

B. Sound Signal Characteristics

The sound transmission shall be by frequency modulation, with maximum deviation of ± 25 kilocycles, and with pre-emphasis in accordance with a 75 microsecond time constant.

C. Power Ratio

The effective radiated power of the aural-signal transmitter shall be not less than 50 per cent nor more than 70 per cent of the peak power of the visual signal transmitter.

III—THE COMPLETE COLOR PICTURE SIGNAL

A. General Specifications

The color picture signal shall correspond to a luminance (brightness) component transmitted as amplitude modulation of the picture carrier and a simultaneous pair of chrominance (coloring) components transmitted as the amplitude modulation sidebands of a pair of suppressed subcarriers in quadrature having the common frequency relative to the picture carrier of $+ 3.579545 \text{ mc} \pm 0.0003$ per cent with a maximum rate of change not to exceed $1/10$ cycle per sec per sec.

B. Delay Specification

A sine wave, introduced at those terminals of the transmitter which are normally fed the 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 microsecond down to 2.1 mc, and remain at ± 0.1 microsecond down to 0.2 mc.¹ The tolerance shall also increase linearly to ± 0.1 microsecond at 4.18 mc.

C. The Luminance Component

1. An increase in initial light intensity shall correspond to a decrease in the amplitude of the carrier envelope (negative modulation).

2. The blanking level shall be at (75 ± 2.5) per cent of the peak amplitude of the carrier envelope. The reference white (luminance) level shall be (12.5 ± 2.5) per cent of the peak carrier amplitude. The reference black level shall be separated from the blanking level by the setup interval, which shall be (7.5 ± 2.5) per cent of the video range from the blanking level to the reference white level.

3. The overall attenuation versus frequency of the luminance signal shall not exceed the value specified by the FCC for black-&-white transmission.

¹ Tolerances for the interval of 0.0 to 0.2 mc should not be specified in the present state of the art.

D. Equation of Complete Color Signal

1. 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

$$E_Q' = 0.41 (E_R' - E_Y') + 0.48 (E_R' - E_Y')$$

$$E_I' = -0.27 (E_R' - E_Y') + 0.74 (E_R' - E_Y')$$

$$E_Y' = 0.30 E_R' + 0.59 E_G' + 0.11 E_B'$$

The phase reference in the above equation is the phase of the (color burst + 180°), as shown in Figure 3. The burst corresponds to amplitude modulation of a continuous sine wave.

Notes: For color-difference frequencies below 500 kc, the signal can be represented by

$$E_m = E_Y' + \left\{ \frac{1}{1.14} \left[\frac{1}{1.78} (E_B' - E_Y') \sin \omega t + (E_R' - E_Y') \cos \omega t \right] \right\}$$

In these expressions the symbols 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 (black-and-white) portion of the color picture signal, corresponding to the given picture element.²

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.

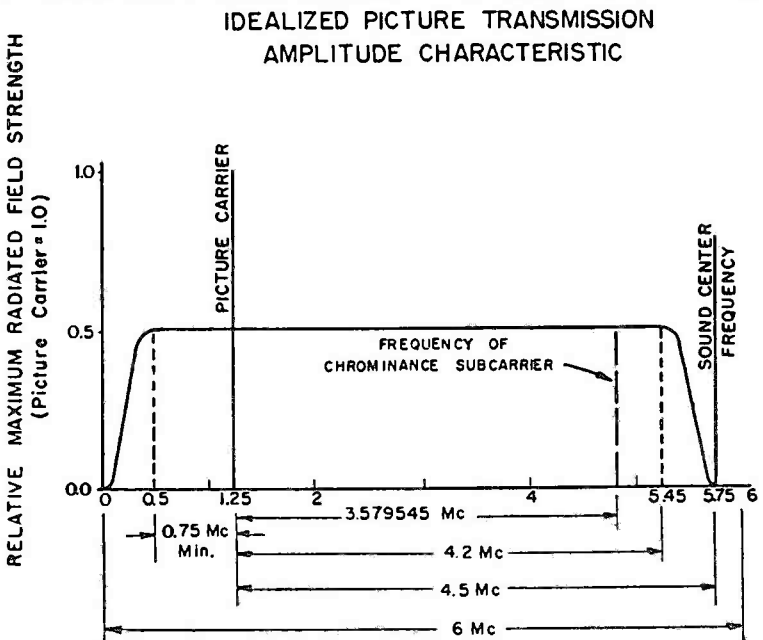
The gamma corrected voltages E_G' , E_R' , and E_B' are suitable for a color picture tube having primary colors with the following chromaticities in the CIE system of specification:

