

## Index to Television Digest, 1954: Volume 10

References are grouped into three major categories: General (pages 1-6), Manufacturers & Merchandisers (page 6), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.

### General

#### ADVERTISING

top agencies in 1953, 1:8, 10:12  
Publishers Information Bureau figures on TV-radio billings, 1:16, 5:16, 10:12, 14:14, 18:12, 22:16, 26:16, 31:14, 35:14, 39:16, 44:14, 49:16  
FCC station-network statistics, 1:16, 21:1, 24:4, 43:5, 51:16  
total advertising in 1953, 2:7  
top media in 1953, 5:9  
Rorahaugh reports, 6:12  
cost-per-thousand down, 8:6  
New York proposes tax on agencies, 15:9  
rate trends, 18:1, 22:7, 27:6  
NARTB's Tower says TV getting mostly new money, 25:12  
top advertisers in 1953, 27:7  
310 stations in electrical anniversary, 30:7  
'Printers' Ink' 1953 figures, 33:4, 34:14  
sustainers deserving sponsors, 33:7  
top advertisers in first half 1954, 36:7  
\$20,000,000 a year estimated for network keys, 36:8  
'Advertising Age' asks why TV is "so hungry," 36:8  
brassiere commercials, 36:14  
TV taking from other media, 37:6  
best-remembered commercials, 37:7  
farm market, 39:9  
Biow-Bennus-Bulova changes, 39:10  
TV mfrs. expenditures, 39:12  
Cecil & Preshrey quits, 41:6  
clearance problems over by 1956, says Frey, 42:12  
WATV ties rates to ratings, 43:8  
beer-wine commercials, 43:14, 44:14, 45:7, 46:6  
'Reader's Digest' takes ads, 45:7, 46:7  
full-screen ID, 46:6  
ANA annual meeting, 46:6  
competition forcing heavy expenditures, 47:8  
why advertisers dropped TV, 47:8  
magazine concept analyzed by Bergmann, 48:9  
sponsors' top brass buying programs, 49:11  
ANA officers, 52:5  
awards for best commercials urged, 52:6

#### ALLOCATIONS (see also UHF)

Whitefish Bay court decision, 4:2  
FCC reversed in Chicago Ch. 2 case, 4:2  
Court upholds FCC allocation authority in Logansport case, 5:3  
zone changes, 6:2  
directional antennas, 33:4, 36:8, 49:7  
Zone I height ceiling, 39:3, 48:2, 50:16  
"selective de-intermixture," 39:3, 43:4, 44:3, 50:6  
WAAM propagation study, 51:6

#### AM (Standard) Broadcasting (see also specific networks and Advertising)

total stations & applications, 1:7, 27:5  
FCC revenue-expense statistics, 1:16, 51:16  
merger of WLS & WENR, Chicago, 7:10  
network rates, 24:7, 25:1, 26:1, 27:7, 29:2, 39:6  
TV operator quitting radio, 31:4, 32:6  
evaluations of networks at Chicago meetings, 36:6  
Quality Radio Group, 36:7, 37:12, 42:12, 48:8  
Doherty analysis, 39:6  
250-watt locals seek 1-kw, 39:6  
MBS' O'Neil on radio future, 43:7  
BAB changes name to Radio Advertising Bureau, 47:16  
Sarnoff on network future, 48:7  
Kobak urges TV-radio separation, 48:9

#### Station Sales

WGAR, Cleveland, O., 1:16  
KPOA, Honolulu, T. H., 3:2  
WINS, New York, N. Y., 5:8  
KSDO, San Diego, Cal., 13:16  
WLCS, Baton Rouge, La., 13:16, 17:12  
KHON, Honolulu, T. H., 13:16  
WGKV, Charleston, W. Va., 16:6  
WAMS, Wilmington, Del., 16:6  
WNEW, New York, N. Y., 16:12  
WGR, Buffalo, N. Y., 17:1  
WTIK, Durham, N. C., 17:12  
KFEL, Denver, Colo., 17:12  
WHKC, Columbus, O., 17:12  
WKDA, Nashville, Tenn., 19:7  
KCBQ, San Diego, Cal., 19:14, 25:14

WIBM, Jackson, Mich., 21:16, 25:14  
WTMA, Charleston, S. C., 22:16, 26:15  
KYOS, Merced, Cal., 22:16  
WSAU, Wausau, Wis., 23:14  
WGUY, Bangor, Me., 26:15  
KXOC, Chico, Cal., 26:15  
WTBO, Cumberland, Md., 32:14, 36:9  
WINI, Murphysboro, Ill., 33:10  
WGMA, Hollywood, Fla., 33:10  
WNMP, Evanston, Ill., 34:8  
WJBF, Augusta, Ga., 34:14  
WEAN, Providence, R. I., 35:7  
WHOT, South Bend, Ind., 36:9  
WSIR, Winter Haven, Fla., 36:9  
WHOO, Orlando, Fla., 36:9  
KMO, Tacoma, Wash., 36:14  
WJJB, Montgomery, Ala., 39:16, 41:13  
WMIN, St. Paul, Minn., 40:6  
KFBL, Wichita, Kan., 41:8, 45:9  
WHLDF, Niagara Falls, N. Y., 41:8  
WTRF, Wheeling, W. Va., 41:8  
WJW, Cleveland, O., 41:14  
KJR, Seattle, Wash., 43:14, 45:9  
WGTC, Greenville, N. C., 43:14, 46:9  
WJW, Cleveland, O., 43:14, 46:9  
KQV, Pittsburgh, Pa., 44:4  
WIBG, Philadelphia, Pa., 46:9, 50:8  
KCOM, Sioux City, Ia., 46:9  
WPWA, Chester, Pa., 47:16  
WESK, Escanaba, Mich., 50:8  
WORC, Worcester, Mass., 50:8  
KOAT, Albuquerque, N. M., 50:8  
KRSN, Los Alamos, N. M., 50:8  
KBOX, Modesto, Cal., 50:8

**AMERICAN BROADCASTING CO. (ABC)**  
triple exposure plan, 8:6  
ratings climb, 9:12  
financial reports, 13:15, 17:12, 30:12, 43:12  
Disney deal, 14:1, 20:8, 43:8  
personnel shake-up, 39:7  
Theatre Guild consultative contract, 43:8  
owned stations getting maximum power, 46:8  
'Disneyland' success, 47:9  
'magazine concept' program, 49:9

#### ANTENNAS, TRANSMITTING — see Equipment, Telecasting

**ANTI-TRUST** (see also Patents)  
ad agency study by Justice Dept., 6:11  
Justice Dept. files against Schine, 11:13  
NEDA consent judgment, 27:12  
16mm suit, 43:7  
Govt. moves against RCA patent pool, 47:1, 48:14  
Govt. suit against Philco, 51:1

#### APPLICATIONS & CPs FOR NEW TV STATIONS (see also UHF)

multiple ownership, 3:3, 5:3, 6:1, 39:3  
Westinghouse seeks clarification of multiple ownership, 3:14, 7:4, 8:3, 13:16  
Senate quiz on multiples, 4:6  
hearing charges get frantic, 5:2  
FCC's good record in processing, 6:3, 7:7  
Spartanburg site-move case, 6:6, 8:3, 10:3, 28:5  
St. Louis Ch. 11 case, 10:3, 35:6  
San Bernardino turned down, lack of funds, 12:2  
Clarksburg newspaper protest, 13:5, 15:3, 16:2, 27:3  
WHIZ-TV, Zanesville, channel shift, 15:3  
Broadcast Bureau asks reversal in Mobile case, 17:16  
Storer appeals multiple ownership rules, 24:12  
General Teleradio compliance with multiple ownership, 24:12  
FCC changes hearing rules, 29:7  
FCC hearing rules attacked by bar group, 30:14  
"party in interest" ruling, 31:4  
Easton-Allentown court decision, 34:2, 35:14  
perjury charge in Portland case, 35:6, 36:8, 38:10, 50:6  
laggards, 37:2  
"5-&-2" ruling, 38:1, 39:16  
diversification theme in decisions, 41:3, 51:3  
"anti-straddling" rule eliminated, 43:4  
CPs for Beaumont & Tampa stayed, 49:2, 51:6, 52:4  
CBS sales, policies attacked, 49:7, 50:9, 51:6, 52:4  
NBC Mt. Higby uhf, 51:6

## Supplements and Special Reports Published During 1954

References are to issues of *Television Digest* with articles pertaining to documents

#### Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.  
Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listings of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other North American stations.)

#### Special Supplements and Reports

Proposed Schedule of License Fees. Charges to be made for handling applications, modifications and licenses, issued by FCC as notice of rule-making. (Vol. 10:5).  
TV Set Ownership by Counties. Total families and receivers, by geographic areas, states and counties, including vhf and uhf breakdown, prepared for CBS-TV by A. C. Nielsen Co. (Vol. 10:9).  
Proposed Restrictions on Spurious Radiations. Full text of FCC's notice of rule-making specifying limits for various services and providing for system of equipment certification. (Vol. 10:16).  
Color TV Appraised by Network Presidents. Full texts of speeches by Frank Stanton and Sylvester L. Weaver Jr., on present status and immediate prospects of color, delivered during symposium of American Assn. of Advertising Agencies at White Sulphur Springs, W. Va., April 23, 1954. (Vol. 10:18).  
Where the TV Sets Are. J. Walter Thompson Co. report on homes with TV as of Jan. 1, 1954, covering the 340 top markets, giving figures on number of homes and receivers, percentage of saturation, etc. (Vol. 10:21).  
The Road to Responsibility. Full text of address

by William S. Paley, chairman, CBS Inc., before convention of National Assn. of Radio & TV Broadcasters in Chicago, May 25, 1954, on occasion of his acceptance of NARTB's 1954 Key-note Award. (Vol. 10:22).

Color Status of Network Affiliates. Station-by-station report on capabilities of NBC-TV and CBS-TV affiliates to carry network color or originate local slide, film and live color, derived from information supplied by networks. (Vol. 10:43).

Govt. Action Against RCA Patent Pool. Full text of complaint filed in civil action by Justice Dept., in U. S. Court for Southern District of New York, Nov. 19, 1954, charging RCA with operating patent pool in restraint of trade. (Vol. 10:47).

Govt. Civil Action Against Philco Corp. Full text of complaint filed in civil action by Justice Dept., in U. S. District Court of Eastern District of Pennsylvania, Dec. 15, 1954, charging Philco with illegally restricting distributors and dealers. (Vol. 10:51).

#### Bound Copies Available

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**BANKRUPTCIES**

Regal Electronics Corp., 1:12  
 Jewel Radio, 1:12, 5:15, 7:13  
 Tele King, 7:13, 27:12, 39:12  
 retail failures per Dun & Bradstreet, 8:9  
 Radar Electronics, 9:9  
 Muntz, 10:10, 11:11, 12:10, 29:9, 41:11  
 summaries, 11:10  
 Trad, 15:11  
 Video Products Corp., 16:10  
 Arcturus Electronics Inc., 22:13  
 RETMA notes failures, 25:16  
 Kaye-Halbert, 32:13, 35:12  
 Freed Electronics, 35:12  
 mfr. failures per Dun & Bradstreet, 43:11  
 Shaw Television, 52:3

**BOOSTERS & SATELLITES**

Comr. Sterling's proposals, 7:1  
 Elkins application denied, 12:14  
 Adler experiments, 17:5, 17:11, 47:3, 51:9  
 RCA experiments, 17:5, 31:14  
 Hawaiian applications, 20:8  
 Lambda-Pacific unit, 22:10, 49:12  
 FCC favorably inclined, 23:4, 47:3  
 Lawrenceburg outlet discontinued, 23:4  
 FCC ruling, 32:4, 33:3, 34:3, 36:4  
 Sylvania urges FCC on low power, 35:14  
 WJTV asks commercialization, 35:14  
 illegal, 36:14, 46:14, 47:3  
 applications filed, 38:16, 42:12, 46:8, 49:12, 50:6, 51:16  
 FCC low-power proposal, 51:2

**CENSUS, TV RECEIVER**

J. Walter Thompson, 1:16, 17:16, 21:1  
 NBC, 5:16, 6:12, 25:13, 33:16, 37:6, 41:2, 45:7, 50:14  
 CBS-Nielsen, 7:14, 9:1  
 Advertising Research Foundation, 15:8, 39:1, 44:14  
 Govt., farm TV, 41:14

**CLOSED-CIRCUIT & THEATRE TV**

closed-circuit business sessions, 1:7, 12:14, 20:8, 24:9, 37:5, 45:15, 46:6  
 Metropolitan Opera, 5:10, 28:8, 46:9  
 boxing, 17:15, 21:9, 26:15  
 BOTV-MCA tieup, 24:6  
 N. Y. Philharmonic, 32:8  
 National Theatres cancels equipment order, 34:14  
 BOTV legitimate plays, 37:5  
 medical symposia, 37:5  
 roundup, 39:4  
 Wilnot Castle distributing GE equipment, 39:14  
 church use, 41:6  
 animal surgery, 41:6  
 new RCA color theatre-TV equipment, 43:14  
 TNT buys 50 General Precision units, 43:14, 47:14  
 TOA sees theatre TV defense against fee TV, 45:15  
 new firms, 46:9  
 3-theatre tieup for Notre Dame game, 48:14  
 Fleetwood unit, 51:8

**COLOR**

'Tide' survey of advertisers, 1:9  
 debate over contributions to system, 1:13, 2:11  
 NARDA session, 1:13, 3:9  
 AIEE winter convention, 1:15  
 Telechrome test equipment, 2:7  
 dealers confident after seeing color, 2:9  
 newsmen with receivers, 3:7  
 DuMont "What's The Story" discusses color, 3:7  
 home use of set, 4:1, 8:2  
 IRE color issue, 4:5  
 NTSC dissolved, 6:7  
 color film, 7:10  
 sets offered by N. Y. dept. stores, 7:11  
 will affect theatres, says Charles Skouras, 8:11  
 Pat Weaver estimates color cost 20-25% extra, 9:7  
 set production estimates in 'Fortune,' 9:8  
 psychology in advertising, 13:13  
 NARTB technical sessions, 14:12  
 NARDA advises dealers, 16:10  
 program costs, per CBS, 17:7  
 Stanton & Weaver talk to AAAA, 18:1  
 agencies' sizeup, 20:14  
 Haile Selassie's first view, 23:11  
 Stanton predicts development, 23:8  
 effects on trademarks, 28:8  
 AT&T rates postponed, 33:15  
 color-corrected network routes, 33:15, 35:9  
 British debate about compatibility, 35:13, 37:11  
 RCA caravan, 37:11, 40:11, 41:13  
 tie-in promotions, 37:11  
 roundtable of networks, sponsors, agencies, 37:11  
 FCC members' viewing experience, 40:1  
 stations equipped for rebroadcast, 41:1  
 evolution, not revolution, 42:1  
 SMPTE sets film standards, 43:8  
 quality of black-&-white from color, 43:8  
 economist Smythe analyses status, 45:11  
 RETMA gets trade assn. award for NTSC work, 45:13  
 Balaban sizeup, 52:7  
 Eastman consent decree on color film, 52:7

**Network Facilities**

AT&T schedule, 11:4, 33:15, 35:9  
 network affiliates color-equipped, 41:1, 43:1, 44:9

**Programs**

newsmen comment on programs, sets, 1:14, 9:7, 23:11  
 Tournament of Roses Parade, 2:10  
 schedules outlined at NARDA meeting, 3:6  
 NBC Spot Sales closed-circuit, 3:7  
 closed-circuit demonstrations, 5:11

NBC "spectaculars," 12:14, 13:3, 30:13, 31:9, 38:11, 39:15, 40:11, 41:9, 43:7, 44:9, 45:11, 47:13, 48:13  
 costs average 10% more than monochrome, CBS estimates, 17:7  
 NBC shows kines, 18:10, 37:11  
 importance of film, 19:12  
 Metropolitan Museum, 20:14  
 NBC mobile unit, 21:15  
 tape said to be 1-2 years off, 22:15  
 3 film processes tested, 22:15  
 skin makeup, 22:15  
 seen dooming "white" in white goods, 22:15  
 Telechrome considers scanner leasing, 22:15  
 Ziv heavy on color film, 23:11, 25:14  
 Schwerin says weak programs to be helped by color at first, 23:11  
 CBS program schedule, 24:11, 26:14, 34:9, 35:9  
 Weaver points to NBC color capacity, 29:11  
 film commercials in preparation, 35:9  
 DuMont and ABC plans, 36:10  
 "Lucy" producer considers color inserts, 36:10  
 Witting urges color commercials first, 39:15  
 Technicolor sees big market, 41:13  
 big names, big fees, 42:11  
 "Abduction from the Seraglio," 45:11  
 color from black-&-white film, 45:11  
 minutes per day, 47:5  
 O'Neil urges producers to unload monochrome movies, 50:8

**Station Equipment**

camera deliveries, 3:6, 10:7  
 WBAL-TV makes own equipment, 2:7  
 station test signals, 4:14, 5:11  
 GE-CBS camera tieup, 5:4  
 RCA station-equipping plans, 7:4, 8:7, 37:11  
 RCA analysis of CBS camera, 7:5  
 CTI proposes 1-tube camera, 7:10, 36:10  
 FCC notes transmitter requirements, 11:14  
 RCA color bar for stations, 12:11, 14:12  
 first stations with RCA cameras, 13:8, 16:11, 17:7, 19:12, 21:15, 21:16, 31:9, 33:15, 36:10, 38:11, 42:11, 44:1, 46:9, 47:13  
 signal generators at IRE convention, 13:14  
 WMAR-TV uses of slides, 16:11  
 DuMont scanner, 18:2, 26:14, 31:9, 37:11, 42:11, 47:13, 52:7  
 GPL-Wickes tieup, 21:16  
 film scanners at NARTB convention, 22:4  
 GE scanners shipped, 25:14, 27:13, 34:9  
 stations equipped for network color, 26:14, 41:1, 43:1, 44:9  
 NBC film comparisons for producers, 29:11  
 roundup on scanners, 35:3  
 RCA "3-V" camera, 38:11, 43:13, 48:13, 50:10, 51:10, 52:7  
 RCA slide equipment, 39:14  
 Dage 3-vidicon camera, 41:12, 52:7  
 price of camera tubes reduced, 43:13  
 Telechrome equipment, 43:13  
 pioneers report live color simple, 44:1

**Tri-Color Tubes & Receivers**

RCA commercializes 15-in. tubes, 1:1  
 Hazeltine use of Lawrence tube, 1:2, 2:2  
 RCA 19-in. & 21-in., 2:1, 4:11, 22:11, 29:1, 30:3, 41:12, 46:9  
 Chromatic Labs making grids, 2:2, 13:14, 20:14  
 Rauland tubes, 2:2  
 converters, 5:11, 6:6, 7:10, 27:13, 29:11  
 RCA receiving tubes, 5:11  
 serviceman clinics, 6:7, 7:10  
 CBS tube plans, 6:7, 22:11, 28:1, 36:1  
 15-in. vs. larger tubes, 7:5, 10:1  
 24-in. Lawrence, 8:7  
 Emerson lease plan, 10:1, 12:10, 20:14  
 RCA set production plans, 11:9, 13:1  
 Westinghouse plans, 11:10  
 developmental units at IRE convention, 13:14  
 RCA large-scale promotion, 17:13  
 DuMont 19-in. tube, 18:2, 20:14  
 slow set sales, 18:8  
 Zenith waiting for 1-gun tube, 18:11  
 Chromatic licensees, 27:13  
 set production predictions, 30:13  
 projection sets, 31:9, 32:9, 47:13, 49:5, 51:10  
 Philco tube, 32:1, 33:15, 46:12  
 RETMA production reports, 32:9, 49:7  
 RCA cuts 15-in. set price, 33:15  
 trade ponders sales problems, 35:10  
 Sarnoff evaluates future, 36:12  
 standardization urged, 37:3  
 22-in. rectangular, 37:3  
 CBS-Columbia installation charges, 37:11  
 RCA 21-in. tube demonstration, 38:3  
 Motorola's Hansen on servicing, 39:15  
 N. Y. introduction, 40:8, 41:10, 42:7  
 market executives would buy sets with \$1000 "windfall," 43:13  
 Packard dealer gives set with car, 43:13  
 city census of sets, 43:13, 44:9, 50:10  
 tube patents, 44:9, 51:10  
 DuMont on set prices, 44:9  
 "chicken-egg state," say tube makers, 45:13  
 RCA components for 21-in., 50:10  
 plush selling techniques, 48:13, 51:10  
 build-your-own set, 48:13  
 RCA components for 21-in., 50:10  
 Hoffman's first 21-in., 50:10  
 RCA-CBS agreement on tubes, 51:10

**COLUMBIA BROADCASTING SYSTEM (CBS)**

Chicago TV City, 4:5  
 financial reports, 7:13, 14:12, 20:15, 32:14, 46:13  
 Nielsen survey of sets, 7:14  
 educational programs, 33:8  
 Stanton editorial, 35:2, 36:5  
 evaluation of radio network, 36:6

plans for 2 uhf outlets, 36:7  
 network and station profits, 36:7  
 station sales & purchases, 42:6, 43:1, 44:4  
 agreement with Zenith over Chicago's Ch. 2, 43:1  
 "Extended Market Plan," 49:4, 50:7, 51:16  
 affiliation changes, 50:1  
 Stanton stock ownership, 50:13  
 educational grants, 52:11

**COMMUNITY ANTENNA SYSTEMS**

analysis of Directory, 2:5, 24:3, 52:3  
 Jerrold color tests, 3:11  
 "pius" audience for stations, 3:12  
 new operations, 3:12, 7:7, 14:13, 22:8, 29:7, 34:8, 38:10, 40:4, 41:8, 50:8  
 Casper rates, 4:9  
 SKL 8-channel system, 7:14  
 sale of Schuylkill Haven system, 9:5  
 classified utility in Wyoming, 16:8, 51:9  
 microwaves to feed systems, 19:3, 23:6, 26:8, 28:8, 39:15, 52:4  
 NCTA convention, 20:11, 24:3, 25:7  
 attacked by Beacom, 21:8, 35:7  
 Magnuson bill to exempt excise tax, 23:6  
 Jerrold patent licensing, 24:10  
 radio operators attracted, 25:9  
 underground cable, 25:9  
 Casper TV grantee drops out, 29:7  
 Dubuque franchise fight, 35:7, 37:12, 38:9, 42:6, 50:8  
 excise tax, 37:12  
 Greenville, Miss. tower collapses, 40:4  
 Doerfer against FCC control, 46:8  
 NARTB group opposes, 46:9  
 British consider low-cost set, 48:9  
 state regulation asked in California, 50:8  
 1955 convention set for June 6-8, 50:8  
 operator claims choice of 29 signals, 50:8  
 longest pickup, 51:8  
 FCC spurious radiation limits, 52:4

