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ARTS AND INDUSTRY

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with **ELECTRONICS REPORTS**

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(For Complete Text of Address by Gen. David Sarnoff Before NARTB Convention, See Special Report Herewith)

A CREDO—AND SOME PREDICTIONS & OPINIONS: "Radio was built on the basis of service to the American people. Television must be based on the same solid foundation. For all its drama and potential for profit, television should be no place for get-rich-quick Wallingfords, more interested in what they can take than what they can give.

"Sure, they may ride high for a time, but they will have no staying power. Sooner or later, the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded.

"Television, like radio, should be a profession, with all that the term best implies in integrity, dignity, and above all dedication to a tradition of public usefulness. It should provide careers upon which young Americans can enter with the same proud sense of fulfilling a vital public function that they have in entering science, medicine, law or journalism. That inner awareness of mission applies not only to stations and networks but to TV performers, production people, administrators, salesmen and technicians."

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That high moral note flavored RCA chairman David Sarnoff's keynote address at NARTB Los Angeles convention April 29. But it was when he ventured far into the fields of prediction and opinion -- about the future of TV and radio, about uhf, movies, programs, color, pay-as-you-look TV, electronic progress -- that he held a jam-packed audience literally spellbound for more than an hour.

This was a bigger and much more responsive audience than he had when, just 6 years ago, with only 13 TV stations on the air and mere 16 applications pending, he urged convention of NBC affiliates that they had better get into TV swim -- or else.

You have to read the full text of speech, or at least those portions that touch your own business closest, to get its full import -- and that goes whether you are a broadcaster, telecaster, manufacturer, distributor, vendor, banker or anyone else concerned with the economics and science of TV-radio. Accordingly, subheaded by topics, we've published it complete as a Special Report herewith, including its many ad libbed interpolations not covered in official advance releases from which most press reports were derived.

MOST EVERYTHING WAS TV AT LOS ANGELES: This was a TV convention, almost to the exclusion of all else -- an NARTB convention without a burning issue for the first time in a generation. If you want to call them issues, the questions uppermost in minds of most delegates seemed to be: How can we get into TV? How much will it cost? Can we make it pay off without destroying our radio properties?

Seeking answers, the 1800-odd delegates attended the business sessions in greater numbers than usual, jammed the exposition booths, surveyed the gigantic and sumptuous Hollywood studio and transmitting plants of the networks. Highlights of

the speechmaking, kept to minimum in favor of panel discussions, were the Sarnoff address, particularly its extemporaneous interpolations, and the fine exposition of association policies by NARTB president Harold Fellows.

Ex-working broadcaster Fellows is generally credited not only with building up NARTB's capable and well balanced staff, but with spearheading, if not actually sparking, the new era of good feeling pervading TV-radio. Fact that business is good is helping too, of course -- for both are generally doing very well indeed.

It's our function and purpose to point up the general trends, to focus on those subjects deemed most significant and interesting to our top-level management-engineering readership. Accordingly, leaving detailed reporting to the trade papers, we intend to follow up our Sarnoff report (whose subject matter cuts across so many facets of TV-radio-electronics) with other transcripts or reports on discussions in specialized fields. Accordingly, we hope later to cover small market TV, uhf, possibly other subjects of the intensely interesting panel discussions.

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It was as much an engineering as management convention -- and in story below we've culled what our technical observer regarded as most significant, after visiting all exhibits and attending nearly all engineering sessions and demonstrations both at NARTB and at SMPTE convening in nearby Statler Hotel.

Outstanding impressions we carried away from the business sessions of this most amazingly efficient convention in some 27 years of attendance were these:

(1) That vhf is favored, as were clear channels in radio -- but that uhf, only place where TV can expand much, is on its way up technically and commercially. It certainly shouldn't be sold short, as the broadcasters not long ago sold TV itself short, for the simple facts are (a) that the public in non-TV areas is demanding TV, doesn't give a darn whether it's vhf or uhf, can generally get exceptionally good pictures via uhf; and (b) science and industry are solidly back of uhf, can produce adequate transmitting and receiving apparatus, cannot possibly afford to let it suffer the fate of FM. (See also Facing the Facts about UHF, Vol. 9:17.)

(2) That the telecasters, most of them also broadcasters, are approaching their industry problems (FCC, code, education, unions, movies, ASCAP) in spirit of give-and-take negotiation and without needless chips on shoulder.

(3) That the FCC, once dreaded for its unpredictable big stick tactics, is in safe hands under popular new Chairman Hyde, its majority reflecting the Administration's attitude that business isn't a beast to be beaten around and its controlling members being sound and realistic enough to encourage all phases of the electronics arts and sciences during their difficult change-of-life stages.

Indeed, the 5 commissioners attending the convention were profuse in their expressions of admiration for the job TV is doing. And Chairman Hyde went flatly on record, echoed later by Comr. Hennock, that there's no intention whatsoever to discriminate against radio broadcasters or any other legitimate American enterprisers in the granting of licenses -- if the grants to date weren't proof already.

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One warning note came to the inheritors of TV in an amused observation by Comr. Bartley during the FCC panel discussion in which he and Comr. Sterling shone for their brief, pat and to-the-point statements:

"Go on giving us those 2-to-3-minute TV commercials, if you think they're worth while," quoth Bartley, himself an ex-broadcaster. "But for my part, they give me an opportunity to get a lot of little things done around the house between programs. It's the short ones that catch me." There were chuckles and applause -- in obvious recognition that he had touched, albeit facetiously, on a vital point.

BIG DELIVERIES, SMOOTHER & CHEAPER GEAR: Breathtaking growth in TV stations this year -- much beyond anyone's previous guesses -- appears almost certain. Our estimate of last week, that 100 additional new stations will take to the air this year (Vol. 9:17), now seems entirely too conservative to the people who should know -- the equipment manufacturers. Unless grantees give up CPs in wholesale lots, and that isn't likely, 200-400 new stations could begin telecasting this year alone.

Plans and capacity of the equipment makers, as gleaned at NARTB convention

in Los Angeles this week, make the 200-400 estimate quite realistic. There's always some uncertainty about grantees' intentions to build, of course, particularly among uhf CP-holders in areas now well served with vhf, but equipment manufacturers are definitely able to double or treble number of stations this year.

This astonishing production record isn't generally appreciated until one remembers that the greatest number of stations put on air during any single year up to now was a mere 30. Also overshadowing that fact at the convention were the new "glamour" devices -- flying-spot film scanners and numerous tiny, inexpensive cameras spawned by the little Vidicon tube.

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Attracting engineers' attention as much as anything were the film scanners -- DuMont's and Philco's. There's no gainsaying Philco made a hit with its color film scanner, as did DuMont with its production model of black-&-white scanner which was rage of 1952 NARTB convention. Both are continuous-motion flying-spot devices.

Philco showed both 35mm and 16mm scanners, color film on 35mm only. It was first view of color TV on film for almost everyone -- and it was good.

Display was on monitor tube using 3 kinescopes and dichroic mirrors. Though Philco didn't disclose bandwidth employed, it was obvious that more than 4 mc was used -- perhaps 4 mc for each color. Nevertheless, as NTSC has amply demonstrated, bandwidth can be compressed into 6-mc channel and produce picture scarcely distinguishable from 12-mc picture to average observer.

One great advantage of flying-spot scanner for color, not generally known, is that there's no registration problem at all, as there is in live camera employing 3 image orthicons. Equipment is therefore capable of producing better pictures, from registration standpoint, than can be achieved with live camera. There was some slight misregistration in Philco's demonstration, but this was attributed entirely to dichroic mirror setup which is extremely difficult to keep perfectly aligned.

Philco quotes 9-12 months for delivery, estimates the 35mm will run about \$25,000, 16mm \$20-\$30,000. Equipment is designed for black-&-white, too, can be purchased for black-&-white or color. Philco engineers say color may be added simply and cheaply later if station prefers black-&-white only now.

Though Philco's competitors say 35mm has little demand, Philco people say that there's vast amount of 35mm color film; that 35mm equipment also has many industrial and laboratory uses; that it's a natural for theatre TV.

The 35mm was much more finished product than the 16mm, the latter being in admittedly "breadboard" stage, since Philco has worked on 35mm for years.

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While Philco impressed with color, DuMont made solid impact with finished product and its readiness to deliver. Particularly intriguing about DuMont scanner was "preview" feature -- ability to run 2 films or 2 opaques simultaneously. This permits operator to inspect one film while other is on air. Also fascinating to the engineers was reversibility angle -- ability to run a few feet of film, see what's on it, then run it back to start position.

Calling new device "multiscanner", reporting it easily convertible to color since it was derived originally from color research, DuMont says deliveries will start in August with rate of production 20-30 monthly. Price is around \$30,000.

Competitors GE and RCA say they're taking wait-and-see attitude on the new types of scanners. "We're not proud," said one top sales executive. "We're willing to examine anyone's ideas, but you know that continuous-motion scanners have been like perpetual motion -- everyone has been working on them for years, but no one has been able to perfect them."

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Family of "cons", the compact cameras built around the Vidicon or its relatives, has really grown. Besides the RCA Vidicon, there's Federal's "Photocon", GPL's "Staticon", Standard Electronics' "Multi-Con". Dage Electronics uses Vidicon, hasn't coined a new name.

Most of the new cameras are offered for film use, though some makers are pushing them for live use, too. Big appeal, of course, is price. As one small-

market grantee put it: "It takes something like this to bring the big boys down."

Quality of the Vidicon-produced image isn't as good as that derived from the image orthicon or iconoscope, but price (about one-third) has tremendous appeal.

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Summarizing new scanners and cameras, NARTB engineering dir. Neal McNaughten told engineers: "As I recall, when we first heard of the flying-spot scanner, I could get no clear replies to my inquiries about whether it could be used with motion picture film. Recently, I have been making inquiries as to if and when we may expect live pickups on flying-spot scanners.

"Replies are mixed. Some say it can be done; some say it can't. This line of thought may indicate that the workhorse of TV -- the iconoscope -- is soon due for retirement. It may also predict the ultimate retirement of the image orthicon in favor of either the cigar-sized photoconductive tube or the flying-spot scanner."

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Much serious attention was given to GE's "one-man" operation -- new switching setup requiring limited manpower (Vol. 9:17). GE was flooded with inquiries from small-market applicants and grantees, sold first one right off floor to upcoming KDR0-TV, Sedalia, Mo. Second goes to Cecil W. Roberts for Bloomington, Ill.

New transmitters shown for first time were DuMont's 1-kw uhf, Standard's 1-kw uhf, Gates' 500-watt vhf -- and Continental Electronics, Dallas, is planning on 1-kw uhf for early 1954 but not taking orders yet.

RCA had a simple motto emblazoned across its exhibit -- and it was eloquent: "Delivery is the only proof of production." It cited these post-freeze deliveries: 36 uhf, 30 vhf, 28 vhf amplifiers.

31 VHF, 30 UHF STARTERS SINCE FREEZE: Debut of 2 more uhf stations this week brings number of post-freeze starters to 61 -- of which 30 are uhf -- for grand total of 169 stations now on air. These stations both began test patterns April 29:

WTVO, Rockford, Ill. (Ch. 39), owned by Balaban and Dubinsky theatre families, reports "reception excellent", plans commercial debut May 3. Weed is rep.

WLBC-TV, Muncie, Ind. (Ch. 49) hopes to begin programming next week, says reports on test pattern reception "exceed expectations". National rep is Walker Co.

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Due to start momentarily, according to late information from stations and equipment makers, are the nation's first educational station, U of Houston's KUHT (Ch. 8); KELO-TV, Sioux Falls, S.D. (Ch. 11); KCBD-TV, Lubbock, Tex. (Ch. 11); WFTV, Duluth, Minn. (Ch. 38); WFAM-TV, Lafayette, Ind. (Ch. 59); KVOS-TV, Bellingham, Wash. (Ch. 12) -- possibly also KVEC-TV, San Luis Obispo, Cal. (Ch. 6); WNAO-TV, Raleigh, N.C. (Ch. 28); WHIZ-TV, Zanesville, O. (Ch. 50).

[For latest reports on other upcoming stations, see p. 8.]

ANOTHER HEARING DECISION & 2 MORE CPs: How well a station covers its "home" city is more important criterion than how many people it serves. That was gist of FCC hearing examiner's initial decision this week favoring local AM station WFDF for Flint grant over 2 competitive applicants who proposed to cover Detroit as well as Flint.

Though 5 of the 7 commissioners were at NARTB convention in Los Angeles, a "board" composed of Comrs. Webster and Doerfer granted these 2 uhf CPs:

San Francisco, KSAN, Ch. 32; Richmond, Ky., Blue Grass TV Co., Ch. 60.

These bring total post-freeze grants to 350. San Francisco grantee is owned by S.H. Patterson, whose KJAY, Topeka, Kan., is also TV applicant. Richmond group is headed by Charles P. Clarke, president of Standard Tobacco Co., licensee of WFTM, Maysville, Ky. and TV applicant for that city.

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In Flint case, WFDF is competing for Ch. 12 with WJR and W.S. Butterfield theatre chain, both of Detroit. Both WJR and Butterfield proposed antenna sites on plateau roughly 17 mi. south of Flint and 26 mi. north of Detroit, and both included most or all of Detroit within Grade A contours. WFDF chose site few miles north of Flint which would give Grade A service to only about one-fourth as many people.

In his decision favoring WFDF, examiner Benito Gaguine ruled: (1) Northern antenna site would put better signal in Flint and also give better service to areas north of Flint which need it most. (2) With 3 networks already represented in Detroit, a fourth "Detroit station" probably wouldn't be able to get a choice affiliation, thereby depriving Flint of best possible programming. (3) "The big Detroit service 'tail' may eventually wind up wagging the much smaller Flint service 'dog'", with station slanting programs to Detroit rather than to Flint. (4) Though none of applicants actually is locally owned, WFDF's proposed public service schedule is more impressive than others, due to local contacts gained through AM operation.

Final decision won't come for several months -- after filing of exceptions, oral argument, etc.

Congressional concern over huge backlog of hearing cases continues to mount -- and this week Chairman Tobey (R-N.H.) of Senate Interstate & Foreign Commerce Committee summoned FCC to public hearing May 18 "to discuss in general the work and work-load of the Commission and particularly its practices and procedures in considering applications for TV station licenses." The meeting, he said, will "follow the pattern of the recent hearing on educational TV" (Vol. 9:16-17) and will explore what can be done "to speed up the processing of applications".

Mergers and dropouts eliminate hearings -- and scarcely a week goes by that doesn't see a few of those. Lindsey theatre chain this week dropped application for Ch. 5 in Lubbock, Tex., leaving KFYO unopposed for channel. And Worcester, Mass., applicant WNEB, slated for May 25 hearing with Salisbury Broadcasting Co. for Ch. 14, filed for dismissal because it felt it couldn't make a go of uhf in competition with 5 nearby vhf stations. Another uhf applicant dropped out this week -- WAPF, which was unopposed for Ch. 31 in McComb, Miss.

SCANNING TV's technical future, speakers at NARTB engineering conference ran gamut of ideas and devices on horizon—or beyond. Here's progress report on some of them:

(1) *TV tape recording.* Production of commercial TV tape by first of next year promised by John T. Mullin, chief engineer of Bing Crosby Enterprises' electronics div. He said that there's no problem with detail and gray scale; that lateral jitter has been eliminated; that screen-like pattern has been reduced; that flicker has been eliminated. And he reported encouraging progress on reduction of streaking and eliminating ghosts.

(2) *Global TV.* NARTB engineering director Neal McNaughten predicted that transistorized submarine cable will do the trick in combination with microwaves. He said that the transistor repeater unit is so small and requires such minute power that it now appears feasible to build submarine coaxials of substantial length.

(3) *Boosters.* Reading paper prepared by WSM-TV president John H. DeWitt, station engineer Aaron Shelton reported successful conclusion of tests, including elimination of all instances of co-channel interference tackled to date. Though WSM-TV spent \$40-\$50,000 building prototype booster in Lawrenceburg, Tenn. (Vol. 9:3), it's estimated others may be built for \$5-\$6,000. Addition of 20 boosters, said Shelton, would add more than 250,000 people to a parent station's coverage. Though Lawrenceburg is 68 mi. from WSM-TV transmitter, signal produced by booster's 10-watt transmitter is considered to be equivalent to that received 45 mi. from main station. About 7500 people live in Booster's .5 mv/m contour, 8500 in 100 uv/m—and 1300 of these have signed petition requesting retention of the booster.

(4) *Color.* Engineers were brought up to date on progress of NTSC by GE's I. J. Kaar, who reported that compatible system is expected to be offered to FCC this summer. FCC Chairman Hyde, in luncheon address, made it clear that Commission would consider color, when presented, "in an orderly fashion"—meaning customary type rule-making hearing would be conducted.

Personal Notes: D. Lennox Murdoch, mgr. of KSL-TV, Salt Lake City, elected v.p. of licensee Radio Service Corp. of Utah; Dr. Carl J. Christensen elected engineering v.p., Vincent Clayton chief engineer; commentator Richard L. Evans named to board . . . Richard Lewine, CBS-TV producer, appointed supervisor of network's daytime programming, reporting to v.p. Hubbell Robinson Jr. . . . Hank Stahl, ex-WDTV, Pittsburgh, named program mgr., WSAZ-TV, Huntington, W. Va., replacing Ted Eiland, appointed gen. mgr. of upcoming WTAP, Parkersburg, W. Va. . . . Ernest Rety, ex-WJBK-TV, Detroit, & WXEL, Cleveland, named chief engineer of upcoming WBUF-TV, Buffalo . . . Howard Kaney resigns as Associated Press radio chief in Washington to become Washington mgr., CBS-TV news & newsfilms; Bill Wood, ex-mgr. of CBS-TV news & public affairs in Capital, heads public affairs dept. . . . Harry Ollson, ex-Warner Bros., joins NBC legal dept. in charge of copyright matters, replacing Theodore Kupferman, now Cinerama house attorney . . . Sol Paul, ex-*Broadcasting Magazine*, announces his new trade publication due in fall will be monthly, called *Television Age*; headquarters not yet opened . . . Sol Taishoff wins one of 7 U of Missouri awards "in recognition of his brilliant career as co-founder, editor and publisher" of *Broadcasting Magazine* . . . Dorothy A. Kemble, WOR-TV, heads unopposed slate for president, N. Y. chapter, American Women in Radio & TV; Nancy Craig, ABC-TV, first v.p.; Lynn Clary, DuMont, director for TV . . . George Kern, ex-Benton & Bowles, named TV-radio director, Lennen & Newell . . . Ted Grunewald, ex-Wm. Esty Co., joins Doyle Dane Bernbach as TV-radio director . . . David Kaigler Jr. named TV-radio v.p., Adrian Bauer Adv., Philadelphia . . . Horace J. Elias appointed TV-radio director, Kaufman-Strouse Adv., Baltimore.

TV's right to cover public affairs on par with press and radio was urged in resolution adopted by NARTB convention which deplored current "discrimination" against TV in coverage of legislative activities, urged TV expert in White House secretariat.

Telecasting Notes: Hollywood's changing attitude toward TV is again demonstrated by decision of Warner Bros.—once violently anti-TV—to use nationwide “saturation” TV-radio spot campaign to promote opening of new film, *The Beast from 20,000 Fathoms*, being premiered simultaneously in 500 cities June 1. To work with own admen in first coast-to-coast use of TV-radio to launch a new film, Warners has engaged Terry Turner and Don Thompson of General Teleradio . . . Film industry's own TV show, Motion Picture Assn.'s *Hollywood Parade*—consisting of clips from latest movies and appearances by stars—goes into pilot film production in next week or so for ABC-TV, to be offered for outside sponsorship . . . Good feature films—when will they come to TV in quantity? President Spyros Skouras of 20th Century-Fox told press conference company's backlog will be released to TV in “3 or 4 years, possibly a little sooner”; United Artists president Arthur B. Krim sees dam breaking in about 18 months . . . Big TV & film center for New York comes nearer reality next week when New York City Commerce Dept. confers with TV & film production and talent unions to iron out jurisdictional problems; AFL has already endorsed project, which would cost over \$100,000,000 and occupy 250 acres . . . Long-term contract signed by ABC-TV & Hal Roach studios, latter to produce 6 film series for network's airing next fall, beginning with Laraine Day series; pact said to run 2 years . . . CBS-TV Film Sales doubling staff and opening new offices in Dallas and Atlanta, simultaneous with announcement that beginning July 1 it will syndicate its 52-week *Amos 'n' Andy* series on a market-by-market basis, including 13 weekly half-hour shows never before shown on TV . . . Music from TV films may some day be important property, so BMI has launched concerted drive to contract with producers for exclusive licensing rights to music in their filmed shows,

Young, dynamic, Ward L. Quaal, asst. gen mgr. of Crosley stations and onetime Washington representative of Clear Channel Broadcasting Service, is newest member elected to NARTB-TV board, succeeding Henry W. Slavick, WMCT, Memphis, who chose not to run for reelection at Los Angeles convention. Three incumbents reelected were Campbell Arnoux, WTAR-TV, Norfolk; Kenneth Carter, WAAM, Baltimore; Wm. Fay, WHAM-TV, Rochester. Holdover members through 1954 are Robert Swezey, WDSU-TV, New Orleans, chairman; Clair McCollough, WGAL-TV, Lancaster, vice chairman; Harold Hough, WBAP-TV, Ft. Worth; Paul Raibourn, KTLA, Los Angeles; George Storer, Storer stations. Networks designated these 2-year members: Alexander Stronach Jr., ABC; Merle Jones, CBS; C. J. Witting, DuMont; Frank Russell, NBC. Note: Remarkable TV membership record reported to NARTB-TV business meeting April 28 by Thad H. Brown v.p. & counsel, showed 124 operating stations enrolled (out of 167 on the air, Vol. 9:17) plus 27 as yet non-operating stations. All but 14 pre-freeze stations (or 94) are members, plus 57 post-freeze, of which 13 are uhf operators.

Experiments with boosters in Britain, reported in April *Wireless World* by E. K. Cole's P. J. Harvey, showed satisfactory coverage of 50 sq. mi. with 50-watt transmitter. Technical article describes possible methods of employing boosters to reach the 20% of British population not now within range of stations.

“Dyna-Dolly” is prize-winning name for new DuMont TV dolly, submitted in contest at NARTB convention by attorney Russell Rowell of Washington law firm of Spearman & Roberson and selected by judges Harold Fellows, NARTB president; Frank Burke, editor of *Radio Daily*; Martin Codel, editor & publisher of *Television Digest*.

reports May 2 *Billboard*, which adds that BMI's immediate interests are sewing up rights to theme music and encouraging use of BMI-licensed music in TV films . . . One 20-second spot would cost \$22,454 if placed on every station in U. S. on Class A time, reports mgr. Peter B. James of Weed reps, figuring on basis of 162 stations as of April 15—as opposed to \$15,149 for all 109 stations (including Matamoros, Mex.) in November 1951; average rate for Class A 20-second spot is \$138.60, just 38¢ less than 1951 average . . . “How to Live on a Small Fortune” will be theme of June 17 TV-radio session of Advertising Federation of America convention in Cleveland's Hotel Statler . . . “Most extensive exterior settings ever used in a live dramatic TV show” will be background for ABC-TV's ambitious *Plymouth Playhouse* 2-part production of Dickens' “A Tale of 2 Cities” May 3 & 10 from Hollywood; network will use its 23-acre lot as well as 2 sound stages and 14 indoor sets . . . Unusual setting for TV program: Dumont's *Dark of Night*, live Friday night drama, shot May 1 by remote crews “on location” at East Paterson, N. J. TV receiver assembly plant . . . Weed rep firm moves Chicago TV operations to Civic Opera Bldg.; AM dept. remains at 203 N. Wabash Ave. . . Meredith's KPHO-TV, Phoenix (Ch. 5), served notice on NBC April 28, under 90-day quit clause, that it's shifting basic affiliation to CBS, which means new KTYL-TV, Mesa-Phoenix (Ch. 12) will become NBC outlet . . . WAVE-TV, Louisville, raised rates April 15 from \$600 to \$750 for Class A hour, \$120 to \$150 for min. . . WCAU-TV, Philadelphia, May 1 started new Class AA hour rate at \$1800 . . . WTTV, Bloomington, raised Class A hour from \$500 to \$600, min. from \$90 to \$120 . . . April 1 rate increases: WBTV, Charlotte, Class A hour from \$625 to \$750, min. from \$135 to \$150; WXEL, Cleveland, \$800 to \$900, & \$160 to \$175.

Radio Pioneers, social organization of industry's old-timers, meeting annually at NARTB conventions, elected these new officers at Los Angeles: Paul W. Morency, WTIC, Hartford, pres.; Arthur B. Church, KMBC, Kansas City, first v.p.; Raymond F. Guy, NBC, v.p.; Victor Diehm, WAZL, Hazleton, Pa., v.p.; John Patt, WGAR, Cleveland, secy.; Charles A. Wall, BMI, treas. About 750 attended annual banquet, where hall of fame plaque was presented to Frank Conrad, ABC v.p., in memory of his father, the Westinghouse pioneer; citations given to Dr. V. K. Zworykin, RCA; Dr. E. F. W. Alexanderson, GE; John V. L. Hogan, Donald Manson, O. H. Caldwell.

Two big AM station deals consummated this week: General Teleradio bought 50-kw WLAW (ABC), Lawrence (Boston), Mass., from Lawrence newspaper publisher Hildreth & Rogers for \$475,000, selling facilities of its 5-kw WNAC, Boston, Yankee Network flagship, for \$120,000 to Victor Diehm, owner of WAZL & upcoming WAZL-TV, Hazleton, Pa. WLAW call will be changed to WNAC. Birmingham News sold its WSGN to local investment broker John S. Jemison Jr., will also seek to transfer its CP for TV Ch. 14 to him. Sale was necessitated by News' recent purchase of WAFM-TV & WAPI (Vol. 9:15). Sales are subject to FCC approval.

American Assn. of Film Producers has been formed as trade association for TV-business film makers, with headquarters at 7064 N. Sheridan Rd., Chicago. Officers are all from Chicago area: George T. Becker, Vogue-Wright Studios, president; James A. Kellock, Wilding Pictures Productions, v.p.; Joseph G. Betzer, Sarra Inc., secy.; Lawrence P. Mominee, Atlas Film Corp., treas. Other board members: George B. Finch, Jam Handy Organization, Detroit; Reid H. Ray, St. Paul; Fred A. Niles, Kling Studios, Chicago.

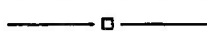
MORE COLLEGE football on TV this year—but it's only minor sop to fans, telecasters and those colleges left out in cold. National Collegiate Athletic Assn. TV committee announced this week there will be only one more football telecast this fall than last year's 12. Fall program was referred to NCAA members for vote, but that's considered mere formality. At Jan. 5-10 convention in Washington, they voted 172-13 for football TV restrictions without even knowing what program would be (Vol. 9:2).

Public will see 10 or 11 complete game telecasts, including Thanksgiving Day, but major change in plan is addition of 2 or 3 so-called "panoramic" Saturdays. Termed experimental, "panoramic" plan will divide viewing time among 4 widely separated games, with telecast starting no earlier than 3:30 p.m., EST (3 p.m. in November). Although that works easily on radio, fewer origination points are available on TV and complex installations are required at stadiums not already equipped. Number of origination points is also limited by fact that playing sites must be near coaxial cable.

NCAA sets even more obstacles for itself by (1) limiting college appearances to one per season; (2) giving preference to colleges not appearing on TV last year, and (3) specifying that each of NCAA's 8 districts must be represented at least once. But in district 7—Rocky Mt. Conference—only Denver and Salt Lake City can originate network telecasts and both U of Denver and U of Utah play their games at night when networks are already loaded with high-priced programs. Too, most football games in that conference generally lack nationwide appeal. Provision is also made for local telecasts of additional small-college and sold-out games, same as last year, but TV committee must grant permission first.

If NCAA sticks to its own rules, TV public will probably see fewer top-notch games, despite greater total. NCAA's object may be to spread TV gravy—\$1,151,109 last year (Vol. 9:13)—among more schools, but public protest is certain to grow. For instance, Democrat Richard Stengel introduced bill April 28 into Illinois State Legislature which provides that no tax-supported educational institution, such as U of Illinois, can refuse to televise sports events, if it can be done without cost to the institution.

But NCAA's TV committee, heedless of technical obstacles and public clamor alike, will meet May 11-12 in New York to accept bids on its program.



TV threatens boxing by virtually taking it over "without making a commensurate contribution," charges National Boxing Assn. commissioner Abe Greene, who says storm of protest by TV viewers over recent Jimmy Carter-Tommy Collins lightweight championship "massacre" brings into sharp focus TV's responsibility to millions of fans. He contends that it "should do something to meet the obligation to the sport and to the people who are being inveigled into viewing it by the millions." TV has put boxing in a nationwide "goldfish bowl," he claims, and it should assist NBA in setting up boxing clinics for scoring methods, in indoctrinating officials for TV performances and in "preserving the small clubs which incubate the coaxial stars."

Baseball TV hearings on Sen. Johnson's bill (S. 1396) to permit major leagues to ban telecasts in minor league territory (Vol. 9:12) will be held May 6-8 & 11-12 by Interstate & Foreign Commerce Committee, but so far no TV representatives are scheduled to appear. Witnesses will include Justice Dept. representatives, sports figures and ex-Sen. Francis Myers, defense attorney for National Football League in pending TV anti-trust suit (Vol. 9:5, 7, 9-11).

TV competition won't hurt newspapers a whit, publishers were advised last week by one of their fellows with radio experience—and they got a rosy report on advertising of which he was elected president. He said, "Newspapers radio hand to prove it. Soothing words came from George C. Biggers, publisher of *Atlanta Journal & Constitution* and onetime gen. mgr. of its WSB, in address April 21 to N. Y. convention of American Newspaper Publishers Assn., of which he was elected president. He said "Newspapers years ago took radio in their stride and I think they will do the same with TV." Though some have made such adjustments as moving up late afternoon deadlines to avoid competing with evening TV shows, publishers in 10-50,000 circulation class indicated TV hadn't hurt circulation, had actually added to advertising revenue from TV dealers and from tie-ins with products advertised on TV. Equally reassuring figures to support Biggers came from Stuart Chambers, treas. of *St. Louis Post-Dispatch*, ex-sales chief of its KSD & chairman of board of ANPA's Bureau of Advertising, who reported newspaper advertising revenue last year totaled \$2.309 billion, of which \$526,000,000 was national advertising, compared to \$2.111 billion in 1951. National advertising, he added, has been steadily rising since advent of TV.

TV is credited with making newspapers cover major news events more fully and accurately by Associated Press executive editor Alan Gould. In talk to annual meeting of AP's Connecticut circuit recently, he said TV has not only stiffened news-gathering competition but has also increased newspaper sales by stimulating interest in news. Gould's views were echoed same week by Mrs. Oveta Culp Hobby, Secretary of Health, Education and Welfare, co-publisher with her husband of *Houston Post* (KPRC-TV & KPRC), who told Chicago Economic Club that newspapers, with their specialized features, will survive and continue to grow, side by side with TV.

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Annual plaque awards for 1952-53 by *Variety*—honoring outstanding "showmanagement" contributions to TV-radio—go to these stations in various categories: WNBC & WNBT, New York, for outstanding AM-TV operation; WBAL-TV, Baltimore, education by TV; WNBQ, Chicago, TV station showmanship; KTLA, Los Angeles, special events in TV; WIP, Philadelphia, and WSB, Atlanta, "How to Run a Radio Station"; WMCA, New York, responsibility to community; WHAS, Louisville, contribution to industry; WLW, Cincinnati, radio station showmanship; KLIX, Twin Falls, Ida. & KIXL, Dallas, small station enterprise; WGBH, Boston, FM operation; KFRE, Fresno, outstanding farm station. "Showmanager Award," for setting industry pattern by completely divorcing TV & AM operations, goes to CBS chairman Wm. S. Paley and pres. Frank Stanton; special plaque award for "bringing excitement to TV" to RCA chairman David Sarnoff; special citations to NBC-TV's *Victory at Sea*, CBS-TV's Edward R. Murrow for *See It Now*, NBC & NBC-TV for programming contributions, and for *Meet the Press*.

Network TV is credited for most of 9.4% increase in expenditures in 4 major media in 1952, according to Publishers Information Bureau. Figures were derived from survey of 2318 advertisers spending \$25,000 or more last year in 88 general magazines, 6 farm publications, 8 Sunday newspaper sections, 4 TV and 4 radio networks. Expenditures in the media were \$958,347,692, compared with \$876,104,727 in 1951. Network TV gained \$53,000,000, magazines \$39,000,000, Sunday newspapers \$2,000,000—while network radio dropped \$11,000,000. *National Advertising Investments*, listing the 2318 advertisers, is available from Leading National Advertisers Inc., 441 Lexington Ave., New York.

TWO UHF transmitters were shipped this week by RCA to CP-holders—WICA-TV, Ashtabula, O. (Ch. 15) and WETV, Macon, Ga. (Ch. 47). RCA's revised delivery schedule calls for uhf shipments next week to WISE-TV, Asheville, N. C. (Ch. 62) and WKOW-TV, Madison, Wis. (Ch. 27). WDAK-TV, Columbus, Ga., gets Ch. 28 transmitter following week. Vhf units are slated to go to KRDO-TV, Colorado Springs (Ch. 13) and KTVH, Hutchinson, Kan. (Ch. 12) about May 15.

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From uhf grantees come these reports of plans and progress:

WSUN-TV, St. Petersburg, Fla. (Ch. 38) has re-scheduled test pattern to May 15 from previously announced May 1 (Vol. 9:1) due to delay in delivery of RCA antenna. Mgr. George D. Robinson reports RCA transmitter is installed, control equipment about 75% complete and construction of studio will be completed this week. TV staff now includes: Louis J. Link, assistant mgr. and chief engineer; Mrs. Vera New, commercial mgr.; Charles W. Vaughan Jr. (ex-WLWD, Dayton), program director; Andrew Kudrick (ex-WJBK-TV, Detroit), engineering supervisor. Weed will be rep.

KIMA-TV, Yakima, Wash. (Ch. 29) has moved target date to mid-July from previously reported June (Vol. 9:12). Ground was broken last week for new \$100,000 two-story TV-radio center to be completed by July 15. "Building will provide most modern TV plant of any secondary market in the nation," says v.p. Tom Bostic, with more than 10,000-sq. ft. of working floor area including 2 large studios for live shows and one for film production. Over half of GE equipment is already installed. Weed will be rep. Rival KIT-TV (Ch. 23) in Yakima last reported planning start in "mid-summer or early fall" (Vol. 8:51).

KCTY, Kansas City (Ch. 25), awaiting RCA transmitter, hopes to begin test pattern "about early June," reports Herbert Mayer, president of Empire Coil Co., owner of Cleveland's WXEL, grantee in Indianapolis & Denver, founder of pioneer uhf station KPTV, Portland, Ore. "I am not going to 'rush' KCTY the way I did KPTV," he writes, but on-air date is earlier than previous July target (Vol. 9:13). Transmitter building is ready; 750-ft. Truscon tower should be completed in about four weeks. Rep has not yet been chosen.

WMTV, Madison, Wis. (Ch. 33) now reports July start instead of original June 1 target (Vol. 9:5). Grantee Bartell Television Corp. has moved from Milwaukee to the Washington Bldg., 119 E. Washington Ave., Madison. RCA equipment will be housed in transmitter building on Belt Line Rd. President Gerald A. Bartell is gen. mgr., v.p.

EDUCATIONAL TV's first station, KUHT, Houston (Ch. 8), is scheduled to begin testing next week following arrival April 29 of long-awaited Federal transmitter. Formal dedication, originally scheduled for May 4, has been postponed until all technical "bugs" have been erased and station is prepared to make good showing, reports mgr. John Schwarzwald.

W. W. Kemmerer, who resigned last week as U of Houston president after spark-plugging drive for station, is expected to give full report on problems of a would-be educational station operator to national stock-taking conference at Washington's Wardman Park Hotel May 4, sponsored by Dr. Milton Eisenhower's National Citizens Committee for Educational TV.

Meeting is expected to attract Congressmen, FCC Commissioners, Ford Foundation officials as well as scores of educational and community leaders from all over nation for exchange of ideas, including all-important suggestions on fund-raising.

Earl W. Fessler is chief engineer, Morton J. Wagner sales mgr., Alan Beaumont station director.

WSIL-TV, Harrisburg, Ill. (Ch. 22) anticipates delivery of RCA equipment before September 1, plans to begin testing in October. Rep has not yet been chosen.

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Reports from vhf grantees this week included:

WCIA, Champaign, Ill. (Ch. 3) has ordered RCA equipment and expects to begin programming Sept. 1, reports Merrill Lindsay, board member of grantee Midwest Television Inc. WCIA plans to ask modification of CP to raise antenna to 1000 ft. above average terrain; has contract with Ideco for tower, radiator and coaxial cable to be completed by Aug. 1. "Our grade B contour encompasses Champaign-Urbana, Decatur, Danville, Bloomington, Springfield, Peoria, with Terre Haute tossed in free," writes Mr. Lindsay. WCIA will be basic CBS affiliate with \$350 base rate; rep not chosen as yet.

KFOR-TV, Lincoln, Neb. (Ch. 10), previously reported for April 15 (Vol. 9:10), has RCA transmitter on hand and now plans May 31 commercial debut with test pattern "probable" on May 24, says v.p.-gen. mgr. George X. Smith. Rep will be Raymer. KOLN-TV (Ch. 12), city's other grantee, made debut Feb. 10.

WDAY-TV, Fargo, N. D. (Ch. 6) did not make May 1 target with interim 2-kw RCA transmitter (Vol. 9:4, 10), now aims at May 15 test pattern with May 22 commercial debut, reports president E. C. Reineke. Rep will be Free & Peters.

KHSL-TV, Chico, Cal. (Ch. 12) reports transmitter building completed, studio renovations about 50% done, RCA equipment ordered. Mgr. W. S. Woodling says tests should begin about Aug. 1. W. S. Grant Co. will be rep.

Niagara Television Ltd., Hamilton, Ont. (Ch. 13), one of first 7 private grantees in Canada (Vol. 9:14), hasn't ordered equipment or set construction plans yet but has Christmas as target date. Ken Soble, owner of CHML, will manage station, which will be joint operation of CHML, CKOC and CJSH-FM.

Power increases and channel shifts: Boston's WNAC-TV, with new RCA amplifier and antenna, went to 220 from 26.6-kw April 26. WLWD, Dayton, shifted April 28 to Ch. 2 from 5; other Crosley stations, Cincinnati's WLWT and Columbus' WLWC, received their RCA 25-kw amplifiers this week, will get new antennas later, then go to 100 kw on new channels about June 1 and July 1, respectively. WBEN-TV, Buffalo, got RCA 10-kw unit, will boost ERP from 50 to 100 kw; RCA also shipped 25-kw amplifier to WAGA-TV, Atlanta, which will increase its 26.5-kw power to 100 kw. Post-freeze KTBC-TV, Austin, plans to go to full power of 102.9-kw May 15.

Other educational TV developments this week: (1) GE's WRGB, Schenectady, offered area schools 5 hours of free time each week, plus \$2500 a year toward salary of anyone who would produce acceptable educational programs for use on station. (2) U of Michigan board of regents appropriated \$180,000 to defray construction costs of educational station at Ann Arbor. (3) Oklahoma House of Representatives passed bill setting up state-wide educational network, but didn't appropriate any money for it. (4) Illinois House majority leader Franklin U. Stransky introduced bill to prevent any educational institution from using state funds for educational TV station, imperiling TV plans of U of Illinois. (5) Indiana U formed TV-radio dept., with courses leading to A.B. & B.S. degrees, under Dr. Elmer G. Sulzer, ex-Kentucky U radio director. (6) ABC-TV will originate program May 6 on adult education in American life from York (Pa.) Junior College 9-9:30 p.m., sponsored by Ford Foundation, first network origination from York's WSBA-TV (Ch. 43).