	x	y
Red (R)	0.67	0.33
Green (G)	0.21	0.71
Blue (B)	0.14	0.08

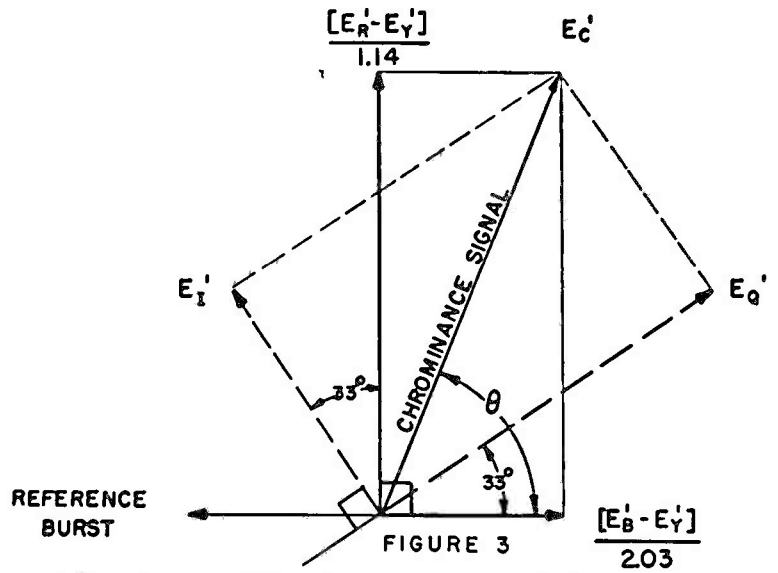
and having a transfer gradient (gamma exponent) of 2.2³

² 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.

³ At the present stage 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.



Note: Not drawn to scale
FIGURE 2



associated with each primary color. The voltages E_R' , E_G' , and E_B' may be respectively of the form $E_R'^{1/\gamma}$, $E_G'^{1/\gamma}$, and $E_B'^{1/\gamma}$ although other forms may be used with advances in the state of the art.

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, as specified in paragraph D.5.

The angular frequency ω is 2π times the frequency of the chrominance subcarrier.

The portion of each expression between brackets represents the chrominance subcarrier signal which carries the chrominance information.

2. The chrominance signal is so proportioned that it vanishes for the chromaticity of CIE Illuminant C ($x = 0.310$, $y = 0.316$).

3. E_Y' , E_Q' , E_I' and the components of these signals shall match each other in time to 0.05 microseconds.

4. A sine wave of 3.58 mc introduced at those terminals of the transmitter which are normally fed the 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 radiated signal produced by a sine wave of 200 kc. In addition, the amplitude of the radiated signal shall not vary by more than ± 2 db between the modulating frequencies of 2.1 and 4.18 mc.

5. The equivalent bandwidths assigned prior to modulation to the color-difference signals E_Q' and E_I' are given by Table I.