**CONGRESS**

Lee confirmation, 3:5, 4:6, 5:10  
 committees, 3:5, 6:7  
 TV barred from House Operations Committee, 6:11  
 Senate committee meets FCC, 10:4  
 Kilgore attacks monopolies, 10:7, 11:14, 49:3  
 shooting in House, 10:12  
 Sen. Edwin Johnson retiring from Senate, 14:7  
 Bryson bill liquor hearings, 17:11, 21:16, 26:7, 27:14, 34:14, 38:8, 40:5, 43:14, 44:14, 45:7, 46:6  
 Bricker network regulation bill, 20:1  
 bills on sponsorship of proceedings, 22:9, 26:9  
 gambling bill, 23:14, 29:4  
 controversy over televising proceedings, 24:12, 32:5, 33:16, 34:7, 38:8, 46:6  
 Sen. Johnson defends station sales, 25:14  
 network investigation, 30:1, 31:1, 32:3, 34:1, 35:1, 36:14, 37:2, 39:7, 40:1, 41:4, 42:4, 43:14, 52:1  
 editorial on investigation, 35:1  
 hearing on programs, 40:3, 41:14, 42:12, 43:2, 49:7  
 Democratic victory presages probes, 45:1, 51:3  
 committee composition, 45:16

**DuMONT NETWORK (see also DuMont, under MANUFACTURERS)**

buys KCTV, Kansas City, 1:3  
 Tele-Centre, 24:6  
 sale rumored, 46:1, 47:16  
 Bergmann analyzes magazine concept, 48:8  
 considers Guild-Vitapix, 48:14  
 sells WDTV, Pittsburgh, 49:1, 50:9

**EDUCATIONAL TV**

WOR-TV tower offered educators, 3:14  
 Gov. Dewey proposes non-profit setup, 6:11, 13:6  
 Dr. Eisenhower's outlook, 8:4  
 New Brunswick CP dropped, 16:5  
 6 stations dedicated, 20:8  
 Hancock funds for Los Angeles in doubt, 24:12, 26:16, 32:6  
 Comr. Lee skeptical, 25:20  
 Regents charter N. Y. City group, 26:16  
 progress to date, 28:9, 40:12, 41:12  
 Louisiana funds, 29:12  
 Oklahoma funds, 29:12  
 NARTB referendum on tax-supported stations, 30:14, 33:6  
 Emerson \$10,000 gifts, 32:11  
 CBS programs, 33:8  
 efforts to save KTHE, Los Angeles, 43:14  
 Wis. voters deny state funds for TV, 45:16  
 some programs "too entertaining," educator says, 47:7

**ELECTRONICS, General, Non-TV**

'Tele-Tech' estimates size in 1953, 1:15  
 atomic battery, 5:15, 6:11, 14:11  
 FCC rejects "Manufacturers Radio Service," 6:11  
 Sprague sees \$5 billion year, 8:11  
 "Tinkertoy," 12:11, 50:13  
 automatic production symposium, 12:12  
 Stanford Research predicts growth, 14:11  
 Govt.-industry meetings, 15:13  
 New England, 16:11  
 solar batteries, 18:11, 27:12, 47:15  
 military demands in all-out war estimated, 19:13  
 diversification into electronics, 20:1  
 Halligan forecasts new uses, 20:13  
 RCA microscope most powerful, 20:13  
 Global Communications Symposium, 20:13  
 thermometer, 20:13  
 Sperry guided missile, 20:13  
 physiological monitor, 23:12  
 IBM computer, 23:12  
 Wurlitzer electronic piano, 23:13  
 Small Business Adm. loans, 30:11  
 inventions needed for defense, 33:13

electronic organ, 33:13  
industrial microwave, 34:13, 41:5  
Admiral airborne transceiver, 34:13  
National Electronics Conference, 35:13  
Sperry 4-megawatt klystron, 35:13  
Bureau of Standards lab dedicated, 38:15  
Willys selling electronic div., 38:15  
Los Angeles employment, 38:15  
ultrasonic "somascope," 38:15  
Conelrad plan for various services, 39:6  
radar warning systems, 40:11  
Mt. Palomar telescope, 41:12  
Sarnoff reports on light amplifier, 43:6, 52:9  
big future seen in office work, 43:13  
Bureau of Standards frequency standard, 43:13  
RCA's George Brown experiments with electronics in biology, 44:12  
Presidential communications policy committee, 45:9  
vhf-activated airport lights, 47:15  
new Raytheon radar range, 48:13  
Lear predicts artificial satellite, 48:13  
industry dollar volume, 51:14, 52:9  
wrist radio, 52:9  
radio-controlled traffic lights, 52:10

#### EQUIPMENT, TELECASTING

Antennas  
plane crashes, 4:8, 12:14, 19:7  
accidents, 5:8, 13:9, 20:8, 29:7, 34:8, 36:14  
40:12  
lighting and marking, 5:8, 10:6, 17:11, 23:8,  
35:14  
WFAA-TV & KRLD-TV "candelabra," 14:3  
tall towers, 15:14, 16:5, 26:16, 27:1, 28:8, 36:14,  
37:1, 42:2, 43:6, 48:2, 49:12, 50:6, 51:2  
multiple station towers, 14:3, 22:8  
GE vhf helical, 29:7  
directional, 33:4, 36:8, 49:7  
NARTB tower insurance, 36:14  
Empire State Bldg. 15-year contract, 44:6  
high Hawaiian satellite, 50:6

#### Cameras

Multicon, 3:8  
Thompson buys Dage, 13:13  
GE to make camera tubes, 14:13  
new British Marconi camera, 20:7  
"3-D" development, 44:6

#### Transmitters (see also UHF)

remote control foreseen, 22:8  
GE 100-kw, 46:8  
GE 50-kw high-band vhf, 47:10

#### Miscellaneous

DuMont asks better depreciation, 4:8  
tri-dimensional, 26:14  
RCA long-lived TV tube, 28:13  
coast-to-coast reception, 30:14  
GE noise-free studio light bulbs, 47:10  
Fleetwood Corp. enters field, 49:12  
"Yox box" laugh device, 51:8  
spiral scanning, 52:7

#### FEDERAL COMMUNICATIONS COMMISSION (FCC)

ownership reports abolished, 3:14  
Lee confirmation, 3:5, 4:6, 5:10  
new attorneys & engineers, 4:7, 10:5, 20:6  
budget, 4:14, 21:16, 25:20  
Bartley deplors "traffic cop" concept, 5:9  
license fees, 5:16, 7:14, 10:12, 11:14, 12:14, 13:1,  
14:14  
Mary Jane Morris named secretary, 6:4  
lawyers shifted to decision section, 10:3  
meeting with Congress, 10:4  
FCC counsel charged with bias, 11:6  
Edward Lamb case, 11:16, 13:16, 15:14, 19:5,  
20:16, 22:16, 23:5, 24:5, 25:14, 26:6, 28:5, 29:12,  
30:14, 31:14, 32:6, 33:7, 35:6, 36:14, 37:12, 38:6,  
39:10, 40:5, 41:6, 42:5, 44:6, 45:16, 46:14, 47:6,  
51:9  
Hyde named acting chairman, 17:16  
Starbuck of old FCC dies, 19:5  
Sterling gets 30-year pin, 19:5  
Lee speeches, 19:6, 39:10, 46:14  
"territorial exclusivity" proposal, 14:3, 19:14,  
20:16  
20th anniversary, 20:16  
Plummer discusses spectrum utilization, 22:8  
Doerfer reappointed, 23:1, 25:6, 27:14  
anti-communist proposal on amateurs, operators,  
24:12, 30:14  
lawyer resignations, 26:7  
NARTB urges naming of chairman, 37:12  
Sterling resigns, 38:7  
candidates for membership, 38:7  
McConnaughey named chairman, 39:1, 40:2, 41:4  
Navy counsel attacks "influence," 39:14  
J. Edgar Hoover reports red in station, 40:5  
cease & desist conviction, 40:10  
memo on employes' personal conduct, 41:4  
McConnaughey speeches, 44:6  
"conflict of interest" charge against McConnaughey, 44:6  
confirmation of McConnaughey blocked, 46:3,  
47:16  
Lee discusses industry "czar," 46:14  
replacement for Henneck considered, 49:8  
turns down WFCC call letters request, 49:12  
Cowgill common carrier chief, 50:4  
Cunningham named chief examiner, 50:4  
"overcommercialization" questioned, 50:8  
Senate committee seeks station income figures,  
52:1

#### FILM, TV—See Movies & TV Films

#### FINANCIAL ACTIVITY, GENERAL

Manufacturing  
value of 1953 output, 4:10

Television-Electronics Fund Inc., 6:10, 9:11,  
15:12, 22:14, 32:13, 33:14, 46:13  
'N. Y. Times' survey of 586 companies, 25:19  
total stockholders per company, 28:13  
NCO survey of 18 manufacturers, 31:13  
observers at RCA color demonstration, 38:15  
per-share earnings of 12 companies, 38:16  
favored companies of trusts, etc., 39:14  
Bache list of companies favored for capital gain,  
50:13

#### Telecasting (see also Advertising)

FCC report on post-freeze stations, 1:6, 21:2  
Storer stock purchase, 3:13  
'Printers' Ink' summary of 1953, 4:6  
WOOD-TV, Grand Rapids, 9:4  
KMPT, Oklahoma City, receivership, 9:5  
Doherty's analysis, 11:3  
Storer financial reports, 11:13, 17:12, 33:14,  
47:15, 50:13  
WJPB-TV, Fairmont, W. Va., 12:1  
KETX, Tyler, Tex., off and on air, 14:2, 15:6  
FCC report on 1953, 21:1, 24:4, 43:5  
'Sponsor' report on pre-freeze stations, 21:10  
pre-freeze stations testify on losses, 26:8  
KMJ-TV, Fresno, 27:7  
KGUL-TV, Galveston, 27:13  
recapitulation of stations off air, 28:1  
WNBF-TV, Binghamton, 28:14  
WTSK, Knoxville, 29:12  
WBRE-TV, Wilkes-Barre, 31:14  
Kansas City low-cost proposal, 32:8  
KBMT, Beaumont, 33:9  
WNEM-TV, Bay City, 33:16  
classes of station ownership, 35:4  
Storer borrows \$12,000,000, 36:8  
CBS network-station income, 37:6  
half billion invested in stations, 41:4  
Meredith Pub. financial reports, 43:12  
industry nears billion annually, 48:1  
revenues-per-set, 48:7  
Bitner public stock sale, 48:10  
KTVQ, Oklahoma City, Chapter X reorganiza-  
tion, 52:6  
KOMO-TV, Seattle, separates TV & AM, 52:6

#### Stations Off Air

KCTY, Kansas City, Mo., 7:2  
WIFE, Dayton, O., 11:1  
KRTV, Little Rock, Ark., 11:1  
WOSH-TV, Oshkosh, Wis., 12:1  
WACH, Newport News, Va., 14:2, 31:3  
KACY, Festus, Mo., 15:6, 39:9  
WKLO-TV, Louisville, Ky., 17:4  
WBKZ-TV, Battle Creek, Mich., 17:4  
XELD-TV, Matamoros, Mex., 18:4  
CMTV, Havana, Cuba, 18:4, 22:10, 35:9  
WFPG-TV, Atlantic City, N. J., 19:2  
WTAC-TV, Flint, Mich., 19:2  
KFAZ, Monroe, La., 19:2  
KDZA-TV, Pueblo, Colo., 20:3  
WECT, Elmira, N. Y., 22:3  
WKJF-TV, Pittsburgh, Pa., 26:3  
KNUZ-TV, Houston, Tex., 27:3  
WFTV, Duluth, Minn., 28:4  
WRAY-TV, Princeton, Ind., 28:4  
KBID-TV, Fresno, Cal., 29:3  
WCHA-TV, Chambersburg, Pa., 29:3  
WKAB-TV, Mobile, Ala., 31:3  
WCOC-TV, Meridian, Miss., 31:3  
KSTM-TV, St. Louis, Mo., 32:4  
KTHE, Los Angeles, Cal., 37:3  
KOPR-TV, Butte, Mont., 38:2  
WTOV-TV, Norfolk, Va., 40:4  
KETX, Tyler, Tex., 43:3  
WPPA-TV, Pensacola, Fla., 45:3, 50:3  
WTV, Elmira, N. Y., 45:3  
KCEB, Tulsa, Okla., 49:6  
WNAM-TV, Neenah, Wis., 49:6  
WPMT, Portland, Ore., 52:2

#### FINANCIAL REPORTS — see individual manu- facturers and networks

#### FOREIGN TV

Italy, 3:8, 12:13  
Philips universal set, 3:8  
Morocco, 7:10  
Denmark, 9:10, 39:15  
South America, 12:3, 18:7  
Russia, 13:15, 28:12, 52:7  
France, 13:15  
Japan, 17:11, 27:11  
Germany, 19:10, 23:10, 35:12, 45:13  
Colombia, 19:10, 25:18, 45:11, 51:13  
Australia, 20:16, 44:5, 45:11, 49:16  
"Eurovision," 23:14, 39:3  
Philippines, 28:14, 33:16  
world roundup, 30:5  
international possibilities, 30:14, 31:10, 34:7  
Voice of America, 33:7, 47:9, 48:14  
Philips of Eindhoven financial report, 35:13  
Austria, 39:15  
India, 39:15  
Central American Bestr. Assn., 41:13  
DuMont's Marx reports on Europe, 44:6  
Iraq, 47:9  
Y&R's Erickson urges close watch on overseas  
TV, 48:10  
Guatemala, 50:6  
Luxembourg, 50:14  
Paramount's foreign interests, 50:9

#### Britain

license fee increase, 10:8  
commercial TV, 11:13, 13:6, 32:7, 38:8, 50:14  
Sir Ian Jacobs says color 2 years away, 23:11  
Pye Ltd. financial report, 35:13  
transmitter sales, 39:8  
BBC 10-year plan, 42:6  
roundup after tour, 45:4

Sir George Barnes studying U. S. color, 45:11,  
48:13

"bootlegged" sets, 47:7  
spurious radiation problems, 47:14  
theatre TV, 47:16  
fourth program contractor selected, 48:10  
TV called "Encmy No. 1," 50:14

#### Canada

govt. TV-radio appropriations, 7:14  
private stations authorized, 26:10, 35:8  
east-west link, 30:11  
set sales, 39:12, 47:14  
channel changes attacked by "Toronto Telegram,"  
44:7

#### Cuba

airplane relay for Series, 40:12  
Santa Clara-Camaguey microwave, 42:12  
AT&T plans Florida-Cuba microwave, 39:16,  
45:9, 49:12, 51:16

#### Mexico

raises import duties on sets, 1:14  
XELD-TV, Matamoros, 5:16, 6:12  
new CPs, 31:13  
Azarraga-O'Farrill merger, 49:10

#### FM (Frequency Modulation) BROADCASTING

functional music decision, 1:10, 8:6,  
Britain chooses FM, 4:14  
Maj. Armstrong dies, 6:12  
KE2XCC closed down, 10:5  
revitalization seen by Comr. Sterling, 22:15  
WABF, New York, sold, 25:20  
auto set, 47:14

#### HOME LIFE, TV's IMPACT ON (see also Sur- veys)

Catholic "TV office" in Rome, 1:7  
Methodist fund-raising for TV programs, 1:7  
helps piano sales, 7:12  
Yale Divinity School survey of parents, 17:11  
implosion of tube in Cleveland, 17:15  
TV-phone predicted by Bell's Bown, 19:13  
clothing sales affected, 20:8  
TV uses 10% of home electricity, 23:8  
Sarnoff discusses TV and law enforcement, 24:12  
NAFBROT survey re children, 29:6  
music industry flourishes, 30:11  
British preference for 17-in., 30:11  
Germans prefer TVs to bathrooms, 30:11  
Northwestern U survey on viewing habits, 30:14  
"TV slump" and "TV squat," 30:14  
TV photography, 30:14  
clergyman urges use, 32:5, 39:9  
Sen. Hendrickson polls TV-radio editors, 32:14  
decline in bus travel, 33:10  
skywriting hurt, 35:14  
Garry Moore "nickel appeal," 38:6  
"ghost of grandfather," 38:11  
woman chokes cat while watching wrestling,  
39:16  
TV-radio barred from murder trial, 41:14  
President calls veteran after seeing program,  
41:14  
individual sets for restaurant booths, 42:12  
court trial televised, 49:11  
NARTB study of juvenile delinquency, 51:9

#### INDUSTRIAL TV

RCA "TV-Eye," 1:15, 9:10, 31:13, 42:10  
closed-circuit at horse races, 3:12  
blood-cell counter, 3:12  
police lineup, 8:11  
self-propelled undersea camera, 11:12  
at IRE convention, 13:13, 14:11  
hospitals with CBS closed-circuit color, 18:10  
new Diamond Power camera, 22:15  
GE offering CBS color equipment, 24:11  
TV intercom, 34:13  
Philco plans production, 35:13  
Marconi vidicon, 35:13  
GPL vidicon, 41:12  
camera in turnpike tunnel, 47:15

#### INSTITUTE OF RADIO ENGINEERS (IRE)

major awards, 41:12  
officers and fellows, 46:12

#### LABOR—see Unions

#### MERCHANDISING

Farr's survey of 400 dealers, 3:10  
RCA's Elliott suggests sales techniques, 3:11  
St. Louis BBB asks ad improvement, 3:11  
NARDA officers, 3:13  
NARDA Blue Book, 6:10  
color offered by N. Y. dept stores, 7:11  
retail failures per Dun & Bradstreet, 8:9  
markets indicated by new CPs, 9:3  
National Assn. of Discount Merchants, 9:10  
FTC hearings and proposals, 23:10, 24:10, 26:12,  
31:12  
banker warns dealers to improve practices, 24:10  
TV leads appliance sales of NARDA members,  
25:18  
FTC drops Sylvania tube case, 25:18  
NAED officers, 25:18  
percentages of dept. store sales, 28:12  
NARM officers, 30:10  
discount houses, 31:12, 32:10, 34:12, 35:12, 37:10,  
44:11, 45:14  
BBB tests miniature antennas, 33:12  
NARDA accounting system, 33:12  
problems of selling color, 35:10  
FTC ad allowance ruling, 35:12  
preferred brands, 37:10  
survey of second-set market, 37:11  
marts, 38:13, 40:9  
Johnston, NARDA, asks understanding of mfrs.,  
42:10  
NEDA officers, 43:12  
W. T. Grant tries set sales, 46:11

RETMA dealer census, 47:14  
GE discontinues factory-fixed prices, 48:12  
drop summer markets, NARDA urges, 50:12  
"Videotown" survey of buying habits, 50:14  
putting low-cost sets into custom cabinets, 52:10

**MILITARY PROCUREMENT**—see Mobilization

**MILITARY, USE OF TV BY**  
Navy training unit, 19:13  
Army tactical unit, 19:13  
stations at isolated bases, 19:14, 20:16, 21:16,  
23:14, 26:13, 27:4, 44:8  
recruiting via TV, 28:6, 33:7  
combat use, 33:1  
color at Ft. Huachuca, 50:13

**MOBILIZATION**  
electronics in budget, 4:13  
Signal Corps posts realigned, 28:13  
House committee attacks untested set, 30:13

**MONOPOLY**—see Anti-Trust

**MOVIES & TV FILMS**  
theatre ownership of TV stations, 2:5, 29:6  
NARTB survey of film use, 3:14  
'Variety' predicts \$40,000,000 in TV films this  
year, 3:14  
Academy Awards telecast, 6:5  
Hughes buys RKO, 13:8, 18:7  
SMPTE convention, 15:7  
MPTV plan for film sales, 16:7, 25:12  
bankers' view of TV film, 23:6, 25:12, 51:8  
Autry & Rogers movies due for release, 24:6,  
43:7  
COMPO planning TV plugs, 24:6  
Telenews buys Industrial Pub. Co., 25:19  
Ziv signs Eddie Cantor, 26:9  
stars' income from TV film, 27:6  
Goldwyn predicts movie-TV joining, 29:6  
GPL 745-line system for films, 29:12  
Clipp's film-rate proposal, 30:7  
networks planning film production, 31:7  
Rembusch proposes \$1,000,000 TV plug, 33:6  
Weaver deprecates "senile celluloids," 34:4, 35:6,  
36:2  
TV film booms Hollywood, 34:6  
Advertist survey of film repeats, 35:6  
union boycott of film made in England, 35:9  
movie industry financial upturn, 37:6, 48:5  
Guild Film stock offer, 37:8  
confusion over number of re-runs, 38:9  
WTOM-TV plans for film, 41:6  
General Teleradio cites rating, 41:8, 45:9  
TV and feature film to be shot in Australia, 42:6  
Vitapix-Guild agreement, 44:8, 45:8, 52:6  
"Foreign Intrigue" to be made feature, 45:9  
J. Arthur Rank financial report, 45:15  
TOA officers, 45:15  
"Tide" on 1955 trends, 47:9  
TV-movie affinities, 47:9, 49:11  
Ziv expansion into Europe, 47:9  
satire on TV planned, 47:16  
DuMont "Tel-Eye" for film making, 48:5  
efforts to buy RKO backlog, 48:8, 49:11  
Disney urges TV for movie promotion, 49:10  
Zanuck likes TV techniques, 49:10  
MCA-TV takes over UTP, 50:8, 52:6  
Republic features to TV, 50:8  
Paramount's TV interests, 50:9  
music editors going to TV, 51:8  
Disney financial reports, 51:15  
Warner Bros. financial reports, 51:15  
Twentieth Century-Fox financial reports, 51:15  
TV Inc. formed for film buying, 52:6  
movies selling premieres to sponsors, 52:6  
suit on unauthorized TV showing, 52:6

#### MUSIC AGENCIES

ASCAP, 35:9, 45:11

#### MUTUAL BROADCASTING SYSTEM (MBS)

billings, 2:7  
says business best yet, 11:7  
sale of network denied, 16:6  
20th anniversary, 39:6

#### NATIONAL ASSOCIATION OF RADIO & TELEVISION BROADCASTERS (NARTB)

code, 4:12, 5:7, 14:7, 49:10, 50:14  
set census, 4:14, 20:16, 30:14  
program logs, 7:14  
conventions, 14:12, 20:5, 22:1, 41:14  
TV ad bureau, 17:1, 18:12, 20:16, 22:6, 24:7, 26:1,  
27:2, 28:6, 31:7, 32:7, 35:7, 36:7, 39:6, 45:8,  
48:14, 49:16, 51:16, 52:5  
Meagher radio v.p., 20:6  
Richards resigns, 22:6  
tower insurance, 36:14  
petitions FCC on TV station identification, 37:12  
Voice of Democracy contest, 38:11, 42:12, 45:8  
criticism of too many district meetings, 39:6  
Justin Miller Fund at USC, 42:4  
beer & wine questionnaire, 42:12, 46:6  
study of juvenile delinquency, 51:9

#### NATIONAL BROADCASTING CO. (NBC)

spot sales 1953 billings, 1:9  
"Today" billings, 3:6, 49:9  
"Home" program, 4:8, 49:9  
all night AM operations, 4:9  
NBC Enterprises, 9:12  
takes over "March of Time" library, 16:5  
spot sales arrangement with Crosley, 17:8  
souvenir shop exploiting personalities, 17:11  
"Voice of Firestone" dropped, 20:7  
new rates for production & service, 25:14  
Sarnoff on editorials, 36:5  
attitude on radio network future, 36:6  
plan for optional affiliates, 36:8  
"RCA" call letters, 36:14, 40:4  
"magazine" program billings, 40:12, 49:9  
new optional ID, 42:12