Station Accounts: Evening spot TV and daytime spot radio business may break all records this spring and early summer, says April 29 *Variety*, which expects spot TV revenues "to almost double the \$88,000,000 grossed last year" and spot radio to "exceed by \$25,000,000 the total \$125,000,000 spent in 1952" . . . Canadian Admiral reports it spent \$156,978 in first 7 months of CBC operation to sponsor 33 sports events on CBFT, Montreal, at average cost of about \$3400, and 11 on CBLT, Toronto, at \$3800 average, thru Stewart-Bowman-Macpherson, Toronto . . . Robin Hood Flour Mills Ltd. becomes first sponsor on upcoming privately owned TV station in Hamilton, Ont. when it goes on air in December, buying *United Press Movietone News* . . . White Rock Corp. buys *Baseball Hall of Fame*, starting May 14 on WABD, New York, thru Ellington & Co., N. Y.; program was also reported bought by American Brewery Co. on WAAM, Baltimore . . . Parker Bros. (novelty games) buys series of station breaks on WPIX, New York, thru Badger, Browning & Parcher, Boston . . . W. F. McLaughlin & Co. (Manor House coffee) starts *Foreign Intrigue* May 21 on WNBQ, Chicago, thru

Earle Ludgin . . . Ludwig Baumann & Spear's, big home furnishings chain, to sponsor *TV Newspaper*, ten 15-min. newscasts broken down into newspaper-like depts., starting May 11 on WABC-TV, which calls deal biggest TV package in retail store field, thru Getschal Co. . . . Cantrell & Cochrane, subsidiary of National Phoenix Industries, plans heavy use of spot TV-radio to introduce new line of soft drinks in cans, thru Ted Bates, N. Y. . . . Faygo Beverages buys *The Range Rider* from CBS-TV Film Sales, starting next fall, stations not yet selected, thru W. B. Doner, Detroit . . . Listerine to start new TV spot campaign, thru Lambert & Feasley, N. Y. . . . Among other advertisers reported using or preparing to use TV: Joyce Food Products (Pop-Quick pop corn), thru Force Inc., Paterson, N. J.; House of Goddard (Perfex electric razor), thru Olian Bronner, Chicago; American Safety Razor Co. (Blue Star blades), thru BBDO, N. Y.; Enzo Jel Co. (Jelox gelatin), thru Schoenfeld, Huber & Green, Chicago; St. Regis Paper Co. (Panelyte plastic surfacing), thru J. M. Hicker-son, N. Y.; Warner-Hudnut Inc. (Tru-Tint), thru Dancer-Fitzgerald-Sample, N. Y.

Network Accounts: Falstaff Brewing Co., pleased with its sponsorship of N. Y. Yankees-Washington Senators opening day baseball game, wants to sponsor regular Saturday "TV Game-of-the-Week" on ABC-TV regional hook-up, with network selling cooperative sponsorship on other stations; major leagues have turned down similar deal with DuMont in past, however . . . Pepsi-Cola buys Fri. 8:30-9 p.m. time, starting Sept. 11 on ABC-TV, thru Biow; program isn't definite, but may be Marlene Dietrich drama . . . Chrysler Corp. buys drama program, starting in July on CBS-TV, Sat. 10-10:30 p.m., thru BBDO; Worthington Minor may produce, depending on terms of his contract with NBC-TV . . . Prudential Insurance Co. buys alt.-week sponsorship of *You Are There*, starting in September on CBS-TV, Sun. 6-6:30 p.m., thru Calkins & Holden, Carlock, McClinton & Smith; Electric Light & Power Companies of America is current alt.-week sponsor . . . Aluminum Co. of America is expected to move Ed Murrow's *See It Now* from Sun. 6:30-7 p.m. to Tue. 10:30-11 p.m. next fall on CBS-TV; multi-sponsored *Omnibus*, which recently acquired TV rights to series of George Bernard Shaw plays, may move from Sun. 4-5:30 p.m. to Sun. 5-6:30 p.m. on CBS-TV . . . Admiral buys *International Golden Gloves* June 16 on DuMont, 10:30 p.m. to closing, thru Erwin, Wasey & Co. . . . Toni Co. buys Tue. 8-8:30 p.m. for audience-participation program as summer replacement for Bishop Sheen's *Life Is Worth Living*, starting May 19 on DuMont; *The Music Show*, originally scheduled as summer replacement (Vol. 9:16), moves to 8:30-9 p.m. . . . Philip Morris to replace *I Love Lucy* during summer with *Racket Squad*, starting June 22 on CBS-TV, Mon. 9-9:30 p.m., thru Biow . . . General Foods Corp. (Maxwell House coffee) may replace *Red Buttons Show* during summer with *Masquerade Party*, starting June 22 on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles . . . U. S. Steel reported ready to decide within 2 weeks whether it will sponsor hour-long alt.-week drama series produced by Theatre Guild, thru BBDO.

Increased employment of Negro actors and office workers won for NBC the Los Angeles Urban League's Eugene Kinkle Jones Roving trophy, presented April 26 to western div. v.p. John K. West at banquet. West also received special scroll for his own efforts on behalf of minorities.

All 12 motion picture company defendants in 16mm anti-trust suit to compel them to release films to TV & other non-theatrical outlets (Vol. 8:30-31) agreed this week to file answers in Los Angeles Federal Court by July 15.

By-products of revival of color talk: Ziv will shoot all TV films in both monochrome and color henceforth; most are already being done in color but he decided color film doesn't reproduce quite well enough on black-&-white TV. WSB-TV, Atlanta, says it will telecast color as soon as it's ready, but doesn't expect it for at least 2 years. WTMJ-TV, Milwaukee, places order with RCA for first color transmission equipment available. Smith, Kline & French, pharmaceutical labs, which has used CBS system for closed-circuit surgical demonstrations, issues statement defending CBS system as best available but urging industry to hasten day of "economic mass production" of color equipment so that many medical schools can employ color TV.

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New AAAA officers, elected April 23 at convention in White Sulphur Springs, W. Va.: chairman, Henry M. Stevens, J. Walter Thompson Co., succeeding John P. Cunningham, Cunningham & Walsh; vice-chairman, Earle Ludgin, Earle Ludgin & Co.; secy.-treas., Winthrop Hoyt, Charles W. Hoyt Co. Directors: Kenneth W. Akers, Griswold-Eshelman; Marion Harper Jr., McCann-Erickson; Victor O. Schwab, Schwab & Beatty; Edwin Cox, Kenyon & Eckhardt; William R. Baker Jr., Benton & Bowles; B. C. Duffy, BBDO; Clifford L. Fitzgerald, Dancer-Fitzgerald-Sample; Henry G. Little, Campbell-Ewald; E. E. Sylvestre, Knox Reeves; Lawrence Valenstein, Grey Adv.

Most people pay attention to TV commercials at least part of time, according to study by Dr. Kenneth Dameron, Ohio State U. In Columbus area survey he found: 15% of viewers queried "always" pay attention to commercials, 18% usually do, 41.2% sometimes don't, 19.5% said they usually ignore them. Sponsors can reach most parents whose children watch TV, according to Advertest, which surveyed 763 New York area families with children between ages of 2-12 and found that: (1) 71% of parents were asked by children to buy at least one product. (2) 89% of that group actually bought at least one product. (3) 80% of parents whose children watch *Howdy Doody*, for example, could name at least one advertiser.

Outstanding TV drama scripts, including 8 royalty-free samples for workshop use, plus valuable tips on camera techniques, are contained in new 328-p. book, *Television Scripts for Staging and Study* by Rudy Bretz, ex-production mgr. of WPIX, and Edward Stasheff, former TV development director of New York board of education, published April 20 by A. A. Wyn Inc., New York (\$4.95).

3-D TELEVISION, as demonstrated by ABC-TV during NARTB convention, captured imagination of newsmen who were reluctant to believe assertion of ABC west coast engineering chief Philip Caldwell that he didn't know whether or when it would be ready for home use.

Actually, any system of 3-D proposed to date, including that shown by ABC, has virtually no possibilities for the home. It has same basic fault of CBS color—incompatibility. It can't be seen on receivers in homes today. Furthermore, to do 3-D right, it would take twice present bandwidth—halving number of stations possible.

ABC's demonstration, though quite crude, at times showed tri-dimensional effect as well as do 3-D movies. Demonstration was set up so hurriedly that polarization of images was reversed—and viewers found they had to turn polarized glasses upside-down and backwards to get proper results. Here's how ABC does it:

An 8-in. disc, half transparent, half mirror, is placed in front of camera lens at 45-degree angle and rotated at 1800 rpm. A stationary mirror is placed parallel to rotating disc and about 3-in. away. As disc rotates, camera sees image half the time through clear part of disc, other half of time through reflection from stationary mirror—alternating between the two at field rate, 60 times a second.

At receiver, the images are fed to two 5-in. Schmidt projection tubes, thrown onto 3x4-ft. screen. As you'd expect, the two images must be exactly same size, brightness, etc., for ideal performance—something tough to achieve.

Vertical resolution is cut approximately in half, and flicker becomes quite severe. Viewing is done in darkened room to minimize flicker.

Some experiments with direct-view sets have been made, but with less satisfactory results. Way this is done, KECA-TV chief engineer Cameron Pierce told engineers, is to display two images side-by-side on picture tube while viewers wear polarized glasses with prisms to combine images. Cost of prism glasses is prohibitive now, he said, but he thought they might be made inexpensively out of plastic. With direct-view setup, horizontal resolution is halved.

Both live program and Natural Vision film were employed, and results varied from very bad to quite good.

There's nothing startlingly new about 3-D TV, as ABC engineers readily admitted. It's recalled several laboratories demonstrated it shortly after World War II, RCA showing it in wideband field—sequential color. And there are undisclosed number of 3-D chains employed in atomic energy work, permitting operators to manipulate radioactive materials by remote control.

ABC's work was conducted by staff engineers Glenn Akins and Alex Quiroga under Pierce's supervision.

Incidentally, an interesting aspect of 3-D movies was presented at SMPTE convention by Bausch & Lomb's R. A. Sherman who said that 12-15% of public has eye problems it will learn about for first time when viewing 3-D movies. Such movies, he said, can help correct certain types of eye deficiencies.

Prospective color set makers may learn something from Bell Lab's experiments with viewers' perception of color. Bell engineers built setup with which viewers could vary each color so that the overall picture appeared most natural to them. It was found that all viewers set color levels at almost exactly same places—even though conventional eye tests showed perception of colors varied markedly from person to person. Results may mean sets needn't be equipped with controls permitting viewers to change color intensities.

Electronics Reports: "We are dangerously behind schedule in our guided missile program," says McGraw-Hill's authoritative *Aviation Week Magazine* in its 20th annual "Inventory of Air Power" issue. In first detailed account of U. S. progress in development and production of the highly secret electronic weapons, magazine reports:

"After 8 years of research & development which have cost the better part of \$3 billion, we have succeeded only in catching up to the point the Germans reached about a decade ago. [We] are at least 2 years away from the tactical use of missiles. We have no volume production of any missile. We have no missile worth standardization as a weapon. We can only dream of intercontinental weapons."

Complexity, unreliability, ever-changing designs, lack of standardization—these are major stumbling blocks in our guided missile program, according to article based on interviews with engineers and scientists working at various levels of program.

Most prime contracts for development of missiles have gone to aircraft firms, such as Douglas, Chance Vought, Martin, Northrop, Sperry and Boeing, as well as to GE, Western Electric, Chrysler and Firestone.

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Aerovox Corp., New Bedford, Mass., acquiring Cinema Engineering Co., Burbank, Cal., manufacturer of motion picture equipment and electronic parts, to be operated as Cinema Engineering div. Present owner A. C. Davis will be retained as divisional mgr., James L. Fouch continuing as gen. mgr. Cinema Engineering is sixth Los Angeles area plant acquired by Aerovox in last few months.

Engineering scholarships of \$600-\$800 annually for 14 students have been established by West Coast Electronic Mfrs. Assn. at California Institute of Technology, Stanford, U of California, UCLA, U of Southern California, Washington, Oregon State and Santa Clara.

Quam-Nichols Co. (speakers) begins production July 20 in new 75,000-sq. ft. plant at Marquette Rd. & Prairie Ave., Chicago; it cost \$500,000, has twice productive capacity of old plant, being abandoned.

Avco acquires Ezee Flow Corp., Chicago, and Ezee Flow Inc., Collegeville, Pa., (fertilizer application equipment) and they now become Ezee Flow div.



Theatre TV has taken extremely distant back seat position to 3-D, as far as movie people are concerned. An attempt to revive flagging interest was made this week by Mitchell Wolfson, owner of WTVJ, Miami, and prominent theatre chain operator. Speaking to Society of Motion Picture & TV Engineers in Los Angeles, he said: "Week before last, Arthur Godfrey came to Miami to originate his telecasts from there. Theatre business that week was normal to good every night but Wednesday. That was the night of his telecast, and that was the night that our theatres, and our competitor's theatres, were empty. Proving again the power of immediacy—which is the power of theatre television." At NARTB convention, reporting on status of theatre-TV hearing, NARTB's Thad Brown concluded: "Developments at this time point to diminished interest by theatre-TV proponents in the entire matter."

Top salaries of United Paramount Theatres officers in 1952 (before merger with ABC) as revealed in proxy statement for May 19 annual meeting, went to pres. Leonard Goldenson, \$159,000 and expense allowance of \$25,000; v.p.'s Walter Gross, Edward L. Hyman, Robert M. Weitman, Robert H. O'Brien, \$52,850 each; Robert B. Wilby, \$49,000; A. H. Blank, \$48,100.

PLANTS SCHEDULE MIDSUMMER SHUTDOWNS: Business is good, true, but TV manufacturers aren't abandoning practice of closing down their plants in summer, for periods of 2 weeks in most cases. Main purpose is to fulfill union contracts but it also gives set makers breathing spell to prepare for new fall lines.

RTMA canvassed its membership, found only CBS-Columbia among major set manufacturers not planning to shut down. Oddly enough, it was CBS-Columbia which last year took longest vacation, full month, while moving to its new Long Island plant. Westinghouse will keep its newly opened plant at Metuchen, N.J. in operation -- but only because its employes haven't been there long enough to merit vacation; its other plant at Sunbury, Pa. will be shut down from July 17 to August 2.

These are shutdown dates reported by major set manufacturers:

Admiral, June 28-July 13; Bendix, June 29-July 13; Capehart-Farnsworth, July 6-20; Crosley, July 6-20; DuMont, July 3-20; Emerson, June 29-July 13; GE, July 6-20; Hallicrafters, June 26-July 12; Hoffman, July 17-Aug. 3; Magnavox, June 27-July 6; Motorola, June 28-July 13; Packard-Bell, June 19-July 6; RCA, July 17-Aug. 2; Raytheon, June 29-July 10; Sentinel, July 6-20; Stewart-Warner, July 6-19; Stromberg-Carlson, July 6-19; Sylvania, July 19-Aug. 1; Wells-Gardner, July 6-20; Zenith, July 3-17.

[For list of vacation schedules of major parts & tube makers, see below.]

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What will happen, business-wise, after vacations? Judging by high production and sales levels, it doesn't require a soothsayer to predict big year, as new markets open almost daily. Reports from Los Angeles convention of NARTB on prospective growth of TV stations (see story, p. 2) clearly light the way for bigger, better year for all levels of industry.

Westinghouse TV-radio mgr. T.J. Newcomb probably expressed the plans of many a manufacturer when he told newsmen this week that Westinghouse TV production schedule this fall is 80% above last fall and, in fact, exceeds entire 1952 output.

And the men who move the TV receivers, the retailers, were also optimistic. Nearly 60% of all dealers participating in NARDA's cost-of-doing-business survey said they expected greater business volume in 1953 than last year, with anticipated sales of TVs ranking close second to laundry equipment among all appliances.

Add the statement to AAAA convention by Undersecretary of Commerce Williams that TVs & appliances are leaders among products which can justifiably look to vast expansion in coming years and you have a picture of great expectations.

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TV production totaled 139,708 units (11,125 private label) week ended April 24, sixteenth of year. It was down from 150,712 during preceding week and 154,860 for week ended April 10.

Radio production also declined, totaling 278,111 (140,229 private), down from 315,123 preceding week and 305,084 week before. Week's radios: 68,196 home, 51,918 portables, 37,155 clock, 120,842 autos.

In response to demands from some manufacturers, RTMA has discontinued, at least temporarily, its release of inventory statistics for both TV & radio, with no indication when they might be resumed, if at all.

Summer plant shutdowns are planned by following major parts manufacturers in report to RTMA: Aerovox, July 6-13; American Phenolic, July 11-25; Corning Glass, July 3-17; Erie Resistor, July 4-18; General Industries Co., July 6-13; JFD Mfg. Co., July 6-20; Oak Mfg. Co., July 6-20; Quam-Nichols, June 29-July 20; Radio Condenser Co., July 19-Aug. 2; Stackpole Carbon Co., July

4-12. Parts companies not shutting down: General Instrument Co., General Precision Laboratory, P. R. Mallory Co., Muter Co., Sprague Electric. Tube manufacturers: National Union Radio Corp., July 3-17; Raytheon, July 3-17; Tung-Sol, July 17-31. Kimble Glass is not shutting down, credits high demand for large picture tube blanks, hopes to build up backlog for fall.

Topics & Trends of TV Trade: Picture tube sales for first quarter of 1953 totaled \$2,798,921 valued at \$67,696,464, compared to 1,040,829 worth \$23,989,653 in first quarter of 1952, reports RTMA. Rectangular 19-in. and larger represented 65% of sales. March picture tube sales totaled 974,154 at \$23,772,801, compared to 836,451 at \$20,030,681 in February and 370,206 worth \$8,852,532 in March, 1952.

Receiving tube sales in first 3 months totaled 122,058,756 valued at \$82,955,367, compared to 85,934,322 units in first 1952 quarter. Of sales, 84,507,737 went for new sets, 28,534,743 replacement, 4,796,159 export, 4,420,117 govt. For March, receiving tube sales totaled 44,691,200 worth \$29,978,827 vs. 40,061,683 at \$27,371,779 in February and 30,935,220 in March, 1952.

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Jackson Industries, Chicago, manufacturer & distributor of Trans-Vue TV receivers, was adjudged bankrupt in order issued April 28 by Referee Austin Hall. Receiver John H. Chatz told Hall it was impossible for Jackson to carry out proposed settlement under Chapter XI proceedings (Vol. 9:12-13) because of Federal tax liens totaling \$245,000. Petition for bankruptcy of Jackson president David Krechman's other company—National Electronics Mfg. Co. (Natalie Kalmus TV)—pends in Los Angeles District Court (Vol. 9:16) while company continues to operate under receiver E. A. Lynch.

Federal Trade Commission postponed hearing from May 28 to Aug. 3 on complaint charging National Electronic Distributors Assn. and 37 wholesaler-distributor members with conspiring to create monopoly in sale of TV-radio electronics parts (Vol. 9:16). Hearing, to be held at 173 W. Madison St., Chicago, was postponed at NEDA's request, after extension from May 4 to June 12 for filing answers to complaint was granted.

Senate Banking Committee April 28 repudiated earlier decision to give Federal Reserve Board authority to reimpose consumer credit controls, substituting instead amendment to controls bill to give President power to "freeze" installment terms for up to 90 days in event of national emergency.

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Hoffman Radio will make greater pitch for eastern and midwestern markets with 85,000-sq.-ft. \$1,000,000 TV radio plant in Kansas City, scheduled to employ about 1000 when it begins operation in August. Manager will be Len Roberts, now Los Angeles plant supt.

Raytheon's new 100,000-sq.-ft. Quincy, Mass. CR tube plant, to be operated under long-term lease from Boston real estate firm, will employ 350 when completed next fall.

Magnavox will produce TVs & radios at newly acquired Greeneville, Tenn. plant, expects expansion to increase its payroll 20-30%.

Portable clock radios have been introduced by Crosley ("Skymaster," \$40) and Motorola ("Porta-Clock," \$45), aimed at spring and summer vacationers.

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Trade Miscellany: Blonder-Tongue Laboratories Inc., Westfield, N. J., now producing "Ultraverter," all-channel uhf converter in metal cabinet, listing at \$39.95 . . . Another new converter, also \$39.95, introduced by Varicon Corp., Brooklyn, features built-in bow-tie antenna . . . Continental Electronics, Philadelphia, plans to double its present facilities for production of picture tubes . . . Sheraton Hotel chain placed initial order for 4000 RCA Victor TV sets (17-in. table models), will eventually install one in every room of its 14 hotels . . . Printed-circuit coils, made by photo-etch process, now being commercially mass-produced by RCA tube dept. for TV receivers.

Trade Personals: Don G. Mitchell, Sylvania president, elected chairman, succeeding Max Balcom, who is retiring as chairman while retaining directorship; H. Ward Zimmer, exec. v.p., moves up to president; W. Benton Harrison, treas., elected to new post of v.p. in charge of finance . . . Morris Sobin, exec. v.p., elected president, Olympic Radio, succeeding Percy L. Schoenen, retired (Vol. 9:14) . . . John Stevens, ex-Zenith, appointed TV production chief, Frank A. Dunnigan promoted to chief product design engineer, Hoffman Radio . . . Louis J. Collins resigns as national sales director, Capehart-Farnsworth . . . T. J. Carbray, ex-Thor-Canadian Ltd., named DuMont Canadian sales mgr., reporting to gen. mgr. Ernest L. Hall . . . Weldon L. Payne named asst. gen. sales mgr., Arvin, reporting to gen. sales mgr. Paul W. Tanner; Raymond P. Spellman appointed west coast regional mgr., Wm. E. Skinner southern mgr., Ben Jones eastern . . . G. L. Jackson named DuMont district sales mgr., Jacksonville, Fla.; Philip Geth promoted to N. Y. area sales mgr. . . . J. R. Hughes resigns as Admiral New England sales mgr. . . . Garrett W. Davis promoted to south central sales mgr., GE tube dept., Kansas City . . . Walter J. Brock named midwest sales mgr., CBS-Hytron, replacing George M. Deters . . . Robin S. Kersh, exec. v.p., Westinghouse International, elected v.p. in charge of eastern district of parent company; C. Swan Weber, ex-mgr., eastern district, elected v.p. in charge of Washington office.

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Symposium on TV set sales & service in new markets will be held May 10-11 at Monticello, Ill., sponsored by U of Illinois in cooperation with RTMA, NARDA, National Electronic Distributors Assn., National Alliance of TV & Electronic Service Assns., and Illinois Assn. of Broadcasters.

RCA Victor has published new booklet describing 495 different types of CR & receiving tubes and their application to TV-radio sets as guide to service dealers. It's titled *RCA Receiving Tubes for AM-FM Television Broadcast*, available from RCA Victor distributors.

Italy's first TV tube manufacturer is Societa Fivre, Florence, which began CR tube production this week. Radio Marconi and Societa Philips, both in Milan, are scheduled to begin picture tube output soon.

Britain reduced sales taxes on TVs, radios & appliances from 66% to 50% as part of general tax reduction program.

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Distributor Notes: Mid-Atlantic Appliances Inc. (Admiral), Washington, appoints Leo Lisee gen. sales mgr., replacing Irving Dalo, resigned; Admiral Distributors Inc., San Francisco, moves to 495 Beach St. July 1 . . . Motorola appoints Franson Electrical Co., Goodland, Ind. . . DuMont appoints Osborne & Dermond Inc., Las Vegas, Nev. (John A. Dermody, pres.) . . . CBS-Columbia appoints Colonial Distributing Co., Knoxville (J. F. Pentrack, pres.) . . . Hoffman Radio Sales Div., Los Angeles, appoints George S. Gramlich, ex-Admiral Distributors, as adv. mgr. . . . Raytheon appoints Distributors Inc., Portsmouth, Va. (George A. Blumberg, pres.) . . . Stromberg-Carlson appoints Refrigeration Sales Corp., Cleveland . . . Emerson Radio of Florida, Miami, appoints Sid Goldberg, ex-Raymond Rosen & Co. (RCA), Philadelphia, as gen. mgr., replacing Raymond Friedman, resigned; Emerson Radio of Pennsylvania, Philadelphia, names Harold Polin adv. mgr., replacing David Eisenberg, resigned . . . Sentinel appoints Hogue Radio & Supply Co., Cheyenne.

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John J. Mucher, 70, chairman and co-founder, with his 2 brothers, of Clarostat Mfg. Co. (resistors), died April 23 at his home in Dover, N. H. after long illness.

Sarnoff Looks Ahead

Facing the Future: Radio & Television Broadcasting

Full Text of Address by David Sarnoff, Chairman of RCA and NBC

(Including Ad Lib Interpolations)

Before Convention of National Assn. of Radio & Television Broadcasters, Los Angeles, April 29, 1953

EDITOR'S NOTE: In bestowing NARTB's first Keynote citation on Gen. Sarnoff for his contributions to the broadcasting arts and industry, the Association's President Harold Fellows observed that the RCA chairman was "that most fortunate among men who lived to see his dream come true." He added, "we are legatees of that dream." This address undertakes to predict the shape of things to come in TV, radio and electronics—and it's printed in full text, including ad libbed portions transcribed by the convention stenographer, because of the intense interest it commanded at Los Angeles, the sober response it evoked and the wide range of its subject matter. Whether or not you agree with Gen. Sarnoff, the fact is that he has a high batting average in the business of prediction and for years has stood at the top of the TV-radio-electronics science and industry. Text has been subheaded for quick references to those subjects nearest the heart of any particular reader.

I RECALL VIVIDLY the last time I addressed a broadcasting group. The year was 1947, the place was Atlantic City, where NBC was holding its first Affiliates Convention. Television broadcasting was just getting started, with only 13 stations on the air and 16 applications pending.

There were some members of the industry on that occasion who cautioned me to "soft pedal" television. Station owners, they told me, were perfectly content to go along with the great sound broadcasting medium and leave television to the next generation.

I did not heed their warning. It has always been my conviction that scientific progress neither can nor should be frozen. True, every great technical advance naturally creates problems along with opportunities. But these are challenges to be met, not evaded.

Therefore, I minced no words in Atlantic City in expressing my unbounded faith in the prospects for the new medium. I urged broadcasters to seize the opportunities opened up by television. Many acted promptly on that advice and are now operating profitable television stations. I feel sure that they bear me no grudge for my optimism.

It takes an effort of memory to realize that this was only six short years ago. What a phenomenal growth this great new medium of mass communication has enjoyed since that time! How deeply it is already rooted in the everyday life of our people!

But this is not a time for looking backward. The most dynamic industry in history's most dynamic nation has no alternative but to look forward—without self-delusions about obstructions ahead, but with self-confidence in our ability to overcome them.

Inspiring opportunities—in radio as well as television—are still ahead of us. I want to talk to you about those opportunities, and about some of the facts of life which we must face together to realize them.

Broadcasting Is a Service to the Public

The key to those opportunities is service—service to the public in local communities and across the nation, and service to the advertisers. These two services are indivisible in the pattern of America's free economy. Far from conflicting, each reinforces the other.

If radio and television—in their own way—seek out and meet public needs, they will keep audience attention and continue to grow in influence. And every cubit added to their stature as public services will make them that much more effective as advertising media.

Radio was built on the basis of service to the American people. Television must be based on the same solid foundation. For all its drama and potential for profit, television should be no place for get-rich-quick Wallingfords, more interested in what they can take than what they can give. Sure, they may ride high for a time, but they will have no staying power. Sooner or later the public will intervene, and they will lose out to broadcasters who have shouldered the responsibilities on which continuing opportunities for profit are founded.

Television, like radio, should be a profession, with all that the term at its best implies in integrity, dignity, and above all dedication to a tradition of public usefulness. It should provide careers upon which young Americans can enter with the same proud sense of fulfilling a vital public function that they have in entering science, medicine, law, or journalism. That inner awareness of mission applies not only to stations and networks but to TV performers, production people, administrators, salesmen and technicians.

The American System of Broadcasting

The American system of broadcasting is part and parcel of the American way of life, the essence of which is freedom tempered by a sense of responsibility. Broadcasting, like the rest of our industry, is financed by private capital that is put to work to earn a profit. If we are to maintain and enlarge our capacity to serve the public, the various elements of our broadcasting structure must be kept in sound financial condition. It is a case where self-interest and public interest coincide.

The principal elements of the structure are stations and networks. The collective circulation attracted over the facilities of stations by network programs—of a scope and variety no individual station could afford—is sold to national advertisers. After networks pay commissions, discounts, interconnection costs and station compensation, they have between 25 and 30 cents of the sales dollar left to run their business and carry on the developments on which the vitality of the industry depends.

This fractional portion of the dollar is the sole economic support of all the facilities, talent and services which the networks provide to affiliated stations. It must cover the costs of public service and other sustaining programs, as well as the other heavy expenses.

It should be obvious that affiliated stations have a direct interest not only in the quality of network service but in the economic stability of networks. By the same token, networks have a direct stake in the welfare of their

affiliates. Networks cannot exist without stations. But it is equally true that many stations could not maintain their existing level of service and profit without a network affiliation.

A high quality local service gives a station standing in its community and makes it attractive as a network outlet. A vigorous network service builds audience for the stations, enhances the sales value of local time, and thus provides the station with more revenue to improve its local programs. Strong local service and strong national service are essential to the American system of broadcasting and, what is most important from the vantage point of our industry, they are essential to one another.

Interdependence of Networks and Stations

In order to maintain the vitality of these two services, the economic relationships on which they rest must meet the needs of *all* parties to the arrangement. As we go through this formative period of television development and the changing circumstances of radio, conditions could arise which might strain these relationships. It is well for all of us to recognize the warning signals, some of which are already visible.

For example, networks must assume much greater financial burdens and risks than stations. In order to provide a nationwide service, networks must maintain large organizations, continually increase their investment in facilities, and commit huge funds in long-term arrangements with talent. Despite all this investment and risk, networks' profit in relation to their gross volume is very small. And anything which jeopardizes the economic stability of networks must in the final analysis concern the stations as much as the networks themselves.

These facts pack an important moral for the industry. They demand that there be sympathetic understanding and cooperation between networks and stations. Only in this way can their common problems be solved. The fundamental interests of the industry—as they affect stations, advertisers and the public—are inseparable.

Let us consider these mutual problems, first in radio and then in television.

Radio Isn't 'Doomed'—But It's Changing

In the spring of 1949, the cry went up that "radio is doomed." Some of the prophets of doom predicted that within three years sound broadcasting over national networks would be wiped out, with television taking its place.

I did not join that gloomy forecast in '49, nor do I now. Not three but four years have passed, and radio broadcasting is still with us and rendering nation-wide service. It plays too vital a role in the life of this nation to be cancelled out by another medium. I have witnessed too many cycles of advance and adaptation to believe that a service so intimately integrated with American life can become extinct.

We would be closing our eyes to reality, however, if we failed to recognize that radio has been undergoing fundamental changes. To make the most of its great potentials, it must now be operated and used in ways which take cognizance of the fact that it is no longer the only broadcast medium.

A process of adjustment is necessary, and it is taking place. Nevertheless, it has been complicated by the fact that the changes in radio have not been uniform throughout the system. Radio networks have been affected differently from stations, and the effects have also varied widely from station to station.

In areas where radio competes with television, its audiences have been sharply diminished during some periods by the attraction of the new medium. Rate changes have been made in appropriate cases to reflect this situation. As a result, radio today is an outstanding advertising buy in terms of the cost for what it delivers. It compares very favorably—and by a wide margin—with printed media, whose rates have been going up, without equivalent increases in circulation.

Stations have been able to adjust their own sales patterns to the opportunities of the market and as a result

many have prospered. Unless networks can work out arrangements with their affiliates permitting similar flexibility in network sales, they will not be able to take full advantage of sales opportunities available to them.

This situation is reflected by the sales figures of the past few years. Since 1948, time sales on networks have declined 22%. During the same period, however, national spot sales by stations have increased 19% and their local sales have increased 35%.

Sound Basis for Radio's Co-existence

Nevertheless, the over-all increase in time sales is proof that radio has continuing economic opportunities. Today there are 45,000,000 radio families throughout the United States. There are 25,000,000 automobile sets and many millions of portable sets. In 1952 alone, almost 10,000,000 radio sets were produced.

Radio is being used widely and intensively—but it is being used differently. Family listening is giving way to individual listening. There are sets in kitchens, dining rooms and bedrooms, in workrooms and playrooms. They are used to meet individual interests in certain types of programs; and they are also used when the mood calls for something different from the television fare available at the particular time.

Whether it be the printed word, the spoken word, or the sound picture, the value of their service depends not on their ability to undermine each other, but on their ingenuity in making the most of their individual appeals.

Radio, for example, can maintain large and loyal audiences by providing more programs of broad and selected appeal, so that millions will turn to it for the satisfaction of their special interests.

National advertisers can use radio networks and stations to reach massive audiences at low costs, just as they use selected magazines read by large groups with special interests. Networks and stations alike have a prime obligation to re-educate the advertiser in line with changes in audience and program.

We have a solid basis for continuance of a vigorous national radio service that can co-exist with television. However, to build on that base solidly, stations and networks must strive to work out a balance of interests that will enable each to maintain economic health in the period ahead.

TV Only on Threshold of Its Destiny

In radio our goal must be to strengthen the economic base of a nationwide system already in existence. In television the goal is to complete the building of a nationwide system now in process of formation. Here, too, we face serious economic challenge.

Building a nationwide television service is a gigantic undertaking, involving immense resources and large-scale enterprise. I know it has been the fashion in some circles to identify bigness with badness; to attack large-scale enterprise while demanding more and more of the benefits which only such enterprise can provide.

I do not share these muddy views. I have learned from life—not from theory—that big enterprise is a quickening and constructive force in a huge and growing country. It calls into being and nourishes thousands of small enterprises. It expands production facilities essential to national security. It organizes mass distribution which cuts cost to consumers. It supports prodigious research and development that require the expenditure of vast sums without immediate return.

It is from this research that the most important advances in American economy have come. Our own industry is the best proof of this fact, and television its most dramatic exhibit.

Television didn't just happen. It was created through continuous and costly research and development by a few large companies. The road they traversed was long and sometimes discouraging. But they were willing to back their faith with their resources. I am proud that RCA—which has put \$50,000,000 into the development of black-and-white television and another \$20,000,000 into color—was one of these companies.

The tremendous efforts and unflagging faith of these few large companies have produced a new industry. Already that industry supports hundreds of competing manufacturers—large and small—and a multitude of related enterprises as well as a growing number of television stations in VHF and UHF. And this new industry is only on the threshold of its destiny.

The Economics of Television

But no industry is an end in itself. It is an instrumentality for public service. Television's job is to bring the best programs to the most people throughout the country and ultimately throughout the world.

This is a large order, I grant, but not too large for the men who have already demonstrated their mettle. The development and natural distribution of network program services involve enormous costs for facilities, talent, production personnel, and other factors. These are big financial risks which any network must assume if it is to serve its affiliated stations, its advertisers and its audiences well.

The costs, moreover, have been rising. Talent fees increase as networks bid against each other for valued performers. Labor cost, such a large part of production expense, has also been increasing. Network time costs go up as circulation expands in existing markets and as new stations open up additional markets.

The expanding national television system gives sponsors a medium of power and appeal they cannot forego. They realize that the most effective sales force the world has ever known is at their disposal. Nevertheless, advertisers are—understandably—already manifesting concern about the costs of this new medium. These costs must and will be stabilized eventually, but in this period of rapid development they present real problems for all of us.

These are the economic problems natural in a new medium of communications whose character, dimensions and rate of growth are literally without precedent. However, television has become so indispensable to the public and so valuable to the business community that it will of necessity find sensible solutions. I feel certain that stations, networks, advertisers, talent and labor unions will realize the benefits of cooperation in solving the problems that confront them.

Make It Available to More Advertisers

There is room in the advertising economy for a much larger use of such an effective sales force as television. In order to broaden its use, one of our immediate objectives should be to develop techniques for making it economically available to more advertisers. To this end, networks are exploring various types of participation sponsorships—which are familiar patterns in station operation—so that they can enable a national advertiser to scale his purchase to his needs and budget. The new patterns are just beginning to emerge; the cooperation of all affiliated stations is required for their development and growth.

By diversifying its product line, network television can attract hundreds of new customers. They will try it, learn what it does for them, and come back for more. Existing sponsors, too, will learn to use the medium more flexibly and efficiently. With this flexibility, they can control their costs and make every dollar bring more results.

Advertisers have a responsibility, to themselves and the public, for using the medium with maximum efficiency. We have all seen commercial messages which take full advantage of television's unique selling ability; and we have also seen commercials which fritter away the sponsor's opportunities. Research studies confirm our impressions.

If stations, networks and advertisers can be as bold and inventive in the use of television as the scientists have been in creating it, we will see this new medium grow in scope, in influence and in prosperity.

Within the next few years we may see annual advertising expenditures in television go far beyond the billion

dollar mark. We will see more than 1000 stations in operation. They can develop local programs not only reflecting but adding to the interest of their own communities. Television's special advantages as a local salesman and a community shopping service can be realized.

We will also see networks reaching into all parts of the country, supported by many more large and small national advertisers. Together they will provide a national program service that will make the present schedules seem primitive. The potentialities of television as yet have barely been sketched. They stir the imagination. For all of us connected with the new medium it holds out the vision of a great adventure.

Television and the Movies

If I allow myself to speak in these large terms, it is not because I have been affected by the heady atmosphere of Hollywood, the home of the motion picture industry. But meeting, as we are, in the capital of a sister medium, it is fitting that we pay tribute to the pioneers of the screen whose accomplishments are part of our national heritage.

They created a new art of showmanship, developed magnificent talents, and built a fabulous industry. They brought to the screen not only glamorous figures from life, but also glamorous words from the dictionary. "Colossal" is one of these—a Hollywood understatement, as someone has said. Many of their achievements have been truly "colossal"—and so were some of their failures. But success or failure, in black-and-white or color, in 2-D or 3-D, they paint their pictures in broad strokes, with a big brush on a wide canvas.

Television, also, is a picture in motion. It has grown to its present size and scope in far less time than its predecessor required to reach a corresponding status. For this, in part at least, television must acknowledge its debt to the movies.

With all its impressive power, television is still a youngster. It has made some mistakes—none of them fatal—and has repeated some of the mistakes of its elders. But now it is big enough to accept responsibility for its own shortcomings. So I say to my many friends in the motion picture world: "Television can learn much from you, but there is also a good deal it must learn to forget."

Differences Are Very Real

The essential differences between television and the movies may be temporarily blurred by the similarities between them—but those differences are very real. For example, television has no box office and no theatre to which people go and pay for the privilege of seeing the show. Its audience is as wide as America. It is composed of millions of small groups: the family circle in the intimacy of its home. There, they select what they want from the variety of offerings always available. They exercise the right to look at and listen to whatever they permit to enter their home over channels that are free and belong to all the people.

Audiences in the home and audiences in the theatre are quite different human entities. They will not long be satisfied with the same fare. They will expect, and rightly so, something in the theatre unlike what they can tap at home—and vice versa. This is all to the good. For it means that there is need for both types of offering. To satisfy this dual need calls for imagination, artistic enterprise and open-minded experimentation in the motion picture theatre and the television home alike.

I for one am not envious of the resources of Hollywood's motion picture studios or the box office. I am convinced that television broadcasting, like radio broadcasting, can solve its economic problems without a cash box in the home.

Pay-as-You-See Television *

[Since I arrived in California I have seen many references to the question of "pay-as-you-see" television. Perhaps you will be interested in the policy of RCA with re-

* Bracketed paragraphs that follow are extemporaneous interpolations.

spect to that development and my own estimate of its future possibilities.

First, it has always been and continues to be the policy of RCA not to interfere, but on the contrary, to encourage all new developments. Certainly the record of my attitude is amply known in this industry not to require any amplification of that thought.

I sincerely believe that "pay-as-you-see" television on a national basis, or anything comparable to free television as we know it today, will prove to be a snare and a delusion. I have no faith personally in the practicability of the establishment of that kind of a service on a national basis.

From a technical standpoint, however, I do not question the practicability of scrambling waves at the transmitter and unscrambling them at the receiver. There are different gadgets and different methods for making television programs unintelligible, until the masking of the wave is removed by some device. That is no great trick. It has been known in the art for many years. In fact, telephone voice communication by radio has been scrambled and unscrambled for many years in the services across the oceans. Moreover, I think there will be a number of ways to achieve that result technically.

In our laboratories, we have been experimenting for some years with the different methods that may be technically feasible for achieving this scrambling and unscrambling of television programs. Already we have developed a number of such systems without having made up our minds as to which is the best technically. But that technical effort is merely a research and development project to learn the best method for doing this job.