Table I

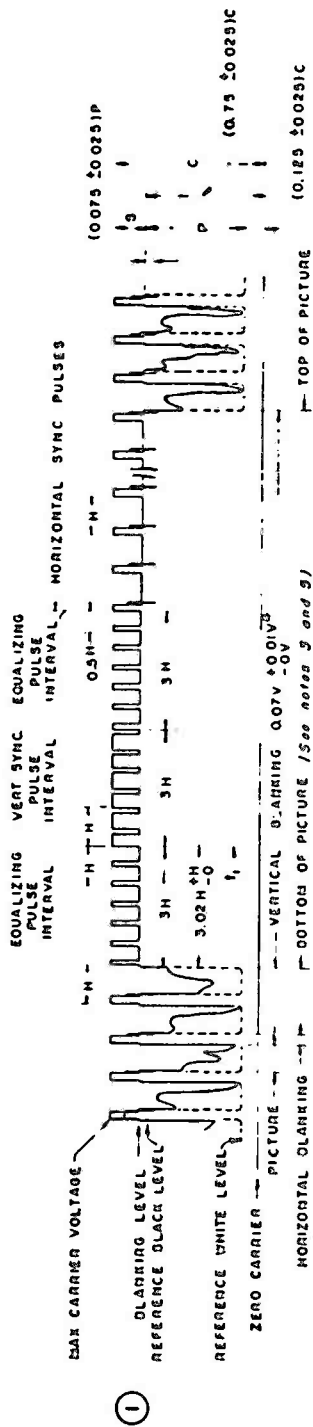
Q-channel bandwidth

- at 400 kc less than 2 db down
- at 500 kc less than 6 db down
- at 600 kc at least 6 db down

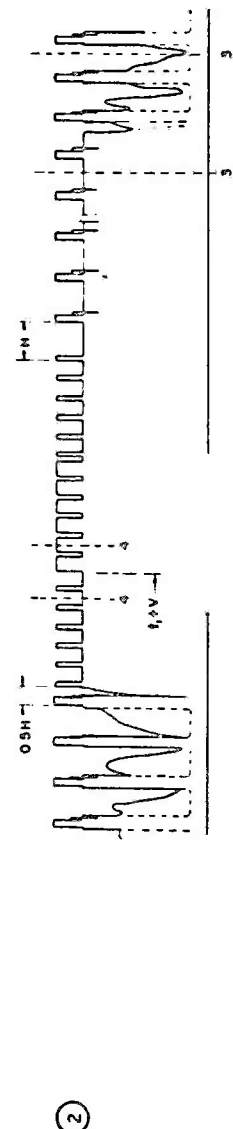
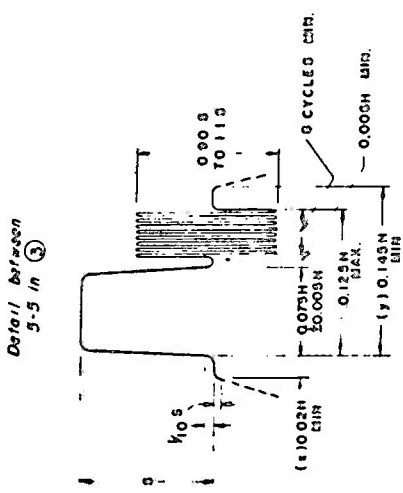
I-channel bandwidth

- at 1.3 mc less than 2 db down
- at 3.6 mc at least 20 db down

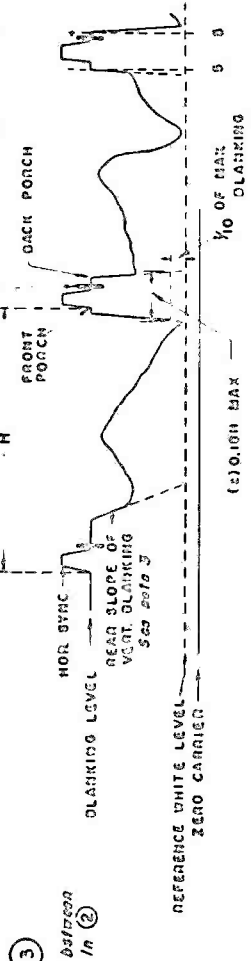
6. The angles of the subcarrier measured with respect to the burst phase, when reproducing saturated primaries and their complements at 75 per cent of full amplitude, shall be within $\pm 10^\circ$ and their amplitudes shall be within ± 20 percent of the values specified above. The ratios of the measured amplitudes of the subcarrier to the luminance signal for the same saturated primaries and their complements shall fall between the limits of .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.