'New Yorker' profile on Weaver, 45:7  
turns down McCarthy request for time, 48:14,  
affiliation changes, 50:1

**NETWORKS, Coaxial-Microwave Facilities**  
private links, 3:4, 20:8, 29:7, 33:7, 36:14, 38:9,  
39:16, 46:3, 51:4, 52:4  
round robin, 5:8, 31:14  
AT&T rates attacked by ABC, 25:14  
color rates and routes, 33:15  
"package" rate, 35:7  
plans for U. S.-Cuba interconnection, 39:16, 45:9,  
49:12, 51:16  
new AT&T antenna design, 44:12  
Miami-W. Palm Beach L-3 link, 45:16  
AT&T considers low-cost service, 51:4

#### NEW STATIONS ON AIR (see Financial, Tele-casting, for stations leaving air)

WFBC-TV, Greenville, S. C., 1:3  
KHOL-TV, Kearney, Neb., 1:3  
WCOG-TV, Meridian, Miss., 1:3  
WBTM-TV, Danville, Va., 2:4  
WEAR-TV, Pensacola, Fla., 3:3  
WKAR-TV, E. Lansing, Mich., 3:3  
WARM-TV, Scranton, Pa., 5:2  
KCEB, Tulsa, Okla., 6:3  
WTOG-TV, Savannah, Ga., 6:3  
WKAQ-TV, San Juan, P. R., 7:2  
WNEM-TV, Bay City, Mich., 7:2  
WRDW-TV, Augusta, Ga., 7:2  
KBID-TV, Fresno, Cal., 7:3  
WMTG, Adams, Mass., 7:3  
WDSM-TV, Duluth, Minn., 9:2  
KDAL-TV, Duluth, Minn., 9:2  
WTRI, Albany, N. Y., 9:2  
KFBC-TV, Cheyenne, Wyo., 10:2  
KSNAN-TV, San Francisco, Cal., 10:2  
WMUR-TV, Manchester, N. H., 11:5  
WINK-TV, Ft. Myers, Fla., 11:5  
WAPA-TV, San Juan, P. R., 11:5  
WQED, Pittsburgh, Pa., 12:1  
KFBB-TV, Great Falls, Mont., 12:2  
WJPB-TV, Fairmont, W. Va., 12:2  
WSJV, Elkhart, Ind., 12:2  
WSLI-TV, Jackson, Miss., 12:2  
KARK-TV, Little Rock, Ark., 13:4  
WNET, Providence, R. I., 13:4  
KVAL-TV, Eugene, Ore., 13:4  
WHA-TV, Madison, Wis., 13:5  
CHSJ-TV, St. John, N. B., 13:5  
KULA-TV, Honolulu, T. H., 15:2  
WMFD-TV, Wilmington, N. C., 15:2  
KQED, San Francisco, Cal., 15:2  
WALB-TV, Albany, Ga., 15:2  
KBMT, Beaumont, Tex., 15:2  
WHO-TV, Des Moines, Ia., 16:3  
WDEF-TV, Chattanooga, Tenn., 16:4  
KRGV-TV, Weslaco, Tex., 16:4  
WGAN-TV, Portland, Me., 17:2  
WKNY-TV, Kingston, N. Y., 17:2  
WSEE, Erie, Pa., 17:3  
XEJ-TV, Juarez, Mex., 17:3  
KTEN, Ada, Okla., 18:4  
KGLV-TV, Mason City, Ia., 19:1  
KFJX-TV, Grand Junction, Colo., 22:3  
CBWT, Winnipeg, Man., 22:3  
WBOC-TV, Salisbury, Md., 23:3  
CHCH-TV, Hamilton, Ont., 23:3  
WDBO-TV, Orlando, Fla., 24:1  
KVDO-TV, Corpus Christi, Tex., 24:1  
WISH-TV, Indianapolis, Ind., 26:2  
WKBT, La Crosse, Wis., 26:2  
KDRO-TV, Sedalia, Mo., 26:3  
WMSL-TV, Decatur, Ala., 27:3  
KGVO-TV, Missoula, Mont., 27:3  
WCET, Cincinnati, O., 27:3  
KWK-TV, St. Louis, Mo., 28:3  
WLAC-TV, Nashville, Tenn., 28:3  
KGEQ-TV, Enid, Okla., 28:4  
KXJB-TV, Valley City, N. D., 29:2  
CFCM-TV, Quebec City, Que., 29:2  
WTHI-TV, Terre Haute, Ind., 30:1  
WGR-TV, Buffalo, N. Y., 31:3  
WPBN-TV, Traverse City, Mich., 31:3  
CKCK-TV, Regina, Sask., 31:4  
WGTH-TV, Hartford, Conn., 32:4  
WTVD, Durham, N. C., 33:3  
WMBV-TV, Marinette, Wis., 33:3  
WJNO-TV, Palm Beach, Fla., 34:3  
WCHS-TV, Charleston, W. Va., 34:3  
WMTW, Poland, Me., 36:2  
WMVT, Montpelier, Vt., 36:3  
KQVR, Stockton, Cal., 36:3  
WCMB-TV, Harrisburg, Pa., 36:3  
KSWM-TV, Joplin, Mo., 36:3  
CKLW-TV, Windsor, Ont., 36:3  
WUSN-TV, Charleston, S. C., 37:3  
WINT, Waterloo-Ft. Wayne, Ind., 37:3  
WTWO, Bangor, Me., 37:3  
KTVX, Muskogee, Okla., 38:2  
KUTV, Salt Lake City, Utah, 38:2  
WLOS-TV, Asheville, N. C., 38:3  
KETC, St. Louis, Mo., 38:3  
CFPA-TV, Port Arthur, Ont., 38:3  
KTIV, Sioux City, Ia., 31:2  
KALB-TV, Alexandria, La., 39:3  
KPLC-TV, Lake Charles, La., 39:3  
KFVS-TV, Cape Girardeau, Mo., 40:4  
CFRN-TV, Edmonton, Alta., 40:4  
WBTW, Florence, S. C., 41:2  
CJCB-TV, Sydney, N. S., 41:3  
CHCT-TV, Calgary, Alta., 41:3  
KAKE-TV, Wichita, Kan., 42:4  
KLTW, Tyler, Tex., 42:4  
WCNY-TV, Carthage, N. Y., 43:3  
WTVW, Milwaukee, Wis., 44:2  
KREM-TV, Spokane, Wash., 44:2  
WSAU-TV, Wausau, Wis., 44:2

WQXI-TV, Atlanta, Ga., 44:3  
WSFA-TV, Montgomery, Ala., 45:3  
KUON-TV, Lincoln, Neb., 45:3  
KVOO-TV, Tulsa, Okla., 46:2  
KCKT, Great Bend, Kan., 46:3  
KTRK-TV, Houston, Tex., 47:3  
KCTS, Seattle, Wash., 47:4  
CKWS-TV, Kingston, Ont., 47:4  
CJIC-TV, Sault Ste. Marie, Ont., 47:4  
WFMZ-TV, Allentown, Pa., 48:4  
WEDM, Munford, Ala., 48:4  
CJBR-TV, Rimouski, Que., 48:5  
WIRI, Plattsburg, N. Y., 49:6  
KCKW-TV, Moncton, N. B., 49:6  
WOAY-TV, Oak Hill, W. Va., 50:3  
CFQC-TV, Saskatoon, Sask., 50:3  
WEAT-TV, W. Palm Beach, Fla., 52:2  
WUNC-TV, Chapel Hill, N. C., 52:3  
CBHT-TV, Halifax, N. S., 52:3

#### NEWSPAPERS, TV'S IMPACT ON (see also Surveys)

ownership of TV stations, 2:5, 29:3  
charge for logs, 4:5  
growth in 1953, 11:7  
urge to improve vs. TV, 17:15  
Johnson bill to restrict TV ownership, 18:12  
TV not "big bad wolf," says John Herbert, 44:5  
don't blame TV for all losses, papers told, 47:7  
ANPA joins court appeal against FCC, 51:3

#### PATENTS (see also Anti-Trust)

court rules on RCA sublicensing, 3:12  
Armstrong suit, 3:12  
RCA-Zenith suit, 8:9, 10:10, 21:14, 25:19, 27:7,  
31:12, 33:12, 42:11, 49:13, 50:8, 51:15  
RCA-GE agreement, 13:15  
extensions being signed, RCA reports, 19:11  
'Retailing Daily' series, 20:12, 21:14  
RCA royalty cuts, 30:11  
color tubes, 44:9  
IT&T-GE agreements, 46:12  
Philco agreements, 46:12  
Govt. suit against RCA, 47:1, 48:14  
FCC proposal on disclosures, 50:3  
RCA-CBS color tube agreement, 51:10

#### POLITICS

McCarthy refused network time, 11:5  
Morrow's "See It Now," 11:5, 15:1, 16:7  
Pres. Eisenhower's technique, 15:8  
Democrats consider closed-circuit rally, 20:8  
FCC amends political broadcasting rules, 26:9,  
31:7, 37:12  
politicos in TV, 28:6  
survey of TV effects on 1952 campaign, 29:12  
GOP film "Report to the People," 33:16  
TV-radio in campaigns, 37:7  
Doerfer criticizes equal-time law, 38:7  
Communist right to broadcast, 39:9  
Democrat TV handbook, 39:16  
GOP film for congressmen, 40:12  
Bartley speech, 41:14  
"hell" heard on Nixon program, 42:4  
TV-radio effect on McCarthy discussed by Vade-  
boncoeur, 43:6  
Cabinet telecast, 44:7  
FCC rules on station-candidate disputes, 44:7  
equal time on "Strike it Rich," 44:7  
President confuses Folsom with Stanton, 44:7  
TV-radio handling of election returns, 44:14

#### PREDICTIONS

'Television Digest,' telecasting volume in 1954,  
1:4, 23:1  
industry leaders, 1954 sets sales, 1:11, 28:10  
RCA's Sacks, phonograph business, 3:10  
Admiral's Barreca, Canadian TV market, 3:10  
Sylvania's Mansfield, industry generally, 5:13  
CBS's Stanton, stations and income, 14:5  
Stanford Research, electronics growth, 14:11  
Admiral's Johnson, set sales in 3 years, 16:10  
Westinghouse's Campbell, Canadian market, 19:9  
GE's O'Brien, TV & color in 1964, 23:11  
DuMont, TV advertising in 1958, 26:15  
Admiral's Siragusa, sales for 3 years, 29:9  
color set production, 30:13  
NBC's Robert Sarnoff, telecasting volume, 34:14  
RCA's Folsom, electronics volume by 1957, 39:11  
Motorola's Paul Galvin, industry, 42:9  
RETMA, 1955 set production, 47:14  
Odorizzi, set servicing, 48:11  
RCA's Sarnoff, electric power consumption, 48:12  
industry leaders, 1955 production, 51:13, 52:10

#### PROFITS, TV STATIONS—see Financial Activity

#### PROGRAMS AND PRODUCTION

WACH-TV "continuous performance," 1:9  
commentator gets \$10,000 in "red" charge, 2:6  
gratuity racket, 2:14  
Hearst Metrotone buys Telenews service, 2:14  
"laugh tracks" deplored by critic, 4:8  
NBC "Home" 4:8, 9:8  
Bernays survey of commercials, 5:1, 7:9, 15:9  
giveaways, 6:5, 15:4, 22:9, 42:6, 48:14, 52:12  
Teleprompter, 7:9, 15:2, 35:13  
Billy Rose sponsors play critics, 8:6  
"stereophonic TV" test, 9:11  
"Strike it Rich," 10:12  
McCarthy-Murrow exchange, 15:1, 16:7, 21:10  
MPTV plan for film sales, 16:7  
Army-McCarthy hearings, 16:7, 17:16, 18:7, 19:5,  
20:7, 21:10, 22:9, 25:12  
Robert Sherwood says TV helping theatre, 17:9  
Paley's speech on news responsibility, 22:1  
"Facts Forum," 23:5  
Curtis planning program magazine, 31:6, 35:6  
Wrather buys "Lone Ranger," 32:8  
trend to live programs, 32:14

soap opera audience, 33:8  
Robert Sherwood plays, 34:6  
Theatre Guild plans plays from TV dramas, 34:6  
INS photo-tape service, 34:14  
WOR-TV feature film repeats, 37:7  
Hollywood network originations increase, 39:9  
TV writers to Hollywood, 42:6  
model libel relief law, 42:6  
investment broker suit against WTVJ, 43:8  
light jubilee show, 44:5, 45:9  
Gould cites effect of press criticism, 44:14  
fall top 10 ratings, 46:6  
discrimination against Negro performers charged, 48:9  
court trial televised, 49:11  
CBS's Robinson writes in 'Esquire,' 50:14  
Gleason \$11,000,000 contract, 52:5  
talent control attacked by 'Advertising Age,' 52:6  
end of talent-raiding sought, 52:6

#### Awards

'Radio-TV Daily,' 3:7  
Christopher, 4:14  
Emmy, 7:14  
Lee deForest, 12:7  
Alfred I. duPont, 13:16  
George Polk, 15:8  
Ohio State U., 15:14  
Peabody, 16:5  
'TV Guide,' 16:5  
Sigma Delta Chi, 16:5  
Headliners, 22:9  
Freedom, 28:13  
'Saturday Review,' 31:10  
'Billboard,' 31:10  
Golden Mike, 37:6  
Christophers, 47:7  
Sylvania, 49:11  
'Look,' 50:7  
McCall's, 52:6

#### RADIO-ELECTRONICS-TELEVISION MFERS. ASSN. (RETMA)

plan for spurious radiation, 14:9, 34:9  
Sprague named for Medal of Honor, 18:9  
officers, 25:16, 26:13  
manufacturers' failures, 25:16  
Voice of Democracy contest, 38:11, 42:12, 45:8  
gets trade assn. award for NTSC work, 45:13  
automation committee, 51:14

#### RECEIVER INSTALLATION & SERVICING

color sets, 6:7, 7:10, 8:7, 9:7  
Mary Pickford's magnifier, 11:11  
servicing called key factor, 35:12  
N. Y. probe of racketeering, 43:11, 48:12, 49:15  
"Dragnet" featuring exposé, 44:11  
volume predicted by RCA's Ordorizzi, 48:11  
electric power consumption \$450,000,000, 48:12

#### RECEIVER PRODUCTION (see also individual manufacturers)

1953 output, 2:9, 4:10  
Mansfield's analysis of industry, 5:13  
medium-sized set makers' approach, 6:8  
compared with auto output, 6:10, 19:10  
"Tinkertoy" TV Set, 6:11  
radiation and IF, 8:9, 9:9, 14:9, 16:1, 34:9, 38:14, 39:12, 42:10  
printed-circuit sets, 13:11, 25:18  
Sen. Douglas cites unemployment, 13:11  
private labels and price cuts, 15:11  
plant vacations, 17:15, 26:12  
Preview group indicted in \$2,000,000 swindle, 18:10  
RCA series-string tubes, 21:14, 30:11, 41:11  
surveys of set makes sold, 22:13, 25:18  
plastic cabinets, 24:10  
"TV-radio" suggested by Gould, 27:11  
phosphor consumption, 28:13  
average factory value, 30:9, 46:10  
GE engineer envisages thin screen, 34:13  
automation, 34:13  
govt. business census, 35:12  
Benrus plans radio production, 35:12  
Sarnoff predictions, 36:13  
radio market improves, 38:12  
Greenebaum's production estimates, 39:12  
ARB survey of sales, second sets, etc., 41:1  
masonite & chipboard cabinets, 41:11  
phonograph ownership, 45:13  
NEMA officers, 46:11  
components makers highly competitive, 47:13  
1955 production estimates, 47:14  
inventory buildup, 49:14, 50:11  
"Videotown" survey of buying habits, 50:14  
light amplifier, 52:9

#### RECORDS & RECORDINGS—see Tape Recordings

#### REPRESENTATIVES, TV STATIONS

Venard, Rintoul & McConnell, 2:7, 12:7  
Hoag-Blair Co., 33:6  
H. Quenton Cox & Assoc., 47:8  
John L. McGuire, 51:7  
SRA officers, 52:5

#### SALES, TV STATIONS (see AM Broadcasting for radio sales)

KCTY, Kansas City, Mo., 1:3  
Storer buys Emplre Coil, 2:3, 44:3  
KXLY-TV, Spokane, Wash., 2:14  
WHBQ-TV, Memphis, Tenn., 5:3, 11:14, 27:14  
KMO-TV, Tacoma, Wash., 5:3, 21:16, 28:14, 38:16  
KFAZ, Monroe, La., 6:12  
summaries, 9:6, 14:13  
KLZ-TV, Denver, Colo., 10:2, 11:14, 15:14, 18:5, 26:16  
WHYN-TV, Springfield, Mass., 10:2, 30:14  
KOTV, Tulsa, Okla., 11:14, 14:1, 20:6  
KPIX, San Francisco, Cal., 11:14, 19:14, 27:14

KOY-TV, Phoenix, Ariz., 12:14, 19:14  
KFOR-TV, Lincoln, Neb., 13:16, 20:6  
KGBS-TV, San Antonio, Tex., 15:4, 22:16, 26:16, 44:3

KBAK, Bakersfield, Cal., 16:6  
KMBC-TV, Kansas City, Mo., 17:1, 20:6, 24:12  
KTYL-TV, Phoenix, Ariz., 18:4, 25:20  
WSUN-TV, St. Petersburg, Fla., 18:5, 19:14  
WTVH-TV, Peoria, Ill., 18:5  
WUTV (CP), Youngstown, O., 19:14  
WTSK-TV, Knoxville, Tenn., 23:14, 31:10  
WDAK-TV, Columbus, Ga., 24:12, 29:12  
KVVU, Tulare, Cal., 27:7, 33:16, 41:13  
KTVU, Stockton, Cal., 28:14  
KCRI-TV, Cedar Rapids, Ia., 29:12, 33:16  
WSIX-TV, Nashville, Tenn., 29:12, 32:14, 36:9  
KOLN-TV, Lincoln, Neb., 31:10  
KFSD-TV, San Diego, Cal., 31:14, 32:14, 34:14, 38:16, 42:4

KCCC-TV, Sacramento, Cal., 34:14  
KSCJ-TV, Pueblo, Colo., 35:5, 40:6  
WLAC-TV, Nashville, Tenn., 36:9  
KTXL-TV, San Angelo, Tex., 36:9  
WILS-TV, Lansing, Mich., 36:9, 39:7  
KEYD-TV, Minneapolis, Minn., 38:16  
WCAN-TV, Milwaukee, Wis., 38:16  
WSFA-TV, Montgomery, Ala., 38:16, 40:12, 50:6  
WAPA-TV, San Juan, P. R., 41:7  
KQXI, San Jose, Cal., 41:8, 52:12  
KMMT, Austin, Minn., 42:4  
WTOP-TV, Washington, D. C., 42:6  
WROW-TV, Albany, N. Y., 42:12, 45:2  
WPFA-TV, Pensacola, Fla., 42:12  
WGR-TV, Buffalo, N. Y., 43:8  
WOKY-TV, Milwaukee, Wis., 43:1  
KWK-TV, St. Louis, Mo., 44:4  
WLOK-TV, Lima, O., 44:4  
KRDO-TV, Colorado Springs, Colo., 44:4  
WCCO-TV, Minneapolis, Minn., 45:2  
KMBY-TV, Monterey, Cal., 45:3  
KFIA, Anchorage, Alaska, 45:3, 47:7  
KFIF, Fairbanks, Alaska, 45:3, 47:7  
KBAY-TV, San Francisco, Cal., 45:3  
WSTV-TV, Steubenville, O., 47:1  
WFTL-TV & WMIE-TV, Miami, Fla., 47:1, 51:6  
WJPB-TV, Fairmont, W. Va., 47:2, 51:9  
WTPA, Harrisburg, Pa., 47:16  
WNEM-TV, Bay City-Saginaw, Mich., 48:14, 50:8  
KANG-TV, Waco, Tex., 48:14, 49:16  
WUSN-TV, Charleston, S. C., 48:14  
KOMO-TV, Seattle, Wash., 48:14  
WDTV, Pittsburgh, Pa., 49:1, 50:9  
WJOL-TV, Joliet, Ill., 49:16  
KLFY-TV, Lafayette, La., 49:16  
WAYS-TV, Charlotte, N. C., 51:8  
KNAC-TV, Ft. Smith, Ark., 52:12

#### SATELLITES—see Boosters & Satellites

#### SERVICING & SERVICEMEN—see Receiver Installation

#### SETS-IN-USE—see Census, TV Receiver

#### SMPTE—see Movies

#### SPORTS

Baseball  
minor league troubles blamed on TV, 6:11, 37:12  
majors protest "piracy" of games, 15:6, 16:6  
San Francisco Seals reports little impact, 31:13  
minors' damage suit against majors, 39:6  
World Series, 40:7  
minors vote curb of majors' TV, 45:16, 49:10, 50:14

Boxing  
anti-trust argument before Supreme Court, 46:14  
penalty for deducting TV "donations," 48:9  
Al Ettore privacy suit, 49:10  
IBC TV take, 51:7

Football  
NCAA controls and schedules, 2:14, 14:14, 16:12, 22:9, 30:8, 35:6, 50:14  
National Football League, 5:10  
Big Ten regional plan, 10:12  
ABC gets NCAA schedule, 17:16, 36:8, 49:11  
DuMont-NFL agreement, 18:6  
NBC carries Canadian pros, 20:7  
NCAA report on TV-radio impact, 25:20  
NCAA & Canadian pro telecasts flop, 45:9  
Notre Dame blasts NCAA, 46:14

#### SUBSCRIBER-VISION—see Subscription TV

#### SUBSCRIPTION TV

FCC attitude, 17:9, 44:6, 49:10  
defined as "broadcasting" by FCC, 20:4  
supported by Eric Johnston, 22:9, 23:6  
Spyros Skouras bears, 24:6  
RETMA opposes Hinshaw Bill, 26:9  
Kamen plans book, 29:6  
favored by Sen. Schoeppl, 37:5  
argument against rule-making, 37:5  
not important, says RCA's Folsom, 40:5  
exhibitors organize fight, 43:3, 51:16  
exhibitors wooed, 48:5  
endorsed by Equity pres. Ralph Bellamy, 50:8

Phonevision  
Faught speeches, 15:6, 35:9  
N. Y. tests, 16:6, 22:9  
Australian agreement, 46:14  
FCC petition, 49:10

Subscriber-Vision  
Skiatron agreement with Matty Fox, 13:7  
petition for rule-making, 38:2, 39:15, 45:9

Telemeter  
first month's operation, 8:12  
Palm Springs operation suspended, 23:6, 46:14

#### SURVEYS (see also Home Life, TV's Impact on)

"Videotown," 6:12, 37:12, 41:14, 50:14  
CBS county-by-county, 9:1  
Jordan, TV impact on media, 9:5  
Nielsen, cost-per-thousand, 9:12  
J. Walter Thompson, TV homes, 21:1  
NBC, daytime viewing, 24:7  
Columbia College, stations & employment, 26:13  
Woodbury College, second sets, 37:11  
Advertest, summer viewing, 39:14  
Crossley and Steward, Dougall merge, 41:6  
ARB's criteria for ratings, 42:11, 43:14, 52:12  
fall realignment of top 10 shows, 44:7  
defense of rating services, 44:7  
"centercasting" electronic polling, 51:14