My doubts about "pay-as-you-see" television are not based on any lack of confidence in the ability of the technicians to solve the technical problems. They are based on other aspects—social, political, economic and artistic.

It is conceivable that in certain local communities there may be some "pay-as-you-see" programs here and there, but I am referring to a national service. And I have lived through a similar experience in the early days of radio broadcasting.

How 'Wired Wireless' Flopped *

[I remember well the period when there was a little lull in the radio broadcasting business. That was about 1924 and 1925—before a national radio network had been established. Many people thought then that radio was doomed and that it could not be economically supported. As some of you older men in the industry will recall, there developed a great promotion for what was called "wired wireless." That service was to be given to the public over electric power lines on the basis of a monthly fee. Well, the great, great-grandson of that pioneering effort is now called "Muzak" and I don't suppose it is a threat or a competitor of the national system of radio broadcasting today.

To some such degree, perhaps "pay-as-you-see" television in local communities may find a place, but in a national sense I do not see it.

First of all, it would be negation of the philosophy upon which American radio broadcasting has been established—freedom to listen, and in television, freedom to look. It has become a part of the American heritage, and I do not think is likely to be disturbed. Furthermore, I have been unable to conceive how, in a national service of "pay-as-you-see" television, the competitive element so important in private enterprise can be preserved and at the same time avoid government regulation of rates and government control of operations.

Certainly, there will be some who will advocate that because "pay-as-you-see" television would go into the home as a public utility like gas, water or electricity, it should be regulated as to rates and services. If there is to be a national service of "pay-as-you-see" television, rather than the present competitive free system of broadcasting, then regulation of rates and other aspects of that service would seem to be a real possibility. And that would change the entire system of American radio and television.

Therefore, as I see it, "pay-as-you-see" television has three aspects. . . . The technical one, which I think could be solved. Freedom to look and freedom to listen, which I think would be destroyed. And the preservation of the present competitive system of broadcasting which, I believe, would be jeopardized.

No 'Angel' Yet in Sight *

[Now, in order to avoid any possible misunderstanding, I have not made this analysis and exposition of my own views in criticism of those who believe otherwise, and, of course, it is possible that I may be mistaken. In fact, I applaud the efforts of any organization that is willing to back its faith with its money to develop and produce a new system.

In this connection, perhaps I should mention the most important element: If "pay-as-you-see" television could be established on a practical basis, there will have to be an angel who will be willing to back his faith with his money. So far I have not seen that angel.]

Programs the Ultimate Test of Any Medium

The ultimate test of movies, radio and television, is the value of their programs and the public interest they command.

The program content of radio and television broadcasting is far more varied than in any other medium. It has to be, because its vast audience has an endless diversity of taste and interest. Broadcasting embraces all the varying forms of entertainment that have delighted mortal man through the ages. But it goes beyond entertainment to satisfy a whole spectrum of human cravings for information, education and spiritual consolation.

As we listen to radio and watch television, we hear and see fine programs in every category. We also find some that are mediocre, or worse. Artistic perfection is not easily achieved, but it must be the constant goal. Critics—and their strictures are sometimes justified—do not always recognize that broadcasters must meet varying tastes and interests.

Neither conventional entertainment nor the press, for instance, is called upon to change its content every 15 or 30 minutes for about 20 hours a day 365 days a year. A single movie or play may fill a theatre on Broadway for weeks, or months, or years. But the appetite of broadcasting for ever new, ever fresh fare is insatiable. No other medium is expected to cater both to the masses and the classes over the same facilities.

I make these remarks not as alibis but in a bid for understanding. The primary responsibility, of course, rests with the broadcasting industry. The thousands of programs of infinite variety presented each month are the products of hundreds of performers, writers, directors and producers with abilities and talents of every degree. To demand absolute perfection is to demand a miracle.

Yet we must ever set our sights high. Our effort must aim to avoid the easy road that leads to programming by formula—the road to sterility. In the last analysis, the audience is the judge and it will not remain supine under a barrage of programs that grow stale.

The need for originality is particularly important in a new and voracious medium such as television. This calls for new ideas and techniques, that will ultimately lead to the development of its own art forms suitable for the intimacy of its appeal and within reasonable costs.

Common Sense Standards of Taste

A related objective is the maintenance of high standards of taste in programs brought into the family circle with the compelling impact of radio and television. Again, this involves human judgments which vary from individual to individual. I know of no one who has a divine right to a final verdict on what is good for the public. The people's franchise in choosing what it will appreciate and enjoy cannot be cancelled out by self-appointed monitors. And

* Bracketed paragraphs that follow are extemporaneous interpolations.

after all, the ratings show that the popular programs—precisely those that some “opinion makers” frown upon—have the largest circulation and the steadiest sponsorship.

I believe that the industry has demonstrated that it can arrive at reasonable, common-sense judgments which rule out the vulgar and the offensive without impairing artistic effectiveness. Advertisers have recognized that a message presented with tact and in good taste will win more customers and good will than blatant commercials or claims exaggerated to the point of irritation.

All broadcasters are conscious of the problem. Most of them are meeting it with energy and intelligence. Theirs is the continuing obligation of protecting the good name and integrity of radio and television. They know that the penalty for failure is alienation of the public they serve. They know, too, that failure invites the threat of censorship, with all the dangers that this poses to freedom of thought and freedom to look and listen.

This Association has taken leadership in guarding against such dangers. The *NARTB Seal of Good Practice* which appears on millions of television screens is only one of the evidences of its alertness. The principle of self-regulation is sound, but we must always bear in mind that its value depends upon intelligent and effective execution.

The primary obligation, I repeat, is ours. Yet the public also has a responsibility. After all, it is under no more constraint to patronize so-called popular programs than it is to buy popular magazines on the newsstand. It has the same breadth of choice on radio or television that it has in deciding between a slapstick comedy and a great drama on theatre row in its community.

The Public's Share in Programming

There are plenty of high-grade programs on the air to suit the most meticulous tastes—opera, concerts, plays, political forums, and so on. Do these selective customers always exercise the same thoughtful selectivity when they turn a radio or TV dial at home that they do in plunking down the price of a ticket outside the home?

Let me put the matter bluntly. The public has a share in fashioning programs. If enough people practice selective listening and viewing, they will encourage the trend toward more sponsorship of the finest cultural and informational programs.

Stations themselves can strike a balance between immediate profit interest and long-range permanent public interest. They must see the importance of providing programs of great public value, even if immediate sponsorship is not available.

I do not imply that all sustainers are good and all commercials bad. Often it is the other way around. I merely want to say that the immediate profit-and-loss statement cannot be the sole governing factor in an industry dedicated to serving the public.

The Technical Horizons

Pacing the development of television are the scientists and engineers whose work continually opens new horizons for broadcasters.

UHF “The Band of the Future”—For a time, you will recall, it seemed that a nationwide service would be restricted because of the limitations of the VHF band. But the scientists and engineers made it possible to open the UHF band, bringing television to hundreds of communities which might otherwise have been denied service.

Some broadcasters already are successfully operating UHF stations and many more are planning to do so. Those who will be operating in markets also served by VHF need have no fears as to the availability of an audience for their service. The industry is producing and will continue to produce sets which can receive signals of both bands without any inconvenience of tuning.

Developments now under way will enlarge the coverage and improve the quality of the UHF signal. New antenna systems will increase efficiency of UHF transmission and control the broadcast energy so that the signal can be directed into valleys within the coverage pattern. There

is no doubt that operations in UHF—“the band of the future”—will fill a place of growing significance in television.

Closed-Circuit Techniques—At the same time other vital developments are extending the use of television far beyond broadcasting. For instance, closed circuit TV techniques and devices are being perfected which will provide visual intercommunication systems not only for industry, science and medicine, but in hotels, department stores and between offices and factories. Vidicon camera attachments plugged into ordinary receiving sets can make them part of a closed circuit system and open broad possibilities for its future use in schools and homes.

To television broadcasters, of course, these developments provide opportunities for the auxiliary use of studio and field equipment in connection with closed circuit coverage of meetings and conventions in the community. Indeed, they amount to a challenge to your ingenuity and energy. Science has provided new tools—yours is the opportunity to make effective use of them.

Master Key to New Advances

The Transistor—At our laboratories, we are exploring the entire field of solid-state electronics, of which the transistor promises to become the master key to new advances in radio and television. A tiny particle of germanium embedded in plastic, it can perform many of the functions of a vacuum tube with greater efficiency and potential longer operating life.

The transistor can be adapted to a multitude of uses. In radio, it makes possible pocket-sized receivers, thus furthering radio as a personal service, available to people wherever they are. In television, the transistor will permit compact, mobile and less costly equipment. Already our scientists have demonstrated a television receiving set using transistors in place of all tubes except the picture tube; a tubeless auto radio; and a new basic principle in the operation of a power amplifier, using only four transistors and no other components.

The Vidicon Tube—Another product of research is the vidicon tube. One of its first applications in broadcasting was the “walkie-lookie” used in covering the 1952 political conventions. Since then, it has been applied in a lightweight, small-sized vidicon camera which you will see at this convention.

Video Tape Recording—Still another development not too far off is video tape—a true electronic system of program storage, with great advantages of economy and convenience. By recording both picture and sound electronically on tape, this process will eliminate the complicated and expensive procedures now necessary in first recording television signals on film, then processing the film by chemical means, and then recreating the video signals from the film images. Each step in the present process results in small successive degradations of quality which the tape recording method avoids.

When the video tape is perfected, it can be used to overcome time differences in national live networking. By providing an immediate, inexpensive television record, it can also be used by the director and cast to review program performance in rehearsal to correct lighting, technical and artistic flaws before the final performance.

I am merely touching the high points. Many other laboratory developments now “in the works” will some day be ready for use and provide improvements throughout the broadcasting system.

Video Tape Within 2 Years *

[This development is far beyond the dream stage. It is always impractical to give specific dates for the emergence of a new development from the laboratory into practical use, but I should estimate that it will not be more than about two years before you will see this magnetic tape recording actually in use.]

Electronic “Audience Voting System”—Dr. V. K. Zworykin, of our laboratories, is working on what he calls “an electronic audience voting system.” He hopes to be able

* Bracketed paragraph that follows is extemporaneous interpolation.

to equip the standard home television receiver with a button which, when pressed, will register a vote of "yes" or "no" at the television station. The purpose, of course, is to get from listeners and lookers their reactions to programs and issues of the day. Eventually we may have a national push-button poll, the results of which can be tabulated automatically by electronic computers at a central point. Thus, public opinion throughout the nation could be sampled instantaneously.

Instant Response from TV Audience *

[What possibilities that opens up! Those of you who are experts in merchandising and advertising can let your imagination roam and consider what an additional commercial advantage it could be to the sponsor of a television program to be able to show a product, particularly in color, and get an instant response from the TV audience as to its interest in the product. I shall not now elaborate on that. I leave that to your imagination.]

Of more immediate interest is the fact that the necessity of compatibility in color television is now generally recognized. Its logic was too compelling to be long denied. We may therefore hope that the day is not far off when compatible color television will be authorized for commercial broadcasting.

Color Television—No Tricks, No Battles *

[At this point I might answer a question or two that may be in the minds of those who are interested in the subject of color television.

I think that the press and the trade papers generally have been reporting excellently and most informatively on the progress made by the technical developments in the laboratories and demonstrations in the field. In fact, I sometimes wonder how they can do as well as they do with such complicated, technical and controversial subjects. Here and there an adventurous headline appeals to readers and sometimes confuses them, but for that we must make reasonable allowances.

I am glad to tell you, in the presence of distinguished members of the Federal Communications Commission who are here today, that there is no rabbit, there is no secret, there is no trick, and there is no mysterious program so far as RCA is concerned, in the development and progress of color television. All that we have said publicly on the subject I am sure you have seen and read. Therefore, what we have not said publicly so far, I am glad to tell you now. Further than this, I know of nothing else I can usefully impart to you in the way of information at this time.

First of all, I understand that the engineers of the industry agree on the most desirable technical characteristics for compatible color standards. There is no battle involved. There was a difference of opinion about the technical merits of this system, that system or the other; but that belongs to yesterday and has little or nothing to do with tomorrow.

As far as we are concerned, we have proceeded—and by "we" I am speaking of the company I have the honor to represent, the RCA—in the confidence that when the FCC made its last decision on the color question, it said what it meant when it laid down a procedure that did not close the door to further progress. If we had doubted the truth of that statement, we perhaps would not have had the courage to spend \$20,000,000 in further development of color television.

So we proceeded in good faith on the belief that if we could improve our compatible color television and meet the criteria laid down by the Commission for any new system that might petition it for authorization, we would be given the opportunity that Americans are entitled to receive; that is to present our package, to tell our story, to ask the Commission to review the subject and to give us their decision.

Color Ready For FCC Action *

[Now, we sincerely believe that we have brought compatible color television to a point where it is technically ready for submission to the FCC for review and decision.

The demonstrations recently made and reported in the press and trade papers have reflected the views and opinions of others who have seen it as well as ourselves. But all these demonstrations have not been of an official character. They have been demonstrations needed in order to carry on field testing of the system. We have not yet made contact with the procedures laid down by the FCC in a petition for a review. We have cooperated with the industry in the development of signal standards for a compatible color system so that the engineers of the entire industry might agree on the desirability of those standards as they have done in black-and-white television.

Now, the other members of the industry who have worked with us as well as we have with them, say that they require two or three months to complete the field tests of the compatible standards agreed upon by the engineers. As far as RCA is concerned, having had longer experience with compatible color, and having conducted more tests, we would be ready today to appear before the FCC and to petition it to set standards for compatible color. But I think it is only fair, and practical also, that the other members of the industry who have had less experience with compatible color than we had should take the time needed to complete their field tests in order to satisfy themselves about the practicability of those standards.

If it requires two or three months to complete those field tests we are not only willing but happy to carry on our own tests simultaneously and to make all the information available to the others in order to give the industry the opportunity to complete their program. It is my own hope and expectation that this is exactly what will happen.

Will Go It Alone, if Necessary*

[After completion of these field tests, should there be any change in that program, or any hesitation on the part of others to go forward with a petition to the Commission, RCA will present its own petition and request the Commission to authorize use of these standards.

As a matter of fact, each licensee of a broadcasting station who wants to use color can make his own application. Therefore I see no conflict, I see no battle and I see no reason for any heat. What we want is light. In fact, the more light we have in television the better off we are, whether it is color or black-and-white!

I do not think it would be fair to ask any member of the Commission to express a view on what will happen to a petition that is not yet before him. Therefore, I do not undertake to express any opinions or to make any "guesstimates" as to what the Commission may or may not do. But assuming that we are right, we now have a compatible commercial system of color television that is ready for authorization by the FCC.

9-12 Months to Tool Up, 500,000 Sets in 2-3 Years *

[When and if the Commission determines in favor of commercial compatible color television standards, I would estimate that from the day of its authorization, it will take somewhere between 9 and 12 months to tool up, so that the necessary receivers and tubes can be manufactured for color transmission and reception.

At the end of that period—9 to 12 months from the time of authorization—the amount of production which will begin to roll off the lines necessarily will be small because there will be a number of bugs to eliminate and kinks to iron out, as is the case with all new production. I think it will take one year from the time that the first commercial television color receivers begin to roll off the lines before manufacturers can hit the stride in quantity production.

Therefore, I believe it will be two to three years before as many as half a million color television receivers can be produced for public use. I see no reason why anybody should hesitate to make an investment in the purchase of a black-and-white television receiver now, particularly since that receiver will continue its usefulness under compatible color television standards. As you know, com-

* Bracketed paragraphs that follow are extemporaneous interpolations.

patible color enables the present receivers to receive the color programs in black-and-white without any changes whatever.

Moreover, as was the case with black-and-white television, the first color receivers are bound to be substantially more expensive than a black-and-white television receiver. It will be some years, I think, before a color television receiver can be produced and sold at anything like the current prices, especially in the lower brackets.

Present prices, of course, are possible because some 25,000,000 television receivers already have been produced. No one can estimate today what a color television receiver will sell for after 25,000,000 of them have been manufactured. With the promise of transistors and printed circuits and all the other possibilities of reducing costs of production, there is every reason for looking forward hopefully.

That, my friends, is the story of color television as I see it today.]

Color Will Attract New Advertisers

Color will make television more exciting, more dramatic and more enjoyable. It will give added sales power to commercial messages. It will attract advertisers who now do not use the medium because their particular products cannot be fully appreciated in black and white.

With a compatible system, the broadcaster and the advertiser do not have to wait for color receivers to appear in quantity. Stations will be able to transmit network programs in compatible color with only minor modifications to their existing equipment. The origination of color programs, however, will involve changes in production technique, and probably increased production cost for lighting, costuming and scenery.

Time and again, we have seen technical progress in broadcasting presenting new opportunities to those with the courage and imagination to act. Six or seven years ago, the opportunities offered by black-&-white television were recognized at once by a number of forward-looking broadcasters. They lost no time in acting, and their alertness has paid off magnificently.

Those who are determined to lead in broadcasting will again, I am sure, act promptly. They will begin color operations as soon as standards for commercial compatible color broadcasting are officially approved by the Federal Communications Commission.

Opportunities and Responsibilities

Broadcasting is a dynamic and changing enterprise. It goes through cycles of development and adaptation; reaches plateaus; then surges to higher levels of service. The industry is now in the throes of one of these great cycles of transition to a higher level.

Although the problems of transition are large, the prospects are correspondingly promising. We have in radio a very flexible, inexpensive medium with powers of resilience and adjustment greater than some may realize. We have in television an unparalleled communications system which has become an indispensable tool of American salesmanship and a major influence in American life.

The public wants both radio and television. It will use each of them to the extent that it serves and satisfies the public interest. Our economy needs both mediums, and it is big enough to support both, provided they will conscientiously meet its requirements for effective and economical advertising.

In the final checkup, the amazing history of our industry, its record of consistent growth and success, are end-products of the American system of free economy. They represent not merely triumphs of electronics but triumphs of America. It is the magic of freedom that gives full play to all the energies and talents in our economy; that strikes a fruitful balance between competition and cooperation; that blends the motive power of self-interest and public interest to enrich the life of the individual citizen and the vitality of the nation as a whole.

The price of that freedom has ever been restraint and self-discipline, as well as a strong sense of personal and group responsibility. Nowhere is the payment of this price more essential than in an industry like ours, using public channels and concerned with the needs, the well-being, the happiness and moral health of the entire population.

In facing the future, the experience we have gained in more than a quarter century of broadcasting gives us confidence that American ingenuity and skill can solve problems as they arise. My own confidence in the future rests on the fact that science is our partner, and that radio and television are in the hands of resourceful men and women—the broadcasters of America—who have built a great industry on a tradition of dedicated service to the American people.

Financial & Trade Notes: Bitter fight for control of Indiana Steel Products Co. (Vol. 9:11, 14-16) may wind up in courts after 3-day stockholders meeting in which directors proposed by ousted president A. D. Plamondon Jr. were defeated by slate backed by board chairman Paul R. Doelz by vote of 77,478½ to 60,696½. The 3 directors comprising the majority faction—Doelz, Hugh S. Conover and W. C. Buchanan—were reelected. Also named to board were Robert F. Smith, formerly v.p.-gen. mgr., and manufacturing v.p. John H. Bouwmeester. Removed from board were Plamondon and Fred M. Gillies. Immediately after election, Smith was named president.

Plamondon challenged more than 35,000 of opposition's proxies, but was overruled by the 2 election judges who he charged were both attorneys retained by the Doelz faction. The RTMA president also charged: (1) Doelz, acting as chairman of meeting, ruled out of order motions that chairman and judges be selected by majority of stockholders present. (2) Some 123 proxies, representing over 23,000 votes for Doelz faction appeared to have been "solicited as postdated proxies [in] violation of SEC regulations." (3) Evidence "that agents of the Doelz faction had persuaded persons [to] purchase stock and support the Doelz faction on the promise that a 'deal' was in the offing that would increase the value of the stock." Plamondon and his backers are considering court action against winning faction.

* * * *

Webster-Chicago anti-management forces succeeded in electing 2 directors to board in hard-fought proxy battle at Chicago stockholders meeting. New directors are Chicago investment broker Martin C. Remer, head of opposition faction who last February successfully blocked proposed merger with Emerson Radio; and Robert E. McNett, president of Royal Electric Co., Jamestown, O. Management elected 5 directors: Merchants National Bank president George R. Boyles; Webster-Chicago president Rudolph F. Blash and company officers Walter P. Attenburg, Herbert A. Gumz & Norman C. Owen. Three anti-management candidates were defeated. Blash, who headed management group, received proxies for 280,130 to Remer's 116,142.

General Precision Equipment Corp. named these new directors at annual meeting: Elliot V. Bell, McGraw-Hill; T. Roland Berner, attorney; Levin H. Campbell Jr., Automotive Safety Foundation; Joel Dean, partner in Joel Dean Associates; Leon A. Kolker, chemical engineer & industrialist; John A. Robertshaw of Robertshaw-Fulton Controls Co.; Joseph A. Zock, N. Y. Stock Exchange. First quarter earnings are expected to be \$1 per share on sales of about \$20,000,000, compared with 6¢ on sales of \$7,780,000 same 1952 period. Presently authorized no par shares will be converted to equal number of \$1 par shares.

Dividends: Zenith, 50¢ payable June 30 to stockholders of record June 12; Sentinel, 7½¢ May 28 to holders May 15; Baltimore Radio Show (WITH), 10¢ June 1 to holders May 15; Remington Rand, 25¢ July 1 to holders June 9; Driver-Harris, 50¢ June 12 to holders June 1; Westinghouse, 50¢ June 1 to holders May 11; Weston Electrical Instrument, 25¢ June 10 to holders May 15; International Resistance, 5¢ June 1 to holders May 15.

Weston Electrical Instrument stockholders approved 2-for-1 stock split, increasing authorized capital stock to 500,000 shares. Net income was \$255,989 (80¢ a share) on sales of \$7,476,560 for first 1953 quarter vs. \$304,222 (95¢) on sales of \$6,679,893 year ago. Share earnings for both periods were computed on the 321,166 shares outstanding after stock split.

Packard-Bell reports net income of \$965,748 on sales of \$19,477,478 for 6 months ended March 31, compared with \$764,645 on sales of \$12,169,183 same 1952 period.

Admiral's first-quarter earnings were 102% higher than first 1952 quarter, sales 57% higher. Earnings were \$3,056,878 (\$1.56 a share) on sales of \$69,191,849 compared to \$1,515,506 (77¢) on sales of \$43,970,356 corresponding 1952 period. Exec. v.p. John B. Huarisa attributed growth to opening of new markets, expanded replacement market and good business in fringe areas. He pictured outlook for second quarter as "very good" but warned current market is highly competitive, will require astute salesmanship to maintain high levels.

Sylvania net income and sales for first 1953 quarter were highest in company's history. Earnings were \$3,679,243 (\$1.38 on 2,425,438 shares), up 88% from \$1,953,771 (87¢ on 1,867,625 shares) corresponding 1952 period. Net sales were \$80,060,308, up 43% from 1952 quarter's \$55,987,461 and 10% higher than previous record of \$72,801,320 in final 1952 quarter. TV sales were 50% higher than year ago and export demand for TVs was "strong." Income increase is attributed partly to lower excess profits tax. Second-quarter orders are reported "strong in virtually all products" and prices "firm in the early months of 1953."

Zenith net income for first quarter was \$2,109,461 (\$4.28 a share) on sales of \$47,898,773, compared with \$1,083,242 (\$2.20) on sales of \$25,755,332 corresponding 1952 period. First quarter sales were record for that period, second only to \$54,899,347 final 1952 quarter. TV-radio sales were "up sharply" over last year's and distributor inventories "were in many cases insufficient to support the retail movement of merchandise." Company plans to spend more than \$5,000,000 for plant expansion and modernization in coming months.

Olympic reports billings of \$4,300,000 for first 1953 quarter, up 70% from \$2,500,000 in same 1952 period. New president Morris Sobin says 20% of first quarter sales was defense business, and civilian business rose 33% over corresponding 1952 months.

Westinghouse had net income of \$16,858,000 (\$1.04 on 15,765,116 shares) on sales of \$382,226,000 for quarter ended March 31 vs. \$15,485,000 (96¢ on 15,549,697 shares) on sales of \$323,820,000 corresponding 1952 period.

Wilcox-Gay reports net income of \$181,422 after 40% provision for taxes on sales of \$5,638,458 for first 1953 quarter, compared with \$144,238, with no provision for taxes, on sales of \$4,500,380 same 1952 period.

Stewart-Warner had net income of \$1,076,344 (80¢ a share) on sales of \$33,964,599 for quarter ended March 31 vs. \$956,097 (75¢) on sales of \$31,254,451 same period preceding year.

National Union had net income of \$179,148 on sales of \$4,218,491 for quarter ended March 29 vs. \$43,600 on sales of \$3,834,665 corresponding 1952 period.

Clarostat sales increased 34% to \$1,800,000 for first 1953 quarter vs. \$1,345,000 same 1952 period.

* * * *

R. H. Macy & Co. enjoyed net capital profit of \$2,766,557 from 1952 sale of its WOR-TV, WOR and other broadcasting properties (Vol. 8:3) to General Tire subsidiary General Teleradio Inc. It still has about 10% interest in General Teleradio, and its report for first half of current fiscal year to last Jan. 31 shows income from broadcasting, telecasting and other non-trading sources was \$243,548 vs. \$190,986 for same 1952 period.

Loew's Inc. reports net income of \$1,839,523 (30¢ a share) for 16 weeks ended March 12, compared with \$1,647,977 (32¢) a year earlier. For first half of fiscal year—28 weeks ended March 12—net income was \$2,171,729 (42¢) vs. \$3,222,040 (73¢) for preceding year's period.

Count of TV Sets-in-Use by Cities

As of April 1, 1953

Estimates are sets within .1 Mv/m contours (60 ml.), excluding overlaps, as established by NBC Research.

LAST "SET CENSUS" to be made on monthly basis by NBC research shows total of 23,256,000 sets-in-use as of April 1, increase of 704,500 over March 1 (Vol. 9:14). Hereafter, market-by-market figures will be released quarterly, says NBC research chief Hugh M. Beville Jr., next count to show distribution of TV sets as of July 1.

Reasons for change from monthly to quarterly figures are obvious—as stated by Beville, step was made necessary "by the greater number of TV stations and markets which has greatly increased the work-load and the administrative details in collecting, checking and verifying figures." Beville's statement again points up vital necessity for set survey service by all-industry group (Vol. 9:5). NBC network says, however, it will "continue to release, on a monthly basis, an estimate of total U. S. TV installations and other pertinent figures regarding the growth of the U. S. TV audience."

April 1 tabulation adds Sioux City (19,000 sets) to interconnected list, Amarillo (10,000) to non-interconnected, lumps Altoona with Johnstown for total of 240,000 sets, omits 17 TV areas where NBC has no affiliates. Largest increases are credited to New York & Chicago, 50,000 each; San Francisco & Pittsburgh, 30,000 each; Detroit, 25,000; Los Angeles, 24,000.

Area	No. Stations	No. Sets	Area	No. Stations	No. Sets
Interconnected Cities			Interconnected Cities—(Cont'd)		
Ames (Des Moines)	1	148,000	New Orleans	1	162,000
Atlanta	3	330,000	New York	7	3,450,000
Atlantic City	1(†)	8,000	Norfolk	1	167,000
Austin	1	26,800	Oklahoma City	1	160,000
Baltimore	3	410,000	Omaha	2	180,000
Binghamton	1	95,500	Philadelphia	3	1,233,000
Birmingham	2	159,000	Phoenix	1	58,500
Bloomington	1(a)		Pittsburgh	1	640,000
(see Indianapolis)			Portland	1(†)	82,800
Boston	2	1,043,000	Providence	1	299,000
Buffalo	1(b)	353,000	Richmond	1	157,000
Charlotte	1	267,000	Roanoke	2	60,800
Chicago	4	1,510,000	Rochester	1	179,000
Cincinnati	3	379,000	Rock Island-Davenport		
Cleveland	3	751,000	(see Davenport-Rock Island)		
Columbus	3	261,000	Salt Lake City	2	94,500
{Dallas	2	272,000	San Antonio	2	124,000
{Fort Worth	1		San Diego	1	143,000
Davenport-			San Francisco	3	630,000
Rock Island	2	203,000	Schenectady	1	266,000
Dayton	2	224,000	Seattle	1(f)	254,000
Denver	2	119,000	Sioux City	1	19,000
Detroit	3(c)	848,000	South Bend	1(†)	41,000
Erie	1	105,000	Springfield-		
Grand Rapids	1(d)	214,000	Holyoke	2(†)	15,000
& Kalamazoo			St. Louis	1	502,000
Greensboro	1	120,000	Syracuse	2	186,000
Houston	1	221,000	Toledo	1	226,000
Huntington	1	173,000	Tulsa	1	100,000
Indianapolis	1(a)	400,000	Utica	1	86,700
& Bloomington			Washington	4	451,000
Jackson, Miss.	1(†)	14,400	Wilkes-Barre	1(†)	55,000
Jacksonville	1	112,000	Wilmington	1	128,000
Johnstown-			Youngstown	2(†)	30,000
Altoona	1(g)	240,000			
Kalamazoo	1(d)		Non-Interconnected Cities		
(see Grand Rapids)			Albuquerque	1	19,200
Kansas City	1	288,000	Amarillo	1	10,000
Lancaster	1	183,000	Bangor	1	11,000
Lansing	1	145,000	Brownsville		
Los Angeles	7	1,434,000	(Matamoros,		
Louisville	2	195,000	Mexico)	1(e)	11,100
Memphis	1	202,000	El Paso	2	22,200
Miami	1	148,000	Mobile	2	22,500
Milwaukee	1	427,000	Peoria	1(†)	26,400
Minneapolis-			Spokane	2	28,400
St. Paul	2	363,000			
Nashville	1	111,000	All Others*		62,200
New Haven	1	360,000	Grand Total		23,256,000

- (a) Bloomington separately 220,000. Indianapolis separately 341,000.
- (b) Does not include sets in Canadian area reached by Buffalo station.
- (c) Does not include estimated 55,000 sets in Canadian area reached by Detroit stations.
- (d) Grand Rapids separately 180,000. Kalamazoo separately 180,000.
- (e) Estimate for Texas area. Estimated 2500 additional sets in Mexican area of Matamoros station.
- (f) New station in Tacoma went on air Feb. 22.

EARNINGS OF RADIO stations and networks climbed 9% in 1952, in sharp contrast to 15.7% dip in 1951. Only one in 6 operated at loss last year—smallest percentage since 1946. Total AM-FM revenues increased 5%. This is the 1952 radio financial story as summarized in FCC's preliminary figures released this week as companion piece to earlier audit of telecasting business (Vol. 9:13).

Total radio broadcasting revenues went up to \$473,100,000 from preceding year's \$450,400,000 (Vol. 8:40), and income before Federal taxes increased to \$62,600,000 from \$57,500,000 but failed to touch 1950's peak of \$68,200,000. Added to TV's \$336,300,000 revenue and \$54,500,000 income, it means TV-AM-FM broadcasting was \$809,400,000 business in 1952, with total earnings of \$117,100,000 before taxes. You can get full report by writing to FCC for Mimeo 89912, or we'll get one for you. Other salient AM-FM statistics:

(1) In the 63 pre-freeze TV markets, the 108 TV stations took in as much revenue as the 529 AM stations in same markets. "In Los Angeles, Columbus and Cleveland, more than 3 out of every 5 broadcast advertising dollars were spent on TV." AM stations in TV markets totaled 2% increase in revenues as opposed to 11% increase for those in non-TV markets.

(2) Revenues of radio networks (national & regional) and their owned-&-operated stations dropped 3% to \$101,000,000 in 1952, but lower expenses boosted their income 11% to \$11,200,000.

(3) The 814 old-line stations licensed before 1942 accounted for almost two-thirds of total revenue and three-fourths of total income of all AM stations, although numerically they comprise little more than one-third. Three-quarters of the 2276 AM stations reported increased revenues in 1953.

Only 3 applications this week, all vhf, included one by ex-U. S. Senator C. Wayland (Curly) Brooks (R-Ill.) and his wife, for Peoria, Ill., Ch. 8. Other 2 were for Providence, Ch. 12, by group of business men, including Charles G. Taylor and Robert T. Engles, each 12½% owner of WHIM, Providence, and 25.5% owner of WORC, Worcester, Mass.; and for Oak Hill, W. Va., Ch. 4, allocated to Fayetteville, by WOAY owner Robert R. Thomas Jr. These bring total pending to 620, of which 212 are uhf. [For further details about foregoing applications, see *TV Addenda 16-Q* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

Add TV maladies: Malocclusion, "an abnormal arrangement of the teeth likely to be caused by Junior's cradling his jaw in his hand as he watches TV," warns Atlanta dentist Dr. Spencer Atkinson.

(g) Johnstown separately 212,000. Altoona separately 133,000.
(†) Uhf sets.

(*) Cities not listed here but having stations testing or in commercial operation as of April 1, 1953 are Reading & York, Pa.; Galveston, Lubbock & Wichita Falls Tex.; Lincoln, Neb.; Lynchburg, Va.; Bridgeport & New Britain, Conn.; Tucson, Ariz.; Colorado Springs & Pueblo, Colo.; Tacoma, Wash.; Springfield, Mo.; Lima, O.; Lawton, Okla.; Green Bay, Wis. Also not listed is Honolulu (where NBC estimates 16,000 sets-in-use as of April 1, but does not include them in total).

Set estimates for stations may be added together for network purposes. Where coverage areas overlap, the sets have been divided between the stations involved. Therefore, the estimate for each station is an unduplicated figure. Stations with overlapping coverage have total TV installations higher than the unduplicated network figures shown here. For spot & local purposes, anyone interested in total number of sets reached by an individual station should consult the station or its representative.

Note: TV sets sold in Canada totaled 275,104 up to Feb. 28, 1953, according to Canadian RTMA. Since nearly all of these sets are in border areas, they add appreciably to audiences of stations in nearby U.S. cities. The CRTMA area count as of last Feb. 28: Windsor 55,278, Toronto-Hamilton 109,000, Niagara Peninsula 38,952, Montreal 52,203, other areas 21,327. In addition, Cuban sources claim 70,000 sets-in-use in Havana, 20,000 in rest of Cuba.

(R)

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

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SMALL MARKET TV—PRACTICES & PROSPECTS: TV's expansion into a truly nationwide service depends largely on success of stations in the so-called "small markets". A glance at the log of CPs already granted shows the tremendous number of enterprisers who plan to build stations in the smaller cities.

What is the formula for TV success in the small markets? At last week's NARTB convention, broadcasters heard some expert opinions -- from the small market telecasters themselves -- at one of best-attended sessions on the agenda. Because of the unusual interest in the panel discussion on small market TV, we've published all salient portions of the official transcript -- including questions from the floor -- into Special Report, which we enclose herewith to all subscribers.

The 5 telecasters on panel represent good cross-section of small market TV. They're the general managers of 3 pre-freeze stations (Greensboro's WFMY-TV, Bloomington's WTTV & Huntington's WSAZ-TV) and 2 post-freeze stations (Lubbock's KDUB-TV & Colorado Springs' KKTU).

SCRAMBLE FOR LEADERSHIP IN COLOR TV: This week saw beginnings of massive battle for position in color TV among industry's giants. At stake are markets, patents -- even commercial leadership. The developments:

(1) Dr. Allen B. DuMont proclaimed he's not satisfied NTSC color system is "right" for public, and made startling announcement that his company has developed a compatible 3-dimensional TV system "which adds more to the TV picture than color does" -- which will be ready before color and can be used in conjunction with color.

(2) Admiral president Ross Siragusa blasted those who would "force color set production before the picture tube problem is licked," and charged "the right tube simply doesn't exist at present."

(3) Chairman David Sarnoff reiterated RCA's determination to go it alone in seeking FCC approval of compatible color "within the next few months", if NTSC is laggard in approaching Commission.

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Issue of 3-D TV got intertwined with color when Dr. DuMont told May 2 stockholders meeting that his laboratories are "quite far along" in development of 3-D color TV system with built-in "4-way compatibility". That is, viewers could see same picture in black-&-white, color, 3-D black-&-white or 3-D color, depending on what type of set they have.

Three-dimensional TV is nothing new, of course. DuMont and others have been building 3-D closed-circuit camera chains for military and atomic contracts. The type demonstrated by ABC at last week's NARTB convention (Vol. 9:18) has long been known to industry and generally discarded as impractical for the home, because (1) it's incompatible, and (2) it would require twice the bandwidth of present TV stations to give satisfactory resolution and eliminate flicker.

But industry engineers perked up their ears at the DuMont announcement. For

Dr. DuMont told us his system uses standard bandwidth, loses no resolution. "It's far enough along for us to know it's the most terrific picture we ever had in TV," he said, adding "we may demonstrate it before fall." Like other 3-D systems, viewer must wear polaroid glasses to see 3-D picture.

If system does all that's claimed for it, it would have to incorporate entirely new principles. Such a system, one of TV-electronics' top engineers told us, would of necessity involve "something new and unique in same sense that compatible color is new and unique compared with black-&-white." There was some speculation that it may use "subcarrier trick" as does NTSC color.

Black-&-white 3-D sets could be made to sell more cheaply than 2-D color sets -- and sooner -- says Dr. DuMont, who maintains marketable color sets are still at least 5 years off. Does he plan to ask FCC for approval of 3-D standards? He wouldn't answer directly, but said 3-D "could be worked in anytime" -- into color or black-&-white standards -- and besides, "we'll be ready before they [NTSC] are."

His engineers aren't satisfied with NTSC color, he told stockholders bluntly, because system is too complex and cost of color tube is too high.

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Another attack on present color tubes came from Siragusa, addressing May 6 dinner meeting in New York. "Scientific progress cannot be produced or hastened by either congressional mandate or wishful thinking," he declared. "The industry has to have the right color picture tube and [it] simply doesn't exist at present."

Obviously referring to Lawrence and RCA tubes, he said both types of color tubes now available "are hand-made, bulky and very expensive." He added: "One does not give a color picture which we consider satisfactory. The other is very complex and requires very critical adjustments. An Admiral engineer spent months acquiring the skill to bring the 3 colors into registration on these tubes. There are 12 adjustments necessary to register the tube, all of which are interdependent.

"Mathematically that makes thousands of combinations of adjustments possible, of which only one is correct. Moreover, the present tube may only stay in registration for a matter of days.

"To put it in a sentence, this tube is a laboratory device. It cannot be considered ready for public use by the longest stretch of the imagination. Even if the tube were dependable and serviceable in the field, it is still too complex to be mass-produced at a reasonable cost."

Admiral could get color sets into volume production within 9 months to a year after FCC approves compatible standards, Siragusa said -- but he warned:

"The most serious mistake anyone could possibly make would be to force color set production before the picture tube problem is licked. If we move prematurely, we could set color back for years."

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At the other end of the spectrum is RCA's Gen. Sarnoff, who told stockholders this week that "we are ready to proceed with our plans for commercial color TV as soon as FCC authorizes the standards." He pointed out that RCA's pilot color tube plant in Lancaster, Pa., "can reach a monthly output of 2000 tri-color tubes within 9 months to a year after it tools up."

Covering much of same territory as he did in his much-talked-about NARTB address last week (see Special Report, Vol. 9:18), he said RCA will bring compatible color system to Commission in few months. And in response to stockholder's question he pooh-poohed Dr. DuMont's statements that 3-D will be ready before color and that practical color sets are at least 5 years away.

FIRST EDUCATIONAL STATION STARTS TESTS: Pattern from America's first non-commercial educational TV outlet flashed on screens in Houston May 8 -- one of 3 stations to make on-air debuts this week.

So you can chalk up 172 stations now on air, including 64 since freeze-end -- 47 so far this year. This week's starters, which all began tests same day:

KUHT, Houston (Ch. 8), owned by oil-rich U of Houston, went on air with a temporary antenna while awaiting delivery of its permanent one (see story, p. 3).

Using Federal transmitter, station will begin programming when final antenna is installed, then plans to operate Mon.-Fri. 5-9 p.m., expanding schedule in fall.

WFAM-TV, Lafayette, Ind. (Ch. 59), first to go on air in that city, fired up RCA equipment. Its national sales representative is Wm. Rambeau Co.