5



Horizontal dimensions not to scale in 1, 2, and 3



Detail Dimension 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 0.1 H.
4. Leading and trailing slopes of horizontal blanking must be steep enough to preserve minimum and maximum values of (x) and (z) under all conditions of picture content.
5. Dimensions marked with asterisks 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 monochromatic transmissions.
9. The burst frequency shall be 3.575535 Mc. The tolerance on the frequency shall be $\pm 0.0003\%$ with a maximum rate of change of frequency not to exceed 100 cycle per second per second.
10. The horizontal scanning frequency shall be 30 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 black 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 test for further explanations and tolerances.

FIGURE 1

National Television System Committee Membership

Officers

Chairman—Dr. W. R. G. Baker, General Electric Co.
Vice Chairmen—Arthur V. Loughren, Hazeltine Electronics Corp.; D. B. Smith, Philco Corp.; Dr. E. W. Engstrom, Radio Corp. of America.
Secretary—Mrs. Martha Kinzie, General Electric Co.

General Membership and Alternates

Admiral Corp.—Rinaldo DeCola; R. M. Jones, *alt.*
American Broadcasting Co.—Frank Marx; Robert Morris, *alt.*
Bendix Radio—A. C. Omberg; John Miller, *alt.*
CBS-Columbia Inc.—Leopold M. Kay; Israel J. Melman, *alt.*
CBS Laboratories Div.—Dr. Peter Goldmark; Wm. Lodge, *alt.*
Chromatic Television Laboratories—Richard Hodgson; Robert Dressler, *alt.*
Color Television Inc.—Robert J. Stahl; Samuel Smith, *alt.*
Crosley Div., Avco—Lewis M. Clement; D. B. Nason, *alt.*
Allen B. DuMont Laboratories—Dr. Allen B. DuMont; Dr. T. T. Goldsmith, *alt.*
Electronics Magazine—W. W. MacDonald; Vin Zeluff, *alt.*
Emerson Radio & Phonograph Corp.—D. D. Israel; R. T. Capadonna, *alt.*
Federal Telecommunications Laboratories—Martin Silver; N. H. Young, *alt.*
General Electric Co.—I. J. Kaar; C. G. Lloyd, *alt.*
General Teleradio Inc. (WOR-TV)—Charles H. Singer; R. A. O'Connor, *alt.*
Dr. Alfred N. Goldsmith; D. E. Hyndman, Eastman Kodak Co., *alt.*
Hallicrafters Co.—Harold J. Adler; Leo R. Mead, *alt.*
Hazeltine Electronics Corp.—A. V. Loughren; Knox McIlwain, *alt.*
Hogan Laboratories Inc.—J. V. L. Hogan; Frank A. Hester, *alt.*
Magnavox Corp.—John A. Rankin; Frank Norton, *alt.*
Motorola Inc.—Dr. Daniel E. Noble; E. B. Passow, *alt.*

Philco Corp.—D. B. Smith; F. G. Bingley, *alt.*
Radio Corp. of America—Dr. Elmer Engstrom; G. L. Beers, *alt.*
Raytheon Television & Radio Corp.—Hugh Christian; Howard Gronemier, *alt.*
Sentinel Radio Corp.—W. J. Schnell; Joyce J. Jackson, *alt.*
Sylvania Electric Products—Dr. R. M. Bowle; B. F. Tyson, *alt.*
Tele King Corp.—Jerome Bresson; Paul Neuwirth, *alt.*
Tele-Tech Magazine—Dr. A. F. Murray; O. H. Caldwell, *alt.*
Westinghouse Electric Corp.—Ralph M. Harmon; M. R. Briggs, *alt.*
WMAR-TV, Baltimore, Md.—E. K. Jett; C. G. Nopper, *alt.*
Zenith Radio Corp.—John Rennick; J. E. Brown, *alt.*