#### TAPE RECORDINGS & RECORDS

tape recorder sales, 1:15  
record price cuts, 6:10  
RIAA officers, 8:10  
RCA-Magnecord agreement on tape, 20:12  
Folsom plugs 45s, 27:12  
manufacturers shipping 45s to stations, 30:14, 31:7, 32:14, 33:7  
"Studio One" show makes hit, 48:8

Video Tape  
techniques described at IRE convention, 13:8  
color, 22:15, 36:13  
Crosby sells to Westinghouse, 39:8

#### TAXES

DuMont asks better depreciation, 4:8  
receiver excise, 10:10, 11:11, 12:10, 13:10, 14:10, 16:10, 28:12, 39:12, 52:8  
uhf set exemption proposed, 20:3, 20:11, 31:1, 32:12, 33:12, 34:12  
uhf stations get break, 25:11  
components excise, 31:12

#### TELEMETER—see Subscription TV

#### TELEVISION FUND — see Financial Activity, General

#### THEATRE TV—see Closed-Circuit

#### TRANSISTORS

silicon, 3:12, 6:11  
RCA atomic battery, 5:15, 6:11  
microphone, 5:15  
Sylvania stabilized germanium, 11:12  
motion picture projector, 11:12  
all-transistor phone system, 11:12  
hearing aids, 12:12, 50:13  
Bell offers patent-free for hearing aids, 12:12  
Russian claims, 23:12  
Pacific Semiconductors formed, 28:13  
Raytheon 1,000,000th, 32:13  
Bell 440-mc, 35:13  
IBM calculating machine, 41:12  
all-transistor radio, 43:11

#### TRANSMITTERS—see Equipment, Telecasting

#### TUBES, TV PICTURE (see also individual manufacturers & Color)

GE estimates 1954 replacements, 1:12  
Picture Tube Mfrs. Assn., 17:15  
90-degree, 18:10, 29:10  
price trends, 20:10  
pro-rata warranty policy, 29:8, 44:11  
Westinghouse light-weight 17-in., 32:12  
Meinken buys Electronic Tube, 34:12  
74-degree, 41:12  
rebuilt, 42:7

#### UHF (Ultra High Frequency) (see also individual manufacturers)

Receivers  
percentage of sets with uhf, 2:13, 5:7, 39:4  
conversion costs termed excessive, 2:13  
"seeding" with converters proposed, 9:11, 45:10  
new General Instrument tuners, 12:10, 52:8  
WRTV, Asbury Park, converter promotion, 13:6  
excise exemption bill, 20:3  
manufacturers criticized by Reade, 39:9

Stations  
UHF Assn. denounces "vhf invasion," 4:14  
NBC affiliates WVEC-TV, Norfolk, 4:14  
Comr. Sterling's proposals, 5:5  
ARB surveys, 5:6, 17:5  
Sen. Johnson attacks vhf site move, 6:6, 8:3  
meeting sponsored by educators, 8:12, 10:5  
CP for WUTV, Youngstown, sold, 10:2  
Senate hearing, 10:4, 17:3, 20:3, 21:3, 22:1, 23:2, 24:1, 25:1, 26:3, 27:1, 29:4, 30:2, 31:2  
5 stations protest WGAL-TV increases, 10:12, 12:14

DuMont formula for uhf cure, 19:3  
survey of reasons for dropping CPs, 21:9  
youngster's reallocation plan, 27:14  
Madison Ave. says not selling uhf short, 31:6  
successful operators report, 33:1, 35:8  
Charleston-Oak Hill combination rate, 34:7  
petition to make Madison Ch. 3 educational, 36:8  
WMGT, Adams, shift from Ch. 74 to Ch. 15, 36:14, 38:10, 51:7  
WRAY-TV, Princeton, Ind., on air for elections only, 44:3  
revocation proceedings against WSHA, Sharon, Pa., 44:3  
WPIX regional network, 44:5  
getting lift from big interests, 48:3, 51:6  
Storer considers Miami conversions, 49:6, 51:6  
FCC survey of income, 49:12  
basic NBC affiliates, 52:6

Transmitting Equipment  
RCA 12½-kw, 4:3, 7:3, 23:8, 26:10, 31:8  
status of high power, 4:3, 13:5  
FCC considers low-power ban, 8:1, 9:1, 16:6, 17:11, 21:11, 48:9  
directional antennas, 10:6

FCC says no difference in channels, 11:4  
GE now selling 12-kw klystrons, 19:7  
Federal 12-kw, 24:6  
DuMont 5-kw, 35:8  
megawatt stations, 33:2, 37:8, 39:2, 42:5, 43:8,  
50:2, 51:9, 52:7  
GE 23-kw, 38:10

UNIONS & GUILDS  
GE Schenectady goes IUE, 11:11  
RCA-IUE agreement, 20:11  
AFM members' take from TV, 26:9  
NLRB drops jurisdiction over some stations,  
29:12, 51:9

C.R.T. Electronics resists organization, 32:12,  
33:12  
pay of TV film employes, 37:6  
Writers Guild of America, 37:7  
Westinghouse-IUE agreement, 37:10  
AFTRA pension-welfare fund, 42:4, 47:16  
KPIX sabotage, 51:8, 52:12

## MANUFACTURERS AND MERCHANTISERS

**ADMIRAL CORP.**  
financial reports, 1:15, 12:13, 20:15, 34:13, 47:15  
new sets, 23:9, 24:10  
Siragusa says 15-in. color dead, 23:10, 47:5  
consolidates engineering and research, 36:13  
drugstore "Old Spice" promotion, 39:12  
power tool line, 40:10  
cites drop in price-per-inch, 41:11  
claims 10% of sales to date, 42:10  
sued by retailers, 52:8

**AEROVOX CORP.**, 10:11, 12:12, 50:13

**AMERICAN PHENOLIC CORP.**, 19:13, 26:15,  
33:15, 46:13

**ARCTURUS ELECTRONICS INC.**, 22:13

**ARVIN INDUSTRIES INC.**, 2:12, 10:11, 12:13,  
30:10

**AVCO**—see Crosley

**BENDIX RADIO DIV., BENDIX AVIATION  
CORP.**, 25:17

**CANADIAN MARCONI CO., LTD.**, 12:12-13

**CAPEHART-FARNSWORTH CORP.**  
new sets, 2:12, 24:10  
Argentine subsidiary to make sets, 3:11, 18:10  
financial reports, 17:12, 24:11, 37:8, 50:13  
forms Farnsworth Electronics, 32:13  
sells Coolerator, 52:10

**CBS-COLUMBIA INC.**  
new sets, 2:12, 25:17  
fire, 3:11  
executive changes, 9:9  
color sets, 36:1, 40:8

**CBS-HYTRON**, 6:9

**CLAROSTAT MFG. CO. INC.**, 18:11, 42:11

**CLEVITE CORP.**, 12:13, 26:15, 33:15

**COLLINS RADIO CO.**, 12:12-13, 43:12

**CORNELL-DUBILIER**, 1:15, 5:15, 20:15, 33:14

**CROSLY DIV., AVCO MFG. CORP.**  
Avco financial reports, 5:15, 13:15, 27:13, 39:14  
Super V, 7:12, 13:12, 24:8, 33:12  
closes Batavia tube plant, 25:19  
new sets, 7:12, 13:13, 24:8, 33:12

**ALLEN B. DuMONT LABORATORIES INC.**  
"Duoscopic" sets, 2:13  
enters mobile communications field, 3:8, 11:12  
licenses Australian set maker, 4:11  
reorganizes broadcast equipment div., 5:9  
financial reports, 15:12, 19:13, 39:14, 49:13  
considering radio production, 20:12  
Passaic called "Birthplace of TV," 24:10  
new sets, 25:17, 40:9  
dunks set in river, 33:12

**EITEL-McCULLOUGH INC.**, 12:13

**ELECTRONICS CORP. OF AMERICA**, 33:13,  
47:15

**EMERSON RADIO & PHONOGRAPH CO.**  
new sets, 1:14, 26:12  
financial reports, 3:13, 10:11, 23:13, 27:13, 37:8,  
49:13  
Canadian affiliate, 14:10  
French production, 39:13  
Israel labs, 47:15  
color, 49:13  
ships 5000 TVs to Colombia, 51:13

**ERIE RESISTOR CORP.**, 12:13, 18:11, 34:13

**FEDERAL TELEPHONE & RADIO CO. (IT&T)**  
9:10

**FREED ELECTRONICS & CONTROLS CORP.**,  
1:14

**GABRIEL CO.**, 9:11, 20:15

**GENERAL ELECTRIC CO. (GE)**  
reorganizes for color set production, 5:11  
says layoffs don't mean poor sales, 7:12  
financial reports, 9:11, 17:12, 30:12, 42:11, 51:15  
new sets, 25:17  
two \$500,000 funds, 31:10  
light amplifier, 52:9

**GENERAL INSTRUMENT CORP.**  
financial reports, 3:13, 21:15, 26:15, 29:11, 42:11  
stock offer, 4:12  
Canadian plant, 49:15  
new uhf tuncr, 52:8

**GENERAL PRECISION EQUIPMENT CORP.**,  
10:11, 12:12, 18:11, 19:13, 31:13

**GLOBE-UNION INC.**, 20:15, 33:14

**HALLICRAFTERS CO.**  
new sets, 3:11, 25:17, 30:11, 52:10  
sales contest, 4:12  
financial reports, 47:15, 51:15  
private-label business, 49:15

**HAYDU BROTHERS**, 29:11

**HAZELTINE ELECTRONICS CORP.**  
financial reports, 13:15  
projection color, 49:5, 51:10

**HOFFMAN ELECTRONICS CORP.**  
new sets, 2:12, 28:12  
financial reports, 6:10, 14:12, 18:11, 21:15, 22:14,  
29:11, 44:13  
changes name from Hoffman Radio, 49:15, 51:13  
color sets, 52:7

**INDIANA STEEL PRODUCTS CO.**, 14:12, 24:11,  
38:14, 51:15

**INTERNATIONAL RESISTANCE CO.**, 14:12,  
33:14, 43:11

**INTERNATIONAL TELEPHONE & TELEGRAPH  
CORP.**—(see Capehart-Farnsworth)

**I-T-E CIRCUIT BREAKER CO.**, 1:15

**KAYE-HALBERT CORP.**, 29:9, 30:10, 32:13, 35:12,  
45:13

**MAGNAVOX CO.**  
financial reports, 8:11, 16:11, 21:15, 31:13, 40:10,  
45:15  
new sets, 29:9  
franchise agreements, 34:12, 35:12  
electronics lab, 40:11

**MAJESTIC RADIO & TELEVISION CORP.**, 35:12

**P. R. MALLORY & CO.**, 9:11, 18:11, 32:13, 43:12,  
44:12

**MONARCH RADIO & TELEVISION CORP.**, 23:10

**MONTGOMERY WARD (Airline)**, 31:12

**MOTOROLA INC.**  
new sets, 2:12, 28:10  
\$5,000,000 expansion, 10:10  
financial reports, 11:13, 19:13, 24:11, 32:13, 43:12,  
44:13, 47:15  
employees' fund, 12:13  
breakdown of sales, by products, 17:15  
color, 24:11, 34:10, 40:8, 44:10, 47:5  
buys Lee J. Drennan Inc., 45:14, 49:15  
Riverside labs, 47:15

**MUNTZ TV INC.**, 5:15, 10:10, 11:11, 12:10, 29:9,  
41:11

**MUTER CO.**, 11:13, 15:12, 17:12, 24:11, 30:12,  
33:14, 39:14, 44:13

**NATIONAL CO.**, 12:13, 33:14

**NATIONAL UNION ELECTRIC CORP.**  
financial reports, 15:12  
bought by Sylvania, 45:14, 48:12, 49:13

**OAK MFG. CO.**, 1:15, 12:13, 25:19, 33:14, 46:13

**OLYMPIC RADIO & TELEVISION INC.**  
financial reports, 15:13, 18:11, 33:14, 38:15,  
46:13  
purchaser seeking control, 30:12, 32:13, 34:13  
new sets, 36:13  
forms Olympic Development Co., 52:11

**PACIFIC MERCURY TELEVISION CORP.**, 31:13

**PACKARD-BELL CO.**, 5:15, 18:11, 31:13, 52:11

**PHILCO CORP.**  
new sets, 1:14, 2:12, 3:11, 31:11, 52:10  
acquires Dexter Co., 1:15  
sees Latin American hi-fi boom, 1:15  
financial reports, 2:12, 10:11, 21:15, 32:13, 33:14,  
46:13  
distributor financing, 4:12  
executive realignment, 5:14  
commercial air-conditioners, 11:11  
strike, 18:5, 19:8, 20:10, 22:12, 23:9, 25:15  
disfranchises distributors, 32:10, 40:9  
Govt. anti-trust suit, 51:1, 52:8

**RADIO & TELEVISION INC.**, 25:19

**RADIO CONDENSER CO.**, 16:11

**RADIO CORP. OF AMERICA (RCA)** (see also  
Color)  
ad account, 5:14, 8:12  
atomic battery, 5:15, 6:11  
Folsom testimony on non-discrimination, 9:10  
merit awards to engineers for color, 9:10  
financial reports, 9:11, 19:13, 31:13, 39:14, 43:12,  
51:15

selling Pulaski cabinet plant, 11:11  
officers' salaries, 15:13  
new manufacturing-sales divisions, 22:13  
executive shifts, 23:12, 52:12  
military radio attacked as untested, 30:13  
"gloves-off" competition using NBC, 37:11  
Folsom predicts electronics future, 39:11  
semi-conductor operations dept., 46:12  
Walter Bedell Smith elected to board, 49:13  
light amplifier, 52:9

**Receivers**  
new sets, 24:8, 50:12  
inventory finance plan, 24:10  
Canadian price-fixing controversy, 48:12

**RAYTHEON MFG. CO.**, 2:13, 12:13, 27:13, 28:13,  
38:15

**REEVES SOUNDCRAFT CORP.**, 15:13

**REGAL ELECTRONICS CORP.**, 2:12

**SCOTT RADIO LABORATORIES**, 24:9

**SENTINEL RADIO CORP.**, 27:13, 45:15

**SERVOMECHANISMS INC.**, 15:12, 51:14

**SHAW TELEVISION CORP.**, 52:8

**SIGHTMASTER CORP.**, 1:15

**SILVERTONE (Sears Roebuck)**, 12:13, 29:9, 47:14

**SONOTONE CORP.**, 7:13

**SPARKS-WITHINGTON CO. (Sparton)**, 8:11,  
32:12, 40:10

**SPRAGUE ELECTRIC CO.**, 13:15, 44:12, 50:13

**STANDARD COIL PRODUCTS INC.**, 18:11, 21:15,  
24:11, 31:13, 33:13, 38:15, 43:12

**STEWART-WARNER CORP.**  
new sets, 2:12, 33:12  
financial reports, 10:11, 15:13, 31:13  
quitting TV-radio-phono business, 51:12, 52:8

**STROMBERG-CARLSON CO.**  
new sets, 3:11, 29:10  
stock issue, 8:11  
financial reports, 9:11, 12:13, 17:12, 26:15, 31:13  
first color set, 22:13  
Mexican production, 31:12

**SYLVANIA ELECTRIC PRODUCTS CO.**  
FTC tube decision, 1:14, 40:10, 44:11  
financial reports, 1:15, 10:11, 17:12, 29:11, 30:12  
Batavia plant, 13:12  
British color tube production, 25:18  
ceramic receiving tube, 27:12  
switches ad account, 35:12  
Fullerton plant, 44:11  
atomic energy program, 44:12  
buys National Union, 45:14, 48:12, 49:13

**SARKES TARZIAN INC.**, 26:13

**TELE KING CORP.**  
bankruptcy, 7:13, 13:12, 14:13, 27:12  
Sen. Williams' charges, 30:10

**TELE-TONE RADIO CORP.**, 29:11

**TRANS-VUE CORP.**, 31:12

**TRAV-LER RADIO CORP.**, 2:12, 14:12, 20:14,  
26:12

**TUNG-SOL ELECTRIC CO.**, 10:11, 19:13, 32:13,  
45:15, 50:12

**VIDEO PRODUCTS CORP. (Sheraton)**, 16:10

**WEBSTER-CHICAGO CORP.**, 18:11, 32:13, 48:10

**WELLS-GARDNER & CO.**, 15:13

**WESTERN ELECTRIC CO.**, 9:11

**WESTINGHOUSE ELECTRIC CORP.**  
new sets, 1:14, 29:10  
color sets, 9:7, 43:13  
credit subsidiary for dealers, 9:9  
Canadian setup moves to Brantford, 9:10  
financial reports, 10:11, 26:15, 31:13, 50:13  
sympathy strike, 27:12  
aims for larger share of TV, 38:14  
1,000,000th picture tube, 51:13

**WESTON ELECTRICAL INSTRUMENT CORP.**  
purchaser reported, 3:13  
Daystrom buying control, 4:13, 20:13, 27:13  
financial reports, 13:15, 44:13

**WILCOX-GAY CORP.**, 11:13

**ZENITH RADIO CORP.**  
new sets, 7:13, 29:9  
financial reports, 12:13, 18:11, 33:14, 46:13  
Mexican organization, 37:10

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

# Television Digest

with **ELECTRONICS** REPORTS

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**In this  
issue:**

Quickening Pace of Color TV Activity, page 1  
Commission's 1953 Record—346 Grants, page 2  
On-Air Total 356, Close to One-a-Day, page 3  
DuMont Takes Over Kansas City UHF, page 3  
1953 Year of New-Station Push—What Next? page 4  
Post-Freeze Economics—FCC's Survey, page 6

More AM Stations—2584 at Year's End, page 7  
Transmitter Shipments & Upcoming Stations, page 10  
FCC Proposes Special "Beep" FM Services, page 10  
More Price Cuts as Industry Ponders '54, page 11  
New Directories of TV Set & Tube Makers, page 12  
Network TV-Radio Billings—Nov. & Jan.-Nov., page 16

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

Figures must be handled with care, as FCC pointed out in releasing analysis of its careful survey, prepared by its economic div. under chief H.H. Goldin. Very few conclusions can be drawn from report, since it includes only those post-freeze stations on air as of Aug. 1. At that time, average station had been operating just 5 months, most were the only stations in their community -- and only 2 of the uhf outlets measured were in markets with pre-freeze stations.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### 1954 AM-FM Station Directory

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

- (1) Reduction of minimum hours of operation, for regular programs intended for general public, from 42 to 36 hours.
- (2) Authorization of subsidiary licenses (Subsidiary Communications Authorizations) permitting the special services.
- (3) Permitting special services outside the minimum of 36 hours of regular programs.
- (4) Permitting special services multiplexed in with regular programs any time.



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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

### Next TV Factbook—Pre-Print Orders

Our semi-annual *TV Factbook No. 18* will be off the presses shortly after Jan. 15, 1954—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of station representatives and major advertising agencies; directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, electronics laboratories; plus many other reference features. One copy goes to each *full-service* subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 17, cost \$1.50 each; single copies, \$3.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

## Network TV-Radio Billings

November 1953 and January-November 1953

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

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

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

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

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

NETWORK TELEVISION—January-November 1953					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,804,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb.	1,481,032	6,621,829	862,299	6,376,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	850,658*	7,513,430	17,774,866*
May	1,813,985	7,622,432	903,945*	8,052,545	18,392,907*
June	1,607,320	7,399,078	835,768*	7,324,315	17,166,481*
July	1,299,471	7,422,337	592,890*	6,903,092	16,217,790*
Aug.	1,244,993	7,783,813	742,665*	6,564,841	16,336,312*
Sept.	1,376,017	8,503,620	678,302*	7,837,467*	18,395,406*
Oct.	2,297,862	9,381,816*	1,462,143*	10,275,480*	23,417,301*
Nov.	2,396,203	9,778,028	1,790,981	9,665,078	23,630,290
<b>Total</b>	<b>\$18,490,818</b>	<b>\$87,106,365</b>	<b>\$10,757,302</b>	<b>\$86,615,046</b>	<b>\$202,969,531</b>

NETWORK RADIO—January-November 1953					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,822	\$ 5,156,404	\$ 1,786,134	\$ 4,280,555	\$ 13,877,715
Feb.	2,538,863	4,670,089	1,638,075	3,813,602	12,660,429
Mar.	2,797,544	5,526,360	1,995,478	4,342,082	14,661,464
Apr.	2,637,364	5,375,243	2,008,990	4,196,009	14,217,806
May	2,593,923	5,333,481	2,038,210	4,141,070	14,106,684
June	2,113,725	5,228,096	1,928,885	3,979,471	13,246,157
July	2,030,989	4,869,719	1,830,467	3,494,330	12,225,505
Aug.	1,958,883	4,790,114	1,738,248	3,219,250	11,706,295
Sept.	2,156,806	4,989,398*	1,792,736	3,205,675	12,144,615*
Oct.	2,653,079	5,477,711	2,185,598*	3,493,059*	13,809,447*
Nov.	2,798,532	5,409,246	2,090,007	3,372,330	13,670,115
<b>Total</b>	<b>\$26,953,930</b>	<b>\$56,823,861</b>	<b>\$21,030,808</b>	<b>\$41,517,433</b>	<b>\$146,326,032</b>

\*Revised as of Dec. 29, 1953.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index for comparisons & trends.

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

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

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

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

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

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

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

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

L. D. Van

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:**

19 & 21-in. Color Tubes Not Far Off, page 1  
Storer Buys Empire Coil Co. for \$10,000,000, page 3  
One New Starter, One CP in Slow Week, page 4  
Newspaper & Theatre Folk Lead Ownership, page 5  
Nearly 300 Community Antenna Systems, page 5

Transmitter Shipments & Upcoming Stations, page 8  
Estimated 1953 Production—7,261,109, page 9  
Dealers Confident After Seeing Color, page 9  
Color Gains Impetus on All Fronts, page 11  
Battle Over Color "Contributions" Continues, page 11

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

\* \* \* \*

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

**Financial & Trade Notes:** Among officers' and directors' stock transactions reported by SEC for Nov.: Wm. I. Myers bought 200 Avco, holds 400; Benjamin Abrams trust bought 800 Emerson, he holds 297,239 directly and through trusts and foundations; Max Abrams trust bought 200 Emerson, he holds 153,000 directly and through trusts and foundations; Edward J. Kelly bought 500 Emerson (Oct.), holds 500; Harvey Tullo bought 500 Emerson, holds 3178; Y. Frank Freeman sold 100 Paramount, holds 1700; George D. Kasten and wife sold 300 Standard Coil Products (Oct.), holds 50; Don G. Mitchell sold 250 Sylvania, holds 3231; Paul J. Hemschoot bought 100 Tung-Sol, holds 400; Milton R. Schulte bought 100 Tung-Sol, holds 2145; Jean E. Witbeck bought 100 Tung-Sol, holds 3051.