KCBD-TV, Lubbock, Tex. (Ch. 11) began tests with RCA equipment at 9 p.m. to become second TV station in that west Texas community. Programming was slated to begin Sunday, May 10 at 1 p.m. John E. Pearson is rep.

AT&T continues to expand its web of interconnections, meanwhile, and this week it hooked up WLVA-TV, Lynchburg, Va., via microwave from Washington-Charlotte link, and WCOS-TV, Columbia, S.C. by tapping Charlotte-Jacksonville route. On May 9 it was scheduled to interconnect WFBG-TV, Altoona, Pa., to make total of 135 stations in 89 cities along its coaxial-microwave lines.

Additional southbound channel from Omaha to Dallas was placed in service this week, making 2 sources of network programs available to Tulsa and Oklahoma City and 3 sources to stations on cable-microwave legs out of Dallas.

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Second post-freeze CP to be surrendered came back to the FCC this week from KMID-TV, Midland, Tex. (pop. 22,000). In returning Ch. 2 grant, president J. Howard Hodge wrote the Commission:

"Programming sources and potential advertising revenue necessary for the successful operation of the proposed station have failed to materialize. Under the circumstances, we do not believe it would be in the best interests of the company or the community to attempt to undertake the project." First CP to be returned came from another Texas vhf grantee -- KGKL-TV, San Angelo -- just month ago (Vol. 9:14).

[For latest reports on upcoming stations, see p. 5.]

SPEEDUP IN FILING BY EDUCATORS SEEN: You can look for a rash of educational TV applications between now and June 2 -- perhaps as many as 20, believes Ralph Steetle, executive director of Joint Committee for Educational TV -- in wake of educators' first national stock-taking conference in Washington May 4.

Steetle, whose activities take him around the country regularly, looks for applications to come in next few weeks from following localities: Boston; Chicago; Cincinnati; Cleveland; Denver; Detroit; New Orleans; Seattle; Tulsa; Austin or San Antonio, Tex.; Ann Arbor, Mich.; Chapel Hill, N.C.; Gainesville and possibly Jacksonville, Fla.; Fresno, Sacramento, San Diego & Stockton, Cal.; Erie, Philadelphia or State College, Pa. In addition, Memphis & Dayton are regarded as "probable", though they may come in shortly after June 2, Steetle added.

Though FCC and Congressional leaders have given assurance June 2 cannot be regarded as deadline for filing (Vol. 9:16-17), Steetle has this explanation for expected wave of applications before that date:

"We know what the ground rules are before June 2 so it's only wise to get on record before then to be on the safe side. After June 2 we don't know what the ground rules will be. There may be some uncertainties at the Commission, some legal questions may be raised despite all the assurances to the contrary."

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Two main purposes were served by conference, sponsored by National Citizens Committee for Educational TV:

(1) It speeded up filing plans of those whose preparations were far advanced. This was achieved largely by explaining TV equipment and how to spend most wisely money they had been granted, mainly by Ford Foundation, for equipment purchases.

(2) It delayed hasty applications by those unprepared to file but who wanted to get in any sort of application by June 2 in the mistaken belief educational reservations would be ended after that date.

Typical of latter category was delegate Thomas S. Bretherton, president of Toledo board of education, who reported during panel discussion:

"We are going the non-profit corporation way. The immediate problem, as far as my own people are concerned, is this June 2 deadline. Is that firm? I do not

think we can get an application ready by that time. I think the psychological effect of that deadline remaining firm -- and in our situation not being able to comply with it -- will certainly contribute negatively to our effort."

Answered Steetle: "I think the lawyers will assure you that educational channel 30 will still be in Toledo on June 3."

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Attended by some 250 educational TV leaders from all over country, conference heard prediction from leading speaker Dr. Arthur Adams, president of American Council on Education, that 50 educational stations may be on air by mid-1955 if there is no letdown in public interest and support.

But of far more immediate concern to delegates was educational TV's delayed starts. Robert Mullen, executive director of sponsoring committee, had arranged for W.W. Kemmerer, president of U of Houston, to press button at dinner to start test patterns of his KUHT (Ch. 8) as first educational station -- but his well-laid plans went astray when Kemmerer announced that station's antenna was waterlogged enroute to Houston. By week's end KUHT finally began test patterns with makeshift antenna while still awaiting shipment (see story, p. 2).

Steetle explained anxiety of educational TV leaders in these words:

"If we could just get on the air with a few good stations to show people, especially commercial broadcasters, that educational TV can fulfill the promises it has made and which have been made for it, we will consider half the battle won."

Educators' record to date: 1 station on air, 16 CPs, 9 applications pending.

[For other educational TV developments, see p. 6.]

FCC GRANTS 3, SETS MORE HEARING DATES: One educational and 2 commercial grants this week, as FCC dug into backlog of work which piled up last week while 5 commissioners attended NARTB convention. Among other things, Commission set dates for 3 more TV hearings and oral argument in a "protest" case and acted on several TV petitions.

This week's CPs, bringing total number of grants to 352:

St. Louis Educational TV Commission, Ch. 9 (educational); Lancaster, Pa., Harold C. Burke, Ch. 21; Lubbock, Tex., KFYO, Ch. 5.

Educational grantee is community-wide privately financed group sparkplugged by St. Louis hat manufacturer Raymond Wittcoff. CP-holder in Lancaster is former manager of WBAL-TV & WBAL, Baltimore. Lubbock group also owns Amarillo's KGNC-TV.

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In other actions this week, the Commission:

(1) Scheduled hearings June 8 in Washington for Allentown, Pa. (Ch. 39 & 67) and Worcester, Mass. (Ch. 20) and set May 7 date for oral argument before Commission on protest by AM station WSSB against Durham, N.C. grantee WCIG-TV (Ch. 46).

(2) Added Ch. 55 to Porterville, Cal. and educational Ch. 70 to Bowling Green, O., subject to rule-making, and finalized addition of educational Ch. 82 and 80 to Amherst and North Adams, Mass., respectively.

(3) Refused to revoke call letters of grantee WBKZ-TV, Battle Creek, Mich., as requested by another Battle Creek grantee, WBCK-TV, which charged similarity in call letters might cause "confusion".

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Chances for FCC to get bigger appropriation than recommended in President Eisenhower's budget seemed very slim this week as Senate independent offices subcommittee recommended to full Appropriations Committee the same amount of money voted by House -- \$7,100,000 -- but it struck out House provisions for reallocation of funds to aid TV processing and safety & special services at expense of other Commission functions (Vol. 9:17). Full committee is slated to meet on bill next week.

Setback to Television Writers of America, independent union, was administered this week by National Labor Relations Board order to hold national bargaining election with Screen Writers Guild and Authors League of America. TWA had petitioned board last October for election on regional basis only.

U. S. Supreme Court agreed this week to review Washington, D. C. Court of Appeals ruling that distribution of leaflets by employes of WBTV, Charlotte, disparaging quality of station's programs, following breakdown of negotiations with IBEW in 1949, was not a violation of National Labor Relations Act.

Personal Notes: Benedict P. Cottone, FCC general counsel since April 1946—longest term ever served in that office—resigned May 8 to join Washington office of law firm of Lucas & Thomas, headed by former Senate majority leader Scott W. Lucas (D-Ill.), where he'll specialize in telecommunications cases . . . David S. Stevens May 4 left post as chief of FCC's new & changed facilities branch to join Washington law firm of McKenna & Wilkinson; E. Theodore Mallick named acting branch chief . . . Evelyn J. Eppley, Philadelphia atty., named legal asst. to Comr. John C. Doerfer . . . FCC Comr. Edward Webster heads U.S. delegation to 7th plenary session of Intl. Telegraph Consultative Committee, Arnhem, Netherlands, May 26-June 13; Marion Woodward, FCC common carrier div., is vice-chairman . . . Charles C. Woodard Jr. transferred from Hollywood office to be mgr., CBS-TV legal dept.; Richard W. Jencks, ex-NARTB attorney, placed in charge of CBS-TV west coast legal dept. . . . Syd Eiges, NBC press v.p., replaces Edward Madden on NARTB's TV Information Committee . . . Norman Cloutier resigns as program director of WNBK & WTAM, Cleveland, to become supervisor of music for all NBC owned-&-operated stations . . . Jack Burrell, technical operations supervisor, NBC-TV western div., placed in charge of technical operations for network's coverage of Coronation . . . John Kinsella, ex-WXEL, Cleveland, shifted by licensee Herbert Mayer to sales mgr. of upcoming KCTY, Kansas City; Richard Ostrander, ex-WKRC-TV, Cincinnati, named program director . . . Gunnar O. Wiig, managing director of Gannett Radio Group, named exec. v.p., KQV (AM), Pittsburgh . . . Edward R. Murrow, CBS v.p. and producer-narrator of *See It Now*, wins \$1000 Lord & Taylor distinguished service award for TV . . . Sydney King named production mgr., WBAL-TV, Baltimore . . . Herman P. Hatton named operations director of upcoming WMAZ-TV, Macon, Ga. . . R. L. Furse, ex-CBS, named program mgr. of upcoming KEYT, Santa Barbara, Cal. . . David Pincus, Caravel Films, elected president, Film Producers Assn. of New York, succeeding Peter Mooney, Audio Productions . . . Merritt Panitt, TV columnist of *Philadelphia Inquirer*, joins owner Walter Annenberg's *TV Guide* as national managing editor . . . Adrian Samish, ex-Dancer-Fitzgerald-Sample TV-radio v.p., joins NBC program dept. as gen. exec. of creative production . . . James C. Douglass, ex-Erwin, Wasey v.p., named TV-radio director, Ted Bates & Co. . . Edward L. Kushins, former TV-radio director, Maxwell Sackheim & Co., named exec. v.p., Huber Hoge & Sons.

FILM SYNDICATE cooperatively owned by the TV stations it serves was formed in Los Angeles in reorganization of Vitapix Corp. Now headed by some of nation's leading telecasters, company announced it will "engage in such film operations, distribution and sales as may be found practical, and such sales of time periods as the stations may desire to offer on a joint basis."

Company's new officers: John E. Fetzer, WKZO-TV, Kalamazoo, chairman; Frank E. Mullen, onetime NBC v.p., president; Robert H. Wormhoudt, exec. v.p.; Wm. F. Broidy, film producer, v.p.; Don G. Campbell, treas. In addition to Fetzer and Mullen, these board members were named: J. Leonard Reinsch, Cox TV-radio stations; Joseph E. Baudino, Westinghouse stations; G. Richard Shafto, upcoming WIS-TV, Columbia, S. C.; Horace H. Lohnes, Washington TV-radio attorney; Richard O. Borel, WBNS-TV, Columbus; O. L. Taylor, station rep. Company announced it expects to have 30 station-members by time of first board meeting June 3 in Chicago.

TV training school to create pool of trained personnel for all Westinghouse-owned stations (WPTZ, Philadelphia; WBZ-TV, Boston; grantee KEX, Portland, Ore.) was started this week at KDKA, Pittsburgh.

TRANSMITTER shipments to grantees were held up this week as equipment manufacturers went over their order books in the enjoyable confusion following last week's NARTB convention, where CP-holders scanned — and record numbers of them ordered — new telecasting equipment. The 3 uhf transmitters scheduled for shipment this week by RCA (Vol. 9:18) were held up till next week. There were no shipments from DuMont, Federal, or GE, which is still shut down by strike.

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News from vhf grantees this week:

KDRO-TV, Sedalia, Mo. (Ch. 6) has been promised GE equipment by August 15 and aims to be on the air early 1954, according to owner Milton J. Hinlein. Construction of TV addition to AM building begins this summer and station will discontinue FM broadcasting at close of baseball season to install antenna on present tower.

KIFI-TV, Idaho Falls, Ida. (Ch. 8) has April 1954 target date, reports mgr. John Taylor. Equipment has not yet been ordered. Hollingbery will be rep. Rival KID-TV (Ch. 3) has not yet reported on plans or equipment.

WROM-TV, Rome, Ga. (Ch. 9) has DuMont transmitter and other equipment, aims at test pattern "first week in June if lucky," writes mgr. Ed McKay. Weed will be rep.

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From uhf grantees came these reports:

KUSC-TV, Los Angeles (Ch. 28), non-commercial educational station underwritten by Allan Hancock Foundation and to be operated by U of Southern California, purchased RCA transmitter exhibited at NARTB convention, now has all equipment and plans start within 30 days, Foundation's telecommunications director William Sener told this week's National Conference on Educational TV in Washington.

WTOB-TV, Winston Salem, N. C. (Ch. 26) still aims for July 15 or August 1 test pattern (Vol. 9:7). Following April dealer-distributor meeting, station set up dealers' advisory committee "so that we can work closely with the dealers and benefit by their suggestions and criticism," writes gen. mgr. John G. Johnson.

WNAM-TV, Neenah, Wis. (Ch. 42) has completed plans for "Radio-TV Park," including building to house TV-radio transmitters, studios and offices, with large studio measuring 36x45 ft. It's aiming at Sept. 21 debut, expects RCA equipment in late July or early August. George W. Clark is rep.

WOSH-TV, Oshkosh, Wis. (Ch. 48) is waiting for GE antenna, delayed by strike, has all other GE equipment. Rep will be Headley-Reed.

WNAO-TV, Raleigh, N. C. (Ch. 28), now indefinite as to starting date after plans for April debut fell through because of delay in shipment of Federal transmitter. Avery-Knodel is rep.

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Power increases and channel shifts: WAVE-TV, Louisville, first to use new RCA 10-kw amplifier, shifted May 1 from Ch. 5 to 3; WJAR-TV May 3 went from 30 to 225 kw, shifting from Ch. 11 to 10; KRLD-TV, Dallas, May 3 went to 100 kw; KSD-TV, St. Louis, April 29 from 16 to 100 kw.

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Community antenna operators hold second annual convention June 8 at New York's Park Sheraton Hotel. National Community TV Assn. has invited all U. S. and Canadian operators to attend meetings, to be highlighted by technical clinic moderated by consulting engineer Frank G. Kear, and panel discussion led by NCTA president M. F. Malarkey Jr. and including WCAU-TV president-gen. mgr. Donald Thornburgh, Pennsylvania Public Utilities Commissioner Thomas Egan and tax specialist Edward Mallon.

ENTHUSIASM OF subscription-TV proponents wasn't the least bit dimmed by RCA chairman David Sarnoff's attack on pay-as-you-see TV as "a snare and a delusion" in his keynote address to last week's NARTB convention (See Special Report, Vol. 9:18). In fact, Paramount's Paul Raibourn, chairman of International Telemeter Corp., hailed address as greatly heightening convention interest in subscription TV.

"He made the thing much more important than it was before," said Raibourn. He noted that prior to convention little interest in fee-TV was manifest by telecasters—West Coast film folk being major boosters. By end of convention, he said, many telecasters and CP-holders had expressed interest in project — especially uhf grantees in areas heavily served by vhf. He added that he's had good many inquiries from community antenna operators, probably on basis of reports about Telemeter's Palm Springs, Cal., community project, which is slated to be equipped with coinboxes for closed-circuit programs next fall.

"Misleading and dangerous" is how president Arthur Levey of Skiatron (Subscriber-Vision) characterized the Sarnoff statement. He challenged the General's right to call commercial home TV "free TV", since "somebody must pay for it, and that is the consumer" who pays when he buys advertised products. On other hand, he said, subscription TV is really free, in that program material is "free from pressure by the advertisers." He said Skiatron will demonstrate Subscriber-Vision to public next month in New York, and "will file with the FCC for a commercial license in October."

Zenith sales v.p. H. C. Bonfig told Chicago Federated Ad Club that subscription TV is necessary to support small town TV stations. Otherwise, he said, more than 20,000,000 Americans will be deprived of local TV service. He pointed out that there have been TV applications in only 100 of the 895 cities in 25,000-or-less population bracket which have TV channel allocations. He predicted national advertisers won't be able to use more than the top 100-125 markets for network programs—leaving small stations nowhere to turn, except to Phonevision.

While KUHT, Houston, became first educational station to go on air and educators prepared a new wave of applications (see stories, pp. 2 & 3), there were these other educational TV developments this week: (1) San Antonio Council for Educational TV accepted offer of \$50,000 from Hugh A. L. Half, president of WOAI-TV, and offer of surplus equipment from Storer-owned KEYL, for projected operation of non-commercial Ch. 9. (2) Lou Poller, president of upcoming WCAN-TV, Milwaukee (Ch. 25), offered educators there 5 hours a week of free programming, and use of station's facilities for vocational instruction. (3) President Harold Fellows told American Women in Radio & TV at Atlanta convention that NARTB isn't opposed to educational TV, merely believes it shouldn't be given preferential treatment over commercial telecasting, in interest of making TV available to all sections of country. (4) FCC added Ch. 82 in Amherst and Ch. 80 in North Adams to list of reserved educational channels, in response to petition of Western Massachusetts Educational TV Council (Vol. 9:14). (5) Oklahoma legislature passed bill authorizing statewide educational TV network. (6) Minnesota legislature killed bill to appropriate \$2,192,000 for educational TV. (7) Frank E. Karelson Jr., New York attorney, was named chairman of Metropolitan New York Coordinating Council for Educational TV.

Two experimental TV licenses were dropped this week: (1) CBS's KE2XIA, New York, used for uhf propagation tests, and (2) Radio Electronic TV School's KQ2XBB, Detroit.

BASEBALL TV restrictions—as embodied in Sen. Johnson's bill (S. 1396)—seem virtually certain to get favorable action from subcommittee of Senate Interstate Commerce Committee after May 6-8 hearings. Parade of baseball bigwigs testified in favor of bill which would permit major leagues to ban telecasts of their games in minor league territory. Subcommittee and witnesses were in such harmonious accord that at one point Sen. Magnuson (D-Wash.) remarked, "I'm a little new here. Who's opposed to this bill?" Only opposition finally came in form of letter from NARTB pres. Harold Fellows who charged that bill would, in effect, exempt baseball from anti-trust laws, setting dangerous precedent. Sen. Johnson called NARTB's position "speculative and highly distorted." Pittsburgh Pirates gen. mgr. Branch Rickey said "selfish and short-range interests" determine broadcasters' position.

Baseball's "Rule 1-D" restricted TV, but it was dropped in 1951 after Justice Dept. pointed out possible illegality of such a rule. Justice Dept. had observer present at hearings, but declined to testify because it wants to await outcome of its pending anti-trust suit against National Football League TV restrictions (Vol. 9:5, 7, 9-11).

Theatre-TV hearings, if they're resumed at all, probably won't be scheduled for some time. If FCC decides to close the books on theatre TV, it's expected to take action in next few weeks. If Commission doesn't act soon on theatre TV, however, it can be assumed hearings will be continued—probably at some date in far future.

Network Accounts: CBS-TV claims leadership in gross network billings for April after signing \$8,750,000 worth of new business during month, including \$4,750,000 week of April 22-28 alone. It also claims 28% advantage over closest competitor in total sponsored time and "3-to-1 leadership" in number of daytime hours sponsored . . . Purex Corp. Ltd. (bleach & detergents) is newest sponsor, buying Wed. 1:30-1:45 p.m. portion of *Garry Moore Show*, starting June 3 on CBS-TV, Mon.-Fri. 1:30-2 p.m., thru Foote, Cone & Belding . . . Lucky Strike starts *Your Play Time* June 21 on CBS-TV, Sun. 7:30-8 p.m. to replace *Private Secretary*, which moves to NBC-TV June 20 as summer replacement for *Your Hit Parade*, Sat. 10:30-11 p.m., thru BBDO . . . Procter & Gamble (Tide) starts Loretta Young drama series *Letter to Loretta* Aug. 30 on NBC-TV, Sun. 10-10:30 p.m., replacing *The Doctor*, which ends June 21, thru Benton & Bowles . . . Continental Baking Co. (Wonder bread & Hostess cakes) extends its Wed sponsorship of *Howdy Doody*, on NBC-TV, Mon.-Fri. 5:30-6 p.m., starting May 6, from 5:45-6 p.m. to 5:30-6 p.m., thru Ted Bates . . . Ford Motor Co. drops radio plans for its 2-hr. 50th anniversary program June 15, but will still use NBC-TV & CBS-TV, 9-11 p.m., thru Kenyon & Eckhardt . . . Procter & Gamble (Oxydol, Dreft, etc.) reported buying audience participation program *Time Out for Fun*, starting June 8 on NBC-TV, Mon.-Fri. 4-4:30 p.m., as summer replacement for first half of *Kate Smith Show*, thru Benton & Bowles; it will move to Mon.-Fri. 4:30-5 p.m. in fall and *Kate Smith Show* will move to Mon.-Fri. 3-4 p.m. . . . Westinghouse to sponsor 19 National Football League games next fall on DuMont, Sat. night & Sun. afternoon, thru Ketchum, McLeod & Grove . . . International Shoe Co. (Red Goose shoes) replaces *Kids & Co.* with *Tom Corbett, Space Cadet*, starting Aug. 29 on DuMont, alt. Sat. 11:30 a.m.-noon, thru D'Arcy Adv. . . . Brown & Williamson Tobacco Co. (Viceroy's) starts musical program *The Orchid Room* May 24 on ABC-TV, Sun. 6:45-7 p.m., thru Ted Bates (Vol. 9:16) . . . Pepsi-Cola to sponsor Faye Emerson drama program, starting Sept. 11 on ABC-TV, Fri. 8:30-9 p.m., thru Biow.

SIRAGUSA PRODS TRADE TO 'SELL HARDER': Storm warnings for TV dealers, who don't need much to set them worrying, came this week from Admiral's president Ross D. Siragusa, who told retailers they'd better lift themselves by their own bootstraps if they want to avoid a bad business slump -- even worse than some contend they're in now.

Siragusa told retailers some harsh facts about economic survival in TV-appliance field, in address to TV-radio division of United Jewish Appeal in New York. Warning that "the era of shortages and a war-supported economy which began in 1940 is over," Siragusa took direct aim at TV-radio merchandisers and said:

"Retailing in appliances and TV is weak. With few exceptions, progress has been negligible since 1940. Stores have not been kept modern. There has been no development in appliance and TV retailing comparable to the modern postwar super-market, the super gasoline station or the up-to-date soft goods specialty shop.

"The majority of TV and appliance stores throughout the country are unattractive, poorly arranged and badly lighted. Many of them look like glorified repair shops. As a rule, floor men are so inadequately trained they hardly qualify as order takers, let alone able salesmen. Harsh as this indictment may seem, it is deserved far more often than not in the industry today."

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But with his big stick, Siragusa also offered a carrot. In speaking of the future, he held out prospect of a vastly expanded TV market which could be turned to dealers' advantage, regardless of location.

TV is getting "rapid acceptance" in new markets, even greater than it experienced in 1949 and 1950 in pre-freeze areas, he said, and added that "this demand, which will continue to grow, combined with demand from established markets, is certain to keep TV production at a very high level for several years to come."

As for old markets, Siragusa was particularly critical of "saturation" talk. "I know you are concerned about saturation here in your market. The solution lies in selling big-screen sets to present small-screen owners and in selling the idea of two-set ownership. The concept of saturation fits only in a static economy."

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That business in some areas isn't up to retailers' expectations, particularly in old markets, is indicated in Wall Street Journal survey published May 6. It quotes retailers in pre-freeze markets as saying TV business is off anywhere from 5 to 60% from same season a year ago.

Same survey reports manufacturers enthusiastic about business prospects, with new markets taking up most of slack. This is reflected, too, in national roundup in May Electrical Merchandising magazine, which reports only in new markets can retail business be called good. Tucson, Ariz., was cited as one particularly bright spot.

RTMA statistics, released this week, show 1,780,899 TVs sold at retail in first quarter of 1953, compared with 1,279,783 in corresponding period last year. For March alone, 603,704 sets were sold at retail. Retail radio sales, exclusive of auto radios, totaled 1,438,871 for first quarter, compared to 1,505,883 in same 1952 period. For March, radio sales were 516,618.

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TV set production totaled 133,240 units (12,296 private label) week ended May 1, year's 17th week, down from 139,708 preceding week and 150,712 for week ended April 17. It brought April production to estimated 580,000 sets, and output for year to about 2,840,000. At end of 4 months last year TV production totaled 1,647,709.

Radio production totaled 280,294 (138,575 private), up from 278,111 preceding week but down from 315,123 week ended April 17. April production was estimated at 1,180,000, year to date at 5,000,000, compared to 3,213,457 first 4 months of last year. Week's radios: 59,836 home, 50,713 portables, 41,036 clock, 128,709 auto.

Topics & Trends of TV Trade: Those "new" TV lines this summer will be less new than usual, most major manufacturers hinting additions and carryovers will be the rule, rather than exception, as more and more set makers adopt one-line-a-year policy. As usual, details of new models—how many, features, prices, etc.—are shrouded in competitive secrecy but odds are that prices will remain about same, with some minor "adjustment" increases a possibility.

Among major manufacturers, following dates have been announced for introduction of new lines to distributors: Admiral, New York's Plaza Hotel June 5, Chicago's Edgewater Beach Hotel June 8, San Francisco's Fairmont Hotel June 10; Motorola, Chicago's Palmer House July 1; Philco, at big Atlantic City convention June 8; RCA hasn't set firm date beyond "late in June." Other announced debut dates: CBS-Columbia, at New York's Waldorf-Astoria June 15; Crosley, Cincinnati's Taft Auditorium June 18-19.

Raytheon jumped the gun this week with release of its supplemental fall lines designed, according to v.p. William L. Dunn, to offset traditional summer slowdown when distributors & dealers normally wait for new models in late summer and concentrate on selling white goods in interim. Line shows 6 additions to 26 carryovers, with no price changes.

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Strike against RCA Victor's big TV plant at Camden was authorized this week by members of Local 103, IUE, though no date was specified. Union has been seeking 10% wage increase in negotiations since April 13. Strike votes will also be taken later at RCA Victor plants in Cincinnati (tubes) and Los Angeles (radar). Meanwhile, GE and IUE officials conferred twice this week in unsuccessful effort to halt 5-week strike at GE's 2 electronics plants in Syracuse and 4-week walkout at its Scranton tube plant. Two more meetings are scheduled next week.

SHIPMENTS OF TVs to dealers totaled 2,060,016 units in first quarter of year, when production was 2,259,943, with factory inventories of 204,648, according to RTMA's state-by-state and county-by-county tables released this week. It compared with shipments of 1,277,512 in first quarter of 1952, when production was 1,324,831, with factory inventories of 231,020 at end of 3 months. Every state in nation shared in shipments, New York leading with 199,111; Pennsylvania second, 192,343; California third, 139,306. Nevada, still without TV, trailed list with 191 sets. For March alone, TV shipments to dealers totaled 711,838, as against production of 810,112. RTMA state-by-state figures for quarter (county-by-county tables available from RTMA on request):

State	Total	State	Total
Alabama	33,074	Nebraska	19,126
Arizona	14,681	Nevada	191
Arkansas	12,583	New Hampshire	6,385
California	139,306	New Jersey	53,872
Colorado	31,172	New Mexico	4,656
Connecticut	32,446	New York	199,111
Delaware	4,931	North Carolina	40,664
District of Columbia	18,552	North Dakota	2,293
Florida	27,089	Ohio	127,853
Georgia	34,000	Oklahoma	40,778
Idaho	3,607	Oregon	27,935
Illinois	124,412	Pennsylvania	192,343
Indiana	73,090	Rhode Island	9,432
Iowa	43,338	South Carolina	12,478
Kansas	18,569	South Dakota	3,661
Kentucky	30,680	Tennessee	29,640
Louisiana	27,241	Texas	129,989
Maine	14,203	Utah	16,690
Maryland	27,159	Vermont	3,370
Massachusetts	65,353	Virginia	50,871
Michigan	86,562	Washington	51,461
Minnesota	35,797	West Virginia	29,636
Mississippi	17,996	Wisconsin	40,185
Missouri	50,591	Wyoming	729
Montana	235		
		Grand Total	2,060,016

Note: Similar figures covering the 1,599,327 radios—exclusive of auto radios—sold to dealers in first quarter (when total production was 3,834,784, with factory inventories of 432,638) were also compiled by RTMA.

EXCELLENT introduction to uhf for dealers, distributors and servicemen is new booklet, *KCTY Brings UHF to Kansas City*, distributed by grantee Empire Coil Co. Written by consultant-manufacturer Ben Adler, systems engineer for Empire Coil's TV stations, on basis of experience with Portland's pioneer uhf KPTV, booklet frankly tells trade what to expect when uhf comes to town. KCTY (Ch. 25) is slated for June debut. Among interesting items in 16-p. illustrated pamphlet:

Uhf converters & receivers—These have been improved considerably since uhf's early days, says book. New diodes and crystals now used in many uhf sets "produce an average noise improvement of 4 db which is equivalent to a transmitter power increase of 2½ times." Book describes various uhf conversion methods, gives advantages and disadvantages of each.

Antennas—"It is mandatory that all uhf receiver installations planned for the reception of KCTY at the outset and for some months to come should have outdoor antennas." Book describes types of uhf antennas and their applications, and gives advice on installation, pointing out that highest spot isn't necessarily the best.

Transmission line—Tubular type is recommended. "Ladder type is excellent and should be used for long runs," but installation costs will be higher. "Flat ribbon line should never be used for uhf as losses mount tremendously when it becomes wet."

Pointers for dealers & servicemen—(1) "Stress the advantages of uhf." (2) "Beware of promising 'cheap' uhf conversions; the boomerang in complaints will offset any immediate sales advantage." (3) "Frankly acknowledge the problems with uhf reception, and recognize these problems in quoting conversion costs." Copies of booklet are available from KCTY, Pickwick Hotel, Kansas City.

* * * *

Three-part story on uhf—its fundamentals, its impact on dealers and public, and case history of its success in South Bend—is feature of May *Electrical Merchandising* magazine. It lists leading makes of TV receivers and how each can be converted to uhf.

New RCA products—moderately priced "TV Eye" closed-circuit TV system, transistors and full range of high-fidelity sound equipment—will be displayed at Electronics Parts Show May 18-21 in Chicago's Conrad Hilton Hotel. RCA also will introduce new tape recorder soon.

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Distributor Notes: RCA Victor appoints newly-formed Television & Appliance Distributors, 500 St. Peters St., New Orleans (J. C. Marden, pres.); Raymond Rosen & Co., Philadelphia, appoints Raymond F. Pettit district sales mgr. . . Zenith New Jersey appoints Bert Rice special sales rep; Arnold Wholesale Corp., Cleveland, appoints Leroy L. Gustafson v.p.-gen. mgr. . . Sylvania appoints Walsh Distributing Co., Kansas City; Mid-State Distributing Co., Omaha; Bomar Appliance Co., Knoxville, Tenn.; Cummings Distributors, Monroe, La. . . CBS-Columbia appoints Schoellkopf Co., Dallas . . . Crosley New York appoints Leonard Rutstein, ex-Admiral New York, as adv. mgr., replacing Gene Gold, now adv. mgr. of Philco Distributors Inc., New York . . . Emerson names newly-formed Electrical Products Inc., Baltimore (Theodore Ember, pres.) . . . Stewart-Warner names D. E. Lindsay Co., Seattle . . . Gold E Distributors Inc. (Pacific Mercury), San Diego, names Emmanuel Braunstein sales mgr. . . Olympic Radio appoints Southwestern Distributors Inc., Kansas City . . . Majestic appoints Max Fischman Co., Pittsburgh . . . Sentinel names J. B. Distributing Co., Omaha . . . Driscoll Distributing Co. (Tele King), Charlotte, names Richard H. Driscoll sales mgr., following death of owner L. W. Driscoll . . . RCA Victor appoints Herald Supply Co., Billings, Mont. (H. N. Herald, pres.).

NARTB Panel Discussion

Small Market TV Stations -- Practices and Prospects

Salient Portions of Transcript of Panel Discussion

Before Convention of National Assn. of Radio & Television Broadcasters, Los Angeles, April 30, 1953

EDITOR'S NOTE: *One of the sessions which attracted great interest at last week's NARTB convention was the panel discussion on Small Market TV. From the official transcript of this session, we have reprinted all of the factual material, including questions from the floor, editing only to delete repetition and those presentations which were purely visual.*

PANEL CHAIRMAN—W. D. Rogers, pres. & gen. mgr., KDUB-TV, Lubbock, Tex. **PANEL MEMBERS**—Gaines Kelley, gen. mgr., WFMY-TV, Greensboro, N. C.; Robert Lemon, gen. mgr., WTTV, Bloomington, Ind.; Lawrence H. Rogers II, gen. mgr., WSAZ-TV, Huntington, W. Va.; James D. Russell, pres. & gen. mgr., KKTU, Colorado Springs, Colo.

CHAIRMAN ROGERS: First, I would like you to know the definition of a "small market." Greensboro, N. C., is a city of 76,700 people; its coverage area includes 1,142,000. Bloomington, Ind., the city, has 28,000, and there are 1,500,000 people in the station's coverage area. Huntington, W. Va., is 225,000; greater Huntington coverage area 3,200,000. Colorado Springs, Colo., and Lubbock, Tex., happen to be the 2 smallest markets. Colorado Springs, Col., 45,472; coverage area, 164,771. Population of Lubbock, Tex., is 101,853, reaching 317,700.

I give you those population figures so that, as you listen to the members of the panel speak today, you can draw some comparison with your own market.

Lubbock, Tex.—One of Smallest TV Markets

I am going to open up with a discussion of our particular market to try to show you what is happening in Lubbock, Tex., which is actually, as far as the population is concerned, the third secondary market in the nation to have television.

The city of Lubbock has a population of 101,853, metropolitan area 113,000; total population coverage is 317,700, of which 67,200 is metropolitan and 250,500 urban.

Three weeks ago we moved into our new building, and a friend who is in the movie business came by to visit with us, and as I was taking him through the new studios, he said, "Dub, I feel as if I own a great deal of stock in this station." I asked, "How is that?"

"Due to the tremendous loss in my boxoffice," he said. "The night you were off the air when you were moving from your interim setup to your permanent building was the first time since Nov. 13 that we have had a capacity crowd in any of our theatres. Could I make a deal with you to stay off a little bit longer?"

I bring that out not as any reflection against the movie people. It is a fact that in the smaller markets of a hundred thousand or less, TV has made a great impact.

In Lubbock, we have 24 movie theaters and 2 night clubs—and I think one of the most interesting points is that this is a dry area. We are existing without beer advertising. To my knowledge—and I stand corrected if I am wrong—we are the first TV station in the country to be located in a dry area.

One of the reasons that TV has made such a terrific impact on our people is the fact that we in a small market—unlike a metropolitan market—find that TV does not have the competition with other media of entertainment.

Even if your city is wet, I still feel that your city is possibly comparable to ours in that entertainment is

limited, and consequently it will mean more money in your pocket. People are really viewing TV in our small market . . .

Importance of Efficient Plant Layout

Our building layout is of very functional design. It is a product of capitalizing on my previous errors. I am sure I have made some mistakes in this building but certainly this is basic—and you gentlemen don't have to be told this—that an efficient physical layout is certainly important to your overall personnel efficiency and means either a profit or loss in TV.

We have designed our equipment layout in a horseshoe fashion. Video and audio are set up in a horseshoe with the transmitter located approximately 10-15 ft. from this horseshoe arrangement, right off the control room.

When we have concluded with our last live commercial announcement or live program in the evening, we can operate our station with 4 people. We do a live newscast with 3 people which includes the announcer.

Our second floor is an observation room for our clients and the public. We have 20-ft. ceilings in our 2 studios.

I visited one new station recently—a station very comparable to ours—and my observation is that the physical arrangement is going to cost 6 more employees than I have in our organization.

KDUB-TV's Table of Organization

We have 33 full-time employees and 8 part-time employees, and here is how they are broken down:

Administrative & general: Office mgr. & accountant; 1 full-time clerk; 1 part-time clerk; 2 receptionists; 2 cafeteria workers; 1 janitor.

Engineering dept.: 1 chief engineer, 1 assistant, 4 full-time and 2 part-time employees.

Program dept.: 1 program mgr., 3 in continuity & traffic, 1 production mgr., 3 full-time announcers, 2 part-time announcers, 1 stage mgr., 1 part-time employe.

Film dept.: 2 full-time, 1 part-time.

Photo dept.: No employees. 1 full-time man handles photography.

Art dept.: 1 person paid on piece basis.

Commercial dept.: 2 full-time salesmen, 1 full-time sales service man, 1 part-time sales service, 1 secretary, 1 part-time salesman.

President & gen. mgr. with 1 secretary.

We are drawing on the university in our area, the Texas Technological College, for part-time help, taking electri-

cal engineering majors and training them to be cameramen, which is working out very satisfactorily. At the present time I am in the process of helping the university set up a TV department and also arranging with the university for the students to receive credit as they serve at our station, or serve an internship at our station.

Certainly something that is vital to any TV station, but more important to the smaller station, is the dual function plan. The film director is also head of the photographic department. We have a continuity writer who is also an announcer and then all of us sweep out. So the janitor is also a stage hand. The night watchman puts up the props at night and we have our traffic manager also help edit film. Without that you certainly cannot operate a small market station profitably, and our entire organization is operated so that we have no specific jobs as such. Certainly we have titles and certain primary duties but every one in the organization, including the janitor, has 2 or 3 jobs.

Analysis of Programming and Sponsorship

Our programming breaks down this way: *Local live*—commercial 6.7%, sustaining & public service 3.3%; *syndicated film*—commercial 26.6%, sustaining 5%; *old movies*—commercial 13.3%, sustaining 16.7%; *film library*—commercial 10%, sustaining 1.7%. Network is 16.7% of our total programming. That makes 73.3% of our total programming commercial and 26.7% sustaining and public service. The average week is 60 hours.

As to the film library—I am not selling it for any particular company but I do think it is very important. I bought one 4 years ago at [KEYL-TV] San Antonio and was very happy with it. However, in San Antonio it did not prove as profitable to me as it has in this small market. But this film library, if programmed properly, can be a very useful tool in your program setup. It is inexpensive and I do suggest to you that you look into the possibility of a film library in your situation.

Our local accounts include everything from the bank down to the local filling station. We have 8 franchise automobile accounts, 8 appliance companies and 2 banks. We have 3 dry cleaners, 3 carpet companies and so forth. That pretty much represents every type business in the city of Lubbock.

Network shows—We have 5 cigarettes, 2 appliances, one tire, one milk, one patent medicine, one hair preparation, one coffee, one toiletries, one automobile, one public service company. Our national spot business is not too good.

This is our revenue dollar: We went on the air with our interim operation in November. During the first 2 weeks of November, 90% of our revenue dollar was local. Our national business was 9% of our total gross. Network revenue was 1%.

In December, 88% of our revenue dollar was from local, 8% national and 4% network. In January, 83% of our revenue dollar came from our local advertisers, 11% from national and 6% from the network—with a 37% increase over December.

In February, 80% of our dollar came from the local advertiser, 14% from national and 6% from network, with a 20% increase over January. And then in March, 83% came from local, 11% from national and 6% from network.

Local Advertising Is Mainstay

So, you are going to make your living out of local advertising at this point. It's been a terrific missionary job to sell markets. Our market stands pretty high in family income, with the third largest cotton market in the world, and we are the cottonseed oil capital of the world. But even with all those in our favor, it has been a tremendous job to sell the small market to the national people. So I do caution you at this point to be sure to set back a few dollars for a lot of missionary work.

For local and national promotion, we use the fronts of the buses, the city and farm county papers, direct mail, billboards, and taxicabs in the city of Lubbock.

We are the small markets and our story hasn't been

told. Those gentlemen sitting in New York have a tremendous job on their hands in trying to select markets, and having sat out in their lobbies for as long as 2 or 3 hours at a time, I can certainly appreciate their position. You have to get the story over to them through your promotion because the national business isn't going to come through the transom like it does for some—say the first twenty-five markets in the nation.

The Bloomington, Ind., Story

MR. LEMON: Our WTTV has an AM affiliate WTTS which is a 5,000-watt station. We began on the air Nov. 11th, 1949, 3½ years ago. We started with a 1-kw home-built transmitter and a 200-ft. tower. We started programming 12 hours a week with 6 people. Our opening rate was \$150 an hour, \$30 for announcements.