Membership by Virtue of Panel Chairmanship or Vice Chairmanship

Panel 11 (Subjective Aspects of Color)—Dr. Alfred N. Goldsmith, chairman; D. E. Hyndman, Eastman Kodak Co., vice chairman.
Panel 11A (Color Transcriptions)—Dr. Alfred N. Goldsmith, chairman; D. E. Hyndman, vice chairman.
Panel 12 (Color System Analysis)—D. G. Fink, Philco, chairman; A. G. Jensen, Bell Laboratories, vice chairman.
Panel 13 (Color Video Standards)—A. V. Loughren, Hazeltine, chairman; W. T. Wintringham, Bell Laboratories, vice chairman.
Panel 14 (Color Synchronizing Standards)—D. E. Harnett, GE, chairman; R. N. Harmon, Westinghouse, vice chairman.
Panel 15 (Receiver Compatibility)—Rinaldo DeCola, Admiral, chairman; W. O. Swinyard, Hazeltine, vice chairman.
Panel 16 (Field Testing)—Knox McIlwain, Hazeltine, chairman; D. W. Pugsley, GE, vice chairman.
Panel 17 (Broadcast System)—R. E. Shelby, NBC, chairman; J. M. Barstow, Bell Laboratories, vice chairman.
Panel 18 (Coordination)—D. B. Smith, Philco, chairman; I. J. Kaar, GE, vice chairman.
Panel 19 (Definitions)—Dr. R. M. Bowle, Sylvania, chairman; M. W. Baldwin Jr., Bell Laboratories, vice chairman.

Financial & Trade Notes: Sylvania's net sales for first 6 months of 1953 achieved all-time half-year record of \$149,092,932, comparing with \$104,226,623 for first half of 1952 and with \$130,796,814 for last half of 1952. Net sales and net income for 3 months ended June 30 were both highest for any second quarter in Sylvania history.

Net income for first 6 months of 1953 was \$5,169,092 (\$1.87 a share on 2,425,506 shares outstanding), up 52% from the \$3,398,776 (\$1.48 on 1,867,763 shares) for same 1952 period. Net income for second quarter of 1953 was \$2,395,849 (86¢) on sales of \$69,032,624 vs. \$1,445,005 (60¢) on sales of \$48,239,162 in same 1952 quarter.

Pres. H. Ward Zimmer reported to stockholders that earnings before Federal income taxes were \$17,387,092 for first half of 1953, more than double same 1952 period's \$8,608,776. TV set sales, he stated, were nearly twice those of first half of 1952 and distributor requirements "are expected to be heavy for the balance of the year." TV picture tube shipments were doubled and radio receiving tube shipments ran about 80% ahead. Demand for incandescent & fluorescent lamps and for photoflash bulbs continued high.

"Indications for the balance of the year appear to be even more favorable than they were a few months ago," Zimmer stated. Ratio of defense billings to monthly sales in second quarter was 24% vs. 39% in second 1952 quarter.

* * * *

Hoffman Radio earnings before taxes were \$2,020,528, or \$3.51 a share on 574,726 shares outstanding during first 6 months of 1952. After providing for \$1,323,208 for taxes, net earnings were \$697,320 (\$1.21) compared with \$598,692 (\$1.04) same 1952 period. Increased TV demand, attributed largely to opening of new stations, boosted sales to \$24,688,235 from \$15,196,383 for same 1952 period—largest sales volume for any 6-mo. period in company's history. Pres. H. Leslie Hoffman reported govt. orders continued at high level during last 3 months. "No cancellations have been received," he stated, "and there have been no indications of any cancellations or substantial stretchouts of schedules."