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

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

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

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

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

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

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

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

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

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

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

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

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

### Index to 1953 Newsletters

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

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

# Television Digest

with **ELECTRONICS** REPORTS

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*In this issue:*

More Changing Ownerships & Affiliations, page 1  
Pensacola and East Lansing Starters, page 2  
VHF Grants Dominate Week's Output, page 3  
More Private Network Facilities Used, page 4  
Color Momentum Faster Than Predicted, pages 6 & 7

Transmitter Shipments & Upcoming Stations, page 8  
European TV—Progress and Plans, page 8  
This Was Retailers' Week in TV Trade, page 9  
Operating Techniques of Dealers Described, page 10  
RCA's Sublicensing Rights Sustained, page 12

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

(Vol. 9:4). Reason for placing the near-\$1,000,000 order with RCA, CBS says, is that it can't get delivery of other equipment soon enough. GE is reportedly making 4 of the CBS-type for CBS.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

EUROPEAN TV took a big stride Jan. 3 when Italy began regular 36-hour weekly schedule on govt.-controlled stations in Milan, Rome and Turin. Italy has had TV on intermittent basis since 1951, and 5 more stations are scheduled for formal opening next few months.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

Unidentified purchaser reportedly is seeking up to 115,000 shares of Weston Electrical Instrument Corp. stock (of the 428,221 shares outstanding) through First Investment Co., Los Angeles, which has asked for tenders at \$25 a share. Stock closed Jan. 13 at 21¾. Weston secy.-treas. F. G. Hawthorne said so far as he knew no officer or director of the company had been asked to tender shares. First Investment Co. officials said they are "acting for a company whose stock is listed on the N. Y. Stock Exchange and with whom Weston officials have met."

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

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

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

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

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

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

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

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

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

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

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

# Television Digest

with ELECTRONICS REPORTS

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**In this issue:**

A Week's Experience with Color Set, page 1  
3 Granted, 5 Dropped; Court Favors Zenith, page 2  
Transmitter Power and UHF Coverage, page 3  
Senate Committee Approves Comr. Lee, page 6  
Congress May Debate Multiple Ownership, page 6

Transmitter Shipments & Upcoming Stations, page 7  
Plane-Tower Crashes Spur CAA Action, page 8  
1953 TV Output Worth About \$2.375 Billion, page 10  
RCA's Plans for Larger Color TV Tubes, page 11  
Electronics in New Eisenhower Budget, page 13

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

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

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

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

\* \* \* \*

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

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

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

\* \* \* \*

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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



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

L. Brown

# Television Digest

with **ELECTRONICS REPORTS**

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**In this issue:**

- Commercial Abuses & Self-Regulation, pp. 1 & 7
- Scranton Area's 5th UHF—Total now 360, page 2
- Step-Up in FCC Grants and Decisions, page 2
- The Value of TV Network Franchises, page 3
- GE-CBS Color Camera Patent Tieup, page 4
- Comr. Sterling's Proposals for UHF, page 5
- Conversion Figures Tell Story of UHF, page 6
- Transmitter Shipments & Upcoming Stations, page 9
- Color Trends & Briefs (New Dept.), page 11
- TV Sales Go Up as Profits Come Down, page 12
- 'World's Fastest Growing Major Industry,' page 13
- 'Atomic Battery' Produces Electric Current, page 15

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

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

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

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

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

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

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

\* \* \* \*

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

So without a network, and even in such a major market area, can any independent station survive, whether vhf or uhf? Some think not, pointing to troubles of some non-network TVs even in New York & Los Angeles. As station broker Howard Stark puts it: "TV is different from radio. Not only are you playing with blue chips in a TV station investment and operation but, whereas in radio the trend is to local independent operation, you cannot compete in TV without national programs. Look at the big effort even the network-owned radio stations are now making with localized programming. But in the present state of TV, only the networks offer full-rounded national program services, which is what the public demands most."

**GE-CBS COLOR CAMERA PATENT TIEUP:** Long-expected license agreement between GE & CBS (Vol. 9:41), whereby GE is to make CBS-type color cameras, was finally announced this week. Though the two fought bitterly over compatible vs. incompatible color systems in past, they now seek mutual advantage to combat RCA, which so far has been only company capable of producing the vital color cameras.

Sales of cameras will eventually tell the story, of course, determining which company is on right technical track -- in performance and cost.

Announcement confirmed that GE will ship four of the new cameras to CBS by March 1 (Vol. 10:3), whereupon RCA promptly issued statement reminding that CBS has purchased 12 RCA camera chains for about \$1,000,000 (Vol. 10:3), 2 for delivery in February and the rest by June.

Principal claim for CBS camera is less expense. Essentially, it's a monochrome camera modified with rotating disc to produce field-sequential picture, with vertical scanning. Signal is then fed to a "Chromacoder" unit which rescans picture horizontally and converts it to NTSC specifications. Currently, 3 image orthicons are employed in coder; other tubes are being tested, including vidicons.

GE estimates it will cost \$6000 to modify standard black-&-white camera for color and that coder will run about \$40,000. CBS points out that one coder can be used with several cameras at a station. CBS has built its own coder; the 4-camera order with GE didn't include coder.

If station orders camera already prepared for color, GE will adapt a new black-&-white camera -- whole thing to sell for \$21-22,000 -- in addition to the coder. RCA color camera chain is \$67,124, of which \$39,500 is for camera.

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GE hasn't offered new camera equipment for sale yet, expects to have it for delivery second half of 1954. More definite information will be available after GE seminar for its field men in Syracuse, Feb. 22.

License with GE is non-exclusive, so CBS can license other manufacturers if they're interested. Royalty rate wasn't disclosed, though Paul Chamberlain, mgr. of broadcast equipment, said it's about same as RCA rate.

GE had said it would make both CBS and RCA types of cameras, but Chamberlain now says: "We're not at all sure we'll offer the 3-tube camera."

Concerning performance of new camera-coder setup, marketing manager Frank Barnes says that analysis shows it can exceed capacity of NTSC specifications.

It will take time to discern just how successful GE will be in effort to catch up with RCA's head start in cameras -- for stations aren't breaking their necks to buy equipment right now. Six very substantial stations, plus CBS and NBC,

have purchased RCA cameras (Vol. 10:3), but most others see no sense in signing contracts until equipment has shaken down more and there's a color audience to be reached with costly local live originations.

That's opinion of at least 2 of best-informed station officials in the business, both engineers and NTSC members -- ex-FCC Comr. E.K. Jett, mgr. of WMAR-TV, Baltimore, and Ralph Harmon, engineering mgr. of Westinghouse Broadcasting Co.

RCA was quick not only to note CBS \$1,000,000 order but to report progress in development of its single-tube camera (Vol. 9:16). Said research v.p. E.W. Engstrom: "We have sought to create a color camera that will enable direct pickup with a single tube that does not require coding and decoding from an incompatible to a compatible system. Our new single pickup tube achieves this result. Also, it is simple, flexible and rugged. While the new tube is still undergoing development, the progress already made assures its ultimate availability for commercial use."

Continually improving performance of 3-tube camera, Dr. Engstrom pointed out, has made demand for one-tube camera less insistent. Nevertheless, he said, the one-tube camera still offers many ultimate advantages.

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GE also reported on plans for other phases of colorcasting. It is now producing equipment for adapting transmitters to rebroadcast color, will start work to modify stations next month -- giving priority to those in cities getting color service from network facilities equipped for color. GE flying-spot scanners and slide projectors will be ready in June-July.

Then GE disclosed its plans for a film scanner for first time. It will be continuous-motion type, working with flying-spot scanner, with mechanism produced by Eastman Kodak. Delivery is "end of year," price not estimated.

Note: News of color has developed in such abundance that we've inaugurated a new department, "Color Trends and Briefs," to give even greater attention to the more significant details (see p. 11).

**COMR. STERLING'S PROPOSALS FOR UHF:** How can the FCC help uhf? Engineer Commissioner George E. Sterling this week outlined 3 fields in which Commission may be amenable to relaxing or changing its rules to help uhf stations get off to better start.

He also had plenty to say about how uhf telecasters might help themselves. Using Jan. 28 meeting of Boston IRE as sounding-board, he made these suggestions as to what the Commission might do if there's sufficient interest by grantees:

(1) License boosters and satellites. "While present experimental grants do not permit commercialization, I would be in favor of waiving this restriction in the interest of uhf broadcasters who want to go to the expense of installing a booster. In order not to waste spectrum space, extension of service by one or more low-power transmitters should be accomplished on the same channel from which the programs originate, if possible."

(2) Relax or lift limitations on directional antennas. "The Commission is open-minded on this subject and would welcome suggestions. To the extent that the Commission might relax its directionalizing rules to aid uhf stations in obtaining better coverage because of their power limitations, consideration must be given to the number of people that would gain service compared to those who would lose service or have it degraded, as well as the possibility of co-channel interference."

(3) Be more lenient toward requests for extension of time to complete construction where grantee can show sincere desire to actually go into telecasting but hesitates to proceed on low power.

Some low-power operations have given uhf a "black eye," said Sterling -- but he placed part of the blame on "a few overzealous broadcasters who were hell-bent on getting on the air before the 'bugs' were out of their transmitting installations" and who ignored problems of receivers, installation and cooperation with the trade.

"I do believe that we should look favorably on applications for extension of time to construct uhf stations where equipment and land have been purchased and construction commenced but the permittee desires to wait for a transmitter of power

greater than 1-kw before he begins programming. I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw transmitters."

He also proposed FCC require proof of transmitting antenna performance -- because of the haste with which such installations have been made in past, and some "discrepancies" which have been discovered in performance of some uhf antennas.

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Uhf telecasters can help themselves, he said, by: (1) Urging manufacturers to improve sensitivity of receivers and converters -- "some could be improved by at least 10 db by appropriate attention to design." (2) Educating dealers, servicemen and public to necessity of proper placement of receiving antennas. (3) Locating transmitting antennas as high as possible to minimize "shadow" areas.

Sterling made big pitch for local programming as "key to success for many uhf stations." He compared local uhf station to local newspaper, pointing out everyone likes to see his own family, friends and neighbors on TV.

Color originating equipment, though costly, eventually will help uhf telecasters, he predicted. He cited local dept. stores as particularly good prospects for color sponsorship, and added: "Since vhf stations may have network commitments, local stores will be knocking on the door of the uhf color broadcaster."

**CONVERSION FIGURES TELL STORY OF UHF:** Thirty-three TV markets can now be considered "completely converted" to uhf. Though many of them are regarded as "uhf-only" markets, 6 can also receive vhf signals of "local" calibre.

Fourth quarterly survey of vhf-uhf cities by American Research Bureau, completed this week, shows tremendous variation in uhf penetration among the 73 markets measured. And once more it confirms the conclusions drawn from previous ARB vhf-uhf surveys (Vol. 9:24,28,41) -- that the main stimulus to uhf conversion is the amount of good network programming offered on uhf which doesn't duplicate available vhf fare.

Other factors involved in buildup of uhf audience, as indicated by the 4 ARB surveys: (1) Length of time uhf station has been on air. (2) Amount and quality of local programming. (3) Number of uhf stations receivable in area. (4) Size of city; all other factors being equal, the larger the city the slower the increase in percentage of conversion to uhf.

Power, antenna height and terrain are important, too, but it's difficult to correlate them with ARB statistics because of number of variables involved. Because survey was conducted privately for ARB clients, we can't disclose city or station identities, but here are some conclusions we drew from studying survey as a whole:

In 70 of the 73 cities, uhf stations carry network programming, though many aren't primary affiliates of any network. The 20 cities where programs of all 4 networks are carried by uhf stations, had average uhf conversion of 74%. In the 10 cities where only one network's programs were on uhf, conversion averaged 45%.

All 73 cities measured are "vhf-uhf markets"; that is, there are vhf stations within 100 mi., with only one or 2 exceptions. Another 10 markets, not measured by ARB, can be considered "100% uhf." Breaking down all 83 markets:

Of the 33 markets with 80% conversion or more, 27 are beyond "easy reception range" of any vhf stations; the other 6 have one vhf station each.

Nineteen markets have 50-80% conversion. Of these, 7 are beyond range of good vhf reception, 11 have one easily received vhf station.

Six markets have 30-50% conversion, and only one of these is beyond range of good vhf pictures; three have one vhf each, and two have 2 or more.

Another 25 cities have 1-30% conversion. In only one can no vhf station be easily received; 11 cities get good picture from one vhf; 8 cities can get 2 vhf; 5 can get 3 or more.

Conversion increased 15 percentage points in average uhf city between Oct. & Jan. surveys -- not including those cities which had 80% conversion or greater last Oct.; these were considered "fully converted" and weren't remeasured. Rise in percentage of uhf-equipped sets varied from zero (in 2 markets with heavy penetration of good vhf signals) to 36.5% over the 3-month period.

Some more valuable statistics on economics of new TV stations -- vhf & uhf -- will be collected by FCC in second financial survey of post-freeze stations, covering Aug. 1, 1953-March 31, 1954 and augmenting its first survey (Vol. 9:51; 10:1). New study will be particularly important because it will contain first profit-&-loss tabulation for uhf stations in pre-freeze TV markets.

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TV industry produced 1,459,475 sets with built-in uhf tuners last year, or just 20% of total TV output, new RETMA figures show. Some 31% of sets built in Dec. were uhf-equipped at factory, or 139,657 out of 449,787 -- down from 35% in Nov.

Most TV manufacturers believe uhf set production has entered leveling-off period, will constitute 30-40% of industry's total black-&-white output for next 6 months or so, having risen from less than 16% in Aug. to 35% in Nov.

There seems to be general belief that advent of color will give uhf big shot in arm. This is probably a fallacy because: (1) It will be several years before color production will be numerically great enough to give uhf much lift via new set purchases. (2) Most colorcasting stations at outset will be well-heeled vhf outlets in larger cities. (3) The big set makers -- with only one exception that we know of -- say they'll follow same practice as in black-&-white, equipping color sets with vhf tuners as standard equipment, charging extra for uhf tuners or strips.

We think uhf will get much greater boost from current price-cutting spree in black-&-white. Both Admiral and Philco now offer 21-in. all-channel sets at \$200 -- differential of only \$20 for uhf continuous tuner, normally \$40-60 extra. Motorola and some other major set makers can be expected to follow pattern.

**T**IGHTENED-UP TV CODE, as approved by NARTB board last week in Phoenix (see p. 1 & Vol. 10:4), contains 8 changes—most significant being in section on advertising which finalizes the formerly "suggested" time standards for advertising copy and restrictions on cow-catchers and trailers, and includes new paragraph discouraging more than 2 back-to-back announcements. Full text of Code, before amendments, is printed on pp. 362-367, *TV Factbook No. 18*. NARTB is preparing, and will distribute to members in few weeks, new edition as amended. The amendments (newly added material in italics, deleted material in brackets):

Acceptability of Program Material—new numbered paragraph between (a) (i) & (a) (ii): "Words (especially slang) derisive of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combating prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words."

Subparagraph (p) revised: *Excessive or unfair exploitation of others [for personal gain] or of their physical or mental afflictions shall not be presented as praiseworthy.*

Presentation of Advertising — subparagraph 1(b) changed to read: "A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A TV broadcaster should [seek to] avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called 'cow-catcher' announcements) or by following the apparent sign-off of the program (as in the case of so-called 'trailer' announcements). To this end, the program itself should be announced and clearly identified *both audio and video* before the sponsor's advertising material is first used, and should be signed off *both audio and video* after the sponsor's advertising material is last used."

Time Standards for Advertising Copy—Paragraph 1,

preceding table: "In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:" New paragraph between 1 & 2: "Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1 above; however, any aural or visual presentation concerning the product or its donor, over and above such identification and statement, shall be included as commercial time within the meaning of paragraph 1 above."

New paragraph between 4 & 5: "Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than 2 announcements, either at station break or within the framework of a single program." Last sentence of paragraph 4 is deleted. Paragraph 5 revised: "Any casual reference *by talent* in a program to another's product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged."

Regulations and procedures, V Section 3 (b), changed to read: "The TV Code Review Board shall meet regularly once each quarter of the calendar year, on a date to be determined by the chairman. The chairman of the Review Board may, at any time, on at least 5 days' written notice, call a special meeting of the Board."

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J. Walter Thompson Co. has supplied us with several dozen more copies of its Sept. 1, 1953 mimeo report on *Where the Sets Are* (Vol. 10:1), tabulating households and TV ownership in the first 312 markets of U. S. (Census Bureau divisions). They're available to our subscribers as long as supply lasts.

Big-circulating *This Week*, Sunday magazine supplement of *New York Herald-Tribune* and many other newspapers throughout country, names Leslie Lieber TV editor in move to increase coverage of the medium.

**Personal Notes:** Harold E. Fellows, NARTB president, assumes additional duties of board chairman April 1, succeeding Judge Justin Miller, who retires on \$7500 annuity and will serve as legal consultant on \$5000 annual retainer. Judge Miller returns in April to his home in Pacific Palisades, Cal., where he will write books on legal phases of TV-radio; he will be honored at a testimonial dinner in Washington in March . . . Pat Weaver, NBC pres., and Robert Sarnoff, exec. v.p., will be presented to President Eisenhower Feb. 6 by RCA-NBC chairman David Sarnoff . . . A. E. Joscelyn resigns as CBS Hollywood director of TV-radio operations . . . Hugh Terry, gen. mgr. of KLZ-TV & KLZ, Denver, hospitalized with heart ailment . . . Sterling Quinlan, gen. mgr. of ABC's WBKB, Chicago, promoted to v.p. . . . Theodore H. Walworth Jr., ex-NBC Spot Sales, appointed sales mgr. of WNBK, Cleveland, succeeding Charles H. Phillips, now sales mgr. of WOR-TV, N. Y. . . . George Dietrich promoted to national radio mgr., NBC Spot Sales, succeeding Wm. N. Davidson, now asst. gen. mgr. & sales director of WNBK, Cleveland; Edwin T. amcsn succeeds Dietrich as eastern radio mgr. . . . Ernest E. Stern promoted to ABC publicity mgr. . . . Harold E. Anderson resigns as v.p.-gen. mgr. of KOLN-TV, Lincoln, Neb., to join upcoming WDEF-TV, Chattanooga (Ch. 12); he will direct construction and become gen. mgr. of the new Tenn. outlet. . . . Harry Bubeck, NBC Radio program mgr. in Hollywood and veteran of 20 years with NBC, resigns . . . E. F. McLeod, ex-mgr. of WBML, Macon, appointed gen. mgr. of WDAK-TV, Columbus, Ga., under pres. Allen Woodall; Jack Rathbun adds programming to duties as operations director of WDAK-TV, Columbus, Ga.; Johnny Hugenberg promoted to production chief; Jack Poole to technical director . . . Don P. Molony, ex-WEHT, Henderson, Ky-Evansville, Ind., appointed v.p. of new WTSK-TV, Knoxville . . . Glenn Shaw, ex-KCCC-TV, Sacramento, named sales mgr. of KDYL (AM), Salt Lake City . . . Jerry Taylor, v.p. of

KMBC-TV & KMBC, Kansas City, who runs St. Mary's Lodge at Estes Park, Colo., has opened another—Lake Pleasant Inn, Beardsley, Ariz., about 45 mi. from Phoenix . . . Miss Claire Collins promoted to supervisor of ABC TV-radio sustaining traffic, succeeding Mrs. Jane Hagan Farno, resigned . . . Dan Lindquist promoted to production director, KCOP, Los Angeles; Don Forbes resigns as program mgr. . . . Richard H. Gourley, ex-WSPD-TV & WSPD, Toledo, appointed director of public relations, Edward Lamb Enterprises Inc. . . . Joan Thompson appointed DuMont coordinator of religious programs . . . Jack Simonsen assigned by CBC to upcoming CBHT, Halifax, N.S., due on air next fall, as technical director . . . Tom Flynn, ex-CBS and WOR, named DuMont account supervisor, David Alber Assoc., N. Y. . . . John McPartlin resigns as sales mgr. of WNBQ to join Chicago sales div. of Motion Pictures for Television Inc. . . . Thomas S. Cadden joins TV-radio dept. of Krupnick & Assoc., St. Louis . . . Jack Creamer joins Young & Rubicam TV-radio dept. in charge of General Foods accounts . . . Richard P. Buch named Atlanta office mgr. of CBS TV Film Sales . . . A. M. Martinez, ex-Melchor Guzman Co. rep firm, named v.p. of new Caribbean Networks Inc. . . . J. Robert Covington, asst. v.p. for sales & promotion, and Kenneth I. Tredwell, asst. v.p. for programs, promoted to v.p.'s of Jefferson Standard Bestg. Co. (WBTW & WBT, Charlotte) . . . Myron J. Bennett, newsman and onetime candidate for Gov. of Iowa, named program mgr. of KSTM-TV, St. Louis.

Judge Justin Miller, retiring chairman of NARTB, ex-dean of Duke U Law School, and onetime pres. of Federal Bar Assn., named chairman of a Federal Bar Assn. committee to draw up a report on "dismissals from govt. service."

Arthur B. Donegan, 44, publicity-promotion mgr. of WABC and ex-asst. publicity mgr. of ABC, died Jan. 22 at his N. Y. home after long illness.

Two more TV tower mishaps this week took toll in life and property. Steeplejack James Jones, of Jacksonville, fell 400 ft. to his death Jan. 26 when 29-ft. section of new 1000-ft. Lehigh tower for WTVJ, Miami, slipped and crashed to ground as he was swinging it into place. Station's promotion mgr. Burt Toppan suffered neck burn as piece of broken cable whipped by him. In Weslaco, Tex., \$35,000 GE Ch. 5 antenna for upcoming KRGV-TV dropped 660-ft. Jan. 27 and planted itself 25 ft. in ground before 3000 spectators who came to watch steeplejacks for J. J. Phillips Corp. raise it onto 700-ft. tower. No one was seriously injured. Station had planned Feb. 1 start, probably won't be delayed too long because GE had another antenna on hand, shipped it out at week's end. Two top sections of tower also had to be replaced. There was silver lining, though, and promotion-wise station, taking advantage of accident's news value, offered \$200 in prizes for best amateur photographs of crash.

Ad hoc committee to study tower lighting & marking problems as they relate to aircraft will be named by airdromes, air routes & ground aids (AGA) subcommittee of CAA's Air Coordinating Committee at next meeting, probably Feb. 10. At Jan. 27 meeting, subcommittee began preliminary discussions aimed at deciding whether methods should be devised to mark and light guy wires of high towers (Vol. 10:4). Committee will be composed of representatives of govt. and private agencies concerned with aviation, FCC, tower manufacturers, RETMA, NARTB. At this week's subcommittee meeting, Bureau of Standards representative reported on preliminary study made for Navy of possibility of using flashing beacons on ground near base of tower to warn pilots when visibility is limited.

"Round robin" microwave route encircling north-eastern quarter of nation will be completed this week by AT&T when new New York-Albany and Buffalo-Cleveland sections will be ready for use. System follows 2400-mi. circular route, connects New York, Albany, Buffalo, Chicago, St. Louis, Columbus, Pittsburgh, Washington with cities in between—and then back to New York. It will be arranged so that any interconnected station can originate program and transmit it to all others on system. Actual operation of full loop is expected late this summer. System ultimately will have 4 channels. N. Y.-Albany route has 3 channels, Buffalo-Cleveland 2. First network service for Albuquerque, only pre-freeze city non-interconnected, has been ordered for KGGM-TV by CBS. AT&T is expected to provide service by fall, probably by microwave from Amarillo. Tentative Feb. 1 date is set for these AT&T network interconnections: WRDW-TV, Augusta, Ga.; WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KHOL, Kearney, Neb.; WTOG-TV, Savannah; KWFT-TV & KFDX-TV, Wichita Falls, Tex.; WNEM-TV, Bay City, Mich.