Our average operating cost the first year was approximately \$10,000 per month. We have been interconnected by privately owned and operated microwave relay over a 100-mi. distance for about 2 years. We are now operating with a 5-kw transmitter, 650-ft. tower, and affiliated with all of the networks. Our present rate, with 220,000 TV sets in our area, is \$600 an hour, \$120 per announcement. We are on Ch. 10 now. We move to Ch. 4 this summer. We expect to go to full power and a 1000-ft. tower in July. Our present staff is 46 people.

Our administrative staff has 6 people; sales dept., 10 people with one full-time merchandising man, one secretary and 8 salesmen. Our program and production department 22, and that includes cameramen and a good number of technicians. Our engineering dept. comprises 8 people, which includes 4 who maintain our relay system.

Our operating income is divided in this fashion: 20% from the network; 40% from what we ourselves sell locally and regionally; 40% national spots.

We now average 90 hours weekly on the air and effective July 1, we are going on the air at 6:45 A.M.

We do approximately 80 to 100 live spot announcements weekly. We do approximately 50 live programs per week, ranging from 5 to 30 minutes; 34% of our time on the air is film. Our studio and transmitter are located right at the edge of the city limits. We have 3 field cameras, one studio 25 x 50 ft. We own a complete remote truck.

We work with the University [of Indiana]. We have given the university a microwave relay link and they have purchased cameras and equipment and they have their own studios.

Formula for Successful Operation

After 3½ years of TV, I think there are a few major items of real importance for a successful operation:

One is the steadfast belief that there is a real and practical magic about this medium of TV in the terms of its unique abilities for modern communications. And there are times, I think, when only a strong belief will suffice to furnish the necessary incentive to continue.

Number two, the realization that TV is at least 90% a visual medium is a necessary requirement. And it takes patience to retrain a great many radio people who have honestly and sincerely put in many years working toward reaching people through the ear. This is true in every department — program, production, sales, copy. This medium is visual. And the tendency, the temptation in every department to build a program on the right topic for radio is one of the real pitfalls of television. This medium is for the eye.

Third, the economics of TV are much more closely aligned with the daily newspaper than with radio. For the TV station, income in a comparable market should be 4-8 times the income of a radio station.

And last but not least, the most important single phase of our station operation is the people who run it. The people on the staff are most important—and whether the market is 50,000 or 10,000,000, this small handful of people who are charged with the responsibility of creating, supervising and originating the program fare for that audience, have a tremendous responsibility. And these people, the staff of the TV station, need every possible consideration

to help them grow and learn as much as possible about TV.

Finally, I myself am sure that TV in all markets is here to stay. I am reminded of the story of a grandmother who was 100 years old, who had crossed the plains in a covered wagon. One of her publicity-conscious relatives thought it would be a good idea to commemorate this 100th birthday anniversary with something unusual. He told her he arranged for her first airplane ride. The old lady said: "I am not going to get in any of those new-fangled machines. I am going to sit right here and watch TV just like the good Lord intended."

Formative Period for Colorado Springs TV

MR. RUSSELL: I am probably the least experienced man who ever talked to you about TV in a position like this. I have been in it 5 months and that's all. Everybody else on this panel has had several years of experience and they have had a chance to really do a job at their stations.

My station is still in the formative period—way back in the formative period—and the nicest thing I ever heard, I think, was when I heard Bob Lemon say that I am going to get 4 times the income out of it that I got out of my radio station. Because I haven't got it yet.

Colorado Springs is a city of 45,000. KKTV's transmitter is located on a rather high mountain near Colorado Springs. We are some 3000 feet above Colorado Springs, a little more than 4000 above Pueblo, which is about 40 mi. south of us, and we are as much as a mile above some of the area we serve.

We get a very wide coverage from this height. We decided that it would be a lot more valuable to us to get those extra people than it would be to try to save money by operating a combined studio and transmitter together down on the ground. So we put it up on a mountain.

The results we have had from TV have actually amazed me. We, as every other new station in a market that hasn't had TV, have had some tremendous success stories. In fact, almost every sponsor we have had—I am sure it is true of everybody else—has been happy with it. He has had success stories of his own. He has been happy to tell us about them. We have been very happy to compile them ourselves to use on other sponsors.

Effect of TV on Radio Station

One of the things that struck me most forcefully about TV was what it did to my radio station. This TV station went on the air on Pearl Harbor Day. It was Pearl Harbor Day in more ways than one in 1952, on Dec. 7. January and February are generally pretty poor months in our town in radio compared to the rest of the year. We don't have a summer slump there because it is a tourist town and the radio station was particularly affected during January and February. But the thing that really struck me about it and really made me feel pretty bad was that a lot of advertisers that we got for TV decided to quit using our radio station and continued using our competitor's radio station. And the reason they did it was the thing that hurt me—because those people had been buying radio in both stations and had been doing it merely in the sense of throwing out a few pennies of change to everybody to keep everybody happy.

They hadn't bought radio, I now realize, to do a job because one station could do a better job than another. They just split their budgets. When they went to our TV station they quit radio regardless of ratings, no matter who had been better. They merely had been buying it to keep everybody happy with them, I guess. That was the most striking thing that has happened to me since we opened the TV station—to see how many advertisers were buying time, not on the basis of results, but on the basis of keeping everybody happy with them.

We are in an area that was not covered by other TV stations at the time we went on. It was a new market. Those people had waited a long time for TV. The response to our going on the air was pretty terrific. We got a lot of letters. In radio a handful of letters, three or

four letters, seemed like an awful lot to get for a program, but in TV we got over 5,000 unsolicited letters—and I mean completely unsolicited—during the first 12 weeks of our operation. We never had anything like that in radio in our lives. It just seemed like a tremendous amount to us.

3 Networks via Kinescope

And regarding our programming, we are affiliated with 3 networks—CBS, ABC and DuMont. We are not interconnected. We are programming 15 hours a week of features and westerns in order to have a rather lengthy schedule. We are on the air from 4 p.m. to around 11, sometimes a little later. On May 18 we go a half hour earlier.

We do quite a bit of live programming. We think it is very valuable because it is awfully good business for us to have people on the air so that their friends can see them. We try to do it in a manner that makes the program itself interesting rather than one that just runs a mass of people through so they can get in front of the camera.

We don't program any local live dramatic productions but we do program local musical groups, mostly professional, and we do program quite a few other live productions such as news and weather. We have a western show which covers an hour a day with about a half of a western feature by using a character we call "Sheriff Jim" to shoot the breeze in front of the camera. We are able that way to program 5 hours a week and use only three westerns a week. We always leave them cliff-hanging from one day to the next, do a lot of laughs in that hour and use a little bit of film. It stretches out our film budget and it is quite acceptable, by the way, to the audience.

Audience Response is Enthusiastic

We have had, of course, the usual number of complaints. They don't see enough film. And those complaints are just drowned by the response, by the tremendous response we get from the people who like it just as it is and want it to continue that way.

Regarding network shows, we have about 10 hours a week and I think we are pretty lucky. I think stations in markets our size coming on now are going to have to expect fewer hours of network shows than we have managed to get by getting on a little bit earlier. Next fall I think we will all be in there pitching together. But during the late spring and summer months, if you are able in a market our size, I don't think you can count on starting off with quite that many hours of network.

Our starting rate was \$150 an hour. We propose to go to \$200 an hour when our set count comes up to 20,000 which I think will be within another month or so.

TV's Expansion in Huntington Area

MR. LAWRENCE ROGERS: Our experiences in Huntington were almost identical in every respect with everything that has been said here today. The startling similarity of our operations and those of Bob Lemon would have to be seen to be believed.

In any discussion of this kind we must ask: What is a small market TV station? What is a small market? Indeed, you will not know what a small market is unless you have been at it for quite some time.

When we went into this business it was with a great deal of clamor that a TV signal was "a radio beam that went in the line of sight and stopped." Consequently, we geared our operations to a city with a population of about 86,000 with no night clubs to speak of, no entertainment facilities and exactly the same situation which Dub [Rogers] has so beautifully described for Lubbock. We found, however, that TV waves do strange and wonderful things. The result was a complete readjustment of our operations to a set of circumstances which we didn't even realize existed at the time we went into business. Consequently, for the better part of 4 years we have been building new stations all the time. Every time we turned around we had another project.

The interconnection that Bob Lemon spoke of is one of the same things we have undertaken. We have built a system from Columbus to Huntington with which we supply our own network and it works admirably.

One thing I would like to leave with you, without going into great detail on how we do it: No matter how small your market, no matter whether you have 1000 or 100,000 or 1,000,000, TV cannot be done halfway. We are very happy that early in the game, even in 1949, we gave up the idea of what was then popularly referred to as a "minimum operation." As far as we are concerned, there is no such thing as a "minimum operation." You either have a TV station or you don't have a TV station.

TV is not—I repeat, not—illustrated radio, nor is it, as some of the salespeople facetiously tell you, home movies. It is a medium that far surpasses in its general impact either of those, and which will bring us challenges that the people who have so adequately brought along the radio industry and the movie industry had not yet thought of, simply because they were not applicable to their particular art.

Something New and Dynamic

This is something new. It is something that is so dynamic that you have to live with it 24 hours a day and have all of your people do the same thing in order to keep up with it; in order to keep up with the people who, once they become a part of your TV family, won't give it up under any circumstances and will continue to clamor for continued improvement.

In this complete operation that you must build in any market, large or small, the live program of course is a necessity. It is a necessity so that you can give to your programming the flavor of the community, or the series of communities or the area or the region, that you are serving. It is very difficult indeed to contemplate the TV industry progressing without any local pictorial interest. It is impossible to contemplate a true national competitive TV system that depends on great network centers for all of its news origination and all of its pictorial material.

I have often heard—and this is looked upon as heresy in our own radio station operation—that TV will have a great deal of difficulty handling news. This is utterly ridiculous. TV sets will do whatever radio sets will do immediately. What you have to do is approach it from the kinescope tube, not the speaker.

Inexpensive Eye-Appeal for News

There are a great many ways of doing that. One of them not mentioned here, that we have had startling success with, is the use of local film in pictures. I don't recommend that anyone go out and buy a load of expensive materials, expensive technicians' cameras and so forth. I do recommend, however, using a regular speed graphic type still camera or an ordinary 16 millimeter home movie camera that can be made to operate the proper speed of 24 frames a second, so it will synchronize with your sound film—and any other machinery that you can pick up, beg, borrow, or steal. Hand it out to your regular personnel so that they may integrate it with their regular routine assignments, and this will begin to furnish to you a fund of material that is wonderful to behold, both from a commercial standpoint and a news standpoint and from a general interest standpoint. A filing system of that type of material is indispensable.

I can't overemphasize the wonder of bringing TV to those regions where we don't have the same comparable system described by "Dub" of "no entertainment," but an area which is entirely inaccessible except in some cases by roads and trails that are little better than pack trails. People in these areas have actually cleared thousands of feet of area up the sides of mountains to put antennas in vantage points to bring television into their homes. The world has been opened up into these areas, a world that was never known to exist by the people who live there. There is no way to over-estimate the social significance of this kind of thing which you, in building small market TV, will also perform.

All this, of course, brings about the problem of a respon-

sibility on your part that is almost impossible to comprehend. The people who get TV sets in the far reaches of the small market areas assume that a TV set is one of those many things that were guaranteed to them by the Declaration of Independence and then the Constitution and the Bill of Rights. If anything is wrong with it, it is your fault. If it wasn't installed properly in the first place, it is your fault. And if the service they get out of it is unsatisfactory you might just as well leave town.

Obligations of the Telecasters

This is not really a laughing matter because it is going to be your problem to figure out the answers to it. It means you will have to conduct schools for service men so as to help weed out unscrupulous people who delude the people into believing they are getting a good service—and actually rob them. You will have to conduct educational programs, so they will get the programs they deserve.

There are a great many items, from remote props to mike room dollies to all sorts of other essentials of everyday machinery, that can be and in most cases will be built in your shop, in your organization. A couple of clever technical college engineers as "Dub" gets from Texas Tech, who are working on your staff and are handy with a welding torch can perform miracles—and those are the kind of miracles that will build your small market TV into a profitable operation.

For your information, we followed the same pattern that Bob Lemon broke down for our revenue dollar. We are now deriving 40% of our income from national spots, 30% from networks, 30% from local.

A word on the local: Here is a problem that will apply to some of you. You will find you are covering an area, as in our case where we started in a city of 86,000. Now we have a circulation of 200,000 receivers in the homes. You will cover an area which sometimes is not necessarily suited to the retailing problems of the retailers in that area. You will have to make the choice of whether you are going to make your commercial service available for the good of the advertiser who reaches every one of these 200,000 sets in this case, or 20,000 in another case, or are you going to gear your overall rate structure to the particular corner druggist who perhaps can only use one-tenth of your coverage? That is a question which you will be faced with and one on which you will have to make your own decision.

Decency and Good Taste

You have one other thing that you will be faced with every day that you are in business in TV and that is the operation of an effective TV code, a code of decency or standards or good taste or behavior or whatever you want to call it.

It was so adequately covered by Chairman Hyde [at this NARTB Convention] that I don't need to say anything more about it other than the fact that it is the most vital thing to our entire industry and it is something that has to stem from each individual small market operation.

I cannot commend to you too highly for local commercial and non-commercial operations the words of our license: "Responsibility to uphold the public interest, convenience and necessity," because that in itself is the best definition I know of for an audience builder.

Success Story in Greensboro

MR. KELLEY: Fortunately, these gentlemen preceding me have covered so many of the points that I might touch upon that I am going to quickly bring to you some of the things that I think might interest you. One—I wanted to say and say it very emphatically, what I said last year at Chicago: It takes no genius to run a TV station. It takes creation of ideas and enthusiasm, much enthusiasm. And you will find that your staff—you who are just going into it and you who will go into it as soon as you get your CP—that your staff will just love TV. They will want to work all the time. In fact, we watch our record very carefully to see that no one works overtime and those who

do, of course, are paid. But they want to work and they are eager to do it so don't have any fears.

WFMY-TV went on the air September, 1949, and one year later the greatest channel next to my own [AT&T interconnection] came on Sept. 30, which brought the Notre Dame football game. From then on we began to grow and grow pretty fast. Now we are on the air 95 hours a week.

We have CBS 46 hours, NBC 17, DuMont 3½ hours, live 15¼ hours and film 13¾ hours, for a total of 95¾ hours.

I said a year ago that we needed most of all a weather-proof barn. We are the one station where you have to go in sideways in order not to knock something down. We have everything there, iron firemen, refrigerators and fragile materials. But it is necessary to go very easily in order not to wreck something. We expect within the next few months to get a huge 13-acre site, a big 100,000 watts of power and a big building. We have a big job ahead of us, but it is not anything to compare with going over into strange markets where people don't know about you. You must be a missionary to sit down and sell them on the idea of buying a set. You who are going in now don't find that necessary. You have a market built for you, as it were, around a reception and an idea among the people that they want TV. We didn't have that.

We go on the air at 8:30 a.m. and start at 8:45 with morning devotions and go to midnight.

4 Salesmen Cover Big Territory

Those in our sales department are all people who had never had previous experience and are local men. Our city is small, as you know, but our market is tremendous and we cover quite a number of cities so we have 4 on the staff and a sales manager and a secretary.

Our transmitter room is 20 x 16 ft., in which we have an FM transmitter as well as the TV. The control room is 20 x 15, studio 30 x 16, which originally was for radio. And this hurts but it is true: we had to sell 2 Steinway pianos with which we started out in a big way in 1948. We sold them both in order to have room for one more camera and a little Hammond organ.

We have a number of other facts and figures. But suffice it to say that I think the main thing to do is select your staff with care, people who are really interested and who want to go into the business. Then you get out there and fight and promote.

Questions from the Floor

MR. ROBERT J. DEAN (KOTA & KOZY-FM, Rapid City, S. D.): *I would like to ask Bob Lemon to explain the independently operated microwave system that they have in that area, how many miles it is and how it is maintained.*

MR. LEMON: I will give you a brief layman's description because I know absolutely nothing about engineering.

The distance is 100 miles. We have 3 hops. To insure that we always have proper service, we are adding 2 more hops. We have used several kinds of microwave equipment, always searching for a better kind, and we have now built our own.

We take this picture from Cincinnati. We have arrangements with the 3 Cincinnati TV stations and the networks to take the picture off the air. We will, in July of this year, complete as "Dub" Rogers has already done, a final hop, and take it directly from AT&T. We have people at each of the hops, during our periods of operation, who work with the equipment, and we have one man who supervises them and goes from one to another, at least once a week, to make checks with them.

MR. DAVID M. ARMSTRONG (CKDA, Victoria, B. C.): *I have 2 questions here and perhaps one of the panel members might be able to answer them. I would like to know the period of loss the station must look forward to going through, and the effect on the parent AM radio in regard to revenue.*

CHAIRMAN ROGERS: Who would like to answer the first one?

MR. RUSSELL: I would be happy to tell you the period of loss which we have gone through in our operation. We went on Dec. 7 and by the end of March—that is just about 4 months—we were in the black, cash-wise, not insofar as depreciation and amortization is concerned. The first part of this month, in April, we first got in the black.

Effect of TV Station on AM Revenue

MR. ARMSTRONG: *What was the effect on your AM operation; by what percentage would your billing go down?*

MR. RUSSELL: During the first month, none. But it had an immediate reaction thereafter. During the second and third months of our operation, the AM billings had been knocked down by some 25%, but during the next 2 months—during March and April—they have come up now to within 10% of last year. They just had a terrific slump all at once.

MR. ARMSTRONG: *You are experiencing a gradual increase in your AM business? Do you look forward to the time when it will be back to the pre-television period?*

MR. RUSSELL: I do, yes.

CHAIRMAN ROGERS: I would like to add one thing to Jim's comments in connection with your losses. From my experience with the Lubbock station—and now hearing what Jim said about his black figure—I don't believe that any station, regardless of the size of the market, is ever going to have to sustain the losses that any of the original early-day stations did. I think that for this reason: Because in the early-day stations we had a tremendous job to educate the people on the value of TV advertising. That educational job nationally and even in the case of a virgin market, has been done to some extent—because even in our case, Lubbock was not covered by any TV service, but people had been to Dallas, Houston, etc., and viewed TV. They had many friends down there, merchants that had wonderful success with TV, which made our educational job much easier, and I think this is the reason that you can look forward to a black figure a lot sooner than you could three or four years ago.

Minimum Personnel Requirements

MR. JACK KEILER (Kentucky): *I wanted to ask Mr. Russell the number of personnel he has and the minimum he feels that a small station can operate on.*

MR. RUSSELL: My idea has changed on that. We started out with 16, thinking that that would hold us for as long as we were going to operate and could get by with one shift. We operated at first just 6 days a week in order to make that possible, to give everybody a day off, and were working the rest of the staff for about 60 hours a week with overtime being paid. And we began to realize how foolish we were to do that, and started adding to our staff and at the same time started increasing our hours of operation until now we are on from 4 o'clock until a little after 11 every night. That is about 7 hours a day of programming and more than that on Saturday and Sunday. And we have a staff of 29 full-time people, and 5 part-time people.

Now, I would like to qualify real quickly that "part-time." Some of the people, like the people in my accounting department, do joint work for radio and TV. And, say, there are 3 people in bookkeeping. I count those as one and a half, as 3 part-time people really.

A MEMBER: *Do you find a 20-ft. ceiling height the most practical for most operations, as far as the studio is concerned?*

CHAIRMAN ROGERS: In our particular case, yes. I have the 20-ft. ceiling so we could fly our scenery the professional way. It only takes one stage man to fly our scenery and if I didn't do it that way, we would have 4 people in that department.

Production of Local Commercials

MR. CARL E. HAYMOND (KMO, Tacoma, Wash.): *I would like to ask you, Mr. Rogers—you said that your business was 80% or more local. What type of local production do you give in the way of handling your commercials and what was your average rate in your local field?*

CHAIRMAN ROGERS: In our local rate, we have one rate card at \$200 which we plan to re-rate soon. Eighty per cent of our commercials locally are live commercials, for the simple reason that we do not have facilities in Lubbock to process film commercials at this time. So we are using live and slide and opaques for our commercials with 80% of our local commercials being live commercials.

MR. HAYMOND: *Mostly single camera?*

CHAIRMAN ROGERS: If he wants two cameras, it is 20% for one, 30% for two.

MR. HAYMOND: *You charge 20% for one?*

CHAIRMAN ROGERS: Let me clarify this. It is 20% of our rate for one camera but never less than \$6.50.

MR. RUSSELL: I would like to make a comment on that. In our operation, as far as live production is concerned, we have to do it the same way. We don't have agencies competent to produce TV spots in markets our size—at least, not in our market. We have to do everything for them. We have an artist on the staff. We have to write their copy. We have to just take them by the hand and lead them through all the way and most of you in small markets will have to do the same thing.

As for our live charges, we have a \$30 open spot rate and we charge 30% extra for having it live and most of them are done live. However, we use 2 cameras with one cameraman. We write our commercials so that the cameraman can pre-set one of the cameras for a closeup on a piece of jewelry, for example, and use the other camera at a wider angle for general coverage of the scene without having to have 2 cameramen on duty. It is a little smoother, and it is a cheaper operation than with 2 cameramen.

CHAIRMAN ROGERS: I would like to supplement what he said and impress upon you gentlemen in the small markets that actually you are not only going to run a TV station but you are going to run an advertising agency without the commission. That is our case in Lubbock.

Compensation for Salesmen

MR. ERNEST C. SANDERS (WOC-TV & WOC, Davenport, Ia.): *I would like to ask Mr. Lemon, what is the basis of compensation you use for your salesmen?*

MR. LEMON: Our sales staff is spread out. We have salesmen who cover territories 40 or 50 miles away from Bloomington itself who live there and have their homes there. Our salesmen are paid a base salary, and they all get a commission out of a total pot. The sum total of their sales is added together; each of them gets a cer-

tain percentage of that. None of them works on an individual commission. The more they all sell the more they all make.

Integration of TV and AM Personnel

MR. REX G. HOWELL (KFXJ, Grand Junction, Colo.): *I would like to ask the gentlemen to what extent you think an AM and small TV operation can be integrated in terms of personnel. Can some of the same administrative personnel be utilized for both media? And also how about departmentalized supervision, such as technical? Do you think they can serve in the two capacities?*

MR. LAWRENCE H. ROGERS: I will give you a horseback opinion. No, I do not think so in any case, except such a matter as accounting which has no emotion connected with it.

MR. HAROLD E. ANDERSON (KOLN-TV & KOLN, Lincoln, Neb.): We operate both TV and radio together and I think, as far as the gentleman here who asked the question, it was answered by a person who is not in a small market. In a small market such as your place and ours, where the total we ever hope of getting is not over 300,000 people, you have got to use your people in both operations or you will never make a go of it. And that is everybody with the exception of the artist. Naturally he is not on radio except that he helps out on brochures.

Multiple-Sponsored Local Programs

MR. JIM RANKIN (Fresno, Cal.): *I am in the agency business. I would like to ask Mr. Lemon and Mr. Rogers from Huntington, W. Va., if in their local programs that are sponsored by local advertisers, they have more than one on a program or is usually a local advertiser able to sustain the whole financial burden himself?*

MR. LEMON: We have a situation where we have both. We do our best, as "Dub" says, to serve the most people. We do our best to get dealers to sell the same items together, maybe 8 or 10. In one instance, we have 63 grocers on one chain together. This makes a very attractive way to advertise, very inexpensive, and a very wonderful way to advertise. On the other hand, within the city of Bloomington itself in the county of Monroe of 50,000 people, we have found that the medium of TV is a good enough advertising medium that we can sell spot announcements locally to a retail merchant and they do produce for him and he can afford them.

So it works both ways. It is much cheaper if you can get 18 or 20 people together selling the same thing.

Trade Personals: Walter R. Seibert, controller, elected Sylvania treas., succeeding W. Benton Harrison, new financial v.p.; asst. controller Leon C. Guest promoted to replace Seibert . . . William L. Reynolds, associate of Washington law firm of Covington & Burling, named RTMA house attorney, post formerly held by Ray Donaldson, now counsel of Senate Banking & Currency Committee . . . Ross D. Siragusa, Admiral president & prominent Catholic layman, was honored by United Jewish Appeal radio div., which presented him with hand-illuminated scroll of honor at N. Y. dinner May 5 for "prominent place he has won in industry and keen interest he has shown in welfare of his fellow-men" . . . L. S. Houk promoted to new post of Westinghouse manufacturing mgr. for consumer products, including TV . . . Eugene F. Peterson, GE tube dept. marketing mgr., appointed marketing mgr. of TV-radio div., Syracuse, succeeded in tube dept. by Grady L. Roark . . . H. C. Briggs, gen. mgr., Hoffman Laboratories Inc., elected to board of parent Hoffman Radio . . . F. A. Rall appointed mgr. of appliance dept., Westinghouse International, in charge of export of all appliances . . . John J. McCloy, ex-U. S. High Commissioner in Germany, elected Westinghouse director, succeeding Winthrop Aldrich, U. S. ambassador to Britain . . . Frank A. D. Andrea, president of Andrea Radio, sailed for Europe May 9 on 2-month business trip . . . Robert F. Smith, new Indiana Steel president, announces following changes after victorious proxy battle (Vol. 9:18): Charles A. Maynard, engineering v.p., assumes secretaryship, Anthony Astrologes promoted to treas., Ivan Dickey to sales mgr. . . . William N. Tyner, ex-Bendix Radio, named CBS-Columbia southern California sales mgr., Los Angeles . . . Jerry Kirschbaum, Precision Apparatus, elected president, Sales Managers Club, N. Y.; Bob Ferree, International Resistance, v.p.; Walter Jablon, David Bogen Co., secy-treas.; B. L. Cahn, Insuline Corp. of America, & Vin Uhlrich, National Union Radio, directors . . . D. W. Gunn promoted to new post of asst. gen. sales mgr., Sylvania TV-radio tube div., under mgr. H. P. Gilpin . . . David Bellare, ex-Reeves Instrument Co., appointed engineer supervisor for military electronics equipment, CBS-Columbia . . . Thomas B. Stone named asst. gen. mgr., Zenith Radio Distributing Corp. . . . Henry Marks, ex-Jerrold purchasing director, forms Teltron Co., 2013 Walnut St., Philadelphia, to be exclusive distributor of Dage camera and industrial TV systems . . . Norman K. Brahmstedt resigns as NARDA director of member services to open music shop in Wisconsin Rapids, Wisc. . . . Paul Feinberg promoted to asst. to president, Sonora . . . Bernard Diener named chief TV-radio engineer, Pacific Mercury.

Sylvania's management shifts, involving elevation of Don Mitchell to chairman and H. Ward Zimmer to president (Vol. 9:18), and rapid growth of company since war, citing possibility its gross may exceed \$300,000,000 this year, are described in cover story, *Shifting the Weight at Sylvania*, in May 2 *Business Week*. Story quotes Mitchell as saying company's expansion made leadership "too big for any one man."

March excise tax collections on TVs, radios & phonos were \$16,114,703, compared with \$13,834,189 in February and \$12,687,375 in March 1952. On refrigerators, air conditioners, etc., Govt. collected \$8,808,666 in March vs. \$5,380,882 in February and \$5,507,992 in March 1952.

Growing importance of trade-ins is shown by NARDA's survey released this week, revealing that they accounted for 17% of all TV sales last year, compared to 15% in 1951, 13% in 1950.

Sylvania leases warehouse at North Tonawanda, N. Y. for manufacture of TV cabinets.

Financial & Trade Notes: RCA sales for first quarter set new record of \$208,007,533, compared with \$163,871,331 in first quarter 1952. Net income rose 31% to \$9,293,141 (61¢ on 14,031,016 shares) from 1952 period's \$7,076,520 (45¢ on 13,881,016 shares). Chairman David Sarnoff, addressing stockholders meeting in New York, attributed improvement to "increased sales of TV receivers and transmitters and govt. equipment, as well as the new business of home appliances." TV sales, he added, now account for 75% of RCA Victor div. sales. Profits before Federal income taxes of \$11,163,000, amounted to \$20,456,141. Of total sales, 18% or \$37,000,000, was govt. business, compared with 13% year ago. In response to question, Gen. Sarnoff said, "I hope we can consider an increase" in dividends this year.

Stockholders meeting witnessed heated exchange between Gen. Sarnoff and stockholder Lewis D. Gilbert, who identified himself as "a Kansas clothing store owner" and demanded explanation of resignation of NBC chairman Niles Trammell (Vol. 8:50) and details of RCA's purchase of Estate Stove div. from Noma Electric. Gen Sarnoff praised Trammell highly, said there were no differences between him and management, and rebuked Gilbert for asking "question with a sting in it."

RCA's foreign subsidiaries earned \$4,000,000 on gross sales of \$44,000,000 and assets of \$20,000,000. Because of "exchange restrictions and other factors," less than \$300,000 of net earnings was transferred to parent organization in form of dividends and included in 1952 consolidated profit statement, while remainder, \$3,700,000, was retained abroad and added to foreign working capital.

* * * *

Motorola sales hit all-time high of \$64,859,867 for first 1953 quarter, compared with \$38,853,095 same period last year. Net income was \$3,174,208 (\$1.64 a share), up 42% from \$2,238,135 (\$1.16) in first quarter 1952. Largest single sales gain was in TV, although president Paul Galvin said sales in new markets have been disappointing compared to last year's Denver and Portland rush. Total 1953 sales are expected to hit \$225,000,000, or about \$5 a share, he said.

DuMont anticipates record sales of over \$100,000,000 in 1953, Dr. Allen B. DuMont told May 4 stockholders meeting at Clifton, N. J. Sales in 1952 totaled \$76,094,030. More than 20% of company's 1953 production is expected to be defense work, he said. All of company's officers and directors were reelected. Proxy statement shows that Dr. DuMont received \$98,664 and research director Thomas T. Goldsmith Jr. received \$25,192 in 1952.

CBS reports net income of \$2,404,935 (\$1.03 a share), up 58% on gross revenues of \$76,454,815 for quarter ended April 4, compared with \$1,522,796 (65¢) on revenues of \$61,379,090 corresponding 1952 period.

Tung-Sol net income was \$552,318 (97¢ on 547,656 shares) on sales of \$10,745,129 for quarter ended March 28, compared with \$492,241 (99¢ on 494,487 shares) on sales of \$8,011,074 same 1952 period.

Kaye-Halbert reports earnings before taxes of \$162,848 on sales of \$2,736,000 for 6 months ended March 31 vs. \$110,000 on sales of \$1,858,000 corresponding 1952 period.

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Dividends: CBS "A" & "B," 40¢ payable June 5 to stockholders of record May 22; Television Electronics Fund, 14¢ May 30 to holders May 15; Tung-Sol, 25¢ June 2 to holders May 20; General Precision Equipment, 25¢ June 15 to holders May 25; Aircraft Radio, 10¢ May 22 to holders May 8; Belden Mfg., 40¢ June 1 to holders May 18; Universal Pictures, 50¢ June 25 to holders June 15.

Telecasting Notes: Program lineup for Coronation coverage June 2 has just about been completed, though additions to personnel covering big event in London are still being announced. Barring last-minute changes, all networks plan to show films of crowning & highlights of procession from Buckingham Palace between 6-7 p.m. (EDT) . . . In addition, ABC-TV plans to show photos & drawings of Westminster Abbey 8-9 a.m. to augment audio description direct from Abbey, and film roundup from 8-9 p.m. . . . CBS-TV will broadcast audio of actual coronation live between 5:30-6 a.m. with still picture of Abbey, and 11 p.m.-midnight roundup, sponsored by Willys-Overland . . . NBC-TV, with General Motors sponsorship, plans its roundup 10:30 p.m.-midnight to supplement 6-7 p.m. service . . . DuMont's plans are still incomplete, but so far it figures only on 6-7 p.m. program . . . Royal Air Force Canberra jet bombers will leave London, shortly after actual crowning, with Coronation films, which will be processed enroute to Montreal, nearest airport to Britain, then microwaved via Toronto to Buffalo, where networks will relay them . . . Study guides for use along with Coronation telecasts will be distributed to schools by CBS & NBC . . . Films of Coronation, to be made by BBC for U. S. & Canadian stations, will actually be high-quality kines, or "telefilms," for which BBC will use 20 cameras, 6 mobile units . . . TV union labor accounts for 63.3% of production costs of half-hour live program, 63.8% of half-hour filmed program, says May 4 *Sponsor Magazine* . . . Institutional ad series by NBC, running twice weekly for rest of year in New York newspapers, will discuss "role of radio & TV in today's economy," including such subjects as TV costs, radio's audience, daytime TV . . . ABC-TV's showcase drama series, *Plymouth Playhouse* (originally *ABC Album*), now carried on 31 stations, 16 of them via kine— increase of 14 stations in the 4 weeks it's been on air . . . Cecil B. DeMille barred by AFTRA from scheduled appearance on CBS-TV's *Toast of the Town* because he's "not a member in good standing"—recalling battle which he took to Supreme Court (and lost) when union dumped him from \$98,200-a-year job as narrator of *Lux Radio Theatre* in 1944 because he refused to pay \$1 political assessment . . . Switcheroo: "TV opens vaults to theatres" with deal by Lippert Films to package 3 episodes of *Ramar of the Jungle* into 78-minute theatrical film, to be retitled *African Adventure*, first reported case of TV film being made into theatrical feature for showing in U. S. . . . "TV Cooks Hot Disk Names but Cold on Tunes," reads headline in May 6 *Variety*, which notes that while records by TV personalities have been big sellers, music publishers have been disappointed at TV's poor record as a "song-plugger" . . . Public ownership of TV-radio in Canada was denounced in 12-page brief presented to Parliament by Canadian Weekly Newspapers Assn., which charged that media has become "man-made, tax-financed colossus" . . . Power of TV pulpit demonstrated in South Bend, Ind., where members of several churches demanded, and got, postponement of traditional Tuesday night services because they interfered with Bishop Sheen's weekly telecasts . . . Profile of NBC-TV's early morning *Today* program occupies 5 pages of June *Esquire Magazine*; author Richard Gehman "lived" with show for 2 weeks to gather material on how show is put together . . . Annual *Radio-TV Yearbook*, published by *Radio Daily*, out this week . . . Passing up scoop and possibly saving a life, Los Angeles stations KTTV & KTLA withdrew their cameras from scene of a possible suicide leap after model Terry Cundall threatened to jump from 140-ft. water tower if they didn't leave; KTTV used films it had already taken of Miss Cundall perched atop tower but KTLA scrapped its films as anti-climactic after she was rescued.

Bailots will decide whether community antenna system comes to Asheville, N. C.—as citizens go to polls May 12 in climax of hotly fought battle. Last year, Asheville city council voted to permit Community TV Systems Inc. of Philadelphia (Murray Borkon) to wire up town for TV signal. Then uhf grantee WISE-TV (Harold H. Thoms) told council it would drop CP if community project were allowed to build in city—and council reversed itself and voted to prohibit project (Vol. 8:51). Council ruling is being challenged in general election referendum vote, and pro-&-con fight is as hot as any political campaign. Community TV, which hopes to invest some \$200,000 in project, sponsors nightly radio program, *Truth About TV*, and newspaper ads are carrying advertisements on both sides of issue, signed by committees of prominent citizens both for and against project.

Eight Canadian TV applications are slated for consideration by Canadian Broadcasting Corp.'s Board of Governors when it meets in public session in Ottawa May 28 to hear testimony and comments. Applications on docket for meeting include 3 competitive requests for Ch. 3 in Edmonton, Alberta, by Edmonton Television Ltd., Wm. Rea Jr. and Sunwapta Broadcasting Co. Uncontested applications are for Calgary, Alta. (Ch. 2) by Calgary Television Ltd.; Kitchener, Ont. (Ch. 6), Central Ontario Television Ltd.; Rimouski, Que. (Ch. 3), Lower St. Lawrence Radio Inc.; Saskatoon, Sask. (Ch. 8), Saskatoon Star-Phoenix Ltd.; Regina, Sask. (Ch. 2), Transcanada Communications Ltd. Other prospective applicants are permitted to request Board to defer consideration of any pending areas for which they intend to apply.

More than 60 continuous motion film scanners (Vol. 9:18) were sold during 4-day NARTB convention, DuMont says in announcing "record breaking sales of TV broadcasting equipment." Scanner deliveries are scheduled to begin in August. More or less eclipsed at NARTB show by "glamorous" film scanner was DuMont's new 25-kw vhf transmitter, which transmitter div. sales mgr. J. B. Tharpe says was responsible for "more business dollar-wise than anything else" displayed in Los Angeles by company. Transmitter, to be used with 500-watt driver, sells at relatively low price of \$98,000. First low-band unit will be delivered in June, second in July, says Tharpe, with volume production to begin in August. High band version will be along about 4 months later.

All 6 applications this week were uhf, including one for Elkhart, Ind., Ch. 52, by group including Miles Laboratories (Alka-Seltzer) president Walter R. Beardsley, National Newspaper Syndicate president John F. Dille Jr., and Conn Band Instrument chairman Carl D. Greenleaf. Others applications were filed for: Goldsboro, N. C., Ch. 34, and Marshall, Tex., Ch. 16, by same group led by atty. George Becker, also part owner of applicants for Paducah, Ky., LaCrosse, Wis. and Cedar Rapids, Ia.; El Centro, Cal., Ch. 16, by newspaper publisher Paul A. Jenkins; Waterloo, Ia., Ch. 16, by real estate man Charles H. Gurney. These bring total pending to 622, of which 217 are uhf. [For further details about foregoing applications, see *TV Addenda 16-R* herewith; for complete listings of all post-freeze grants, new stations, hearings, etc., see *TV Factbook No. 16* with all Addenda to date.]

TV was blamed by *Collier's Magazine* for decision to become a bi-weekly after 55 years of weekly publication. *Collier's* announced that survey showed people have less time for reading magazines because of TV, and that TV's impact on bi-weekly publications is less severe than it is on weeklies. Bi-weekly publication will begin Aug. 7, and magazine will be enlarged.

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

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SHIFTING NETWORK ALIGNMENTS FORESHADOWED: In its phenomenally successful hell-for-breakfast effort to make up for lost TV ground, CBS may very well turn up soon as the No. 1 TV network -- as it is in AM.

And also as in the early days of AM, when it wooed away many another network affiliate (especially 50-kw) and then won preeminence in program ratings by buying up top stars and shows and so forged on to top dollar volume, it's likely to win first place at the expense of NBC and the other networks.

What Herbert Akerberg, CBS station relations v.p. and veteran of the radio wars, is now doing, could mean a considerable realignment of both TV & AM affiliates in many markets -- another example of the metamorphosis that TV is bringing about in the broadcasting structure as a whole.

He's out scouting stations, discussing affiliations, proposing to longtime NBC affiliates that they move into the smart, alert, fast-coming CBS-TV fold.

He's concentrating on single-station TV markets, where NBC-TV got first and best start generally because it persuaded AM affiliates to plunge into TV while CBS was still advising its stations to hold back. Until CBS-TV's current phenomenal spurt, NBC-TV has consistently dominated network TV.

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But it's said network loyalties are only dollar deep -- and there's reason to expect that some well-positioned TV stations now basic outlets of NBC may be won over to CBS not only because of CBS-TV's upsurge but because their AM stations would also go along. CBS can offer more AM business and high radio ratings; it now claims to be able to offer more TV too, especially daytime, in light of the 49 hours per week already on its books for next season.

Among stations Akerberg has contacted -- at recent NARTB convention, at sessions in St. Louis May 7, Washington May 14, and in other visits and long-distance calls -- are WBen-TV, Buffalo; WDAF-TV, Kansas City; WMCT, Memphis; WTMJ-TV, Milwaukee; WSM-TV, Nashville; WTAR-TV, Norfolk; WKY-TV, Oklahoma City; WHAM-TV, Rochester; KSD-TV, St. Louis. All are NBC basics, TV & AM; all dominate one-station markets.

We queried most of these operators, found them reluctant to talk about it, though obviously relishing the idea of being wooed. We've also asked CBS the score.

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There's no question about CBS-TV being hell-bent to make up program-wise and sales-wise what it lost facilities-wise by its admitted mistake in selling TV short a few years ago, in advising its affiliates pre-freeze to sit back and wait, and in wasting a lot of time on incompatible color.