RCA and subsidiaries attained all-time record sales volume of \$410,686,162 first 6 months of this year, 34% ahead of the \$305,837,825 of same 1952 period. Earnings before Federal income taxes were \$38,809,228, up \$15,472,498 from first 6 months of 1952. Net profit after provision of \$20,624,000 for Federal taxes was \$18,185,228, or \$1.18 per share after preferred stock dividends, compared with 70¢ same 1952 period.

Raytheon reports sales of \$179,179,000, net profit of \$3,859,000 (\$1.68 a share) after Federal taxes of \$9,150,000 for fiscal year ended May 31. For preceding fiscal year, sales were \$111,287,000, net profit \$2,047,000 (84¢), taxes \$3,900,000.

Dividends: P. R. Mallory & Co., increased to 50¢ payable Sept. 10 to stockholders of record Aug. 14; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; Cornell-Dubilier, 30¢ Sept. 25 to holders Sept. 10; Hazeltine, 25¢ Sept. 15 to holders Sept. 1; Stewart-Warner, 35¢ Sept. 5 to holders July 14; Sentinel, 7½¢ Aug. 31 to holders Aug. 17; Servomechanisms, 10¢ Aug. 7 to holders Aug. 3; Belden Mfg., 40¢ Sept. 1 to holders Aug. 17.

Henry Lehne, ex-Republic Aviation Corp. v.p. & sales mgr., appointed director of newly established Sylvania Electronic Defense Laboratory, now located in temporary quarters in Mountain View, Cal. It has contracts with Army Signal Corps, plans new 60,000-sq. ft. structure.

Rear Adm. Thomas F. Halloran (ret.) named gen. mgr., transistor development laboratory of Baird Associates Inc., Cambridge, Mass. (Dr. Walter S. Baird, pres.), industrial physicists and electronic manufacturers.

Electronics Reports: Sylvania advanced transistor development two more notches by announcing it's prepared for commercial production of tetrode and pentode transistors. To date, all commercial transistors have been triodes. Tetrodes will be available Aug. 15, pentodes "later this year." Rate of initial production wasn't given, but company says "small quantities" will be available at about \$25 each. Industry will not be sampled.

Announcement was made at July 21 press conference in New York conducted by James J. Sutherland, gen. mgr., electronics div. As with vacuum tubes, tetrode and pentode transistors will permit reduction in number of transistors needed for many applications—½ to ⅓ as many—producing more compact and versatile equipment.

As example of what new transistors will be able to do, Sutherland noted that a digital computer built in 1946 had 15,000 vacuum tubes, required air conditioning, occupied space equal to 3 big living rooms. In 1950, computer was built with 10,000 germanium diodes (semiconductor devices related to transistors) and 1080 tubes, still required air conditioning, but took space half size of living room. With tetrode transistors, Sutherland said, computer size could be halved and air conditioning wouldn't be needed. Range of new units is up to "low RF."

He showed desk computer size of portable typewriter, said that with triode transistors it could solve problems to 10th power, but could handle problems to 100th power when built with tetrodes. He also demonstrated tiny transistorized wrist transmitter through which he talked across room.

How well transistors have captured public eye was illustrated by excellent play the announcement and demonstration were given in newspapers.

* * * *

Electronics will enter automotive field in big way with the perfection of transistor circuits, whose low power requirements will open up whole new area of electronic expansion. Preview of what may be in store was demonstrated this week by RCA's Dr. Vladimir K. Zworykin. Exploring possible electronic aids to driving safety, Dr. Zworykin and aides at Princeton labs equipped model 5-ft. car with equipment enabling car to steer itself along prescribed route, stop itself when approaching metal obstruction and turn into center lane to pass slower car. As described in current *Collier's Magazine* and demonstrated on July 23 *Today* program, car can be guided by cable built under road and make driving on superhighways entirely automatic. Dr. Zworykin admits that the day when real cars will drive themselves is far off, but he says his experiments are leading directly to devices to help keep cars on course in bad weather and prevent collisions.