Pacific broadcaster J. Elroy McCaw acquired 75% and Jack Keating 25% ownership of WINS, New York (50 kw on 1010 kc, independent) this week in \$450,000 purchase deal recently approved by FCC (Vol. 9:32, 52). Seller was Crosley, which originally paid more than \$1,000,000 for station. Theatreman Charles Skouras, originally announced as prospective 50% purchaser, pulled out of deal and the McCaw-Keating combination was banked by Bankers Trust Co., N. Y. Broker Howard Stark handled deal. McCaw is required by FCC to divest himself by Feb. 15 of his interests in AMs KPOA, Honolulu; KILO, Hilo; KORC, Mineral Wells, Tex.



**T**RANSMITTER shipments have trickled down to small flow, with no more waiting lists for equipment and manufacturers saying they can fill new orders promptly now. This week, RCA shipped 10-kw transmitter to WMUR-TV, Manchester, N. H. (Ch. 9), which should get on air in Feb., and on Feb. 1 DuMont ships 5-kw by boat to KULA-TV, Honolulu (Ch. 4), due in March.

GE reported no new-station shipments, but on Jan. 25 it sent 20-kw amplifier to 5-kw KVTM, Sioux City, Ia. (Ch. 9), and this week its engineers were testing new 12-kw transmitter for KJEO, Fresno, Cal. (Ch. 47), and were checking out new 35-kw of WOI-TV, Ames, Ia. (Ch. 5). DuMont also sent new 5-kw to WNHC-TV, New Haven, Conn. (Ch. 8).

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

KUTV, Salt Lake City (Ch. 2), owned by Frank C. Carman-Grant Wrathall group, will have transmitter house ready by June when it's due to get composite transmitter being custom-built in own Salt Lake City workshops. It plans Aug. tests with 150-ft. Blaw-Knox tower, will go commercial Aug. 15, affiliated with ABC, reports pres. Frank C. Carman. Rep will be Hollingbery, who will offer it under "group market plan" along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began last Aug.; KWIK-TV, Pocatello, Ida. (Ch. 10), and KLIX-TV, Twin Falls, Ida. (Ch. 11), both due this spring; KIFT, Idaho Falls (Ch. 8), due next fall.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage outlet atop 6288-ft. Mt. Washington, N. H., this week named John H. Norton Jr., ex-ABC Central Div. v.p., as gen. mgr., effective Feb. 1. Last announced target date was end of summer 1954, but it's expected station, jointly owned by New England radio interests headed by ex-Washington radio attorney John H. Guider, will go into operation before that. Studio construction is already underway at Poland, where the Ricker Inn, on grounds of famed Poland Spring House, is being renovated for purpose. Harrington, Righter & Parsons will be rep.

WDXI-TV, Jackson, Tenn. (Ch. 9), has ordered DuMont equipment for April delivery when construction is scheduled for completion, plans July tests, goes commercial in Aug., reports pres.-gen. mgr. Aaron B. Robinson, who also publishes *Corinth* (Miss.) *Corinthian* and operates radio WCMA, Corinth; WDXI, Jackson; WENK, Union City—all in Tenn. Rep will be Burn-Smith.

WTIK-TV, Durham, N. C. (Ch. 11), hasn't begun construction yet, but has DuMont equipment on order, plans start next Sept., according to pres. Harmon L. Duncan. Rep not yet chosen.

WRDW-TV, Augusta, Ga. (Ch. 12), has its 10-kw RCA transmitter, plans Feb. 1 tests using 425-ft. Emsco tower topped by 74-ft. 12-bay RCA antenna, goes commercial Feb. 8 with CBS-TV affiliation, according to gen. mgr. W. Ray Ringson. Exec. v.p. Allen M. Woodall also owns 50% of WDAK-TV, Columbus, and has interest in WETV, Macon. Hour rate will be \$200. Headley-Reed will be rep.

WGAN-TV, Portland, Me. (Ch. 13), has rescheduled target from Feb. 1 to May 1, goes commercial May 16, reports gen. mgr. C. E. Gatchell. Its 20-kw GE transmitter and 240-ft. Truscon tower surmounted by 74-ft. 12-bay superturnstile antenna, 626-ft. above av. terrain, will be atop Blackstrap Hill in W. Falmouth, Me. Owner Gannett Co. Inc. publishes *Portland Press-Herald* and *Express* and other Maine newspapers. Hour rate will be \$250. Avery-Knodel will be rep.

WQED, Pittsburgh (Ch. 13, educational), now plans Feb. 15 tests with 5-kw DuMont transmitter being installed on Herron Hill, overlooking Pitt Stadium. It will use Westinghouse's KDKA-FM tower. Studios at 4337 Fifth Ave. are in historic building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. Grants totaling \$350,000 to get started came from the Arbuckle-Jamison Foundation, Ford Foundation and A. W. Mellon Trust. Operating funds depend on allocations by schools, public subscriptions and gifts. Schools in 10-county area around city have been asked to contribute 30¢ a year for each child. Families with TV are asked to subscribe \$2 for monthly *WQED Program Previews*. To boost subscribers and to get "to the grass roots for program sources," WQED is organizing neighborhood Subscribers Television Guilds. For each block of 500 subscriptions from a Guild, WQED will place a TV set in a school or other institution designated by the group. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward C. Horstman, ex-ABC Chicago, chief engineer.

WJPB-TV, Fairmont, W. Va. (Ch. 35), which originally expected to get under way with only \$117,565 investment in equipment (Vol. 9:50), has revised original estimate to "under \$123,000" which pres. J. Patrick Beacom regards as record low for any station with complete camera chain. He's seeking CP modification to tilt beam, now plans Feb. 15 start with 1-kw Continental transmitter, will use 230-ft. Blaw-Knox tower from which FM antenna has been moved to another location. Hour rate will be \$200. Rep will be Headley-Reed.

Life Magazine again takes full-page ads in N. Y. newspapers Jan. 29 to show "how business ranks national advertising media"—with itself in first place with 1953 revenues of \$109,708,903. Next ranking (all PIB gross figures): (2) CBS-TV, \$97,466,809; (3) NBC-TV, \$96,658,551; (4) *Saturday Evening Post*, \$80,865,877; (5) CBS-Radio, \$62,381,207; (6) NBC-Radio, \$45,151,077; (7) *Time*, \$35,391,178; (8) ABC-Radio, \$29,826,123; (9) *Better Homes & Gardens*, \$27,240,924; (10) *This Week*, \$26,822,080; (11) MBS-Radio, \$23,158,000; (12) *Look*, \$22,971,144; (13) ABC-TV, \$21,110,680; (14) *Ladies' Home Journal*, \$19,660,979; (15) *Good Housekeeping*, \$16,324,132; (16) *Collier's*, \$16,310,942; (17) *American Weekly*, \$15,904,772; (18) *Newsweek*, \$15,205,490; (19) *McCall's*, \$13,165,666; (20) *Business Week*, \$13,150,555.

"Traffic cop" concept of FCC's functions — mere arbiter of electrical interference problems — was deplored by Comr. Robert T. Bartley in Jan. 29 address at Radio & TV Institute at U of Georgia, Athens. Citing Supreme Court decisions and Congressional actions, he said it was FCC's duty to "inquire not only into the technical feasibility of the proposed operation, but also into the more important aspects affecting the service to the public which will result from the grant of a broadcast license." He also frowned on those entering broadcasting for a "fast buck" and on absentee ownership. Discussing monopoly, he endorsed policy of multiple ownership, saying it permits networks to provide better service.

DuMont reorganized broadcast equipment setup this week, abolishing TV transmitter div. and creating transmitter dept. under new communication products div. (Herbert E. Taylor Jr., mgr.) in move which will "greatly enlarge production, sales and distribution" of broadcast equipment. It said sales of such equipment in 1953 were 80% greater than in 1952 and 167% over 1951. New dept. is headed by James B. Tharpe, national sales mgr. of old transmitter div. Charles E. Spicer is sales operations mgr., with these district mgrs.: Lewis C. Radford, eastern; Herbert Bloomberg, central; Robert J. Myers, western; Thomas B. Moseley, southern.

**Telecasting Notes:** Another big radio station boldly hikes daytime rates—CBS's KNX, Hollywood, which this week released Rate Card No. 13 upping rates Jan. 31 by 15.4%, first rise since March 1946; it's based on 38.8% increase in radio homes and claim of 108.2% increase in delivered daytime audience . . . Radio's thriving 1953 reflected in newly issued 1954 *Broadcasting Yearbook* guesstimate of aggregate AM times sales of \$498,428,000, up \$25,000,000 from 1952, with only network down (see also PIB report, p. 16) but with spot & local up; figure is broken down thus: local \$257,254,000, spot \$144,595,000, national network \$89,528,000, regional network \$7,051,000—all net time sales after discounts but before commissions to agencies & reps . . . Best TV guesstimate for 1953 is still \$450-475,000,000, up from official FCC figure of \$324,000,000 in 1952 (Vol. 9:52)—but true figures won't be available until reported by FCC auditors in spring; *Printers' Ink* places time-&-talent expenditures by advertisers at \$688,700,000, up 35.2%, in its McCann-Erickson survey Jan. 22 (Vol. 10:4) . . . TV rate trend continues upward (see *TV Factbook No. 18*) and these are latest to raise tariffs: KGMB-TV, Honolulu, Class A hour from \$200 to \$300, min. \$40 to \$60; WTVI, St. Louis, hour remains \$400 but 1-min. up from \$40 to \$60; WTVN, Columbus, hour remains \$500, min. up from \$80 to \$100; WKST-TV, New Castle, Pa., hour remains \$200, min. up from \$30 to \$40 . . . Wm. F. Broidy in deal with Robert L. Lippert whereby he will produce 12 features for Lippert release and will take over all Lippert TV sales, to be handled thru Official Films Inc. . . . Another TV hit to become feature film: Warner Bros. signs Jack Webb (thru Mark VII Ltd.) to make full-length movie out of *Dagnet* . . . Warner Bros. sets up new TV-radio unit in adv.-publicity dept., headed by Frank Hobbs, to concentrate on buying time to promote its pictures; Mort Blumenstock is v.p. in charge, with Hobbs reporting to Gill Golden, adv. mgr., and Larry Golob, eastern publicity director . . . Rabco Inc. is new TV film production company organized by ABC, producer Hal Roach Jr. and Wm. Morris Agency; new firm reportedly will go into large-scale production of TV films

to be distributed through ABC Syndication . . . 1200 theatres closed their doors in 1953, compared to 973 in 1952 & 886 in 1951, reports *Hollywood Daily Variety* in preview of testimony to be presented to Congress by exhibitors seeking elimination of 20% admission tax; President Eisenhower vetoed similar bill last year . . . Who views re-runs of TV film? Audience isn't all new, A. C. Neilsen Co. found out in special survey of audiences of 13 shows for ABC, CBS & NBC; study indicates 34% of original audience watched same shows again on second run . . . Phonograph record producers are now gearing "tele shots" to coincide with release date of their new waxings, reports *Variety*, which observes TV is "developing into the top medium for getting new platter releases off the ground," citing case examples . . . First 4 documentaries of series titled *The Animal Fair*, produced by Pathescope Productions for American Cyanamid Co.'s Lederle Laboratories Div., being released to TV stations by Movies U.S.A. Inc., N. Y.; 27-min. films cover various livestock expositions, are offered free for showing as public service features . . . New TV farm programs: *RFD 6*, daily at 12:30 p.m. on KOIN-TV, Portland, Ore., aimed at Oregon & Southwest Washington farmers, conducted by Wm. E. Drips, onetime NBC director of farm programs; *Farm Program* Sat. on WTMJ-TV, Milwaukee, with stockyards traffic chief Hig Murray as m.c. Both shows will be partic. . . . National Assn. of Manufacturers weekly *Industry on Parade* film, handled by veteran G. W. (Johnny) Johnstone now being carried on 182 stations on exclusive-in-your-market basis . . . Charlotte's WBTV & WBT, owned by Jefferson Standard Life, broke ground Jan. 25 for new \$1,000,000 home on 6-acre tract, containing 47,000 sq. ft. of floor space, including 40x60 and 40x40 studios with 27-ft. ceilings . . . Students of 4 high schools and Rutgers U taking over complete operation of Walter Reade's new WRTV, Asbury Park, N. J. (Ch. 58) for full day each as part of community promotion . . . KMTV, Omaha, offers week's all-expense vacation in Sun Valley for 2 in slogan contest based on its call letters . . . KDRO-TV, Sedalia, Mo. (Ch. 6), due on air in Feb., switches rep to Pearson.

FCC will come under closer surveillance of Congress this session as result of 2-hour Senate debate and unexpectedly heavy opposition vote Jan. 25 when ex-FBI man Robert E. Lee was confirmed as commissioner. Though he received comfortable margin of 58-25, opposition vote was biggest yet tallied against an Eisenhower nominee. Sen. Monroney (D-Okla.), who cast sole ballot against Senate Commerce Committee approval (12-1) of nomination (Vol. 10:4), led opposition to confirmation. While praising Lee's integrity and ability in other fields, he insisted nominee wasn't qualified for FCC and that his endorsement by Sen. McCarthy and association with Texas oilman H. L. Hunt's Facts Forum Foundation would create atmosphere of fear not only among broadcasters but among newspapers affiliated with TV-radio stations. Monroney lamented that President Eisenhower hadn't appointed "a practical broadcaster" to the post. Voting for confirmation were 40 Republicans, 18 Democrats; against were 22 Democrats, Republicans Aiken (Vt.) and Smith (Me.) and Independent Morse (Ore.) Minority leader Lyndon Johnson (Tex.), whose wife owns KTBC-TV & KTBC, Austin, was absent during most of debate and vote; later he said he would have voted for Lee nomination.

Amendment of "protest" section of Communications Act was requested by FCC in letter this week to House Speaker Martin. Commission asks that language be changed so that filing of protest doesn't automatically stop effectiveness of CPs. Present law, Commission said, makes possible "delaying tactics on the part of existing licensees or permittees attempting to forestall competition."

Metropolitan Opera opening nights go on TV again beginning this year—but this time it's theatre TV. Metropolitan Opera Assn. and Theatre Network TV this week announced 3-year contract to televise annual opening night—the celebrities and fashions as well as the operas—on closed-circuit theatre hookup as benefit for Opera Assn. and a local charity in each city where telecast is shown. TNT pres. Nathan L. Halpern has set goal of 100 theatres for the 1954 telecast in Nov. TNT televised *Carmen* from Metropolitan to 31 theatres in 21 cities last year, drawing audience of about 60,000. Theatre telecasts are expected to substantially cut down Met's annual deficit. Officials of Opera Assn. and TNT credited cooperation of unions with making the plan possible. Opening nights of 1948-50 were presented on home TV, sponsored by Texaco on ABC-TV, but were discontinued because of high costs.

National Football League rewrote its TV-radio restrictions this week to conform with last November's anti-trust decision (Vol. 9:46) after club owners voted unanimously not to appeal. Amendment to Article 10 of NFL constitution now specifically permits local TV-radio broadcasts within city where a game is being played provided part of broadcasting receipts are added to gross receipts of game. When club is away from home, any other club may telecast into its territory. Also added to constitution was new section binding each club to court decision. TV network representatives attended club meeting in Philadelphia to start working out plans for next season.

FCC's "functional music" proposals for FM (Vol. 10:1) were endorsed by NARTB board at Phoenix meeting.

**Color Trends & Briefs:** Each color program is still an event, because there is average of only 2-3 live shows a week, anywhere. NBC feeds its color premieres to whole network, of which 20-30 stations rebroadcast them in color, rest in monochrome. CBS has one program weekly, carried only in New York and Baltimore. Only other stations able to originate color are: WABD, New York, slides & film; WPTZ, Philadelphia, slides & film; WMAR-TV, Baltimore, slides. Many others have origination equipment on order, expect it to start coming through in next month or two. For benefit of those who have the 2-300 color "sets-in-use," here are known color schedules:

NBC-TV—*Zoo Parade* Jan. 31, 4:30-5; *Howdy Doody* Feb. 1-5 (daily), 5:30-6; *Judge for Yourself* (Fred Allen) Feb. 9, 10-10:30; *Meet the Press* Feb. 14, 6-6:30; *Camel News Caravan* Feb. 16, 7:45-8; *Your Hit Parade* Feb. 20, 10:30-11; *Armstrong Circle Theatre* Feb. 23, 9:30-10; *Excursion* Feb. 28, 4-4:30; *Ding Dong School* March 8, 10-10:30 a.m.; *Eddie Fisher* March 10, 7:30-7:45; *Name That Tune* March 15, 8-8:30; *On Your Account* March 19, 4:30-5.

CBS-TV—*New Revue*, every Friday, 5:30-6, New York and Baltimore only. Paul Tripp is tentatively scheduled for 5:30-6 *Paul Tripp's Party* Tuesdays, starting March 2.

In NBC's schedule are many "firsts." Beside network programs, it had first commercial local origination schedule for WNBT, New York, Jan. 29, with Jinx Falkenburg show 1:45-2:30, featuring guests Ethel Waters, Dennis Day and Beatrice Kraft and fashion show.

Another milestone will be first non-closed-circuit film-and-live program on Feb. 16 sixth anniversary of *Camel News Caravan*. Films will be Far Eastern documentary shot by famed photographer twins Gene and Charles Jones, plus fashion shots from Florida and California.

*Zoo Parade* is built around theme of "animal adaptation," featuring, among other animals, a crow, white cockatoo, golden pheasant, green frogs.

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Beside color programs for network, NBC is conducting closed-circuit demonstrations for various groups, such as Feb. 25 session for Folding Box Assn., makers of packages, and ink manufacturers. In addition, it feeds color signals to WPIX, New York, which broadcasts them 11 a.m.-12:30 p.m. weekdays. CBS is still reticent about color plans. A third once-a-week program is to be added during first quarter, so as to provide a program near beginning, middle and end of each week. All will be offered to whole network, though number that will take them is still unknown. WCBS-TV also offers color test signals weekdays, 6:30-7 a.m.

Analyzing success of NBC Spot Sales' closed-circuit demonstration of how to integrate color commercials into black-&-white schedule (Vol. 10:3), Jan. 30 *Tide Magazine* quotes reaction of a couple influential advertisers, not now heavily in TV. Wm. Gorman, controller of Gimbels, said: "Having seen the demonstration, I personally feel color TV will be a far more useful medium to stores such as ours than black-&-white now is." A. F. Guckenberger, adv. mgr. of Ward Baking Co., commented: "Cake really looks like cake in color."

Still hope for color converters? Quote from FCC Comr. George Sterling's Jan. 28 address to Boston IRE: "While I had thought that the point of no return had been passed in converting black-&-white receivers, I now have a notion that some gimmick not too costly in price will be devised which will enable a monochrome receiver to receive color programs -in color. It would surely meet public acceptance by those who cannot afford a color receiver until they are available at reasonable cost."

**Network Accounts:** Million-dollar promotion campaign, biggest ever for any network program, is being launched Feb. 1 by NBC-TV for upcoming women's-angle daily series, *Home*, which debuts March 1, weekdays 11 a.m.-noon (Vol. 10:4). Campaign breaks with full-page ads in metropolitan newspapers, will run at least until April 1, features on-air plugs, 1-min. promotional films, letters to adv. agencies, etc. Four sponsors have already been signed, but NBC prefers to wait until larger group has signed before releasing any names . . . International Minerals & Chemicals Corp. (Ac'cent food flavoring) buys 26 partic. on Garroway's 7-9 a.m. *Today* on NBC-TV thru BBDO; Polaroid Corp. buys 60 partic., thru BBDO; Magic Chef (ranges) 12 partic., thru Krupnick & Assoc., St. Louis; Jacques Kreisler Mfg. Co. (watch bands) 11 partic., thru Foote, Cone & Belding . . . Borden's drops *Treasury Men in Action* from NBC-TV, Thu. 8:30-9 p.m., effective in late April, when it goes to unstated time on ABC-TV . . . American Home Products Corp. sponsors *Secret Storm* on CBS-TV starting Feb. 1, Mon.-Wed.-Fri. 4:15-4:30 p.m., thru Biow . . . Quaker Oats sponsors *Contest Carnival* on CBS-TV starting Feb. 7, Sun. 12:30-1 p.m., thru Sherman & Marquette . . . Helene Curtis Co. (hair preparation) expands sponsorship from alt.-week to weekly of *Down You Go* on DuMont starting Feb. 5, Fri. 10:30-11 p.m., thru Ruthrauff & Ryan . . . Thor Corp. (appliances) drops *Quick as a Flash* on ABC-TV, effective Feb. 25, Thu. 8-8:30 p.m. . . . With regional sponsors, *Jane Pickens Show* debuts on ABC-TV Jan. 31, Sun. 9:15-9:30 p.m. . . . Old Gold sponsors *Truth or Consequences* on NBC-TV starting May 18, Tue. 10-10:30 p.m., as summer replacement for Fred Allen's *Judge for Yourself*, thru Lennen & Newell.

Army Signal Corps' film *Atrocities in Korea*, barred from TV until Jan. 28, now being released to 261 stations.

Colorcasting Miscellany: CBS-TV plans to convert to color its Studio 43 at Hollywood TV City . . . KMTV, Omaha, doesn't expect to originate color until late 1955, but it has appointed as color consultants Eugene Kingman, director of Joslyn Memorial Art Museum, and Kendrick Wilson, director of Omaha Community Playhouse . . . Katz rep firm has published 39-p. *Focus on Color TV*, a status report on color covering networking, slides, film, local origination, tape, receivers, etc. . . . NBC's mobile unit, back from Pasadena, is now being remodeled, will get a third camera before use on next remote. . . . DuMont reports sale of a "Colorvision" slide scanner to Eitel-McCullough; previous units went to Motorola & CBS.

First RCA receiving tubes, made specially for color, announced this week: 6AN8, triode-pentode for low-frequency oscillator, sync-separator and phase-splitter circuits; 6BD4, beam triode for voltage regulation of high-voltage, low-current DC power supplies; 3A3, half-wave vacuum rectifier for rectifying high-voltage pulses; 6BY6, pentagrid amplifier for use as gated amplifier, also as a combined sync separator and sync clipper; 6AU4-GT, half-wave rectifier for damper-diode service in color sets and for monochrome sets with 90-degree deflection tubes.

Preparing for color shipments, GE TV-radio dept. this week announced division of responsibility between monochrome and color for 3 functions: receiver sales, advertising, engineering. In first appointments, Paul H. Leslie, ex-TV sales mgr., is named sales mgr. for monochrome sets and Joseph F. Effinger, ex-Cincinnati district sales mgr., is appointed sales mgr. for color receivers.

Transmission of color test signals simultaneously with regular black-&-white or color programs would be so useful, says NBC engineering v.p. O. B. Hanson, that NBC has been studying techniques for months. Among methods considered is one suggested by Telechrome Inc. (Vol. 10:4).