CBS-TV is placing sponsorships on all of the foregoing stations, but wants to place more -- wants them for primary outlets now rather than wait for new vhf stations to be authorized in those cities. Even where there's competition already,

it's moving in, as it did recently in weaning away KPHO-TV, Phoenix (Ch. 5) and forcing NBC to move over to the newly-established KTYL-TV (Ch. 12).

It's a fair game that works both ways. NBC last year signed ABC's WDSU(AM) along with WDSU-TV, forsaking longtime radio affiliate WSMB in New Orleans, because it had no TV. CBS did exactly same in case of KFMB with KFMB-TV, San Diego.

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The TV station pioneers are sitting pretty, and certainly the public will gain by the intensity of competition between big NBC and growing CBS, as the history of radio shows. As for payments to stations, there's very little difference between the two networks, though their formulas vary. CBS has a sliding scale, NBC starts with 24 free hours allocated to itself monthly, which some affiliates don't like; but actual dollar payments to affiliates work out about same.

What special TV and/or AM deals are being offered to win over affiliates, it's impossible to ascertain. One CBS spokesman was so vehement in denying that any deals are in the making that he even denied there were any conversations at all with the aforesaid stations. But Akerberg was quite frank, told us confidently that he expects some NBC-TV stations to join CBS soon. As for deals, he said his policy is not to outbid NBC. "I'll match their deal but I won't top it," he said.

Networks have to be extremely careful not to offer discriminatory deals, not to offend old affiliates. The official CBS line seems to be that affiliates of other networks (including ABC & DuMont, relatively poor 3rd & 4th runners) have been seeking CBS out. "They want our programs -- our Lucys and our Godfreys."

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Next few months should show how far history of radio will repeat itself in TV. Increasingly, CBS has been selling prime sponsorships and clearing time on the NBC-TV basics in one-station markets, on stations which NBC signed up while CBS was still intransigent toward TV per se. In the aforesaid 8 single-station markets, NBC still has highest percentage of time clearances. But can it hold those percentages?

On NBC-Radio's part, efforts to regain lost ground have proved unavailing as CBS has consistently widened its lead since their standoff days of 1949. In TV, NBC has held runaway lead until last few months, when PIB figures began to reveal how gap was narrowing (see last figures, for March, in Vol. 9:17).

CBS now openly proclaims it's well in lead in TV, too -- and it very well may be, judging from the number of big accounts it's been signing lately.

Fact that NBC got in early and acquired 5 TV stations of own (as did ABC) and fact that these make most if not all of network's profits has been offset by late-starting CBS's record current profits (see Financial Notes, Vol. 9:12 & 19) deriving mainly from broadcasting activities. CBS had only one TV station in New York, would go after no others; then it bought 2 stations, bought minority interest in 2 others.

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All sorts of rumors are going the trade rounds about NBC's reactions -- but from that network we get definite word that no more shakeups of top personnel are in prospect; that president Frank White's trip to Europe and Pacific Coast v.p. John West's temporary assignment to New York have no other significance than stated (see Personal Notes); that Chairman Sarnoff is indeed taking a hand in network situation with view to long-range planning, including color.

As for NBC-TV sales, we're told, they're taking their normal course, with night time practically sold out but daytime admittedly lagging (CBS-TV's biggest sales coup). An NBC spokesman, commenting on CBS-TV's upsurge, retorted: "Where else could they go but up?" He took the position that NBC has led way in TV, advised its affiliates right from the start, helped those who followed its advice make a big thing of TV. "We have little fear about the loyalty of our old affiliates," he said.

Single-station markets won't stay that way long, NBC also observes, as FCC continues to grant new outlets freely, as uhf proves its mettle, and as Commission encourages mergers of rival big-city applications to avoid long, costly hearings.

Leadership in color is also promised NBC-TV affiliates. Some 60 of them are due to confer with RCA-NBC hierarchy in New York May 25-26, going to Princeton sec-

ond day to look at color. Station advisory committee chairman is canny Walter Damm, of WTMJ-TV & WTMJ, who put the situation this way:

"We've been doing business with all 4 networks, and have never refused to listen to propositions from any of them." He admitted conversations with CBS, said his group will meet in New York again May 27, and if necessary May 28, to consider their network relationships. He added that he, for one, feels no decision should be made by any prudent operator on the basis of a "fast buck" but rather "with a long-range view." He thinks management is key to most of NBC's problems.

SIoux FALLS, SAN LUIS OBISPO & ZANESVILLE: Three more new stations began testing this week, so can be counted as on the air. That makes 50 starters so far this year or 67 since freeze ended -- total of exactly 175 now on air (except for one that's temporarily silent in Hawaii).

KELO-TV, Sioux Falls, S.D. (Ch. 11) began testing RCA transmitter May 12. It is owned by same interests applying for Ch. 7 in Rapid City, S.D. and planning other Dakota applications. They also hold CP for WMIN-TV, St. Paul, share-time grantee of Ch. 11 with WTCN-TV. Evans Nord is mgr., networks are ABC & NBC, rep is O.L. Taylor.

KVEC-TV, San Luis Obispo, Cal. (Ch. 6) turned on DuMont transmitter May 13, reports extraordinarily good signal over San Joaquin Valley, including Fresno, 90 mi. away, thanks to antenna atop high mountain ridge. It will join NBC & DuMont networks and has published \$200 base rate. Les Hacker is mgr., W.S. Grant Co. is rep.

WHIZ-TV, Zanesville, O. (Ch. 50) offered first test patterns May 15 from RCA transmitter, expects to furnish first primary signal into rich southeastern Ohio industrial area now largely unserved. It expects to affiliate with NBC. Base rate is \$150. Vernon A. Nolte is mgr. Pearson is national rep.

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Slowdown in debuts of some new stations may be expected because of GE strike, now in 6th week, but transmitters already delivered and those due soon from the other manufacturers indicate present rate of 2-or-3 new stations per week probably will be maintained. At week's end, WSUN-TV, St. Petersburg (Ch. 38) was poised to start -- and these also have equipment on hand and may get going before month's end:

WFTV, Duluth, Minn. (Ch. 38); KROC-TV, Rochester, Minn. (Ch. 10); WBKZ-TV, Battle Creek, Mich. (Ch. 64); KFOR-TV, Lincoln, Neb. (Ch. 10); WTVE, Elmira, N.Y. (Ch. 24); WCSC-TV, Charleston, S.C. (Ch. 5); WDAY-TV, Fargo, N.D. (Ch. 6); KCSJ-TV, Pueblo, Colo. (Ch. 5); KVOS-TV, Bellingham, Wash. (Ch. 12); WOSH-TV, Oshkosh (Ch. 48).

There's many a slip, though, and some may be delayed. For example, WTVI, Belleville, Ill.-St. Louis (Ch. 54) and WNAO-TV, Raleigh, N.C. (Ch. 28) were supposed to be set to get started this month, but it doesn't look like they can make it. June should see quite a few others get going. We'll keep you posted.

CONSOLIDATIONS HELP PAVE WAY FOR 7 CPs: Seven new TV grants this week -- 6 of them vhf, including one educational -- bring total post-freeze CPs to 359, of which 124 are vhf and 235 are uhf. Three of this week's grants resulted from amalgamations formed by competitors to avoid hearings.

More hearings were scheduled this week, all starting June 15 in Washington: Knoxville, Tenn. (Ch. 9 & 10); Trenton, N.J. (Ch. 41); Savannah, Ga. (Ch. 3 & 11).

The grants this week: Pittsburgh, Metropolitan Pittsburgh Educational TV Station, Ch. 13 (educational); Honolulu, American Broadcasting Stations, Ch. 4; Meridian, Ida., KDSH (Boise), Ch. 2, allocated to Caldwell; Rockford, Ill., Greater Rockford TV Co., Ch. 13; Eugene, Ore., Eugene TV Co., Ch. 13; Casper, Wyo., KSPR, Ch. 2; Cincinnati, Rounsaville-Clark TV Co., Ch. 54.

CPs stemming from mergers were in Honolulu, Rockford and Eugene -- the Honolulu grant resulting from dropout of 2 competing applicants for same channel, who have combined to purchase financially distressed KONA (Vol. 9:11).

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Pittsburgh educational grantee is privately financed and headed by Leland Hazard, v.p. & gen. counsel of Pittsburgh Plate Glass Co. Principal owner of the Rockford grantee is Rolando Frederick Gran, Milwaukee, midwest theatre chain owner

who also has applications for 3 TV stations in Wisconsin. Stockholders in Eugene grantee include owners of Eugene's KORE, Salem's KSLM and Hood River's KIHR.

Honolulu grantee also owns Cedar Rapids' WMT and WMT-TV (CP) and is being handled by Wm. B. Dolph, mgr. of Fulton Lewis Jr., and part owner of several radio stations, and head of group that recently purchased KULA, Honolulu (AM) whose Ch. 2 application will now doubtless be dropped.

Partners in Cincinnati grant, Robert Rounsaville and George M. Clark, separately own various southern AM stations which are TV applicants, and Rounsaville is grantee of WLOU-TV, Louisville. Meridian, Ida. outlet would serve Boise, only 8 mi. distant, includes among principals Earl Glade Jr., son of Salt Lake City's mayor.

CHANNEL THAT'S MAKING MILWAUKEE FAMOUS: Non-commercial vhf Ch. 10 bobbed out of Wisconsin political boil this week when state legislature rushed through joint resolution asking FCC to delay granting CP to applicant Milwaukee Board of Vocational & Adult Education for 2 years while situation is reviewed. Commission within 24 hours agreed, by unpublicized 6-1 vote, to hold up grant -- at least for time being.

It's signal victory for Hearst's WISN, albeit perhaps temporary. Station is seeking to retain pre-freeze allocation of Ch. 10 for commercial use in Milwaukee, strongly backed by Sen. McCarthy (R-Wis.) who has threatened investigation of FCC (Vol. 8:48). WISN has had 3 petitions for rehearing denied, has one more pending.

The legislature's resolution was "suggested" by new Comr. Doerfer, recently appointed from Wisconsin, to Gov. Kohler as one way for state to act prior to setting up its own proposed state-wide educational network. Gov. Kohler wired FCC he would apply next week for all of the 11 educational channels allocated to Wisconsin, including a competitive application for Ch. 10.

Doerfer denied Commission's vote, with only Comr. Hennock dissenting, aimed to aid Hearst's Ch. 10 bid. He said FCC merely acted "as a courtesy to Wisconsin, which after all is a sovereign state responsible for educating all its people."

Immediate stir was created in Milwaukee. Mayor Zeidler wired FCC to disregard resolution, go ahead and grant Ch. 10 to Milwaukee Board, declaring "educational TV is jeopardized" by the legislature's "hasty action".

Net effect probably will be to "freeze" Ch. 10 for both educational and commercial use. Educational TV leaders say next move is manifest: While educational TV is "reviewed" in Milwaukee, WISN gains time to petition Commission in due course for reassignment of Ch. 10 for commercial use because "freeze" deprives Milwaukee of additional vhf service. By same token, it gives time for more rival commercial (and political) applicants, too. Then FCC faces choice of siding with either the educational, political or commercial "angels" in the heretofore "sinful" battle against "untouchable" educational reservations.

Milwaukee Journal's WTMJ-TV (Ch. 3) is now city's only station, though new WCAN-TV (Ch. 25) is due in July. Two competitive applications pend for Ch. 12, only other commercial vhf presently assigned to Milwaukee.

PRESIDENT EISENHOWER, whose brother Milton is staunch educational TV advocate (Vol. 8:46, 48), gave his own blessing to the cause this week by asking Congress to appropriate \$400,000 to finance proposed educational station (Ch. 26) sought by Washington board of education (for digest of application, see *TV Factbook No. 16*). Item was included in President's request for supplemental appropriations—its fate now up to Congress.

Educators got more help this week, too, from commercial broadcaster. Gift of 5-kw DuMont transmitter and antenna atop 150-ft. tower of WBRC-TV, Birmingham, Ala. (Ch. 6) to Jefferson County Radio & Television Council, planning to apply for educational Ch. 10, was offered by Storer Broadcasting Co., and promptly accepted. In addition, station recently purchased by Storer (Vol. 9:13), will permit educators to use studios & film camera chain for 1½ hours daily 5 days per week. Storer plans to install new 25-kw transmitter (100-kw ERP) and have it operating in few months.

Among other educational TV developments this week: (1) FCC and Senate Commerce Committee Chairman Tobey (R-N. H.) issued separate statements reiterating policy that educational reservations are continued indefinitely beyond June 2. (2) RTMA and U. S. Office of Education jointly published booklet on use of electronics in classroom instruction, titled *Teaching with Radio, Recording & Television Equipment*, available free from RTMA. (3) Ford Foundation granted \$150,000 to Delaware Valley Educational TV Corp., Philadelphia, to apply for Ch. 35.

FM programs to street cars and buses will be "temporarily" discontinued by WWDC-FM, Washington, by agreement with local transit company "for an indefinite period to determine public reaction." These companies won last year's U. S. Supreme Court decision upholding right to broadcast to transit vehicles. Contract was to have run until May 1954, the station paying \$6 per vehicle to transit company for some 500 installations.

CHANGE IN OWNERSHIP of Oklahoma City grantee KTVQ (Ch. 25) pends FCC approval. Under proposal, Tulsa group headed by John Esau would own 70% of stock in new corporation, with original owners Philip D. Jackson (KWCO, Chickasha, Okla.) and Clarence E. Wilson, Puyallup, Wash., each retaining 15%. Esau is v.p. of AM stations KTUL, Tulsa, and KFPW, Fort Smith, Ark., and TV applicant for Pine Bluff, Ark. He says: "We have a 900-ft. tower available and have been promised a 12-kw transmitter by not later than Sept. 1, and we plan to be on the air by Sept. 15." In CP transfer, FCC has approved deal whereby Mr. & Mrs. Frank J. Collins took over ownership of WTVU, Scranton (Ch. 73) from his partners Dahl W. Mack & Henry J. Geist, reimbursing them \$22,314 for their investment. WTVU's facilities are complete except for delivery of Federal transmitter, expected shortly.

Between post-convention pileup and GE strike, shipments of equipment to CP holders continued to be delayed this week—but RCA reports it will definitely get transmitters off week of May 18 to WISE-TV, Asheville, N. C. (Ch. 62); WKOW-TV, Madison, Wis. (Ch. 27); WDAT, Columbus, Ga. (Ch. 28)—and will thereafter get back on "normal" schedule of uhf shipments. This week, it shipped 10-kw transmitter from NARTB exhibit to KFEL-TV, Denver (Ch. 2); next week will ship 10-kw drivers for new 25-kw plants of WNBTV, New York (Ch. 4) and WTMJ-TV, Milwaukee (Ch. 3) and new 25-kw amplifier to WOC-TV, Davenport, Ia. (Ch. 6).

Strike-bound GE isn't delivering equipment these days, has been forced to hold up deliveries of vhf transmitters for WHL-TV, Johnson City, Tenn. (Ch. 11); KLAS-TV, Las Vegas, Nev. (Ch. 8); KIEM-TV, Eureka, Cal. (Ch. 3); KBES-TV, Medford, Ore. (Ch. 5)—as well as all uhf orders. Only GE uhf already delivered but not yet on air now are WOSH-TV, Oshkosh, Wis. (Ch. 48); WILK-TV, Wilkes-Barre, Pa. (Ch. 34); KPIK, Los Angeles (Ch. 22), latter getting set displayed at NARTB.

DuMont is now testing new 25-kw transmitter for delivery very soon to its own WDTV, Pittsburgh (Ch. 2), and reports 2 others have been sold to unnamed customers. DuMont transmitter div. has also taken over distribution of new Dage dual camera chain, costing \$12,000.

Telecasting Notes: "Nonsense," is comment of George Cranston, mgr. of Ft. Worth's WBAP-TV, on implications of NARTB's Small Market TV Stations Panel (for text, see our *Special Report* of May 9) that TV and radio are separate and distinct—that "TV is not illustrated radio," as one speaker put it. WBAP-TV uses integrated TV-radio staffs—production, news, sales—and it works out perfectly, says Cranston; in fact, it would carry lots more simulcasts except for difficulty of clearing identical times . . . Miami's WTVJ still carrying some NBC-TV programs, though Ft. Lauderdale's new uhf WFTL has signed non-basic affiliation; we erred in stating that WFTL was taking NBC affiliation away from WTVJ (Vol. 9:16) . . . Daytime TV now reaches 51% of New York area homes, compared to 38% in 1952 and 40% in 1951, reports Advertest Research; morning viewing increased over 1951, afternoon viewing declined slightly, and some 60% of all daytime viewers say they usually carry on some household activity while watching TV . . . Sponsor identification for nighttime network telecasts is about 64%, reports Trendex; for February-March, *Kraft Theatre* led list with 91.6%; runners-up were *This is Your Life* (Hazel Bishop cosmetics) 91.4%, and *Hit Parade* (Lucky Strike) 91.3% . . . Release of oldies to TV won't be profitable "until there are about 4 times as many sets in use as there are now," MGM production chief Dore Schary is quoted in May 13 *Variety*; reissue of a top-flight oldie would bring in about \$200,-

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

WITV, Fort Lauderdale, Fla. (Ch. 17) still plans Sept. 30 debut with RCA transmitter (Vol. 9:11), has ordered 700-ft. Ideco tower and is requesting permission to transmit from site 9 miles south of city, reports gen. mgr. Bob Standart, ex-WTVJ, Miami. Antenna height will be over 750-ft., and ultimate ERP of 286-kw will assure primary signal over entire Miami area, he states. Station's owners include Comdr. Mortimer W. Loewi, who operates nearby "Out-of-This-World" resort, and the operators of WRD, Ft. Lauderdale (AM). Rep not chosen as yet.

KAFY-TV, Bakersfield, Cal. (Ch. 29) now aiming for start sometime in June with DuMont equipment. KCOK-TV, Tulare, Cal. (Ch. 27), also DuMont equipment, will start shortly after KAFY-TV is on air, says owner Sheldon Anderson, who also holds interest in latter station. KCOK-TV transmitter site hasn't yet been determined but will be located east of Fresno near center of that city's trading area. Both stations will be represented by Forjoe.

KNUZ-TV, Houston (Ch. 39) has received DuMont field pickup equipment, intends to share new tower with KUHT (Ch. 8, educational) which began test patterns May 8 (Vol. 9:19). New tower is expected to be delivered in July, and station has set July 4 for commercial debut. Forjoe will be rep.

WJMR-TV, New Orleans, La. (Ch. 61) has completed construction of tower and transmitter room, awaits delivery of GE equipment and aims to start in September or October, reports gen. mgr. James E. Gordon. Bolling will be rep.

New Ch. 21 grantee in Lancaster, Pa., Harold C. Burke, ex-mgr. of WBAL-TV, Baltimore, has this fall for target but states he has not ordered equipment nor selected rep as yet.

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Storer-backed Television del Caribe, Havana (Ch. 11), has RCA plant entirely installed, will begin tests in June, plans commercial debut by mid-August. Delay in commercial start is due to reconstruction of an old club building on Avenue del Rio Rpto., Kohly Mariano. Al Shropshire is supervising installation.

000 at box office, but only \$75,000 from TV, he says . . . Frederic W. Ziv Co. plans own film studios near Hollywood; it's presently shooting in California Studios, recently acquired by Gross-Krasne Inc., first TV producer to acquire own complete lot . . . Good public service: *What to Do*, 6-part filmed series on emergency first aid treatment, in dramatic sketch format starring Nancy Craig and produced by WABC-TV for American Medical Assn., will be loaned to other stations starting June 15 for showing in cooperation with local medical societies . . . Worth closest attention of management: Article titled "Bookkeeping, Key to Better TV Management" by Walter J. Damm, gen. mgr. of WTMJ-TV & WTMJ, Milwaukee, in May 11 *Broadcasting Magazine* . . . Aid to local sponsors in new TV area is guide booklet issued by Duluth's upcoming WFTV describing different types of TV commercials and copy layout, with glossary of TV production terms . . . Norfolk's WTAR-TV started construction this week on 1029-ft. antenna, to be tallest structure in Virginia, costing \$500,000 . . . Work stoppage by NABET engineers threw WMAL-TV & WMAL, Washington, off the air for about half hour May 15 after contract negotiating session between management and newswriter members of NABET . . . WAVE-TV, Louisville, switched from Ch. 5 to 3 May 15 from new site atop Bald Knob, Ind., 9 mi. to northwest, new RCA transmitter radiating 100 kw ERP to double former power; event was commemorated with novel pop-up folder showing towers.

Personal Notes: John K. West, NBC v.p. in charge of West Coast operations, at New York headquarters on 2-month assignment to help fill in during absence of president Frank White, who sails May 20 on *Queen Elizabeth* to attend June 2 Coronation in London and vacation in Europe until end of June; West is acting as "coordinator" under Chairman Sarnoff, now taking more active part in NBC affairs, and present plan is for him to return to Hollywood in July . . . Frank Stanton, CBS president, returns from European vacation shortly after Coronation . . . Fred M. Thrower, ex-CBS and ABC sales v.p., appointed mgr. of WPIX, New York, succeeding G. Bennett Larson, who becomes president and part owner of KDYL-TV & KDYL, Salt Lake City, under recent purchase by Time Inc. (Vol. 9:14) . . . Andrew F. Inglis, partner in Washington consulting engineering firm of McIntosh & Inglis, resigns June 1 to become RCA mgr. of TV-radio studio product planning, Camden; firm continues under name of Frank H. McIntosh . . . Dick Doherty, NARTB employer-employee relations v.p., flies June 1 to Geneva, Switzerland, as U. S. employer delegate to the International Labor Office (ILO) conference June 5-23; he will also visit French and Italian TV systems . . . Capt. Paul D. Miles (USN ret.) resigns as U. S. member of International Frequency Registration Board, International Telecommunications Union, Geneva, to return to old position as chief of FCC's frequency allocation & treaty div.; A. L. McIntosh, current div. chief, nominated to succeed him . . . Richard A. Solomon serving as acting FCC general counsel, succeeding Ben Cottone, who resigned last week to join Lucas & Thomas law firm . . . Guy Cunningham, mgr. of promotion, CBS Radio Spot Sales, joins WNBF-TV & WNBF, Binghamton, N. Y., as mgr.; he's succeeded at CBS by Sherrill W. Taylor, from KNX, Hollywood . . . Charles Wright appointed mgr. of CBC's new CBOT, Ottawa, due to begin operation June 2 . . . Elmer F. Jaspan, ex-WPTZ, Philadelphia, appointed asst. gen. mgr. of upcoming WCAN-TV, Milwaukee (Ch. 25), due on air in July . . . Stan Lee Broza, ex-WCAU, named program mgr., WPTZ, Philadelphia . . . Stephan Krantz named program mgr., Peter Affe director of operations, WNBT & WNBC, New York, reporting to Richard Pack . . . Brooke Taylor promoted to program director, WNBK & WTAM, Cleveland, replacing Norman Cloutier, now music supervisor of

all NBC o-&o stations . . . Lawrence Menkin, ex-program planning mgr., DuMont Network, appointed program director, WOR-TV & WOR . . . John Crosby, ex-NBC-TV & WHAM-TV, Rochester, appointed program director, WFTL-TV, Fort Lauderdale, Fla. . . . Richard Hopkins, ex-CBS-TV design mgr., named exec. producer, ABC-TV . . . John Frankenfield appointed program director of upcoming KTVH, Hutchinson, Kan., due on air in June . . . William Sadler, ex-KRON-TV, San Francisco, appointed chief engineer, KSTP-TV, Minneapolis-St. Paul . . . William P. Kusack, ex-chief engineer of old WBKB (now WBBM-TV), in same position with ABC-TV's WBKB, Chicago (Ch. 7) . . . Wm. Garry, ex-UP, named mgr. of news dept., WBBM-TV & WBBM, Chicago . . . John Carter promoted to asst. to Adam J. Young Jr., head of rep firm bearing his name . . . Don McClure, former TV-radio mgr., McCann-Erickson, joins Owen Murphy Productions (TV films) as assoc. producer . . . Richard de Rochemont elected v.p. for TV-radio, J. Walter Thompson; he's brother of noted film producer Louis de Rochemont . . . Craig Ramsey, ex-KFEL-TV, appointed TV director, Ball & Davidson Adv., Denver . . . Theodore B. Pitman Jr., ex-John C. Dowd Inc., Boston, appointed TV-radio v.p., Julian Gross Adv., Hartford . . . Gene Reichert, former TV-radio director, G. M. Basford Co., New York, appointed TV director, Princeton Film Center Inc., 270 Park Ave., N. Y. . . . Gene Clark named TV-radio director, Western Adv. Agency, Los Angeles . . . Winfield Hoskins new TV copy supervisor, Needham, Louis & Brorby, Chicago . . . Ned Tollinger resigns as Mutual program coordinator in Hollywood, all MBS West Coast activities being placed under Don Lee pres. Willet Brown.

Edward T. Ingle, for last 7 years TV-radio director of Republican National Committee, has resigned as of June 1 to enter public relations field with Wm. D. McAdams, with headquarters in Ring Bldg., Washington. He also heads new TV film production company called Photorama Films Inc. New GOP publicity chief Robert Humphreys has appointed Mrs. Vera Ash, Ingle's asst., as his successor.

Roy Thomson, owner of string of Canadian newspapers and radio stations, reelected president of Canadian Press, counterpart of AP.

GENERAL MOTORS will again sponsor National Collegiate Athletic Assn. football TV schedule on NBC-TV, this time for reported \$3-3,500,000. Last year's cost ran about \$2,500,000 (Vol. 8:34)—but addition of one more telecast this year, plus increased number of stations carrying games, boosts total cost to sponsor.

Annual plum was negotiated for network by public affairs director Davidson Taylor and sports director Tom Gallery with NCAA officials, GM principals and Kudner Agency. NCAA awarded games to NBC-TV just a few days after its members approved fall TV program by vote of 157-12 in mail referendum. Schedule will run Sept. 19-Dec. 5, including Thanksgiving Day, but actual games won't be announced for week or two.

According to NCAA's announced policy (Vol. 9:18), schedule must include one game from each of 8 districts, give preference to teams not appearing on TV last year, and limit college appearances to one per season. Strict adherence to such limitations, however, will mean few top-notch games on TV and public opposition to football TV "controls" may again force some modifications during season, as it did last year. As for new technical problem this year of telecasting 2 or 3 experimental "panoramas"—parts of 4 different games on same day—NBC-TV is confident it can iron out difficulties of switching from game to game.

Revenue from professional football will also represent healthy sum for DuMont Network, which will collect reported \$1,347,000 from sponsor Westinghouse for 19 Saturday night & Sunday afternoon pro games, running from Oct. 11 to Dec. 13 (Vol. 9:19). First network coverage of pro games, however, will continue to observe National Football League's territorial restrictions on TV, which are object of Justice Dept. anti-trust suit, now awaiting decision by Philadelphia District Court Judge Allan K. Grim (Vol. 9:5, 7, 9-11).

Donald Flamm, onetime owner of WMCA, New York, revealed this week as backer of WMGM director Bertram Lebar Jr. in proposed purchase of that Loew's-owned 50-kw AM outlet on 1050 kc, reputed to be grossing well over \$2,000,000 annually and highly profitable. But Loew's pres. Nicholas Schenck, after several months negotiations, issued statement this week that no negotiations are under way and that station is "not for sale."

"Intense dislike of the radio business," was reason given by 3 men requesting transfer of control of their 60% interest in WLEA, Hornell, N. Y. to other stockholder Charles D. Henderson, who obviously doesn't share that belief because he says he would "develop and expand its potentialities."

Station Accounts: New York's independent WOR-TV comes up with unique commercial programming technique, brainchild of General Teleradio v.p. James Gaines, whereby sponsors placing half-hour film shows on networks can repeat them on WOR-TV for free another night same week, provided they meet certain standards and are clipped to leave 1½-min. for adjacencies. Three unnamed major sponsors are already lined up for 26-week experimental period, says Gaines, 6 more negotiating. Called "Double Exposure," plan will first devote 9-11 p.m. one night weekly for 4 such repeat performances, will expand to other nights as more sign. Revenue to station, which also originated re-run idea with its 7-nights-weekly live *Broadway TV Theatre*, will come from sale of adjacencies, amounting to \$3500 for each 2-hour period. Sponsors get first refusal rights on adjacencies but aren't required to buy them. Gaines figures sponsor-owned shows will grab at this way of cutting cost-per-thousand, though doesn't expect network or syndicate-owned shows will look too favorably on idea . . . Eskimo Pie (ice cream) launches its biggest summer campaign yet, including TV-radio spots, thru Buchanan & Co., N. Y. . . . Shelby Cycle Co. (bicycles) signs Yankee baseball star Yogi Berra for series of children's program commercials in 8 TV markets, thru Fletcher D. Richards, N. Y. . . . Colgate starts test spot TV campaign to plug new hand lotion, Pink Foam, thru Cunningham & Walsh, N. Y. . . . Food Fair Super Markets sponsoring unique *Theatre Showcase*, featuring local little theatre and school drama groups on WMAL-TV, Washington, with viewers voting at retail outlets for best production, performers & scripts, thru Alvin Epstein, Washington . . . Farm & Home Savings & Loan Assn. sponsoring weekly *Facts Forum* simulcast on WBAP-TV & WBAP, Ft. Worth, moderated by ex-Harvard and SMU instructor and FBI agent Dan Smoot; it's filmed and syndicated by WBAP-TV to 9 other markets . . . Household Finance Co. sponsoring major stock car races on WBBM-TV, Chicago, Sun. 10-10:30 p.m. . . . Among other advertisers reported using or preparing to use TV: Sanavene Mfg. Co. (Sanavene upholstery cleaner), thru Ross Adv., St. Louis; Broil-Quik Corp. (infra-red cooking equipment), thru Zlowe Co., N. Y.; James Black Co. (Duncan Hines salad dressings), thru Ivan Hill Inc., Chicago; Purepac Corp. (Wunder-Skin skin medication), thru Leonard Wolf & Assoc., N. Y.; National Tea Co., thru Schwimmer & Scott, Chicago; J. B. Williams Co. (Skol suntan lotion), thru J. Walter Thompson, Chicago; Remington Rand Inc. (electric shaver), thru Young & Rubicam, N. Y.; Warner-Hudnut Inc. (Tru-Tint hair rinse), thru Dancer-Fitzgerald-Sample, N. Y.; Toro Mfg. Corp. (Toro power lawn mowers), thru local dealers; William B. Anderson Inc. (Kwik Kleen cleanser), thru Pams Adv. Agency, Dallas; Gordon Foods Inc. (potato chips, etc.), thru Kirkland, White & Schmell, Atlanta; Chemicals Inc. (Dura Plastic Starch), thru Sidney Garfield Assoc., San Francisco; Marsed Labs Co. Inc. (Diety Sweetening Crystals), thru Leonard Wolf & Assoc., N. Y.

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"Michael" Achievement Award was presented to Ed Murrow and Fred Friendly for *Korean Christmas* program by Academy of Radio & TV Arts and Sciences, which also presented awards to comedian Red Buttons; *I Love Lucy* writing team of Jess Oppenheimer, Madelyn Pugh & Bob Carroll; Fred Waring; WBAL-TV's Tony Provost for presentation of school classes during Baltimore strike; actress Maria Riva; singers Eddie Fisher & Dinah Shore; NARTB for its special recorded series; TV & radio programs *Victory at Sea*, *Omnibus*, *TV Playhouse*, *Ding Dong School*, *Theatre Guild of the Air*, *Railroad Hour*. Also this week, Murrow received Overseas Press Club's by-line award for best TV interpretation of foreign affairs.

Network Accounts: First Canadian "network programming" started May 14 with speeches by officials, microwave relay demonstration and variety programs originating from both CBLT, Toronto and CBF, Montreal. First "international event" on CBC-TV network was May 15 Marciano-Walcott championship bout sponsored by Gillette. CBOT, Ottawa, joins microwave hookup June 2 . . . General Motors to sponsor NCAA football again next autumn on NBC-TV, thru Kudner (see story, p. 6) . . . American Machine & Foundry Co. is first sponsor to buy renewal of *Omnibus* next fall on CBS-TV at new Sun. 5-6:30 p.m. time, thru Fletcher D. Richards; limit of 4 sponsors, instead of 5, will be placed on program . . . Willys Motors Inc. buys new Ben Hecht drama series *Tales of the City* (Vol. 8:51), starting June 25 on CBS-TV, alt. Thu. 8:30-9 p.m., thru Ewell & Thurber . . . Purex Corp. Ltd. (bleach & detergents) buys one-third sponsorship of last 2 *Jackie Gleason Show* programs June 27 & July 4 and its summer replacement, *Larry Storch Show*, starting July 11 on CBS-TV, Sat. 8-9 p.m., thru Foote, Cone & Belding; other 2 sponsors are Sheaffer Pen & Nescafe . . . Schick Inc. (electric shavers) to sponsor *Preakness Stakes* May 23, Sat. 5:30-6 p.m., and *Belmont Stakes* June 13, Sat. 4-4:30 p.m., on CBS-TV, thru Kudner . . . Reyer & Bros. Inc. (lemon drink) starts *Lash of the West* May 16 on ABC-TV, Sat. 10:15-10:30 a.m., thru Ketchum, MacLeod & Grove . . . Toni Co. to sponsor *Your Big Moment*, starting May 19 on DuMont, Tue. 8-8:30 p.m., as summer replacement for Admiral's *Life Is Worth Living* (Bishop Sheen), thru Weiss & Geller . . . Ford Motor Co.'s 2-hr. 50th anniversary program June 15 on both NBC-TV & CBS-TV, Mon. 9-11 p.m., thru Kenyon & Eckhardt (Vol. 9:1,19), will be panoramic history produced by Leland Hayward; first stars signed are Marian Anderson, Mary Martin & Ethel Merman . . . Chrysler Corp., which bought *Medallion Theatre*, starting in July on CBS-TV, Sat. 10-10:30 p.m. (Vol. 9:18), may sponsor Ezio Pinza program *I, Bonino* on NBC-TV, thru BBDO . . . Sunkist Growers Inc. (frozen orangeade & lemonade) replaces Mars Inc. (candy) as co-sponsor of *Super Circus*, starting June 7 on ABC-TV, Sun. 5-6 p.m., thru Foote, Cone & Belding; Kellogg Co. continues as co-sponsor . . . Avco Mfg. Corp. (Bendix home appliances div.) buys 10-min. segment of *Saturday Night Revue*, summer replacement for *Your Show of Shows*, starting June 6 on NBC-TV, Sat. 9-10:30 p.m., thru Earle Ludgin . . . Participating sponsors of *Your Show of Shows* on NBC-TV next fall, Sat. 9-10:30 p.m., will also be offered participations in *All-Star Revue*, which returns to NBC-TV every fourth week, Sat. 9-10:30 p.m., after being dropped as hour program last month.

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Too far ahead of its time? Too big? Too ambitious? Maybe, in minds of many who have come and seen and been awed—but CBS-TV's giant Television City in Hollywood, only 6 months old, has already exceeded more than half its production capacity, says A. E. Joscelyn, CBS-Hollywood chief of operations. Production schedule in April included 17 half-hour telecasts originating in the 4 huge studios, each 12,100 sq. ft., with 20 half-hour live TV shows weekly already on tap for fall schedules. Cynsure of recent NARTB conventioners, particularly CBS affiliates, Television City is undoubtedly last word in architectural, production and engineering facilities—plenty big and well-equipped for filming anything from feature movies to serials. But it can't be used—yet—for anything but live shows and kine or electronic recordings due to peculiar Hollywood union requirements relating to filmmaking. With such super-doooper facilities, where 26,000 persons have watched programs to date, CBS-TV obviously is banking on inducing most "production" sponsorships to move from N. Y. to Hollywood.

WHO'S BIGGEST AND WHO MAKES MOST TVs? Question we're asked time and again -- how do they rank, unit-wise and dollar-wise -- can only be answered by 2 sources, and they aren't telling. RCA patent dept. knows exact unit-&-dollar factory figures for all but one of the major TV-radio manufacturers, but is honor bound not to divulge them. RTMA statistical dept. compiles unit output figures weekly, discloses them on cumulative basis but not individually under strict injunction of secrecy.

Be it said for both that they've never, to our knowledge, broken the faith with those who supply them this closely guarded trade secret. RCA's own manufacturing branch isn't even told individual royalty figures of its competitors.

Only when an executive of one or another company chooses to talk (usually in the exuberance of a public speech or press statement) do we ever get an inkling of individual unit figures. Even profit-&-loss statements do not tell the TV-radio story inasmuch as nearly every set manufacturer is heavily engaged in other production and never breaks down his dollar figures by products.

For 1953, we won't even venture a "guesstimate". But trade reports have it that Admiral and Philco expect to turn out and sell at least 1,000,000 TV sets each this year; and, of course, there's the inevitable statement from RCA that "nobody in the business makes more TV sets than we do."

These are the Big 3 of the business, unquestionably, and it may be that they will account for around 1,000,000 each this year. For even in the face of color talk, the continuing good TV turnover, on top of first quarter output of 2,265,000 by the whole industry (Vol. 9:15), have led to the confident predictions that we're headed for a bigger 1953 than record 1950 (7,463,800).

It's generally believed Motorola runs 4th, though lately the claim has been made that Zenith is pushing Motorola, if it hasn't actually surpassed it.

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Beyond the top 4, it's a guessing game, pure and simple -- and all we can offer inquirers are the 1951-52 per-share earnings of 37 companies, most of them TV set makers (Vol. 9:16) and the last "guesstimates" provided by Television Fund Inc.

In 1951, it ranked RCA first (700,000 sets), Admiral & Philco tied for 2nd (625,000 each), Emerson, GE & Motorola tied for 4th (400,000 each), then Zenith 300,000, DuMont 130,000, Crosley & Hallicrafters 100,000 each to make Big 10 (Vol. 7:37).

In 1950, it had Admiral, RCA & Philco well in lead, then Motorola, Zenith, Emerson, GE, DuMont, Tele-tone (now bankrupt), Hallicrafters, Westinghouse, Crosley, Meck (now Scott), Raytheon, Sylvania, Magnavox, Capehart-Farnsworth, Olympic, Garod (Majestic) Air King (now CBS-Columbia) in that order to make top 20 (Vol. 6:8).

Without attempting any ranking beyond Big 3, it's fair guess that these are still top 20 -- with Muntz in lieu of Tele-tone and with possibility that Bendix, Sparton, Hoffman, Packard-Bell, Arvin and Stromberg-Carlson belong up there, too.

But not even Television Fund has offered any 1952 figures or advance "guesstimates" for 1953 -- perhaps because its figures always evoked outraged objections.

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TV production totaled 126,905 units (11,152 private label) week ended May 8, down from 133,240 preceding week and 139,708 week ended April 24. It was 18th week of year, 4th week in row of declining TV production and lowest for any week since closing weeks of 1952 -- but it was still above the 82,886 of same 1952 week.

Radio production totaled 279,244 (141,501 private), down from 280,294 week ended May 1 but up from 278,111 week before, and compared with 183,975 same week in 1952. Week's radios: 67,330 home, 48,828 portable, 36,625 clock, 126,461 auto.

Topics & Trends of TV Trade: Interesting sizeup and rationalization of "various tendencies in the TV field generally" as they affect one of the minor TV-radio-phonograph manufacturers (and possibly others) is related in report to stockholders of Radio & Television Inc. (Brunswick), whose president is Herbert L. Weisburgh. It tells how this small company, with total assets of \$239,370, capital stock of \$35,900 (359,000 shares at 10¢) and surplus of \$185,282, is undertaking to diversify to meet economic pressures after losing money each of last 3 years.

"It is well known that the advent of color TV, 3-dimensional TV, and the opening of new markets for black-&-white reception continue to make TV one of the most dynamic industries the country has ever known," states chairman David Kahn, identified since 1924 with manufacturing radio cabinets. "On the other hand, an instability of price structure at all merchandise levels, uncertain sources of supply, and the necessarily unpredictable impact of the defense effort on both manufacturer and sales are problems sometimes worked out with varying success by heavily capitalized industrial firms who can withstand, if not reverse, adverse conditions for some time.

"Management of small companies must be alert at all times to realize that this economic chart does not apply to them in many respects. New fields and products must be explored both as to source and to market; if supply is limited on the one hand, or if market access is limited on the other, ways must be found to increase supplies and to open markets." Accordingly, report continues, Radio & Television Inc. during 1952 maintained its Brunswick trade name, rendered "advisory and managerial services for the defense effort for which it was well compensated" and continued making classified equipment for defense.