Ultrasonic machine tool developed by Raytheon utilizes 27,000-cycle vibrations to cut such materials as steel, stone, cast iron and sapphire. Although machine presently is in form of drill press, it is said to be adaptable as lathe, milling machine, boring mill, shaper, planer, saw or router. Using principal of magnetostriction, tool drives particles of abrasive in liquid into the work at ultrasonic speed. Tool's motion is not visible. Ultrasonic motion is developed and amplified electronically and mechanically.

Ultrasonic Corp., Cambridge, Mass., has bought 254,000-sq. ft. 5-story local building for slightly under \$1,000,000 from MIT, where it plans to consolidate engineering, research & production facilities now scattered in 6 rented buildings. Company's 1952 sales totaled \$5,000,000.

Wincharger Corp., Zenith subsidiary presently manufacturing some 650,000 radios a year, will double space with new 300,000-sq. ft. plant in Sioux City, Ia., where about 2500 will be employed turning out 1,000,000 radios and 100,000 TVs annually.

Telecasting Notes: Lower program costs are answer to daytime TV, which will follow same pattern as did daytime radio, in opinion of NBC-TV's Adrian Samish, quoted in interview in *Billboard*. Time costs are going up, he said, as ratings head down due to increasing number of TV markets, fewer single-station markets, increasing daytime competition between NBC & CBS. As daytime come-on, NBC-TV is offering advertisers 6 mo. protection against any cost increases except union hikes. Samish is now concentrating on noon-1 p.m. women's magazine-type show, counterpart of 7-9 a.m. *Today*, which may be titled *Home* . . . "Mighty K.C. Has Struck Out" headlines July 22 *Variety* article noting that all CBS-TV clients (15 hours) are being pulled off WDAF-TV, Kansas City, for placement on new KMBC-TV & WHB-TV, due to start about Aug. 1, sharing Ch. 9; it points this out as possible "pattern" in the "imminent breakup of single-station monopoly with the coming competition" . . . "Giants" of TV film field and the number of shows each offers, as reported in current *Tide*: CBS, 12; NBC, 12 plus one in production; Ziv, 9 plus 2 in production; Ziv planning to build \$2,500,000 Hollywood studio to increase TV output . . . Aid in religious programming is offered by Broadcasting & Film Commission of Natl. Council of Churches in form of 2 new booklets compiled by broadcast training dir. Charles H. Schmitz: *Religious TV Program Ideas* and *TV Production Techniques by Experts*, available from Council, 220 Fifth Ave., N. Y. . . . Exchange of newscasters between Cleveland's WEWS and Toronto's CBLT had Dorothy Fuldheim of U. S. station handling James B. McGeachy's *This Week* and *Tabloid* shows on CBLT while McGeachy took over her *Highlights of the News* on WEWS; each also narrated special films about own city . . . More than 600 titles are listed in fifth annual edition of *Educators Guide to Free Slidefilms* (\$4), available from Educators Progress Service, Randolph, Wis. . . . National Tuberculosis Assn. has filmed nine 20-sec. and three 1-min. spots for Christmas Seal campaign, to be made available to TV stations through local branches . . . Crosley's WLWA, Atlanta, starts work on new 36,000-sq. ft. studio building on Peachtree St. . . . Educational Television Institute being sponsored Aug. 16-22 in Seattle by KING-TV, with classes for 300 indicated . . . NBC plans creative staff confab at Greenbrier, White Sulphur Springs, Aug. 31-Sept. 3, winding up with dinner addressed by Chairman Sarnoff.

Unusual action of FCC was to finally allocate Ch. 5 to Weston, W. Va., instead of to Glenville, W. Va., as originally proposed. Comments received since Glenville proposal changed Commission's mind, principally because Weston is 5 times larger than Glenville. Other allocation petitions: (1) Anderson TV Co., Anderson, S. C., asks FCC to abandon its proposal to add Ch. 40 to Anderson. It wants to compete with WAIM for Ch. 58 rather than have two channels in town. It claims that WAIM, affiliated with local newspaper, sought addition of Ch. 40 to maintain monopoly in town. Anderson TV says it will drop application if Ch. 40 is added. (2) WOAY, Oak Hill, W. Va., asks assignment of Ch. 4 to Fayetteville, W. Va. (3) KVSO, Ardmore, Okla., asks allocation of Ch. 12 to Ardmore, opposing FCC proposal to put it in Ada. (4) WEBC, Superior-Duluth, asks allocation of Ch. 10 there.