**TV SALES GO UP AS PROFITS COME DOWN:** TV business apparently picked up generally in recent weeks after sluggish start in early Jan., giving trade much-needed boost and raising hopes month's sales showing at all levels won't be as bad as first feared.

Local conditions vary, of course, but even RETMA lent statistical support to widespread bullish reports in disclosing distributor sales to dealers went up to 190,000 week ended Jan. 22 from about 150,000 in each of 2 preceding weeks. And while official RETMA statistics on retail sales won't be available for a few weeks, reports from field point consistently to recent pickup.

Major set makers, who set the industry pace, say their business is holding up well in face of normally slow post-Xmas tendency, bad weather over much of nation, advent of color, etc. They said they had no definitive explanation to offer.

Motorola v.p. E.R. Taylor said his company, while not cranking up full tilt, had increased output considerably over last 2 weeks to meet increased demand. And accenting trend to low-priced merchandise, he also disclosed Motorola had discontinued production of all 24 & 27-in. sets, now makes only three types: 17 & 21-in. tables and 21-in. open consoles. Other manufacturers have sharply curtailed production of larger sizes, probably have quietly eliminated some types, too.

Admiral's Joe Marty said sales so far were ahead of last Jan., with sizable pickup last 2 weeks. RCA and Philco spokesmen said much the same thing. Philco confirmed reports that 700 TV-radio workers had been laid off in last 4 weeks, but said they were hired on temporary basis last summer when new factory was opened and were retained rest of 1953 as long as production remained high.

Though volume was improving, profits weren't. Said Taylor: "Nobody's making money with 17-in. sets selling for \$150 & \$160, and 21-in. all-channel sets at \$200. Labor hasn't gone down, components have gone down only slightly. The only thing that's really gone down is the profit -- and that hurts!"

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The few color sets got wider distribution on dealer floors this week, permitting fuller evaluation of public reaction. Differing with locale, consumers usually showed keen interest, liked pictures but not the \$1000-plus price tags and small screens. The few dealers who had color set used it as traffic-builder, reporting they drummed up some black-&-white business as a result. Big Abraham & Straus dept. store in Brooklyn became perhaps first retail outlet to sell a color set. It took order from unidentified woman for \$995 set assembled by Philharmonic, using tube and other components from RCA and merchandised under store's AMC label.

Manufacturers show no inclination to sell current small-screen sets. Even RCA, stating it possessed only 150 sets, would not sell any -- merely has them out on loan -- and no other major manufacturer could be found with a set he would sell and immediately deliver. Admiral has 25-30 on loan, hasn't told of selling plans.

When larger color screens will be marketed, is still anybody's guess. Zenith v.p. H.C. Bonfig, speaking this week to Chicago Federated Advertising Clubs, said he could not escape the feeling that current 15-in. color set is "already obsolete, or if not obsolete, it will be before the year is out." He added: "The industry's race for development of an inexpensive color picture tube makes the race-for-obsolescence factor stare right out of that tube face in 3 primary colors."

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TV production advanced to 111,188 week ended Jan. 22, up from 95,915 preceding week and 106,525 week of Jan. 8, bringing 3-week production for year to date to about 313,000, compared to about 520,000 for first 3 weeks of 1953. Jan. 22 week's radio production totaled 215,976, compared to 221,372 week ended Jan. 15 and 225,481 week before. It brought 3-week output to about 462,000 vs. 746,000 in 1953.

RETMA also reported official 1953 production of 7,214,787 TVs & 13,368,556 radios, including auto sets. TV output was second only to 1950's 7,463,800, was well up from 1951's 5,384,798 and 1952's 6,096,279 (for month-by-month tabulations of TV sets by types, 1947-53, see p. 334, TV Factbook No. 18). Radios were up from 1952's 10,934,872 but far from 1947's record 20,000,000. Here's monthly breakdown of TV and radio production for 1953:

	<u>1953 Production</u>		<u>1953 Radio Production by Types</u>			
	<u>Total TV</u>	<u>Total Radio</u>	<u>Home Sets</u>	<u>Portables</u>	<u>Clock</u>	<u>Auto</u>
January.....	719,234	1,093,142	361,921	93,962	189,592	447,667
February.....	730,597	1,192,439	402,742	87,711	210,924	491,062
March (5 wks)	810,112	1,549,203	442,101	177,656	275,079	654,367
April.....	567,878	1,158,936	286,974	201,476	198,394	483,092
May.....	481,936	1,108,991	278,156	204,065	129,391	497,379
June (5 wks).	524,479	1,163,831	287,724	239,189	131,144	505,774
July.....	316,289	674,459	172,197	78,434	87,620	336,208
August.....	603,760	991,637	299,939	145,460	169,301	376,937
Sept. (5 wks)	770,085	1,216,525	529,427	147,355	182,417	357,326
October.....	680,433	1,052,493	370,178	135,009	189,230	358,076
November.....	560,197	1,065,785	457,151	127,316	171,356	309,962
Dec. (5 wks).	<u>449,787</u>	<u>1,101,115</u>	<u>514,428</u>	<u>103,931</u>	<u>117,672</u>	<u>365,084</u>
TOTAL.....	7,214,787	13,368,556	4,402,938	1,741,564	2,041,120	5,132,934

**'WORLD'S FASTEST GROWING MAJOR INDUSTRY':** Electronic industry's Mr. Statistics had some fabulous figures for N.Y. Society of Security Analysts this week. Sylvania's sales research director Frank Mansfield, who also heads RETMA statistical committee, called electronics "world's fastest growing major industry", estimated sales and revenue volume at about \$8 billion a year at present, foresaw more than \$13 billion annually in sales and revenue within next 8 years.

An accurate prophet in the past, Frank Mansfield's figures are usually taken quite seriously by the industry. So it will sit up and take notice when he says that by 1960-62 color will amount to 80% of all TV set sales. Here's a summary of what he foresees, with some amazingly precise figures which could some day rise to plague him, even though he allows himself a 3-year leeway for their achievement:

Television: Receiver sales at retail in 1953 totaled 6,600,000 units, at factory value of \$1.1 billion. In 1957-59, they'll average 5,300,000-to-6,900,000, valued at \$1.9-to-\$2.5 billion, with about 46% of them in color; in 1960-62, between 5,400,000-&-8,100,000 annually, valued at \$1.65-to-\$2.47 billion, about 80% of them in color. By end of 1955, entire country except for "very fringe territory" will be covered by good TV signals, he declared, noting that half of the homes of U.S. are now 85% saturated, while another 36% of nation's homes have 40% TV saturation.

Radios: About 7,000,000 home radios, at \$113,000,000 factory value, were sold at retail in 1953, plus 5,200,000 auto sets at \$150,000,000. In 1954, about 6,000,000 home sets valued at \$100,000,000 plus 4,100,000 auto sets at \$123,000,000 will be sold. For 1957-59, he foresaw home set sales of 7,800,000 a year at annual value of \$126,000,000 and auto set sales of 3,600,000-5,000,000 at \$108-150,000,000.

Phonograph players: Should maintain fairly level volume of sales between \$120,000,000 & \$130,000,000 a year in next decade -- though increasing popularity of high-fidelity systems may well increase this total considerably. (RCA v.p. Mannie Sacks predicted phonograph record sales of \$300,000,000 a year by 1960; Vol. 10:3.)

Tubes and components for repair: Totaled about \$600,000,000 in 1953, will be about \$850,000,000 in 1954, \$1.4 billion in 1957-59, \$2.2 billion in 1960-62.

Defense purchases of electronics products totaled \$2.8 billion in 1953, may go up to \$2.9 billion this year, to \$3.1 billion a year in 1957-59 and \$3.8 billion in 1960-62. He said this estimate was based on assumption of "no shooting war". Though Govt. will remain biggest customer of industry and bulk of production will continue to go for defense and entertainment, electronics equipment for industry and

commerce will make steady advances, totaling some \$274,000,000 in 1954, \$520,000,000 by 1957-59 and \$945,000,000 by 1960-62.

Markups on all electronics items from factory to consumer will account for another \$1.4 billion in 1954, he figures, and should reach \$2.5 billion in 1960-62.

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Lumping revenues from TV-radio broadcasting with radiotelegraph & commercial cables, Mansfield arrives at a total of \$1.285 billion in 1953, says these should go up to \$1.4 billion in 1954, \$1.5 billion in 1957-59, \$1.8 billion in 1960-62.

RCA v.p. Dr. C.B. Jolliffe, at same meeting, said he agreed with Mansfield's over-all statistical forecasts, though differing on some individual items. Philco v.p. Courtney Pitt predicted factory value of all electronics items sold in 1954 would be \$5.1 billion -- got this total from estimated \$3.5 billion for defense purchases, \$1.2 billion for TVs, \$300,000,000 radios, \$100,000,000 industrial items.

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**Trade Personals:** W. A. Bles, ex-v.p. & gen. sales mgr. of old Crosley div. prior to reorganization last year, resigns as v.p. of parent Avco Mfg. Corp., returns to Los Angeles home, but continues with Avco as consultant . . . John Kelly, ex-Raytheon Distributor Inc., Chicago, named gen. sales mgr. of Raytheon TV-radio div., succeeding Wm. J. Helt, now pres. of Appliance Distributors Inc., Indianapolis Raytheon outlet . . . Ellis L. Redden resigns as Motorola adv. & sales promotion director; effective on March 1, he will be succeeded by David H. Kutner, now in same position at Norge div. of Borg-Warner Corp. . . . Kenneth C. Meinken Jr. resigns as v.p. & gen. sales mgr. of National Union Radio Corp. (tubes) to become sales mgr. of Automatic Mfg. Corp., Newark (electronic components); he assumes duties handled by sales v.p. Bert E. Smith, to whom he reports . . . Fred M. Link, ex-pres. and founder of old Link Radio Corp., appointed director of DuMont's new mobile communications dept., supervising marketing of mobile and fixed-station radio transmitter & receiver equipment; he thus renews association with Dr. DuMont begun when both were with old De Forest Radio Co. in late 1920's . . . Thomas Ryan named Sylvania midwest sales mgr., Robert Burbidge west coast sales mgr. . . . Eugene S. Fields Jr. resigns as mid-Atlantic district mgr., Raytheon TV-radio div. . . . Wm. Rider, ex-Avco, named CBS-Columbia district mgr. in Cleveland . . . Raymond P. Weis promoted to sales promotion mgr., Stromberg-Carlson sound equipment div. . . . Allen N. White Jr. resigns as sales promotion mgr. of Westinghouse TV-radio div. . . . Raul H. Frye, ex-Raytheon, appointed engineering v.p., National Co., Malden, Mass.; Thomas D. Walsh promoted to v.p. & controller . . . Neil R. Seitzman appointed sales mgr. of Reon Resistor Corp., Yonkers, N. Y., taking over duties handled by pres. Leon Resnicow . . . Harold J. Adler, ex-Hallicrafters, appointed engineering v.p., Edwin I. Guthman Co., Chicago (capacitors) . . . E. Hoy McConnell upped to Capehart-Farnsworth sales promotion mgr.; Philip B. Parker, ex-Landers, Frary & Clark (appliances), named Dallas sales mgr. . . . Wm. H. Rickards, ex-Radiart & Cleveland Electronics, named to new post of director of engineering, Ward Products div. of Gabriel Co. (antennas) . . . Howard N. Gross named Motorola regional sales mgr. for Washington-Baltimore-Newark territory, replacing Charles Klein, resigned . . . John Jipp, ex-Motorola, named instrumentation recorder sales mgr., Ampex Corp., Redwood City, Cal.

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Pitching for RCA account which quits J. Walter Thompson June 1, William H. Weintraub & Co. placed full-page ad in Jan. 28 *New York Times*, strikingly captioned with letters RCA in Morse code and addressed to executives of RCA-NBC, listing top 28 by name, then followed this up with presentation. New adv. agency will be chosen in month or two.

**Distributors Notes:** RCA Victor appoints Prudential Distributors Inc., Spokane (Bedri Saad, pres.), replacing Harper-Meggee Inc., now out of business . . . Hoffman Radio appoints Covington Distributing Co., Houston (A. B. Covington, pres.) . . . CBS-Columbia appoints McCormack & Co., ex-Hoffman Radio San Francisco outlet, replacing Pacific Northern Appliances . . . Philco appoints Luckenbach Inc., Pottsville, Pa. (Russell W. Zacharias, pres.), replacing Al Saphin Co. . . . Emerson appoints Graybar, Cincinnati . . . Crosley-Bendix appoints Robert L. Rice Co., Portland, Ore. . . . Meck TV appoints Milmar Inc., Cleveland . . . Tele King closes factory branches in Philadelphia, Cincinnati, Hartford & Charlotte for reasons of economy, appoints Kingsley Stubbs Co., San Francisco, and F. E. Becker & Co., Portland, Ore. . . . Hoffman Radio appoints Paul G. Bryant, ex-gen. mgr. of Hoffman Sales Corp. of Los Angeles, as gen. mgr. of Hoffman distributor organizations in Seattle, Portland, San Francisco, Los Angeles & San Diego; he's succeeded by Jack Herbst, ex-sales mgr. of Hoffman Sales Corp. of Los Angeles . . . Admiral Chicago factory branch appoints Wm. A. Larson mgr. of distribution, replacing Paul Dorsey, now gen. mgr. of San Francisco branch; Wm. Oppenheim appointed TV & appliances sales mgr., replacing Julian Rudoy, resigned . . . Philco Distributors, Philadelphia, appoints James F. Haley TV-radio sales mgr.; Philco-Los Angeles appoints Milton Golden sales mgr. of electronics div. . . . Raytheon Little Rock factory branch appoints Albert F. Bushkuhl mgr., replacing James Sprague, resigned . . . J. M. Oberc Inc., Highland Park, Mich. (Arvin) appoints Robert F. Perkins, ex-Emerson of Michigan, as sales mgr.

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Frederick D. Ogilby, v.p. & gen. mgr. of Philco TV-radio div., takes full charge of TV, Wm. H. Chaffee takes over for radio, following promotion last week of Larry F. Hardy, ex-pres. of TV-radio div., to be v.p. in charge of product development. Raymond A. Rich is promoted to v.p. & gen. mgr. in charge of Philco refrigeration div., succeeding John M. Otter, now v.p. in charge of consumer product divs.; Samuel N. Regenstrief, ex-v.p. of refrigeration div., named v.p. in charge of manufacturing for all major appliance products, including newly-acquired Dexter home laundry equipment line (Vol. 9:50).

Westinghouse cut prices by \$20 this week on 4 more vhf-only sets: 17-in. black plastic table, from \$180 to \$160; 21-in. mahogany masonite table, \$200 to \$180; 21-in. open-face mahogany console, \$300 to \$280; 21-in. open-face frosted oak console, \$320 to \$300. Optional uhf tuners are \$40 extra. Westinghouse also announced construction had started on 150,000-sq. ft. warehouse adjoining TV-radio plant at Metuchen, N. J.

General Foods Corp. has set up new post of "director of electronic applications," assigning Harold H. Cauvert to job; he's ex-mgr. of staff operations for sales div.

Full Text of FCC's  
**PROPOSED SCHEDULE OF LICENSE FEES**

Charges to Be Made for Handling of Applications, Modifications, Licenses  
Of All Broadcast Stations, Safety & Special Services, Experimental Services, Equipment Type Acceptance  
& Approval, Operator Licenses, Ship Inspections, Common Carrier Services

Notice of Proposed Rule-Making Issued Jan. 28, 1954 as FCC Public Notice No. 54-76, Mimeo 215

Comments Due by April 1, 1954 (see *Television Digest*, Vol. 10:5)

In the Matter of  
Establishment of Fees for the  
Commission's Licensing and  
Similar Activities

} Docket No. 10869

**NOTICE OF PROPOSED RULE MAKING**

1. Notice is hereby given of rule making in the above entitled matter.

2. Pursuant to the provisions of the Independent Offices Appropriation Act of 1952 (5 U.S.C., Sec. 140), set out in Appendix A hereto, Congress has stated that work performed by Government agencies in connection with the issuance of franchises, licenses, permits, certificates, registrations and the like for any person, except those engaged in the transaction of official business of the Government should, to the full extent possible, be self-sustaining. In order to bring about the accomplishment of this objective, Section 140 of Title 5 authorizes the head of each agency to prescribe by regulation such fees and charges as he shall determine to be fair and equitable "taking into consideration direct and indirect costs to the Government, value to the recipient, public policy or interest served, and other pertinent facts."

3. The enabling legislation referred to above also provides that the fees and charges shall be as uniform as practicable throughout the Government and shall be subject to such policies as the President may prescribe. In view of this provision, the Commission refrained from taking any action looking toward the establishment of a schedule of fees, pending consideration of the matter on an over-all Government basis by the Bureau of the Budget operating in behalf of the President. Such a study has now been completed, and the Bureau of the Budget has issued Circular No. A-25 relating to "Fees for licensing, registration, and related activities" which sets out, in some detail, uniform standards to be applied by the various departments and agencies of the Government in implementing the provisions of Section 140, Title 5 of the United States Code.

4. The attached proposed schedule of fees for the various Commission licensing activities has been drafted in compliance with the provisions of the Budget Bureau Circular. In order that interested parties may be advised as to the basis upon which the proposed schedule of fees has been prepared, the following information is provided:

(a) The Commission has determined that all of its activities including the issuance, renewal, modification, transfer, or termination of any license or certificate must be characterized as licensing activities for which appropriate fees shall be charged with the exception of the enforcement activities of the Field Engineering and Monitoring Bureau and, to a limited extent, in the Broadcast and Safety & Special Radio Services Bureaus as well, and with the exception of the non-certification common carrier regulatory activities performed by the Common Carrier Bureau. And, in accordance with the policy of both the

Congress and the over-all government program, the Commission's licensing activities for which reimbursement charges are to be levied include both the direct and indirect costs of such activities. It has been determined that during the Fiscal Year 1953 approximately 45% of the Commission's entire expenditures were in fact directly or indirectly related to licensing activities. This percentage of the Commission's budget has been utilized as the full cost recovery base from which the fees set forth in the attached schedule have been derived.

(b) In determining the proper groups or categories of licensing fees the Commission has made use of the primary functional divisions into which the Commission has been organized and has calculated separate fees for the licensing activities of each of the 4 functional bureaus as well as for the special licensing activities in the Office of the Chief Engineer. By such a segregation it has been possible to avoid any subsidization of one type of licensing activity by another. At the same time, where personnel of one of the Commission's bureaus have performed services which are related to the licensing functions for which another bureau bears primary responsibility, the expenditures for such activities have, for purposes of the attached schedule, been allocated to the licensing functions of the latter bureau. Thus, the antenna survey and initial inspection activities of the Field Engineering and Monitoring Bureau, which are directly related to the licensing of broadcast stations, have been included in calculating the expenses of processing broadcast applications. Similarly, the expenses of such separate offices of the Commission, as the Office of Opinions and Review and Office of Hearing Examiners, have been allocated among the various functional bureaus at a ratio approximating our budget estimates as to the relative amount of time spent by such offices on the several types of licensing activities.

(c) Within each bureau the Commission has endeavored to avoid any undue multiplicity of separate charge. It has done this both upon the belief that such general grouping of related and similar licensing activities will aid both the Commission and the affected parties in complying with the new provisions with a minimum amount of additional time and effort and because of our recognition that no accurate allocation of exact costs between the various sub-categories of the Commission's licensing activities is possible. Accordingly, and in conformity with the provisions of the Budget Bureau's Circular, fees for different services within each particular bureau have been limited to a few broad comparable classes of actions.

(d) In the attached schedule no direct fees are proposed with respect to the institution of rule making proceedings; the cost of such proceedings has been considered as a portion of the normal costs of license processing in the areas covered by such rules. Moreover, no fees are proposed to be charged with respect to revocations or modifications of station licenses or suspension of operators' licenses initiated by the Commission. Finally, it is proposed to exempt from the category of applications for which a fee

will be charged for processing, applications having as their sole objective the modification of existing licenses to conform with the requirements of the EARC program. This latter exception was made because the Commission believes it would manifestly not be in the public interest to penalize persons who voluntarily cooperate with the Commission in carrying out the EARC program, or similar programs, when no fees would be assessed against those persons who refuse such voluntary cooperation and are required to modify their licenses on the basis of action initiated by the Commission itself.

(e) With the exceptions indicated in the paragraph above it is proposed to charge a fee in connection with all licensing activities of the Commission. In all cases the fees have been calculated upon the basis of recovering approximately the full costs involved in carrying out the particular licensing activity in question.

5. Proposed Schedule for Broadcast Services—It is proposed to divide all applications for authorizations in the broadcast services into two categories. For the first of these categories, involving major analysis and action by the Commission a fee of three hundred twenty-five dollars (\$325) would be charged. For all other applications in the broadcast services a fee of fifty dollars (\$50) would be charged.

A. Major Broadcast Applications ..... Fee \$325

(1) AM, FM, and Television Facilities—applications for:

- (a) Construction permits for new stations
- (b) Modification of construction permits or modification of licenses involving any of the following types of action:
  - i. Change in station power
  - ii. Change in station frequency
  - iii. Change in station location
  - iv. Change in mode of operation (including any change in the antenna pattern or hours of operation)

(c) Licenses to cover new stations or modifications of construction permits listed under (b) above

(d) Renewals of licenses

(e) Assignment or transfer of permits or licenses

(f) Special Service Authorizations covered by Section 1.325 of the Commission's Rules

(2) International broadcast stations—applications for:

(a) Construction permits for new stations

B. Minor Broadcast Applications ..... Fee \$50

(1) All applications relating to auxiliary broadcast stations (Part 4 of the Commission's rules)

(2) All applications with respect to international broadcast stations, except applications for construction permits for new stations

(3) All applications for construction permits, or for modification of construction permits, or licenses for AM, FM, and Television stations other than those listed in "A" above

(4) Applications under Section 325 (b) of the Communications Act of 1934, as amended

6. Proposed Schedule of Fees for Safety and Special Radio Services—It is proposed that a fee of ten dollars (\$10) be charged for the processing of all types of applications in these services including original applications, renewals, modifications, etc., with the exception of applications in the Amateur, Disaster, and RACES Services, for which a charge of three dollars (\$3) will be assessed. The three dollar charge with respect to the amateur service is for each application filed whether for station license, operator license, change of address, renewal, etc., or any combination thereof. The lesser fee for the processing of applications in the Amateur, Disaster, and RACES services is because the Commission believes that it would be contrary to the public interest, to require applicants therefor to pay the full amount that would be required if

applications in such services were grouped, for purposes of this notice, with the other services coming within the jurisdiction of the Safety & Special Radio Services Bureau.

7. Proposed Schedule of Fees for Experimental Services—It is proposed that a fee of twenty dollars (\$20) be charged for the processing of all applications, both formal and informal, filed in this service in accordance with the provisions of Part 5 of the Commission's rules.

8. Proposed Schedule of Fees for Type Acceptance and Approval—It is proposed that a fee of one hundred dollars (\$100) be charged for each application for type acceptance of equipment; that a fee of six hundred dollars (\$600) be charged for all applications for type approval filed in accordance with Part 18 of the rules, and that a fee of fifteen hundred dollars (\$1500) be charged for the processing of any application for type approval covered by Parts 3, 8, or 19 of the Commission's rules.