Anticipating whole or partial termination of these sources of income in 1953, it has contracted for European supply of certain unnamed components "indispensable and in limited supply in the U. S." against prior orders from leading U. S. tube manufacturers. Moreover, it's contemplating marketing an imported lightweight bicycle "in great demand in the U. S." and an industrial lubricant.

Company showed net loss of \$50,699 on sales of \$367,278 in 1952, compared with loss of \$160,434 on sales of \$866,437 in 1951 and loss of \$36,467 on sales of \$2,118,105 in 1950. However, report states, associated Thomasville Furniture Corp., also headed by Mr. Kahn, in which Radio & Television Inc. has an investment of \$50,000 (half paid up), during first 11 months of fiscal year through last March 31, returned a net profit of \$125,137, or 6.3% on sales of \$1,984,958, with first quarter 1953 sales exceeding \$850,000.

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Trade Miscellany: Selling TVs in supermarkets will be attempted by Mack's Markets, Yakima, Wash., which has ordered 25 Meck TV sets, mostly 17-in. tables, for retailing alongside meats & vegetables . . . Hoffman Radio leases 50,000-sq. ft. warehouse of Jenkins Music Co., Kansas City, as part of new factory operations there in eastern expansion (Vol. 9:19) . . . Emerson introduces what it describes as lowest-priced all-channel TVs in their categories: 17-in. table, mahogany or blonde, \$200; 21-in. console, mahogany or blonde, \$280 . . . Sylvania's proposed new TV-radio plant in Batavia, N. Y. (home town of Philco's Larry Gubb) gets blessing of city fathers, with \$135,000 appropriation for improving site . . . Symposium on TV set sales & service in new market, originally scheduled May 10-11 at Monticello, Ill. under sponsorship of U of Illinois, postponed to tentative Sept. 13 date . . . RTMA statistical dept. moves to 1404 New York Ave., NW, Washington (Bond Bldg.); phone remains National 8-3902.

Trade Personals: Dr. W. R. G. Baker, GE v.p. chosen recently to receive RTMA's annual Medal of Honor (Vol. 9:17), presented Medal of Freedom Award at Pentagon May 7 by Undersecretary of Army Earl D. Johnson for his recommendations on battlefield use of electronics after visit to Korea last summer . . . John Holzman, ex-RCA-Estate Appliances Corp., named v.p. & sales director, RCA Victor Distributing Corp . . . John L. Murray, ex-Fort Wayne regional sales mgr., Capehart, promoted to new post of distributor mgr., replaced by J. R. Hughes, ex-Admiral New England sales mgr. . . Joseph H. Moss Jr., DuMont director of distribution, and Willis O. Jackson, southeastern regional sales mgr., have resigned—latter to become Hoffman Radio Atlanta mgr., succeeded by Joseph Hatchwell, DuMont west coast sales mgr. . . C. J. Harrison, ex-Federal, named to new post of marketing mgr., DuMont TV transmitter div. . . George Cohen promoted to asst. sales director, Wm. H. Cormier to western sales mgr., Emerson Radio . . . Maurice L. Levy, Emerson chief engineer of special products from 1943-49, returns to Emerson as asst. works mgr. . . Allen N. White Jr. appointed adv. mgr., Bendix TV-radio div., Baltimore, reporting to adv. & sales promotion director Herman Sacks . . . Albert J. Frankel, ex-Emerson & Tele-King, appointed CBS-Columbia buyer for civilian manufacturing program . . . Charles E. Torsch, ex-GE, named to post of chief engineer of Muter Co. subsidiary, Rola Co., Cleveland . . . James G. Perkins Jr. named mgr. of new branch office of International Resistance Co. in Syracuse, with Richard Johnson as asst. . . P. M. Wheeler promoted to midwestern sales mgr., Indiana Steel Products . . . George Lindman, ex-KPOA, Honolulu, now in charge of San Francisco office, George P. Hollingbery Co., elected v.p. . . James M. Robertson Jr., recently uhf field representative, promoted to Atlanta mgr., Capehart-Farnsworth . . . Louis Hausman shifted to v.p. of CBS-Columbia in charge of sales, advertising, public relations, etc., from administrative v.p. of CBS-Radio.



Distributor Notes: Admiral appoints newly-formed Maryland Wholesalers Inc., 867 Park Ave., Baltimore (Israel Hofberg, pres.), replacing Stephen Seth & Co. . . . Capehart-Farnsworth appoints Home Products Inc., Cincinnati; Morrison Supply Co., Fort Worth; Bemis Electric Distributing Corp., Roanoke, Va. . . . CBS-Columbia appoints Karl-Williams Co. Inc., Syracuse, N. Y. (Karl Stander, pres.); Mid-Continent Distributing Co., Sioux Falls, S. D (Paul J. Modica, pres.) . . . Raytheon names State Distributing Co. Inc., Grand Rapids, Mich. (T. J. Peters, pres.) . . . Bendix Radio appoints Biehl's Inc., Pottsville, Pa. . . . Pacific Vogue appoints E. M. Kemp Co., Sacramento.

Canadian RTMA reports 26,260 TVs with value of \$11,237,965 sold during March at average of \$428 per unit. Toronto led with 8269, Quebec 8023, Hamilton-Niagara 4000, British Columbia 1926, Ottawa 1236, other areas of Ontario 1184, Prairies 29. Sales for first 1953 quarter total 73,829, and projected production figures for second quarter indicate 82,495 units.

More summer shutdown plans of major TV-radio parts manufacturers, in addition to those reported earlier (Vol. 9:18), as released this week by RTMA; Alliance Mfg. Co., July 6-19; General Instrument Corp., July 19-Aug. 1; Oxford Electric Corp., June 26-July 10; Product Development Co., July 4-19.

More debut dates for new TV models, in addition to those already announced (Vol. 9:19): DuMont, at Clifton, N. J. factory, June 9; Westinghouse, at Metuchen, N. J. plant, June 8; Zenith, at Chicago's Drake Hotel, June 11-12.

Financial & Trade Notes: Heavy stockholdings of management in Philco Corp. (aggregate 202,170 shares) are shown in notice of annual stockholders meeting June 5 in Philadelphia, which states that 3,525,372 shares of common stock were outstanding as of April 24, 1953 and lists following officers and directors standing for reelection with their 1952 salaries, incentive compensation and stockholdings: Wm. Balderston, pres., salary \$75,000, bonus \$90,000 (6169 shares); James T. Buckley, chairman, \$50,000 (18,810); Harold W. Butler, v.p., \$30,000 & \$38,000 (10,970); James H. Carmine, exec. v.p., \$60,000 & \$72,500 (31,025); Wm. H. Chaffee, v.p., \$30,000 & \$23,500 (901); Joseph H. Gillies, v.p., \$37,500 & \$44,000 (8407); Larry E. Gubb, director, \$30,000 (28,750); Larry F. Hardy, v.p., \$40,000 & \$57,000 (7509); Robert F. Herr, v.p., \$25,000 & \$40,000 (27,578); Thomas A. Kennally, v.p., \$30,000 & \$25,000 (18,047); John M. Otter, v.p., \$40,000 & \$52,000 (7312); Courtney Pitt, v.p., \$30,000 & \$29,500 (1270); David B. Smith, v.p., \$35,000 & \$25,000 (3273); Leslie J. Woods, v.p., \$40,000 & \$50,000 (8199). Non-salaried directors and stockholdings: Charles S. Cheston, 250 shares; Russell L. Heberling, v.p., 23,500; Wm. Fulton Kurtz, 200.

Under 1950 stock ownership plan, options to purchase Philco common have been granted since beginning of 1952 on 24,496 shares at \$28 per share as of Feb. 28, 1952 (when it listed at 28½) and 20,850 shares at 34½ as of Jan. 22, 1953 (when it listed at 34¼). Of the total, the following were optioned to officers & directors: Messrs. Balderston 10,035, Butler 1238, Carmine 8313, Chaffee 1338, Gillies 1673, Hardy 3345, Herr 1238, Otter 2484, Pitt 1388, Smith 1338, Woods 3345—plus 4438 shares to officers who are not directors.

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General Instrument Corp. earned net income of \$1,274,863 (\$2.10 a share) on sales of \$30,407,529 for 1952, compared with net loss of \$993,557 on sales of \$18,527,973 preceding year. Sales for March 1953 were reported to be more than \$3,500,000, almost double March 1952 figure and highest in company's history. Notice of annual stockholders meeting June 12 discloses 1952 remunerations and stockholders of these officers and directors: Abraham Blumenkrantz, chairman, \$54,000 (owns 12,000 out of 608,573 shares of common stock outstanding); Monte Cohen, pres., \$52,000 (718 shares); Alois Konecny, treas., \$28,000.

Philco's first quarter sales of \$129,058,000 were highest for any quarter in company's history, reports president Wm. Balderston, with earnings after taxes of \$9,749,000 totaling \$3,401,000, or 94¢ a share after preferred dividends. This compares with sales of \$84,239,000 and net profit of \$2,341,000 (64¢) after taxes of \$3,404,000 in same 1952 quarter. Demand for TVs is running ahead of 1952 and radio business is well ahead, Balderston reported.

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Dividends: Philco, 40¢ payable June 12 to stockholders of record May 25; Aerovox, 15¢ June 15 to holders June 1; Indiana Steel Products, 37½¢ June 10 to holders May 25; I-T-E Circuit Breaker, 62½¢ June 1 to holders May 22; Hammond Instrument, 50¢ June 10 to holders May 25; Meredith Publishing, 25¢ June 30 to holders June 16; Paramount Pictures, 50¢ June 26 to holders June 12; Erie Resistor, 20¢ June 15 to holders June 5; Cornell-Dubilier, 10% stock div. June 15 to holders May 27 and 30¢ June 26 to holders June 16; Radio Condenser Co., 5¢ June 15 to holders June 1.

Avco has arranged \$60,000,000 credit with group of 14 banks, to last until April 15, 1956, says statement filed with N. Y. Stock Exchange. Proceeds presumably will be used to pay off loans expiring in June and September.

I-T-E Circuit Breaker will vote June 19 on 2-for-1 stock split of 1,000,000 currently authorized shares, of which 298,364 were outstanding as of Dec. 31.

Among officers' and directors' stock transactions reported by SEC for March 11-April 10: Frank H. Sparks sold 100 Arvin, holds 7250; R. S. Pruitt sold 5400 Avco, holds 26,270; Judson S. Sayre received 500 Avco for compensation (Jan.), holds 14,000; Kendrick R. Wilson Jr. bought 400 Avco (July 1951 & July 1952), holds 500; Felix Weiss sold 100 Cornell-Dubilier, holds 100 through joint tenancy; Allen B. DuMont bought 1000 DuMont (Feb.), holds 53,400; Percy M. Stewart bought 190 DuMont, holds 200; Wm H. Miller bought 1100 Gabriel (Jan. & March), holds 14,110; Henry Reeve sold 1000 Hazeltine, holds 10,400; Douglas C. Alexander sold 901 Marchant Calculators (Feb.), holds 6000 personally and as co-trustee; Kenneth C. Meinken Jr. sold 1100 National Union (Aug. 1952), holds none; Edwin D. Foster bought 100 RCA, holds 200; Murrelle J. Fischer bought 1000 Trav-Ler (Jan.), holds 1420; Mark W. Cresap Jr. bought 249 Westinghouse (Feb.), holds 851; George G. Main bought 151 Westinghouse (Feb.), holds 766; A. C. Monteith bought 181 Westinghouse (Feb.), holds 1338; R. A. Neal bought 220 Westinghouse (Feb.), holds 820; Andrew H. Phelps bought 215 Westinghouse (Feb.), holds 1807; A. W. Robertson sold 100 Westinghouse, holds 800.

Annual report of Teco Inc., formed by Zenith Radio Corp. to promote its Phonevision and financed by \$1,010,000 stock issue (Vol. 6:16) reports balance of \$974,802.20 as of Dec. 31, 1952—showing deficit of \$204.58 for 1952 and \$6,237.67 for 1951, after 1949-50 expenses of \$22,452 and organizational expenses of \$34,418 (Vol. 7:17). Interest income exceeds \$31,000. S. I. Marks, president, states in April 28 letter to stockholders that company is "continuing on an inactive basis awaiting action by the FCC on the question of whether any form of Phonevision or any other form of subscription TV shall be approved and authorized." Promotion of Phonevision, meanwhile, is apparently being borne largely by Zenith, including payments for speechmaking tours of Millard Faught.

Increase in earnings of TV-radio manufacturers in first quarter of 1953 led all other industries, being 178.8% higher than corresponding 1952 period, according to *Wall Street Journal* survey covering 411 companies, including 4 unnamed companies representing TV-radio industry. Earnings of the 4 totaled \$3,706,000 compared to \$1,329,000 same quarter last year. All manufacturing companies covered in survey showed total gain of 10% over 1952. Closest competitor of TV-radio in earnings increase was aircraft manufacturing, which showed 124.4% gain; electrical equipment manufacturers were up 55.2%.

Cornell-Dubilier reports net profit of \$895,000 (\$1.85 a share) on sales of \$22,732,000 for 6 months ended March 31, compared with \$736,127 (\$1.50) on \$18,311,007 first half of 1952.

Servomechanisms Inc. reports net income of \$98,065 (12.9¢ a share) on sales of \$3,072,993 for quarter ended March 31 vs. \$101,713 (13¢) on sales of \$2,856,495 corresponding period last year.

Gabriel Co. earned profit of \$121,184 (22¢ a share) on sales of \$5,616,920 for first quarter, compared with \$18,908 (2¢) on sales of \$4,052,494 corresponding 1952 quarter.

Clarostat reports net income of \$235,282 (56¢ a share) on sales of \$5,584,513 for 1952 vs. \$316,265 (76¢) on sales of \$5,914,310 in 1951.

Erie Resistor reports net income of \$450,333 (\$1.62 a share for 1952, compared with \$363,292 (\$1.31) in 1951.

James M. Skinner, retired chairman & president of Philco, who died Feb. 13, left estate valued at \$1,830,904, according to inventory filed this week in Philadelphia's Registry of Wills. Among stockholdings listed were 7865 shares of Philco valued at \$259,000.

Electronics Reports: Military will have far greater control over electronics industry—in matters of priorities, materials, plant expansion, etc.—as result of coming reorganization of mobilization agencies. As of June 10, all industry divisions and boards in Office of Defense Mobilization will be disbanded—among them ODM's electronics office and the Electronics Production Board.

These groups are the only top policy bodies whose function it is to weigh essential civilian against military demands for electronics facilities, when a conflict arises. Under reorganization plan, broad general policy of meshing military and civilian needs will continue to be vested in the civilian ODM, but the defense program's only policy-making electronics experts will be in Defense Dept. This prospect has already caused concern among some small manufacturers of specialized electronics equipment for fear that conflicts over hard-to-get components and parts might always be adjudicated in favor of the military.

Staff of ODM's electronics office—all of whom will leave June 10—consists of Justin R. (Ted) Sypher, Robert Van Valkenburgh, Walter Campbell. Top-level inter-agency Electronics Production Board, which has been in quiescent state pending the reorganization, is headed by Richards W. Cotton, who returned several months ago to post of asst. to Philco president Wm. Balderston.

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Tube industry is still plagued by fear of shortages of nickel and nickel-plated parts in face of record demand for receiving and picture tubes. Representatives of industry, meeting in Washington with NPA, estimated 1953 demand for picture tubes at 9,962,000, up 30% over 1952 output. Receiving tube requirements will be about 443,000,000, or 20% over last year. Tube makers reported their suppliers are "pessimistic about being able to maintain present shipments, much less to meet increased requirements." NPA officials described nickel situation as "critically short." Chief E. MacDonald Nyhen of production branch, NPA Electronics Div., presided at meeting attended by: W. L. Meier, Chatham Electronics; W. P. Hollis, Federal; G. W. Henyan, GE; J. A. Miller, Machlett; Harold Butterfield & E. C. Meinken, National Union; A. L. McIlvaine, Philco; Robert D. Wick, RCA; Wm. Van Germert, Raytheon; R. F. Marlin & J. J. Sutherlin, Sylvania; R. E. Carlson, Tung-Sol; C. A. Rice, United Electronics; L. G. Jarvis, Western Electric; M. H. Bastian & Joseph Schlig, Westinghouse.

Transistorized closed-circuit TV system, RCA's "TV-Eye," described as lowest priced industrial TV introduced to date, is being shown for first time at next week's Electronic Parts Show at Chicago's Conrad Hilton Hotel. Newly developed camera weighs only 4 lbs., and control unit—with transistorized power supply—weighs 14 lbs. Except for vidicon camera tube, all tubes are conventional receiving types, and standard home receiver is used as monitor. Engineering products v.p. W. W. Watts said "TV-Eye" will be available early in September from RCA parts distributors and dealers and will be priced "considerably less" than any closed-circuit system now on market.

Commercial availability of 4 transistor types was announced this week by RCA. "Initial output, running into thousands of transistors per month," says announcement, will be doubled by early fall. Now in production are point-contact types 2N32 & 2N33 and junction types 2N34 & 2N35, with list prices ranging from \$13.40-\$18.40. Meanwhile, du Pont announced development of a new process for manufacturing pure silicon—"opening up a virtually unlimited source of the element for transistors." Company points out that silicon will work over much wider temperature range than germanium.

"TV is to our information program as atomic energy is to our armed forces." So said State Dept. International Broadcasting Service TV development officer Richard W. Hubbell May 12 in testimony before Senate Foreign Relations subcommittee in New York investigating govt. information activities. Urging development of strong international TV service as integral part of overseas information program, Hubbell charged: "TV activities of the State Dept. have been given a low priority and blocked at every turn. [To] put it bluntly, the Department has been paying lip service to the idea of international TV while doing virtually nothing about it." Foreign TV audience, he said now runs between 25,000,000 and 35,000,000 people, soon will reach 400,000,000. Russia is planning to exploit TV to the fullest and is constructing a network in satellite states which could reach "a large portion of free Europe," he warned, adding that the U. S. could operate adequate international TV service for \$325,000 a year, mostly through distribution of film.

Paving way for large-scale availability of transistors, joint industry-military committee will meet June 30 to adopt electrical specifications and performance standards for transistors. Representing industry in meeting with Army, Navy and Air Force will be RTMA-IRE Joint Electron Tube Engineering Council (JETEC). Uniform specifications for physical dimensions and spacing of leads have already been adopted.

Western Electronic Show & Convention in San Francisco Aug. 19-21, sponsored by IRE & West Coast Electronic Mfrs. Assn., will include papers on antennas, propagation, electron devices, circuits, computers, airborne electronics, microwaves, servos, telemetering, instrumentation, transistors, nuclear-radiation measurements, medical electronics, audio.

World's largest plant devoted exclusively to cathode ray instruments for science, industry and military applications was dedicated May 12 by Allen B. DuMont Laboratories at 760 Bloomfield Ave., Clifton, N. J. Instrument div., under mgr. Rudolf Feldt, began regular production from new 118,000-sq. ft. factory last month.

Britons saw first 12-channel TV tuner recently at Radio Components Exhibition in London. Manufactured by Sidney S. Bird Ltd. in anticipation of day when commercial TV will give Britishers a choice of stations, tuner is controlled by 12 pushbuttons similar in appearance to those used in pushbutton radios.

Electronic Coil Co., Burbank, Cal., is new company formed for manufacture of radio frequency coils. Henry J. Davis, president of Davis Electronics, Burbank, is founder & president; E. K. Setzer, ex-Standard Coil, v.p.

Specifications for "civil defense radio" — low-cost, mass-produced broadcast band AC-battery set—are being distributed to industry by RTMA. Specifications were prepared by Federal Civil Defense Administration.

Uhf information for the TV serviceman is compiled in new reference book, *UHF Antennas, Converters & Tuners* by Milton S. Kiver, published by Howard W. Sams & Co., Indianapolis (134 pp, \$1.50).

Color TV developments will be subject of talk by GE's Dr. W. R. G. Baker at 45th annual convention of National Assn. of Electrical Distributors at Chicago's Conrad Hilton Hotel, May 25.

Belgium has ordered 2 complete TV studios from Pye Ltd. of Cambridge, England, for \$200,000. Equipment will operate on 819 or 625 lines—Belgium uses both standards—at flick of a switch.

Conelrad plan for broadcasting during air alert officially went into effect May 15,

SIGNIFICANT CHANGE in FCC's attitude toward NTSC's compatible color system is reflected in 2 developments this week: (1) Relaxation of conditions under which experimental color telecasts may be made. (2) Announcement that Commission and staff will take unofficial look at NTSC color next week at RCA's Princeton labs.

FCC this week gave NBC's WNBT, New York, and Philco's WPTZ, Philadelphia, permission hitherto withheld to expand color transmission considerably during daytime hours. Stations had requested this change so more time could be devoted to NTSC field tests and to permit lay public to comment on compatibility. In modifying the 2 stations' special temporary authorizations for color tests, Commission laid down these conditions: (1) Tests may be made only on sustaining programs. (2) Stations "shall avoid any action that will create the impression in the minds of the public that the color system being tested has been or will be approved by the Commission." Authorization for the tests ends July 31.

Commissioners visiting Princeton May 19 will see same demonstration shown Congressmen month ago (Vol. 9:16). Most commissioners are expected to attend, as well as chief engineer Edward Allen and broadcast bureau chief Curtis Plummer & asst. chief Joseph Kittner.

Sylvania's experiments with satellite stations in Emporium, Pa. (Vol. 8:25, 29) were viewed May 15 by commissioners and staff. Sylvania utilized 2 low-power uhf transmitters—Ch. 82 in heart of town and Ch. 22 on hill outside town—both rebroadcasting signals from WJAC-TV, Johnstown, with maximum ERP of about 30 watts. Commissioners viewed pictures at 7 different locations, comparing signals from the 2 transmitters. Attending demonstration were all members except Webster and Sterling, accompanied by broadcast bureau chief Curtis Plummer, TV facilities div. chief Cyril Braum and FCC engineers Arnold Skrivseth & Joseph Hanyok.

Senate acts next week on FCC budget. As reported out by Appropriations Committee, measure carries same amount of money recommended by President Eisenhower and passed last month by House (Vol. 9:17)—nearly \$700,000 more than Commission got last year, with enough funds earmarked for TV to increase the number of hearing examiner "teams" to 17 from present 12. Amendment to add another \$618,440 to TV processing funds was proposed May 15 by Sen. Johnson (D-Colo.) during Senate debate. He said this would make possible 40 examiner teams—enough to clear away entire TV hearing backlog by July, 1954.

Nine members have been added to all-industry committee conducting negotiations with ASCAP — name changed at Los Angeles NARTB meeting to All Industry Local TV Music License Committee (from All Industry TV Per Program Committee). New members: W. D. Rogers, KDUB-TV, Lubbock, Tex.; Campbell Arnoux, WTAR-TV, Norfolk; Philip Lasky, KPIX, San Francisco; Gaines Kelley, WFMY-TV, Greensboro; Wayne Coy, KOB-TV, Albuquerque; Jack Harris, KPRC-TV, Houston; Hugh Terry, KLZ, Denver; Walter Damm, WTMJ-TV, Milwaukee; Roger Clipp, WFIL-TV, Philadelphia. Chairman is Dwight Martin, General Teleradio Inc., and old members continuing are Paul Adanti, WHEN, Syracuse; Nathan Lord, WAVE-TV, Louisville; Irving Rosenhaus, WATV, Newark; G. Richard Shafto, WIS-TV, Columbia, S.C. (CP); Robert Swezey, WDSU-TV, New Orleans; Robert Thompson, WBEN-TV, Buffalo.

Compilation of articles on TV's impact, by leading newspaper and magazine writers, is new 198-p. book, *Television and Radio in American Life*, edited by Herbert L. Marx Jr. and published by H. W. Wilson Co., N. Y. (\$1.75).

Mayor John MacWherter, of Springfield, Ill., was among those filing applications with FCC, for Ch. 2 in that city this week. There were 7 other applications, including 3 by New York investment group filing for Merced, Cal., Ch. 34; Beckley, W. Va., Ch. 21; Clarksburg, W. Va., Ch. 22—same group which asked for stations last week in Goldsboro, N. C. and Marshall, Tex. (*Addenda 16-R*). This week's other applications were for LaCrosse, Wis., Ch. 38, by WMIL, Milwaukee; Harlingen, Tex., Ch. 5, by M. J. Raymond, cattleman; Wilmington, Del., Ch. 83, by WHAT, Philadelphia; Cincinnati, Ch. 48, by educational group. These brought total applications pending to 620, of which 220 are uhf. [For further details about foregoing applications, see *TV Addenda 16-S* herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see *TV Factbook No. 16* with *Addenda* to date.]

Battle between community antenna and local TV grantee & applicants in Asheville, N. C., got even hotter this week as court injunction blocked scheduled May 12 referendum on whether wired TV system should be allowed in city (Vol. 9:19). Judge Nettles of Buncombe County superior court granted injunction at request of members of management and stockholders of grantee WISE-TV and TV applicants WWNC & WLOS, joined by TV-radio repairman H. E. Reynolds & distributor T. T. Freck. They charged city council didn't follow proper procedure in passing ordinance calling for vote and that ballot didn't give voters adequate information. Elections board has appealed injunction to state supreme court.

Angry demand for Congressional investigation of "the machinations of this most un-American body, the FCC" came this week from Indiana theatre owner Trueman T. Rembusch, co-chairman of industry-wide Council of Motion Picture Organizations (COMPO), in fiery letter to Indiana Senators Capehart and Jenner. What stirred Rembusch up was Los Angeles-dated story in May 6 *Variety* which said FCC attorneys are investigating "legal aspects with a view to a crackdown to unleash hundreds of old features now stored in [movie] studio vaults," with Comr. Hennock named as "sparkplug" of move. FCC legalists this week denied even having heard of any such move.

Application to build microwave route from Atlanta to Jackson, Miss., was filed with FCC May 15 by AT&T. Fourteen hops would be used to span 400 mi., according to application, and new circuit would provide 2 additional westbound TV channels, in addition to telephone circuits. AT&T this week placed in service new 142-mi. coaxial connecting Little Rock and Memphis, which may be adapted for TV at later date.

Baseball TV restrictions won't become effective this year, but subcommittee of Senate Interstate Commerce Committee ended hearings May 12 and is expected to report favorably in about 2 weeks on Sen. Johnson's bill (S. 1396) permitting major leagues to ban telecasts of their games in minor league areas (Vol. 9:12-13, 15, 17-19).

Another TV-inspired magazine: Fawcett's new *Fight Magazine*, due this summer, "dedicated to boxing and the fans who have been developed by TV." Rash of new publications in field, actual or projected, includes *Television Life*, *Television Age*, *TV Fan*, *Inside TV*, *TV Life*, *TV Show*, *TV Stars Parade*, *TV World*.

Rev. Antonio Stefanizzi, S.J., appointed by Pope Pius as director of Vatican radio station, Rev. Filippo Soccorsi becoming director emeritus. Vatican also plans TV station, has ordered RCA equipment.

RKO Theatres Corp. is considering acquiring "TV stations or allied businesses," president Sol. A. Schwartz told stockholders meeting last week.

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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EDITOR'S NOTE: A strike of Washington commercial printers has forced us to publish this issue under unaccustomed circumstances, utilizing offset process. Necessarily, we've also curtailed coverage -- but we trust our subscribers will bear with us until the local printing situation returns to normal.

COLOR ACTION TO BOIL THIS SUMMER: Another color climax in month or so is definitely in works. This week, for first time, RCA chairman David Sarnoff gave date on which RCA will file petition with FCC for adoption of compatible system -- "on or before July 1." NTSC panel chairmen, meanwhile, have been requested by NTSC chairman Dr. W. R. G. Baker to start preparing their final reports -- and it's expected field tests will be concluded next week.

Gen. Sarnoff's announcement came May 21 after RCA demonstrated color to some 225 patent licensees, including top executives of many major companies. Earlier in week, RCA had given same demonstration to 6 FCC commissioners, 4 top FCC staff members and Robert L'Heureux, chief counsel of Senate Commerce Committee. All this week's observers were obviously tremendously impressed -- as were House members, NTSC, press, etc. in other recent showings (Vol. 9:16).

RCA's July 1 date puts pressure on NTSC to wind up affairs by then. There's no disagreement between RCA and rest of NTSC regarding technical standards. They agree on same compatible system, but they disagree on time needed to tie up an air-tight package for presentation to FCC.

But process of writing final NTSC report is bound to be slow, requiring the approval of numerous committees, subcommittees, etc. One experienced member estimates it will take "several months," and he warns of vacations in the offing.

Commissioners had their eyes opened at demonstration. All were on hand but Webster, who is overseas. Staff observers were Curtis Plummer, Joseph Kittner, Wm. Boese, Richard Solomon. All who would comment remarked on "vast improvement." They have no question about acceptability of pictures shown. What they want to know now is possibility of achieving such pictures in the home, at what cost, and with what stability. For example, engineering Comr. George Sterling, who has always had considerable faith in industry's ability to perfect compatible system, says that he'll insist on trying color set in his home before he's satisfied system is ready.

Interesting sidelight on color evolution: CBS's Dr. Peter Goldmark is now full-fledged member of NTSC, no longer an "observer."

NBC's BIG GUNS IN 'WAR OF THE NETWORKS': "We intend to maintain our No. 1 position -- and we have the ingenuity, the manpower and the money to do it. And we mean No. 1 in facilities, programs, audience and billings."

Thus an NBC spokesman threw down gauntlet to CBS, which had NBC family on tenterhooks this week, to say nothing of its own radio affiliates, after disclosure that it had launched "raids" on NBC affiliations as part of its successful time-selling and program buildup to make up for ground lost facilities-wise (Vol. 9:20).

One longtime basic NBC affiliate did switch over to CBS this week -- WTAR-TV with WTAR, Norfolk, Va., effective Sept. 27. There's possibility of another, Stromberg-Carlson's WHAM-TV with WHAM, Rochester, N.Y., but it's still far from CBS bag.

NBC's affiliates in one-station TV cities, who were approached by CBS sta-

tion relations v.p. Herbert Akerberg, are nearly all taking a wait-&-see attitude -- and nobody else would indicate he had any intention of following WTAR's example pending May 25-26 meetings with NBC hierarchy, headed by Gen. Sarnoff, who is billed to talk turkey with them, "frankly, fearlessly and honestly," the spokesman said.

Even WHAM's veteran manager William Fay said, "We haven't made up our minds, but will sit in as observers and see what's cooking." Another major affiliate told us: "We're not seriously considering quitting NBC and the talks with CBS have been extremely nebulous. We really have no major problems with NBC."

This latter speaker pretty well reflected the views of the 7 one-station city affiliates we were able to contact. Relating Akerberg's visit, he asserted no "special deal" was offered -- verifying Akerberg's oft-repeated statement: "I have not exceeded a standard deal anywhere."

Indicating umbrage of some NBC affiliates over the talk of wholesale defections, was statement from Crosley's Bob Dunville this week labeling as erroneous a published report datelined Hollywood that its TV stations (it owns 4) might switch to CBS. Dunville said there have been "no conversations whatsoever with CBS" for at least 2 years and that "there is no question of Crosley affiliations at this time." Akerberg, too, vehemently denied the story.

* * * *

NBC is leaning heavily on the Sarnoff leadership, with Niles Trammell back at station relations -- field in which he was past master. The NBC party line is that "our affiliates are loyal and aren't quitting us for a quick dollar after all these years of profit and progress under our leadership, particularly in TV."

The CBS appeal rests mainly on its able, smart, trigger-quick administration, and currently on fact that it has sold nearly as much network TV time as NBC. Indeed, it claims more, though April PIB figures aren't out yet. There's no doubt about its present lead in daytime TV and, besides, it offers to take the AM affiliates into its undisputed No. 1 radio network if the TVs will join.

On the sidelines are ABC and DuMont -- the former now backed by the United Paramount theatre millions, feeling its way slowly, also talking about weaning affiliates away from other networks and promising big things; DuMont, going up steadily but not yet a formidable competitor dollar-wise.

* * * *

At meetings starting May 25, NBC-TV will announce \$14,500,000 new business signed -- including return of the Colgate Comedy Hour, NCAA football sponsored by General Motors, other sponsorships that may include one for new Junior Omnibus. It will disclose that Dave Garroway's 7-9 a.m. Today is 44% sold out as of June 1, putting it 9% above break-even point. New sponsor on Today includes an unnamed cigarette account buying 52 weeks.

It will stress fact that new stations are coming fast, so that one-station towns won't enjoy their monopolies over the long pull. Sarnoff's forte, of course, is his vision -- in fact, he's the man who got many of the affiliates into TV. He's going to show them color at Princeton May 25, tell them the past and future facts of color life, try to persuade them their best bet is to stick with NBC and thereby enjoy the fruits of RCA's researches and resources.

As if to showcase the "long view," emphasize NBC progressiveness, this week it announced that pioneer uhf KPTV, Portland, Ore., has been signed to full 2-year affiliation -- thus, as station relations mgr. Harry Bannister put it, "in a concrete manner demonstrating our faith in the ability of uhf to be a great service." Trade scuttlebutt, with some justification, has networks spurning uhf affiliations.

* * * *

Note: Norfolk area's 2 uhf grantees -- WVEC-TV, Hampton (Ch. 15) and WACH, Newport News (Ch. 33) -- lost little time in pitching for NBC affiliation, and one of them might well get it in view of fact both expect to get on air toward end of summer and only other vhf allocated to area, Ch. 10, is all tied up in competitive hearing not even scheduled yet and probably won't be in use for year or more.

TAMPA BAY AREA'S FIRST & OTHER STARTERS: Add 3 to log of on-the-air stations -- and watch for quite a few more next week and all through June. The count is now 178 in commercial and/or test operation, of which 53 started this year and 70 since freeze ended. These are the most recent to begin telecasting:

WSUN-TV, St. Petersburg, Fla. (Ch. 38) began test patterns May 16 -- first outlet in populous Tampa Bay area. Like its AM, it's city owned, but it joins ABC, will operate commercially. It's RCA equipped. George Robinson is mgr., Weed rep.

WBKZ-TV, Battle Creek, Mich. (Ch. 64) was to begin programming May 22 after nearly week testing RCA plant. It's owned by John Lord Booth, scion of the chain newspaper family but not connected with newspapers. It affiliates with ABC & DuMont. Manager is Harry Travis, rep is Weed.

KVOS-TV, Bellingham, Wash. (Ch. 12) began interim tests May 20 with temporary single-bay antenna of proposed 8-bay. It goes commercial (at \$90 per Class A hour) when full antenna is ready. It's composite job, using home-built or converted equipment. Owner Rogan Jones first claimed he'd built station for only \$82,000, but it probably is costing considerably more. Forjoe is U.S. rep, Stovin in Canada.

Reported at week's end as just about set to test were KFOR-TV, Lincoln, Neb. (Ch. 10); WFTV, Duluth, Minn. (Ch. 38); WDAY-TV, Fargo, N.D. (Ch. 6). Also due very soon are KMJ-TV, Fresno (Ch. 24) and WAKR-TV, Akron (Ch. 49) -- and others.

FIRST FINAL DECISION, MORE SPEED SOUGHT: FCC wasted no time finalizing Ft. Wayne initial decision when nobody objected to Examiner Litvin's ruling favoring WKJG over WGL (Vol. 9:17). It granted only one additional CP, got one turned in. Meanwhile, Senate fumed over hearing delays but voted FCC extra \$300,000 for more examiners and other personnel, showing it really means to help achieve speed. FCC, in turn, showed it's sincere in attempts to streamline hearing procedures (see p. 5).

WKJG got CP for Ch. 33 by special order of Commission when time for filing exceptions passed with nary a murmur from either WGL or FCC's Broadcast Bureau. The only other CP went to KGBS, Harlingen, Tex., on Ch. 4 -- presaging competition for XELD-TV, Matamoros, Mex. The CP surrendered was that held by oilman Tom Potter on Ch. 24 in Austin, Tex. He told Commission that he couldn't find satisfactory site, couldn't get proper equipment now, couldn't finish construction by July 20 CP expiration date. He said he'd concentrate on his CP for WTVT, Chattanooga (Ch. 43).

* * * *

Senate vote of extra \$300,000 for FCC -- bringing its total appropriation to \$7,400,000 -- featured vigorous lobbying job among colleagues by Sen. Edwin Johnson (D-Colo.) who promoted extra \$300,000 for same purpose last year. FCC isn't assured the funds yet, because House still has to agree. Senate-House conferees will probably haggle over it next week. Traditionally, the two bodies split their differences over appropriations bills; this would give FCC extra \$150,000.

But this time there's strong betting that House will go all the way with Senate, since Congressmen have also heard plenty of squawks from some powerful broadcaster constituents who are appalled at prospects of waiting 3-4 years for their hearings to come up. Under FCC's priority system, some of biggest cities with only one or two stations are near end of list.

House had previously voted enough funds to increase examiners from present 12 to 17. Extra \$300,000 would make possible 24. Sen. Johnson had wanted an extra \$618,440 -- enough to bring examiner total to 40. But his colleagues cut it down, though Appropriations Committee extended warm invitation to Commission to ask for more later if it finds it can be spent to advantage.

If Commission gets the money, will it be put to work right away? FCC thinks so, despite fact it took many months to recruit 6 additional examiners last year, many more months before examiners were being used efficiently. Commission people explain that hearing procedures were in such state of flux that more speed wasn't possible. Now, they say, things are really moving under streamlined procedures.

New examiners and attorneys can be added quickly, it's claimed, because engineering issues have become very minor. It's expected, therefore, that compe-

tent new attorneys with little or no broadcast experience will do a good job -- if sufficient FCC personnel can't be shifted to TV from other duties.

How long would it take to clear backlog of applications with larger staff? Sen. Johnson said that 24 examiners, plus attorneys and engineers to handle their cases, could do it in about 2 years. He said that FCC Chairman Hyde estimated 250 more applications would be filed in a year in addition to the 600-odd now before the Commission. Hyde added, incidentally, that FCC can now give 30-day service on all uncontested applications -- regardless of priority position.

* * * *

Senators weren't concerned only with funds when they quizzed FCC on its TV handling procedures at May 18 hearing before Interstate & Foreign Commerce Committee. Chairman Hyde outlined new hearing procedures, said he believed these alone would increase speed 25%. He was asked what else would help. He recommended change in McFarland Act provision isolating commissioners from consultation with staff. He also said that examiners should be arm of FCC rather than independent.

Would commissioners themselves be bottleneck when augmented examiner corps started funneling decisions to them? Hyde thought not, as long as commissioners get additional legal-engineering help to do the spadework.

As newest FCC member, Comr. Doerfer was asked for his ideas on procedures. No wallflower, the articulate and vigorous member from Wisconsin had these points:

(1) The "protest" procedure, which holds up CPs, should be reexamined. He said that only legitimate reason for protest is injury to public, not the economic injury to applicants. Present law, he said, "lays too much emphasis on the equity of the individual, not enough on public interest."

(2) "Commission should be given more leeway in choosing between two well-qualified applicants." As against the minutiae and delays of hearings, he favored something approaching flip-of-the-coin.

(3) Like Hyde, he objected to "insulation of commissioners from hearing examiners." He said that Wisconsin Public Service Commission, which he had headed, would have been hopelessly bogged down if it hadn't consulted with examiners.

(4) Priority lists should be revised, but he said he'd consult with his FCC colleagues before making suggestions.

Priority of hearings is becoming hot subject, and pressures for revision of FCC's system continue to increase. Anxious applicants from larger 1-station or 2-station markets and cities with no post-freeze stations contend priority list has outlived its usefulness because of post-freeze stations and CPs. City of Augusta, Ga. this week petitioned FCC to change priorities, said Commission is unfair in scheduling hearings in such cities as Chattanooga and Mobile, which now have stations or CPs, before cities such as Augusta, which have neither.

City of Augusta offered new priority system which would give top billing to group of cities now numbered 19-79 in Group A-2. FCC may be difficult to convince. During this week's Senate quiz, Chairman Hyde said that continuous change in priorities, stemming from advent of post-freeze stations, "would result in chaos."

Senators want to learn still more about procedures, asked FCC to return, probably some time next week.