No new applications for TV stations were filed with FCC this week—first time that's happened since November 1951. Five dismissals this week, together with 6 CPs leave total applications pending at 565, of which 181 are uhf. [For further details, see *TV Addenda 17-C* herewith; for complete listing of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 17* with Addenda to date.]

COOPERATION between uhf stations and TV dealers & distributors is always mutually beneficial—a fact which is being driven home in more and more uhf areas. An outstanding example is Norfolk area, where NBC-RCA and local WVEC-TV (Ch. 15), along with dealers and distributors, are putting on huge cooperative campaign for conversions before station goes on air (Vol. 9:29)—which station claims has already netted sales of some 8000 converters. Some other interesting examples of this type of cooperation:

WLBC-TV, Muncie, Ind. (Ch. 49), has published 18-p. illustrated booklet, *Best TV Reception from UHF the Easy Way*, authored by station pres. Don Burton. "We developed this book," says Burton, "to combat the work of a few TV service organizations which were responsible for some very sloppy uhf installations, and to aid and support those firms which were doing good work." Booklet was prepared after many tests in Muncie area homes which had reported poor picture or no reception at all.

"In every case, without exception, we have proven that the poor picture or lack of signal was due to improperly installed antenna or lead-in, defective tuners or strips or a combination of these," says booklet. It explains, in non-technical language—to layman and serviceman alike—best method for installing uhf sets and converters, using field strength meter, and urges customers to patronize servicemen using proper methods and equipment.

WEEU-TV, Reading (Ch. 33), has instituted novel plan to promote conversions. It has agreed to provide free newspaper, radio and TV advertising for every TV dealer who has at least one salesman "ringing doorbells" to sell uhf converters. Station exec. v.p. Thomas E. Martin says first progress report meeting showed campaign is "averaging one conversion out of each two calls." Salesmen are provided with copies of WEEU-TV's program schedule, which they leave at each home they visit. "The program stresses the interesting local programs of high caliber which cannot be received on any other station," says Martin. He adds that doorbell-ringing campaign has been so successful it will be continued at least throughout August, when station is scheduled to step up power to 170 kw by adding GE 12-kw transmitter.

Senator Charles W. Tobey (R-N.H.), chairman of Interstate & Foreign Commerce Committee, died suddenly July 25 at Bethesda Naval Hospital where he had been admitted preceding afternoon with heart ailment. He was 73, had been in public service since first serving in state legislature in 1915, was governor of his state 1929-30. An intense crusader and deeply religious, he often carried his zeal into TV-radio both as ranking minority member and then as head of the committee handling its legislation. He was noted for his sharp tongue; his colleagues frequently chided him as being "quite a TV performer himself" in view of fame he gained during televising of Kefauver Crime Committee investigations. Ranking Republican member of his Senate committee is Sen. Capehart (R-Ind.), onetime phonograph manufacturer, who is chairman of Banking & Currency Committee and must choose between it and Commerce Committee. If he decides to remain head of Banking & Currency, Sen. Bricker (R-O.) will become chairman of Commerce Committee.

Repeal of 20% movie admission tax was approved by overwhelming voice vote in House and Senate this week, culminating long campaign by movie exhibitors who hope to combat TV's effect on boxoffice by adding extra 20% to their revenues. Administration has opposed the bill, and it faces possibility of Presidential veto.

Collier's Magazine, which has gone bi-weekly in lieu of weekly, reportedly due to "TV competition," using TV as well as newspapers to announce change.