9. Proposed Schedule of Fees for Operator Licenses—It is proposed that a fee of three dollars (\$3) be charged in connection with the processing of all applications for commercial operator licenses regardless of class, including original applications, applications for renewal either by examination or by service under waiver of Section 13.28 of the rules, requests for duplicate licenses, endorsement on all outstanding licenses, and verification cards requested at any time other than upon the issuance of a license or a renewal thereof. It is also proposed that a fee of three dollars (\$3) be charged for processing an application for a restricted radio telephone operator's license.

10. Proposed Schedule of Fees for Ship Inspections—It is proposed to charge a fee of thirty dollars (\$30) for each application filed for the following type ship inspections even though an inspector may be required to visit a ship more than once before a certificate is issued:

(a) U. S. Compulsory Ocean-going Telegraph.

(b) U. S. Compulsory Ocean-going Telephone.

(c) U. S. Compulsory Great Lakes Telephone.

(d) Foreign Compulsory Ocean-going Telegraph and Telephone.

(This does not change in any way the existing requirement under Section 4(f) (3) of the Communications Act, as Amended, that the U. S. Government be reimbursed for extra compensation resulting from overtime services in connection with ship inspections.)

11. Proposed Schedule of Fees for Common Carrier Services—It is proposed to charge the following fees in the Common Carrier services:

(a) Applications filed by telephone companies under Section 221 of the Act for acquisitions, consolidations, etc.—\$350.

(b) Formal applications filed by telephone companies under Section 214 of the Act for the construction or extension of a line—\$150.

(c) Applications for exemptions from Commission jurisdiction under Title II of the Act—\$150.

(d) All other applications filed by common carriers under Titles II and III of the Act, except applications filed by carriers under Parts 7, 8, 10 and 14 of the Commission's Rules and Regulations which are covered by the fees set forth in the schedule of fees for the Safety and Special Radio Services—\$30.

12. It is contemplated that this schedule be reviewed biennially, and adjustments made where necessary to conform the fees charged to actual experience in the light of new or changed circumstances.

13. Each application for which a fee is prescribed must be accompanied by a remittance in the full amount of the fee. In no case will an application be accepted for filing or processed prior to payment of the full amount specified. Applications for which no remittance is received, or for which an insufficient amount is received, may be returned to the applicant.

14. Provision will be made for a Cashier's Office to be located in the Commission's Offices in Washington, D. C., for the purpose of accepting application fees presented in



person or submitted through the mail. Applications received in Washington will be processed through the cashier's office and stamped with the amount received prior to being forwarded to the appropriate bureau or staff office for further handling. Such payments may be made in United States legal tender, Domestic or International Postal Money Orders, or checks payable to the Federal Communications Commission. All fees collected will be paid into the United States Treasury as miscellaneous receipts in accordance with the provisions of Section 140 of Title 5 of the U. S. Code.

15. For the convenience of applicants presenting applications at field offices in person or by mail, arrangements will also be made for the acceptance of money orders and checks at such field offices, and in payment for such types of applications, as provided for in the Commission's Rules.

16. Receipts will not be issued for payments sent through the mails. The money order procedure provides a receipt and cancelled checks constitute a receipt for payments made in this manner. Receipts will be furnished upon request only in the case of payments made in person. The sending of cash through the mails is done entirely at the risk of the sender.

17. No refunds of fees will be made except in the case of payments in excess of the fee prescribed in the Commission's Rules.

18. No radio operator examinations will be given prior to filing of an application and payment of the proper fee at an appropriate Commission office. Such applications and fees will only be accepted at District and Sub-District offices. They will not be accepted at quarterly, semi-annual or annual examination points in cities other than those in which District and Sub-District offices are located.

19. The proposed amendments to the rules are issued pursuant to Section 4(i) of the Communications Act, Section 140 of Title 5 of the U. S. Code, and Budget Bureau Circular A-25.

20. Any interested party who is of the opinion that the proposed amendments should not be adopted in the form set forth herein and any person desiring to support this proposal may file with the Commission on or before April 1, 1954, a written statement or brief setting forth his comments; replies to such comments may be filed within 10 days from the last date for filing original comments. The Commission will consider all comments and briefs presented before taking final action in this matter.

21. In accordance with the provisions of Section 1.764 of the Commission's rules, an original and 14 copies of all statements, briefs, or comments filed shall be furnished the Commission.

#### APPENDIX A—5 U.S.C., Sec. 140

"It is the sense of the Congress that any work, service, publication, report, document, benefit, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any Federal agency (including wholly owned Government corporations as defined in the Government Corporation Control Act of 1945) to or for any person (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business of the Government, shall be self-sustaining to the full extent possible, and the head of each Federal agency is authorized by regulation (which, in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) to prescribe therefor such fee, charge, or rice, if any, as he shall determine, in case none exists, or redetermine, in case of an existing one, to be fair and equitable taking into consideration direct and indirect cost to the Government, value to the recipient, public policy or interest served, and other pertinent facts, and any amount so determined or redetermined shall be collected and paid into the Treasury as miscellaneous receipts: Provided, that nothing contained in this Title shall repeal or modify existing statutes prohibiting the collec-

tion, fixing the amount, or directing the disposition of any fee, charge or price; Provided further, that nothing contained in this title shall repeal or modify existing statutes prescribing bases for calculation of any fee, charge or price, but this proviso shall not restrict the redetermination or recalculation in accordance with the prescribed bases of the amount of any such fee, charge or price."

#### SEPARATE VIEWS OF COMMISSIONER HENNOCK

The Commission has today adopted a notice of proposed rule making to charge fees to applicants for licenses for the first time in its history. The notice lists a schedule of fees, classifying them for various activities, including a \$325 fee for AM, FM and TV applications.\*

In my opinion, this proposal is of such vital importance that it should have a full hearing to determine whether fees should be charged at all, and if so, their amount and the method of apportioning them among the various categories of applicants.

The principal consideration in determining the level of the proposed fees appears to be the cost to the government of administering the services involved. The objective is to recover this cost. The enabling legislation (5 USC 140) and controlling governmental policy recognize that the recovery of the costs to the government is but one of several considerations in determining the charges for applications. The other considerations include "value to the recipient" and "public policy or interest served."

In my opinion, a hearing on this subject would help decide which of these considerations or a combination of them should become the touchstone in determining the amount of fees.

For example, in the broadcast field, the "public policy or interest served" might be shown to far outweigh all other factors and justify no fee, or, at the most, only a nominal application fee to emphasize the overwhelming public interest considerations and to impress upon the applicants the importance of the public responsibility that goes with a broadcast license.

Moreover, the value of a broadcast license and the public policy and interest served might require a graduated scale of fees rather than a uniform fee determined on the basis of a formula which does not seem to take into account either the size, type or location of a station, or the relative importance of the applications. For the fee here proposed would be the same for every broadcast applicant and for many different types of applications; an applicant for a Class IV standard broadcast station and an applicant for a VHF television station in a large metropolitan area; a struggling FM operator seeking a change in location or renewal or modification of his license as well as a prosperous licensee of a television station.

Similarly, in the safety and special services where a fee of \$10 is proposed, a graduated scale of fees, ranging from a nominal to a substantial level, based on the type of service and the purpose for which radio is used, might be shown to be more equitable and better adapted to accomplish the objective of the law and policy.

In no event, however, do I think that this basic change in the Commission's licensing policy should be adopted without a hearing in which all the considerations involved would be fully developed.

#### CONCURRING STATEMENT OF COMR. BARTLEY

Since, as set forth in the notice, we must issue a proposal for some system of fees, I have no alternative but to concur. I believe, however, that the Commission's proposal with respect to broadcasting should give more weight to the criterion of relating the amount to be collected to value to the recipient. I believe that, spreading the fees over the full license period and basing such fees on the card rates established by the licensee, would be more in line with the Budget Bureau directive.

\* It should be noted that this substantial fee will have to be paid not only with the initial application but also with requests for renewals of licenses and the modifications listed above, with the result that there may be instances of multiple payments of \$325 during one license term.



**Electronics Reports:** Wedding of atomic energy and transistors produced a giant's step toward realization of scientists' half-century dream of converting radioactivity directly into electricity, as RCA demonstrated an "atomic battery" at chairman David Sarnoff's New York offices Jan. 26. Though output of battery is miniscule—1/5 volt, 5 microamperes, 1 microwatt—the principle is the thing. As Gen. Sarnoff stated:

"When Michael Faraday first produced an electric current it was with a relatively simple device—a copper disk rotated between the ends of a magnet. Faraday, 120 years ago, did not visualize the future of his invention, yet, today, the huge power generators at Niagara and the Hoover Dam operate on the same basic principle of Faraday's discovery."

First possible uses of battery visualized by Gen. Sarnoff—though he didn't attempt to predict when—would be to power portable and pocket-size radio receivers, hearing aids, signal controls, etc. Beyond these, he fore-saw atomic batteries powering home electrical appliances, replacing car batteries, perhaps becoming a major source of electricity for all except heaviest duty purposes.

Gen. Sarnoff estimated that 10 of units demonstrated could now power a small portable radio and that 1 or 2 could run a hearing aid.

Basic significance of development is that it forshadows production of device capable of providing almost inexhaustible source of electricity—since it would lose only half of its power in 20 years of continuous use.

Importance of RCA's contribution is the enormous increase in efficiency—200,000 times as great as former efforts. Previous techniques could derive only one electron of electricity for each radioactive particle. RCA gets 200,000-for-1, yet this still represents only 1% utilization of radioactive energy released. RCA scientists say new process has theoretical limit of 10% efficiency.

Device works by placing radioactive material, strontium-90 in this case, against transistor-like wafer of silicon; latter is bonded to antimony to form junction. Beta particles from strontium bombard wafer, producing current.

Strontium-90 is now a waste product of atomic energy plants such as Oak Ridge & Hanford, but it cost \$25 to refine amount in RCA battery (50 millicuries). RCA says

mass production of strontium-90 might bring price down to 10¢ for same amount. Output of battery could be increased by making larger units or stacking small ones.

Though device itself is about size of cigarette tip, presence of some alpha and gamma particles requires lead shielding, making whole unit about half size of cigarette package. With purer strontium-90, it's expected shielding can be eliminated.

Hailing development, Atomic Energy Commission chairman Lewis L. Strauss, former RCA board member, noted: "If a press release of the sort that you are making had been issued 120 years ago at the time of Faraday's discovery of the electric motor, it would have been received with considerable disbelief."

Said RCA consultant David Lilienthal, ex-chairman of AEC: "The results achieved reflect great credit on the scientific imagination of RCA scientists in applying RCA's extensive experience with electrons and semi-conductors to the efficient direct conversion of atomic radiation to electricity."

Scientists credited with development at Princeton Labs—under way since end of World War II, with Air Force backing since 1951—are Paul Rappaport, 31 (Carnegie Tech, '48-'49) and Dr. Ernest G. Linder, 51 (U of Iowa '25-'27 and Cornell Ph.D. '31).

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Microphone with built-in transistor pre-amplifier is now in production and being offered commercially by Remler Co. Ltd., San Francisco. It's designed to improve quality of radio voice communication between pilots and airport control towers, and Remler claims it also clarifies announcements to travelers in airport terminals, aboard planes, etc. Telephone headset with transistor pre-amplifier, coil cord and 3-circuit plug is priced at "about \$95," hand-held type \$80.

Midget radio receiver the size of cigarette pack is now being manufactured by Lehigh Valley Electronics Engineering & Mfg. Co., Allentown, Pa., for use by subscribers to radio paging systems, police, firemen, etc. Set has range of 20 mi., will run continuously for 80 hours on single set of miniature batteries, uses 3 subminiature tubes. Company says it can produce 1000 a month, selling at \$75 apiece, or \$40 each in lots of 50 or more.

**Financial & Trade Notes:** Avco Mfg. Corp. doesn't break down its Crosley & Bendix manufacturing-appliance operations, nor does it reveal separately the gross and net of its highly successful Crosley Broadcasting Co. (WLW, WLWT, WLWC, WLWD, WLWA)—but revamping of its TV-appliance structure, particularly with relation to Bendix distributors, accounted largely for sharp drop in profits for fiscal year ended Nov. 30, 1953. Consolidated sales reached record \$414,783,527, compared with \$326,585,641 in preceding year. Net profit went down to \$3,368,598 (34¢ a share) from \$11,028,927 (\$1.20). Chairman-president Victor Emanuel reported that defense contracts accounted for record volume, but earnings were hit by strikes and certain non-recurring costs in consolidating home appliance divisions as well as a weakening in price structures necessitating year-end inventory adjustments.

Hearing involving Don Ferraro's 3 companies—Fidelity Tube Co., Gem Radio & Television Corp. & Jewel Radio Corp., all of Newark—was postponed this week to Feb. 4, when Ferraro was ordered to present satisfactory plan to pay unsecured creditors (Vol. 10:1) or be adjudged bankrupt. In another Chapter XI proceeding, Transvision Inc., New Rochelle, N. Y., offered amended plan to pay unsecured creditors 30%, payable 5% in cash and balance in monthly installments of 1%; original offer was 100% payable in monthly installments of 2%.

Muntz TV reports net loss of \$1,457,288 for 5 months ended Aug. 31, 1953, after giving effect to \$746,740 tax adjustment credit. Sales for period were \$17,420,828. No comparison is available as company changed its fiscal year to end Aug. 31 instead of March 31. This was done, according to pres. Earl W. Muntz, to give better impression by reporting summer months at end of year rather than beginning. "We've always lost money in the summer, and last summer was worse than previous years," he is quoted in *Retailing Daily*, which reports Muntz may not reopen Chicago branch, closed 2 weeks ago because union salesmen rejected proposed cuts in commissions.

Cornell-Dubilier, for quarter ended Dec. 31, reports sales of \$11,434,918, profit of \$598,800 (\$1.15 on 512,390 shares), compared with \$10,574,073 & \$404,533 (75¢ on 465,834 shares) for same 1952 quarter.

Packard-Bell reports fourth quarter 1953 sales of \$6,333,923, net income of \$269,575 (39¢ on 688,000 shares), compared with \$10,479,295 & \$577,949 (98¢ on 588,000) same 1952 period.

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Olympic Radio is merchandising its own standard and custom TV lines this year, buying custom cabinets from Shaw Television Corp., Brooklyn, among other suppliers. We erred in reporting that Olympic would handle national sales for Shaw's own TV line (Vol. 10:3).

## Network TV-Radio Billings

December 1953 and January-December 1953  
(For November report see *Television Digest*, Vol. 10:1)

**N**ETWORK TV TIME sales soared to \$227,610,400 in 1953 from \$180,794,780 the preceding year as all 4 networks achieved gains—particularly CBS-TV, which forged ahead of NBC-TV with all-time record of \$10,381,879 in billings in Dec. to reach \$97,466,809 for year. NBC-TV billings for year were \$96,658,551. ABC-TV scored \$21,110,680, DuMont \$12,374,360. CBS led NBC in 7 of the 12 months.

These are the final Publishers Information Bureau figures for year, based on one-time network rates before discounts; actual dollar volume is roughly about 40% less than the figures given, which are generally used in the industry as an index to trends.

The PIB reports show network radio down to \$160,516,407 in 1953 from \$163,453,466 in 1952, with CBS continuing its consistent lead and actually showing an increase of nearly \$3,000,000 in 1953 over 1952. Only other network to show increase, slightly more than \$2,000,000, was Mutual which has no TV. The PIB figures for Dec. and for all 1953:

### NETWORK TELEVISION

	December 1953	December 1952	Jan.-Dec. 1953	Jan.-Dec. 1952
CBS	\$10,381,879	\$ 7,088,506	\$ 97,466,809	\$ 69,058,548
NBC	10,062,808	7,830,806	96,658,551	83,242,573
ABC	2,619,862	1,331,588	21,110,680	18,353,003
DuMont	1,617,058	1,211,316	12,374,360	10,140,656
<b>Total</b>	<b>\$24,681,607</b>	<b>\$17,462,216</b>	<b>\$227,610,400</b>	<b>\$180,794,780</b>

### NETWORK RADIO

	1953	1952	1953	1952
CBS	\$ 5,554,313	\$ 5,717,800	\$ 62,381,207	\$ 59,511,209
NBC	3,630,971	4,370,265	45,151,077	47,927,115
ABC	2,854,169	2,856,714	29,826,123	35,023,033
MBS	2,127,192†	1,980,320	23,158,000†	20,992,109
<b>Total</b>	<b>\$14,166,645†</b>	<b>\$14,925,099</b>	<b>\$160,516,407†</b>	<b>\$163,453,466</b>

### NETWORK TELEVISION—January-December 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 1,604,892	\$ 7,083,619	\$ 982,794	\$ 7,604,638	\$ 17,275,943
Feb.	1,481,032	6,621,629	862,299	6,876,029	15,840,989
Mar.	1,728,446	7,739,812	1,054,857	7,998,131	18,521,246
Apr.	1,640,597	7,770,181	850,658	7,513,430	17,774,866
May	1,813,985	7,622,432	903,945	8,052,545	18,392,907
June	1,607,320	7,399,078	835,768	7,324,315	17,166,481
July	1,299,471	7,422,337	592,890	6,903,092	16,217,790
Aug.	1,244,993	7,783,813	742,665	6,564,841	16,336,312
Sept.	1,376,017	8,503,620	678,302	7,837,467	18,395,406
Oct.	2,297,862	9,381,816	1,462,143	10,267,232*	23,409,053*
Nov.	2,396,203	9,756,593*	1,790,981	9,654,023*	23,597,800*
Dec.	2,619,862	10,381,879	1,617,058	10,062,808	24,681,607
<b>Total</b>	<b>\$21,110,680</b>	<b>\$97,466,809</b>	<b>\$12,374,360</b>	<b>\$96,658,551</b>	<b>\$227,610,400</b>

### NETWORK RADIO—January-December 1953

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$ 5,157,148*	\$ 1,786,134	\$ 4,260,555	\$ 13,878,459*
Feb.	2,538,663	4,670,833*	1,638,075	3,813,602	12,661,173*
Mar.	2,797,544	5,527,290*	1,995,478	4,342,082	14,662,394*
Apr.	2,637,364	5,375,987*	2,008,990	4,196,009	14,218,350*
May	2,593,923	5,334,225*	2,038,210	4,141,070	14,107,428*
June	2,113,725	5,227,026*	1,926,865	3,979,471	13,247,087*
July	2,030,989	4,870,463*	1,830,467	3,494,330	12,226,249*
Aug.	1,958,683	4,791,044*	1,738,248	3,219,250	11,707,225*
Sept.	2,156,806	4,990,142*	1,792,736	3,205,675	12,145,359*
Oct.	2,671,103*	5,478,455*	2,185,598	3,493,950*	13,829,106*
Nov.	2,798,532	5,404,281*	2,090,007	3,374,112*	13,666,932*
Dec.	2,854,169	5,554,313	2,127,192†	3,630,971	14,166,645
<b>Total</b>	<b>\$29,826,123</b>	<b>\$62,381,207</b>	<b>\$23,158,000†</b>	<b>\$45,151,077</b>	<b>\$160,516,407</b>

\* Revised as of Jan. 1, 1954. † Preliminary.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index for comparisons & trends.

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Total TV sets in U. S. went up to 26,973,000 as of Dec. 1, 1953, reports NBC research chief Hugh M. Beville Jr. This was addition of 6,534,000 since Dec. 1, 1952. In Nov., more than 609,000 were added. NBC-TV network had 137 affiliates as of Dec. 1, of which 107 were interconnected, latter serving 26,057,600 sets (96.6% of total).

**U**NDER MANDATE of Congress, FCC this week issued proposal showing how it intends to raise about \$3,000,000 annually from fees levied on those whom it regulates, to defray part of its \$7,000,000-plus annual budget. Since proposal would treat all TV-AM-FM broadcasters equally, regardless of type or size, it's certain to bring howls from smaller broadcasters, perhaps undergo considerable modification before final adoption. Comments on the proposal—full text of which is included as Special Report herewith to all subscribers—are due April 1. Minimum for any applicant is \$325 when he applies, plus \$325 when he gets license, plus \$325 every 3 years when he gets license renewed. If he has to get modification of power, frequency, location, antenna pattern, or hours of operation, he would have to pay additional \$325 for each application for such change. Largest single charge for any activity would be \$1500—for type approval of equipment such as transmitters or monitors. Smallest would be \$3—for operators and amateurs. Proposal is deliberately silent on charging for existing licenses and pending applications; Commission wants reactions first. FCC is first of govt. licensing agencies to make proposal, required by Budget Bureau.

First Mexican border station to aim for American TV audience, XELD-TV, Matamoros (Ch. 7), just across Rio Grande from Brownsville, Tex., has been authorized to move to either Guadalajara or Monterrey, reports *Billboard's* Sam Chase from Mexico City. Efforts to obtain confirmation were unavailing up to our press time, but move wouldn't be surprising because XELD-TV, owned equally by Mexican TV-radio tycoons Romulo O'Farrill Sr. and Emilio Azcarraga and directed by Monte Kleban, got first competition last Sept. from KGBT-TV, Harlingen, Tex. (Ch. 4), and shortly will get another competitor in Weslaco's KRGV-TV (Ch. 5)—former with CBS & ABC service, latter NBC. It went on air during freeze, was reputed to be big earner. While other border allocations have been made and stations authorized by Mexican Ministry of Communications (see pp. 117 & 225, *TV Factbook No. 18*), only other one actually built is XETV, Tijuana (Ch. 6), serving also San Diego area, owned by George I. Rivera and Mr. Azcarraga.

Three applications for TV stations were filed this week with FCC, 4 were dismissed, leaving 322 pending (64 uhf). Week's applications: for Great Bend, Kan., Ch. 2, by group of local business men headed by appliance dealer E. C. Wedell; for San Antonio, Ch. 12, by KMAC; for E. St. Louis, Ill., Ch. 11, by KSTM-TV, currently operating on St. Louis Ch. 36, which resubmitted application following court stay order holding up hearing on Ch. 11 unless FCC acts to hear KSTM-TV's arguments. [For further details about these applications, see *TV Addenda 18-D* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* and Addenda to date.]

Memphis' WHBQ-TV (Ch. 13), which began operating last Sept. 27 as CBS outlet, was reported sold to General Teleradio, General Tire & Rubber subsidiary, as we went to press Jan. 30. Details were unavailable, but deal is understood to involve \$600,000 cash payment and \$1,900,000 leasehold payments to licensee Harding College over 10 years. With the CBS-affiliated TV outlet goes radio WHBQ (5-kw day, 1-kw night on 560 kc, MBS). Harding College, located in Searcy, Ark., was represented in deal by W. O. Beaman, secy.; General Teleradio, by Wm. O'Neil, pres.; with Richard C. Crisler, broker. Outlet will be 4th TV owned by General Teleradio—others being WOR-TV, New York; WNAC-TV, Boston; KHJ-TV, Los Angeles. It also holds CP for WGTH-TV, Hartford (Ch. 18), under agreement whereby *Hartford Times* (Gannett) is to acquire 45%.