Zenith's quest for Ch. 2 in Chicago came to complicated climax in Court of Appeals in Washington May 20. Zenith had requested court to stop CBS from shifting WBBM-TV from Ch. 4 to Ch. 2 until court decided whether FCC was justified in throwing out Zenith's claim that Ch. 2 should be awarded only after comparative hearing open to any applicant (Vol. 9:15, 17). Court comprising Judges Stephens, Prettyman and Bazelon, did stop the shift, but said FCC could permit temporary operation on Ch. 2 now, "if it be so minded," by one of 4 ways: (1) CBS and Zenith jointly "under trusteeship or otherwise"; (2) CBS, leasing Zenith

Ch. 2 equipment; (3) Zenith alone; (4) CBS alone. Then, court will hear merits of entire case, possibly this fall. If FCC and CBS win, CBS gets the channel. If Zenith wins, a regular comparative hearing will be conducted by FCC and winner will get channel. FCC immediately asked CBS and Zenith to file applications by May 27 for STA on Ch. 2 under conditions of court order, respond to each other's applications by June 3. Court was confused, understandably, and assumed that comparative hearing, if it comes, would be limited to Zenith and CBS. Zenith has been contending that anyone can file for the channel.

FCC wasn't kidding Senate when Chairman Hyde said it is cutting corners to hasten grants (see p. 3). Late May 22 it issued following amendments to processing procedures:

"Where an application upon which processing has been temporarily suspended because of mutually exclusive applications becomes unopposed or where a new application is filed in place of the several competing applications and the applicant formed by such a merger is composed of substantially the same parties as the parties to the original application or applications, the remaining application may be available for consideration on its merits by the Commission at a succeeding regular meeting as promptly as processing and review by the Commission can be completed."

Amendment is effective on publication in Federal Register, probably next week. Only Comr. Hennock dissented. It applies only to cases in which hearing hasn't yet started. It means simply that if an applicant becomes uncontested, through dropout of competition, merger, etc., FCC will hasten to grant it if it's qualified. Presumably, two applicants can merge on a Tuesday, get grant at next day's meeting.

Another important move of Commission, as reported to Senate by Hyde, is the "hearing umbrella." From now on, if contestants in a hearing merge or all but one drop out, remaining applicant is immune to new competition, will be granted if qualified. New policy involves no amendment of rules.

A third technique under consideration is "cut-off date." This would prevent new applicant from jumping on an old one after specified period such as 30-60 days. After that period, old applicant could be granted whenever FCC got to it.

Now it's safer to make such moves as were accomplished in Portland, Ore. and Phoenix this week. Portland's KGW and KOIN, previously hearing competitors for Ch. 6, got together in agreement permitting KGW to purchase 50% of KOIN while dropping own application. Portland Oregonian will sell KGW, which once held CP for TV but dropped it. In Phoenix, KOOL & KOY amended to share Ch. 10, lining them up for grants.

First college to shun football TV "controls" of National Collegiate Athletic Assn. is Harvard, which said flatly this week it won't go along this year with NCAA's 1953 TV program (Vol. 9:18, 20). Although 12 other colleges voted against plan, Harvard is first to refuse to abide by it. School's action prompted student newspaper to speculate that other Ivy League colleges might follow suit. Organized baseball's own tussle with TV continued this week when N.Y. Yankees conducted experimental TV "blackout" of New York area for night game. Although gate attendance was up 5000 over corresponding game last year, even club officials admitted such an experiment is "inconclusive."

Extension of time for FCC to consider CP protests from 15 days to 30 was approved by House May 19, now goes to Senate where quick concurrence is expected. Also passed by House was H.R. 4557, removing requirement for CP for Govt., amateur & mobile stations, and permitting FCC to waive requirement for CP for all other stations if it finds that "the public interest, convenience, or necessity would be served thereby"; and H.R. 4559, making first violations of Communications Act misdemeanor, instead of felony. All 3 measures were requested by FCC.

Personal Notes: Neal McNaughten, NARTB engineering director, joins RCA engineering products dept. June 1 in newly established post of administrator of broadcast market planning section, reporting to gen. sales mgr. A.R. Hopkins; he joined NARTB Jan. 1, 1948, coming from FCC where he had worked for 7 years, last 3 as chief of AM allocations section; his successor at NARTB hasn't been selected. . . E. C. Page, head of Washington consulting engineering firm, and Virginia Erwin, registered engineer and junior partner in his firm, were to be married May 24 in Gadsden, Ala., home of bride's parents; W.W. Watts, RCA Victor v.p., boyhood friend of Mr. Page, will be best man. Mrs. Page will retire from professional life. . . E.J. Staubitz has retired from Blaw-Knox, will handle limited amount of tower consulting work from office at 204 Tennyson Ave., Pittsburgh. . . Mortimer C. Watters, gen. mgr. of WCPO-TV, Cincinnati, named chairman of DuMont Network station advisory committee. . . Frank Cleaver, film writer-producer, named NBC-TV west coast program director, filling vacancy caused by Norman Blackburn. . . Soren M. Munkhof, ex-program director, WOW, Omaha, named mgr. of newly authorized Ch. 13 outlet in Rockford, Ill. (Vol. 8:19), starting plans not yet indicated; he has set up offices at 815 Rockford Trust Bldg. . . . Louis A. Ruppel, ex-CBS v.p., ex-editor of Collier's, has purchased Mill Valley (Cal.) Record, tri-weekly, which he's now operating. . . Tom Ewing, ex-KING, Seattle, named production mgr., new KIMA-TV, Yakima, due on air in July. . . Dorothy Kemble, MBS, elected pres., American Women in Radio & TV. . . Jules Herbuveaux, asst. gen. mgr. of WNBQ & WMAQ, Chicago, gets 1953 award of Chicago Unlimited as "man of achievement in the field of TV". . . James Parks, ex-Searle & Parks Inc., now dissolved, joins KNBH, Los Angeles, as sales mgr. . . Robert M. Hussey, from Young & Rubicam Hollywood office, to N.Y. to supervise TV-radio programs of GE appliances.

Paramount Pictures controls DuMont, FCC reiterated this week in decision on DuMont's petition for reconsideration of original decision holding that control exists (Vol. 9:7,11). Major effect of decision is to limit the companies to total of 5 TV stations between them rather than 5 each. DuMont owns WABD, New York; WTTG, Washington; WDTV, Pittsburgh. Paramount owns KTLA, Los Angeles. Commission gave substantially same reasons as before, holding that Paramount's substantial stockholdings and DuMont's by-laws put Paramount in position to veto any proposed actions of DuMont with which it disagrees. Comrs. Hyde and Sterling dissented as before. DuMont hasn't decided whether it will appeal to courts.

NTSC color field tests are in full swing (see p. 1). There were experiments at Sylvania's Bayside, L. I. laboratories May 5-8, then last week in Chicago with Motorola and Zenith equipment, then this week at Philco in Philadelphia. Next week there will be non-broadcast co-channel lab tests at RCA in Princeton. These are expected to wind up all field tests.

AB-PT president Leonard Goldenson apparently shares dim view of subscription TV taken by RCA's Gen. Sarnoff (See Special Report, Vol. 9:18). In response to question about potential of pay-as-you-see TV at May 19 annual stockholders meeting, he said: "You will not get the women of the family to pay money for staying at home."

WARD-HIT GE, going into 8th week of strike at Syracuse electronics plant and unable to deliver old orders or quote firm delivery dates on new, is reported losing considerable transmitter business to its competitors. Pace of shipments from other major manufacturers to new stations continues at fair rate, and equipment business with established stations is reported substantial.

DuMont shipped no new plants this week, but next week is sending transmitter to KMMT, Austin, Minn. (Ch. 6); in early June will ship to KIVA, Yuma, Ariz. (Ch. 11); mid-June to WMAZ-TV, Macon, Ga. (Ch. 13); latter June to KRBC-TV, Abilene, Tex. (Ch. 9); July 1, KOOK-TV, Billings, Mont. (Ch. 2).

RCA ships 10-kw unit to KEYT, Santa Barbara, Cal. (Ch. 3) week of May 25, when delayed shipments of 2-kw to KRDO-TV, Colorado Springs (Ch. 13) and KTVH, Hutchinson, Kan. (Ch. 12) are also due to go out--and possibly a 10-kw to KYTV, Springfield, Mo. (Ch. 3). Uhf transmitter to WDAK-TV, Columbus, Ga. (Ch. 28) has been delayed to early June, and in lieu thereof RCA shipped one this week to WTVP, Decatur, Ill. (Ch. 17) and week of May 25 is to ship to WCAN-TV, Milwaukee (Ch. 25) and WATR-TV, Waterbury, Conn. (Ch. 53).

* * * *

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

WKJF-TV, Pittsburgh (Ch. 53) has RCA transmitter on hand, but will not make previously reported May debut (Vol. 9:12) because of strike-caused delay in delivery of GE antenna. Antenna has been ordered from another manufacturer and "we should get on the air with a test pattern the latter part of June", reports F. G. Raese, mgr. Rep has not yet been chosen.

WAKR-TV, Akron (Ch. 49), previously reporting spring debut with RCA equipment (Vol. 9:9), reports delay in delivery of tower, promised for latter May. "We do not want to set any definite date for commencement of operations, until we are sure that we can meet it," says S. Bernard Berk, president. Weed will be rep.

WILK-TV, Wilkes-Barre (Ch. 34), originally announced for February, then for April and for June (Vol. 8:43, 9:6,12), is waiting for GE transmitter delivery. Studios have been completed and "transmitter building with related film equipment, switching equipment, etc., is also ready to go," writes managing director Thomas P. Shelburne. Avery-Knodel will be rep.

WPMT, Portland, Me. (Ch. 53) is now building, plans to get on air Aug. 31 with RCA equipment, reports chief owner Frank S. Hoy, who operates WLAM, Lewiston. This week, Hoy appointed George E. Curtis Jr., ex-administrative asst. to Gov. Cross, as station mgr. Everett-McKinney will be rep.

WNOK-TV, Columbia, S.C. (Ch. 67) originally announced for Jan. 1, then moved to February, later to April, then latter May, now "will not commence testing [with DuMont equipment] until sometime in July", reports gen. mgr. H. Moody McElveen Jr. Raymer will be rep.

WCNO-TV, New Orleans, La. (Ch. 32) plans to order DuMont equipment, reports gen. mgr. Stanley Ray, and is "proceeding rather slowly in order not to make any mistakes, and we do not anticipate an 'on the air date' until after the first of the year." Rep not yet chosen.

KFSA-TV, Fort Smith, Ark. (Ch. 22) has changed target to June 20 from previously reported May debut (Vol. 8:50; 9:4,17) because of delays in delivery of GE equipment, reports mgr. Weldon Stamps. Pearson will be rep.

KETX, Tyler, Tex. (Ch. 19) says GE strike hasn't affected shipment of transmitter but is concerned whether tubes will be available from Schenectady. "Unless something unforeseen happens, we will have test patterns in June with commercial by July 15," reports owner Jacob A. Newborn Jr.

WBUF-TV, Buffalo (Ch. 17) has rescheduled target date to July 15 from previously reported June 15 (Vol. 9:11), reports Gary L. Cohen, exec. v.p. Ernest Rety, ex-WXEL and WJBK, has been appointed chief engineer. H-R Television Inc. will be rep.

Network Accounts: Colgate-Palmolive-Peet will sponsor Colgate Comedy Hour again next fall on NBC-TV, Sun. 8-9 p.m., thru Sherman & Marquette, signing for reported \$6,500,000 for 35 programs--up almost \$1,000,000 over cost for last year's 39 programs; summer replacement again this year, starting July 21, will be hour version of The Big Payoff, which also continues on CBS-TV, Mon.-Fri. 3-3:30 p.m. . . American Oil Co. buys new Ed Murrow program Person to Person, starting Oct. 2 on CBS-TV, Fri. 10:30-11 p.m., thru Joseph Katz. . . Hazel Bishop Inc. (cosmetics) buys co-sponsorship with Toni Co. of Your Big Moment, starting May 26 on DuMont, alt. Tue. 8-8:30 p.m., and reportedly will sponsor Candid Camera, starting July 6 on NBC-TV, Mon. 9-9:30 p.m., thru Raymond Spector. . . Admiral to sponsor college-pro All-Star Football Game Aug. 14 on DuMont, Fri. 9:30 p.m. to closing, thru Erwin, Wasey. . . Atlantic Refining Co. & Miller Brewing Co. to co-sponsor 12 New York Giants professional football games, and Atlantic to sponsor 6 Philadelphia Eagles and Pittsburgh Steelers games next fall on DuMont; agency for Atlantic is N.W. Ayer, for Miller it's Mathisson & Assoc. . . Commercial Solvents Corp. (chemicals) buys Red Barber sports program, starting Sept. 12 on CBS-TV, Sat. 6:15-6:30 p.m. or 6:45-7 p.m. thru Fuller &

Smith & Ross. . . Du Pont to move Cavalcade of America, starting Sept. 29, from NBC-TV, alt. Wed. 8:30-9 p.m., to ABC-TV, Tue. 7:30-8 p.m., and may become participating sponsor of Omnibus next fall on CBS-TV, Sun. 5-6:30 p.m., thru BBDO. . . General Mills (Wheaties) to move Lone Ranger, starting June 13, from ABC-TV, Thu. 7:30-8 p.m., to CBS-TV, Sat. afternoon, thru Dancer-Fitzgerald-Sample. . . General Electric to alternate Bing Crosby, Fred Waring & GE Film Theatre next fall on CBS-TV, Sun. 9-9:30 p.m., thru BBDO. . . General Foods (Swans Down flour & Sanka coffee) to sponsor filmed Earn Your Vacation as summer replacement for Our Miss Brooks on CBS-TV, Fri. 9:30-10 p.m., thru Young & Rubicam. . . Gulf Oil Corp. to sponsor live drama series as summer replacement for Life of Riley, starting July 3 on NBC-TV, Fri. 8:30-9 p.m., thru Young & Rubicam. . . Camel reported buying I've Got A Secret next fall on CBS-TV, alt. Thu. 10:30-11 p.m., thru Wm. Esty. . . Westinghouse drops Meet Betty Furness after June 25 on CBS-TV, Thu. 11:15-11:30 a.m., thru McCann-Erickson. . . Sponsorship will be limited to 2 advertisers for Ford Foundation's Junior Omnibus, aimed at outlining future careers for young persons 8-16, starting in September on NBC-TV, Sundays, 3:30-4 p.m.

UNEXPECTED SOFTNESS IN UHF SET SALES: TV set manufacturers are frankly disappointed with the pace of uhf-vhf receiver sales so far. Not that they've been unduly low -- but to date they've fallen far behind set makers' expectations.

Most set makers had anticipated that vhf-uhf combinations would account for at least 50% of their production by this time -- 8 months after first commercial uhf station went on air in Portland. As it is today, the 2-way sets are about 30% of the output of many major manufacturers -- though the mix varies greatly with brand.

"Heavy liquidations" and "plenty of deals" in vhf-uhf receivers are freely predicted before new fall lines appear. Already, on retail level, some dealers are throwing in uhf strips and even continuous tuners at no extra charge over vhf-only.

What's to blame? We talked to a number of set and tuner makers this week, and these are their explanations for the slower-than-expected movement of uhf sets:

(1) Availability of vhf signal in most uhf areas. Of the 34 uhf stations now on air, all but 5 are within 75 mi. of one or more vhf stations, and 24 of them are within 60 mi. of vhf transmitters.

(2) Lack of heavy network programming -- at this stage of the game -- on many of the uhf stations.

(3) Low power and early "bugs" in uhf starters.

(4) Fewer big-city uhf starts than expected. Manufacturers hope for shot in the arm with uhf debuts due soon in Pittsburgh, St. Louis, Kansas City, Buffalo.

(5) Poorly trained servicemen have given uhf bad name in some areas.

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Manufacturers made no mention, of course, of the relatively poor sensitivity of some uhf sets as compared with today's vhf receivers. But they did agree that there's room for improvement and it's being made very rapidly.

Evolution of uhf tuners has already been amazing in the short 8 months since Portland -- through new tubes, better crystals, improved circuitry. One major set and converter maker says the noise level of his tuner is now about 8 db, as compared to 12-15 db in his early "Portland model". And manufacturers generally agree that progress in improving uhf receivers has been far beyond strides made in vhf at the same stage of the game.

Fact that uhf is moving slower than anticipated hasn't soured manufacturers on it -- not in the least. Although they may have been overoptimistic, uhf is still a very important part of their business, and all those we queried said they plan to put much bigger promotional push behind vhf-uhf sets in new fall lines. Sylvania TV-radio gen. mgr. J. K. McDonough goes so far as to predict that within a year all of his company's output may well be all-channel sets.

* * * *

Fall lines will display some new gimmicks in uhf tuning. And virtually every major manufacturer will offer sets that will get all 82 channels -- although many will also continue to plug strips and "matchboxes" as a customer option.

Simplicity of tuning is byword, and manufacturers are constantly seeking ways to make uhf tuning as easy as vhf. Strip tuning accomplishes this objective, but it limits the number of uhf channels which can be tuned. Standard Coil's 82-channel detent-type tuning unit (Vol. 9:9) is one approach to the problem, but there is considerable disagreement in the trade as to whether it's simple enough.

Standard's new tuner is now in pilot production, most set manufacturers have been sampled, and full scale output is slated in about a month. Whether it will be incorporated in any fall TV lines is still unknown.

Continuous tuners will appear in greater numbers than ever, some of them modified in attempt to achieve that much-sought-after simplicity. Mallory is ex-

pected to offer "semi-detent" type continuous tuner, which clicks into place for Ch. 20, 30, 40, 50, 60, 70 & 80, using fine-tuning control for channels in between.

In most new TV set models, vhf & uhf tuners will be combined into one mechanical unit, working from same shafts and knobs. Some set manufacturers used this approach in 1953 models, and most of the others are expected to follow suit.

PARTS MARKET CONTINUES STEADY, RELIABLE: No shouting from rooftops -- but certainly no crying the blues. That pretty well summarizes impression of moderation and quiet optimism about current TV-radio-electronics parts business we took away from 1953 Electronic Parts Show this week in Chicago's Conrad Hilton Hotel after exhaustive rounds of 272 booths & suites and talks with key figures among estimated 10,000 manufacturers and jobbers who came to talk things over and see what's new in the trade.

Sixty-one more exhibitors were present this year than last, with increase made up largely of new companies breaking into TV parts field. Uhf equipment was focal point of emphasis (for story of uhf markets & equipment, see p. 7), though antennas, boosters, rotors, etc. for every reception situation were exhibited.

Lot of looking but very little buying marked show, only newer and smaller companies soliciting business. As one old-line company spokesman put it: "We don't expect to write orders here. Our distributors' sales structure is all set up. We just use the show for exhibition purposes, make contacts, then write orders later."

Nearly everyone we contacted said their civilian business, particularly TV, was good but that there was still room for improvement, which they confidently hoped would be manifested in fall pickup. Though some distributors report money is growing a little tighter, especially among service companies, this is offset by generally healthy condition of distributor inventories.

"The TV-radio parts manufacturer is operating in a steady, reliable market," said Matt Little, president of Quam-Nichols and chairman of RTMA's parts div. "And I believe it's a market which will go up gradually. I'd estimate conservatively that the average parts manufacturer's business should go up by 20% this year over 1952.

"Business is particularly good today when you compare it with last year at this time. Then the parts man had many problems -- materials shortages, uncertainty about controls, Korea. In short, Washington was in our business too much.

"Today we don't have those problems. We can get all the materials we need and use; nickel, tungsten, cobalt, steel -- they're all available. Controls in all forms have gone. And I haven't had to go to Washington for some time.

"Don't get me wrong. Business isn't tremendous. A summer slump is inevitable, as in past years, but I think fall business this year will be better than last. I base that belief on several factors. New TV markets, of course. The second set and replacement markets are definitely here. I have such great confidence in TV's future that I believe 10,000,000 sets will be bought annually by 1955."

Same sort of optimism, but a little less so, came from distributors' spokesman L. B. Calamaras, exec. v.p. of 350-member National Electronic Distributors Assn. Saying current sales of independent parts jobbers are slightly above last year, even better in new TV areas, Calamaras sees \$1 billion volume for parts jobbers by 1956.

"I think the only complaint we distributors have right now is the seasonal fluctuation," Calamaras said. "It was once thought that TV would eliminate the seasonal dips and peaks which parts jobbers had experienced in the radio years, but now it is evident that TV shows the same fluctuations."

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TV manufacturers this week reported business tapering off, as usual at this time of year, with dealers buying only their hand-to-mouth needs; similarly, distributors indicated TV business is "quiescent."

TV set production totaled 134,000 units (10,940 private label) week ended May 15, year's 19th week. This is up from 126,905 preceding week and 133,240 week ended May 1. Increase halted 4 straight weeks of declining production.

Radio production was 285,707 (146,320 private), up from 279,244 week ended May 8. Week's radios: 69,339 home, 47,243 portable, 33,840 clock, 135,285 auto.

Topics & Trends of TV Trade: Recent community antenna developments, reported by Jerrold president Milton Shapp in press conference at Chicago parts show this week:

Williamsport, Pa. system, operated by Jerrold and financed by J. H. Whitney investment organization, now has 1346 subscribers; Fairmont, W. Va. system, also combined Jerrold-Whitney operation, began May 18. And there are other recently-completed systems in Trinidad, Colo.; Ft. Madison, Ia.; Burlington, Montpelier & Springfield, Vt.; Clarksburg, W. Va. Soon to be completed are hookups in Ventnor, N. J.; Charlottesville, Va.; Walla Walla, Wash.; Guelph, Ont., Canada.

Jerrold also introduced new \$250 uhf converter (Model 503HU) for community antenna systems. It's divided into 2 units—a converter-mixer head pre-set to desired uhf channels, mounting at antenna top, and crystal-controlled oscillator unit which may be placed anywhere in building.

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Philco claims its convention in Atlantic City, June 7-10, bringing together all distributors plus some 7500 dealers, will be biggest convention ever held by a single company. Distributors from 10 foreign countries, some 65 in number, will also attend—Canada, England, Italy, Venezuela, Mexico, Cuba, Chile, Colombia, Ecuador, Peru. Philco International pres. Sydney Capell says tremendous interest is being shown in Central and South America in American-made TVs, with their 19 operating and 17 upcoming stations on tap in Latin America. Even the European market is building up, he said, with telecasts expected next year in Spain, and with Switzerland and Holland expected to follow.

Strike threat against RCA Victor disappeared this week when 7200 Camden plant employees voted to accept 6-to-30¢ hourly wage increases. Some 5300 employees at RCA plants in Cincinnati, Los Angeles & Moorestown, N. J. are expected to follow suit. On another labor front, Federal mediation was begun in 7-week strike at GE's 2 electronics plants in Syracuse, while walkout at GE's Scranton tube plant went through 6th week, with no settlement in sight.

Distributor Notes: RCA Victor Distributing Corp. transfers Buffalo gen. mgr. Earl Hart to similar post in Kansas City. . . Southern Equipment Co. (Philco), San Antonio, elects E. E. Edge president; L. A. Fulenwilder Jr. replaces Edge as sales mgr. . . Greber Distributors Inc. (Motorola), Baltimore, announces resignation of v.p. Joseph Greber, who'll form own distributorship in Washington. . . DuMont appoints Yaou Radio Mfg. Co., Tokyo, in further expansion into export market; names Central Distributing Co., Billings, Mont. (Robert Williams, pres.). . . Raytheon names Union Supply Co., Davenport, Ia. . . Crosley Atlanta promotes George H. Brodnax to sales mgr., replacing Foster Davis, resigned. . . Olympic appoints Milmar Inc., Cleveland; Eagle Distributors Inc., Denver; Southwestern Distributors Inc., Kansas City; Russell Distributing Co., St. Petersburg, Fla.; Mid-American Auto Parts, Peoria, Ill. . . Trav-Ler announces resignation of Joseph Rembaum as gen. mgr. of Boston factory branch.

Vice Admiral Carl F. Holden, 58, U.S.N. ret., president of Federal Telecommunications Laboratories Inc. (IT&T), died May 18 in Naval Hospital, St. Albans, Queens, N.Y.

WISCONSIN'S Gov. Kohler applied this week for Milwaukee's non-commercial Ch. 10, fulfilling promise to compete with applicant Milwaukee Board of Vocational & Adult Education (Vol. 9:20) --and thereby posed fundamental problem of whether state or community agency should have priority in applying for educational channels.

Accompanying the application was letter from Kohler declaring that state, not subdivision thereof, should be dominant. Kohler was supported by Wisconsin attorney general Vernon W. Thomson, who wrote FCC that "pendency of application of Milwaukee Board and State of Wisconsin for the same channel is incompatible," opined state's application "takes precedence."

Educational TV leaders admit they've taken no formal position on legal issue involved--mainly because question has never arisen before. Some say privately question differs in each state, depending on powers of State Commissioner of Education.

Gesture of conciliation in Milwaukee came day after Kohler's application, when William F. Rasche, Milwaukee Vocational Board director, wrote Kohler asking his help in obtaining CP for Milwaukee Board. In exchange, Rasche wrote, he would give station to state for incorporation in proposed statewide network when latter is established.

On more harmonious level this week, Dr. Milton Eisenhower, president of Penn State College and outspoken advocate of educational TV (Vol. 8:46), told Pennsylvania Assn. of Broadcasters convention that commercial and educational TV could and should be complementary. He praised NARTB's position of not opposing educational TV (Vol. 9:19), said educational TV will add to total set ownership, "thus paving the way for a highly desirable addition to the commercial audience."

Trade Personals: Donald H. Kunsman elected v.p. of RCA Service Co. in charge of consumer products service div.; Gerald W. Pfister, mgr. of field administration, elected treas. & controller. . . E. C. Buurma resigns as asst. to E. H. Cahill, RCA Service Co. president, to join National Adv. Co., Waukesha, Wis., affiliated with Minnesota Mining & Mfg. Co. . . Robert Baggs resigns as asst. to RCA Victor consumer products v.p. to join RCA distributor in New Orleans; he's succeeded by Louis J. Collins, ex-Capehart-Farnsworth. . . Bruce L. Birchard, ex-Zenith, joins Hoffman Radio as mgr. of patent dept., and Burt Dorris appointed to newly created post of western sales mgr. . . Dr. C. S. Szegho, Rauland research director, named v.p. in charge of research. . . Al Friedman, Olympic Radio sales v.p., elected director. . . Len Cohen, ex-Jewel Radio, named De Wald sales mgr. succeeding Burt Joel, resigned. . . Elmer B. Freeman, ex-Reliance Distributors, Syracuse, named Admiral New England sales mgr., replacing J. R. Hughes, now Capehart Fort Wayne mgr.; John C. McDevitt, ex-Crosley, named Admiral Kansas City mgr., succeeding Charles F. Gill, now Washington mgr.

Rear Adm. Joseph R. Redman (ret.), Western Union v.p. and World War II director of naval communications, elected president, Armed Forces Communications Assn. Vice presidents are AT&T's Vernon B. Bagnall and the communications chiefs of the 3 armed services--Rear Adm. Wm. B. Ammon (Navy), Maj. Gen. George I. Back (Signal Corps), Brig. Gen. Gordon A. Blake (USAF).

Telecasting Notes: Add high cost of TV station operation: Film shipping costs, including railway and air express, average \$174.79 per week on 87 stations responding to survey conducted by NARTB employer-employee relations v.p. Dick Doherty; 23 man-hours per station per week are involved in the in-&-out handling. . . Film shipping charges run so high, especially for small stations, that some are demanding that the distributor either pay the freight or split costs; Billboard notes that KFDA-TV, Amarillo, must pay \$12.96 for New York 2-way expressage, has joined with other stations (WTOP-TV, Washington; WAGA-TV, Atlanta; WJTV, Jackson, Miss.) in seeking to reverse practice of station paying. . . Progress report from ABC: 20 new shows already lined up for fall season, including filmed series with Danny Thomas and Ray Bolger; accent will be on films. . . CBS-Hollywood's Television City (Vol. 9:20) has upped network originations to 16 weekly with 3 each Thu. & Fri.; besides multiple auditions, it's now also network's center for film and kinescope editing. . . Red Skelton going over to CBS-TV under exclusive contract. . . "From the channels to the boards" is transition of The Chess Game, which won acclaim on NBC-TV's Kraft Theatre last February, is now headed for Broadway stage with John Golden producing; author is Robert Howard Lindsay, who's doing stage adaptation with Edmund Rice, writer with J. Walter Thompson Co.

Era of transit FM--once the "white hope" of struggling FM broadcasters--is just about over. Only major operation left is KCMO-FM, Kansas City, now that broadcasts to transit vehicles have been discontinued in recent weeks by 3 major operators--KXOK-FM, St. Louis; WKRC-FM, Cincinnati; WWDC-FM, Washington. Medium was extremely effective, but its proponents give these reasons for its demise: (1) Big operating "nut"--fixed payments to transit company, besides substantial expenses of receiver installation and maintenance. (2) Too few markets to attract heavy national advertising. At peak there were 21 operations. Failure to expand is attributed to years of litigation which deterred potential operators from starting. Transit proponents finally won, after going all the way to Supreme Court--but victory came too late to enable medium to recover momentum. Chances of rebirth in visible future are considered nil. KXOK-FM dropped FM altogether; WKRC-FM plans to duplicate AM schedule; WWDC-FM will continue separate schedule (at extremely low card rate) for substantial home audience and will retain background music service for restaurants, etc. Though transits generated violent protests from small segment of public, operators feel that every major market in country would have had a transit FM system had it not been for depressing effects of long litigation. Ironically, FCC was preparing sooner or later to put official stamp of approval on the service by writing new rules covering it. But, as one ex-transitcaster wrote ruefully this week: "I still don't see why we didn't make millions."

Note to management: We have dossiers on several more top-level TV-radio executives, experienced in networks and stations and willing to go to new posts--some also able to invest in TV properties. We'll supply names to bona fide inquirers, if suggested opportunities seem to fit the right person. Note: Television Digest does not operate an employment agency, is simply offering this service for a selected few persons well known to us who are seeking new connections.

COUNTY-BY-COUNTY ownership of TVs as of May 1, 1953, with total families and percentages of TV homes, are estimated in tabulation by CBS Research contained in 48-p. booklet titled U.S. Television Ownership by Counties, released this week and available on request from Oscar Katz, director of research, CBS, 485 Madison Ave., N.Y.

It's a valuable addition to the TV ownership data heretofore issued only by NBC Research (by coverage areas of NBC-TV affiliates) and by J. Walter Thompson Co. (by U.S. Census Bureau metropolitan market areas). Stations, advertising people and TV set makers and distributors alike will find it useful.

"Until recently," says CBS, "set ownership has been reported primarily on the basis of markets--the markets around individual stations. But now a more detailed and current tally can be made so that TV's coverage can be examined in relation to the marketing areas of advertisers. Thus the set ownership breakdown is designed as a marketing tool. . ."

Foreword of booklet explains how estimates were projected from April 1, 1950 census and Nielsen Coverage Service study of May 1952. Counties are classified as "old" and "new" TV counties--former being those in which TV signals were received from pre-freeze stations, latter from post-freeze stations. In areas where no TV is receivable as yet, counties are bunched together (viz., Montana, 194,000 families, 250 TVs in all counties). There are also state-by-state and geographic area totals.

Ten applications for new stations this week included one from CBS for Ch. 5 in Boston, auguring stiff competition, and first 3 to come from Alaska. Applying for Ch. 2 in both Anchorage and Fairbanks is company including Keith Kiggins, onetime ABC v.p.; seeking Ch. 11 in Anchorage is company headed by A. J. Heibert, mgr. of local KENI. Other 6 were educational applicants--for Ch. 6, Denver; Ch. 5, Gainesville, Fla.; Ch. 26, U of Michigan; Ch. 62, Ohio U, Athens, O.; Ch. 14, Miami U, Oxford, O.; Ch. 10, State of Wisconsin, Milwaukee. [For details about these applications see TV Addenda 16-S herewith; for complete listings of all post-freeze grants, applications, deletions, hearings etc., see TV Factbook No. 16 with Addenda to date.]

Purchase of WBRC-TV with WBRC, Birmingham, Ala. by Storer Broadcasting Co., for \$2,400,000 (Vol. 9:13), was approved this week by FCC. Expected soon, too, is approval of Birmingham News Co.'s purchase, for similar sum, of WAFM-TV with lease on WAPI, also Birmingham (Vol. 9:15, 17). Also due for action, possibly next week, is Westinghouse's acquisition of Philco's WPTZ, Philadelphia, for record \$8,500,000 (Vol. 9:8). Other pending TV transfers: KDYL-TV with KDYL, Salt Lake City, sold to Time Inc. for \$2,100,000 (Vol. 9:14), for which final papers were filed only this week; KONA, Honolulu, to be acquired by Honolulu Advertiser in partnership with J. Elroy McCaw & John D. Keating (Vol. 9:11).

Power increases & channel shifts: KSD-TV, St. Louis, now operating with 100 kw, up from 16 kw; WOC-TV, Davenport, received 25-kw RCA amplifier this week, but hike from 22.9 kw to 100 and shift from Ch. 5 to 6 may take several months because of other extensive construction.

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

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EDITOR'S NOTE: Strike of Washington commercial printers in still on, and we continue to publish under unaccustomed circumstances, utilizing offset process. We'd be interested in your reaction to the new type faces.

DR. BAKER'S STATUS REPORT ON COLOR: Since interest in color TV and confusion about it are certain to mount in intensity in months immediately ahead, we urge you to read and retain in your files the Special Report included herewith. It's the full text, including important last-minute interpolations, of this week's address by Dr. W. R. G. Baker, chairman of National TV System Committee (NTSC), before the National Assn. of Electrical Distributors in Chicago.

In its 2 years of work on compatible color, NTSC has generally chosen to confine its discussions of color to purely technical problems. Dr. Baker's address is first full-scale discussion, in layman's terms, of color status as he sees it. His difference of opinion, with RCA chairman David Sarnoff (see our Special Report of May 2, 1953), over readiness of system for submission to FCC is of particular importance (see below). Also of vital interest are his views on probable cost of color sets, status of tri-color tube development, growth of color networking and local originations, impact on the sale of black-&-white sets, etc.

RCA AND NTSC DISAGREE ON COLOR TIMING: Question of color TV timing became clear-cut controversy this week. At the moment, there's no intimation of any major industry split on the much more important matter of technical standards themselves -- except for Dr. Allen DuMont's feeling that system is still too complex (Vol. 9:19).

But there's 3-4 months difference between estimates of RCA and NTSC chairman Dr. W. R. G. Baker as to when system should be presented to FCC for approval. RCA says "on or about July 1"; Dr. Baker says "October or early November." These few months wouldn't seem like much if it weren't for impatience in Congress (Vol. 9:13). For example, Rep. Wolverton (R-N.J.), chairman of House Commerce Committee, has told us he is looking for action by July 1 (Vol. 9:16).

Most important is what FCC will do, once it has petition before it. FCC, in turn, will be guided considerably by Congressional opinion. Also bearing on the time element is nature of hearing to be held.

There's considerable impetus behind written hearing in lieu of oral presentation such as was employed in last color go-around at FCC. Commission is very satisfied with time saved in conducting end-of-freeze hearing on paper, feels it probably cut out years of delay. Furthermore, commissioners remember last color hearing, how they listened to testimony for almost a year -- while other work was neglected. But freeze was on then, so they didn't have to take time from TV application processing. An oral hearing now would undoubtedly divert Commission from job of expanding growth of TV across the nation -- something no one would like.

Staunch protagonist of written presentation is Arthur Scheiner, chief of rules and standards div., who'll handle case. But even this speeded-up method may take up to 6 months before final decision is rendered.

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Cost of first color sets, their limited initial production rate, the meaning of compatibility -- all are being stressed by more and more TV manufacturers.

Magnavox president Frank Freimann said this week time has come "to correct the false impressions created by the color controversy in Washington," asserted that "sets are at least 2 years away," that they'll be "an extreme luxury" for long time, costing "over \$1000." He also said that pictures will be small at first, that initial color-casts will be limited, that black-&-white sets will continue receiving everything -- black-&-white or color -- in black-&-white, of course.

Zenith's H.C. Bonfig reported that company's experience with experimental tri-color tubes indicates that set with 17-in. color tube, giving about 14-in. picture, will run about 3 times cost of 17-in. black-&-white. He also said color "will be a luxury item for a long time."

Except for date for petitioning FCC, RCA doesn't differ much from others on timing element. Its officials have said that RCA could turn out about 2000 color tubes monthly 9 months after FCC go-ahead, and that sets would run \$800-\$1000. RCA production would be augmented by output of others, of course, but entire industry's output will still be drop in bucket compared with black-&-white tube production.

3 CPs GRANTED, JUNE 2 DEADLINE HERE: Rate of grants from now on will depend largely on mergers, dropouts, etc., because number of uncontested applications has dwindled to mere 40, most of which have various problems to clean up before they can be granted. This week produced only 3 CPs, 2 of them sharing a channel:

Phoenix, KOOL & KOY, Ch. 10, shared; Stamford, Conn., Stamford-Norwalk TV Corp., Ch. 27. President and 42-1/2% owner of Stamford grantee is Prentiss Brown, ex-U.S. Senator from Michigan, now chairman of Detroit Edison and member of Washington law firm. Law partner Wendell Lund owns 42-1/2%; and Vincent Gaughan, who also owns 33-1/3% of WBES-TV, Buffalo, is 15% owner.

Week saw another CP turned in, for WTVS, Gadsden, Ala. (Ch. 21). Grantee Jacob A. Newborn told FCC reasons were: (1) He expects difficulty in covering the mountainous terrain. (2) "Failure of programs and advertising to materialize as expected." Newborn holds CP for KETX, Tyler, Tex. (Ch. 19), 25% of KBMT, Beaumont (Ch. 31). Week's actions bring CP total to 362.

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June 2 arrives next week -- with no fanfare from Commission. That date, you'll recall, marks end of FCC's one-year prohibition on any change in allocation plan. After June 2, Commission will consider any changes proposed. What will happen? A heavy influx of petitions of every kind.

There will be requests for addition of channels, for shifts of channels, for commercialization of reserved channels. There will be demands for higher power & height ceilings, for lower power & height minima, for closer mileage spacings, for greater spacings, for changes in zones, for directional antennas, etc.

Allocation plan is quite solidly fixed, what with 470 stations operating or authorized, but there's still room for changes, and natural attitude of grantees and applicants is: "What can you lose by asking?"

Will FCC get bogged down in welter of conflicting demands? It hopes not, will wait and see. Staff tried several times to sell Commission on plan for handling petitions before they arrive, but got rebuffed. One proposal was a "little allocations hearing" like the big hearing which ended freeze. This would have given parties specific period within which to file proposals, additional time for counter-proposals, after which Commission would turn off spigot and act on all proposals then on file. Commissioners wouldn't buy it, said they want more flexibility.

Staff's fear is that petitions to move channels around may involve current and prospective hearings and pending applications, thus holding up grants. But the Commission felt that it can always act later if new proposals tie things up badly.

One obvious type of petition to come will propose additions of new uhf channels to eliminate hearings in progress or in prospect. Petitions requesting removal of educational channels from reserved status will be fewer than previously expected, because of strong pro-educational feelings in Senate (Vol. 9:16). Another type is that already filed, this week, by KRNR, Roseburg, Ore., asking that Ch. 4 be moved from Medford to Roseburg, noting that no one has applied for it in Medford.

STARTERS IN LINCOLN, FRESNO & FARGO: This week's 3 new starters brought TV's total of on-the-air stations to 181, of which 56 are 1953 vintage. If we take their word for it, there might be as many as 30-odd starters during June alone -- but advance estimates are usually overoptimistic. On basis of equipment deliveries and experience with normal installations, however, we'd guess 20 next month. This week's new ones:

KFOR-TV, Lincoln, Neb. (Ch. 10) turned on juice Monday, May 25, goes commercial on 6-10 p.m. schedule May 31 (ABC-TV), reports mgr. George X. Smith. It's RCA-equipped, city's second (KOLN-TV started Feb. 10 on Ch. 12). Raymer is national rep.

KMJ-TV, Fresno, Cal. (Ch. 24) became state's first uhf, and first uhf with a directional antenna, when it began testing May 26. It goes on NBC-TV June 1. Owned by McClatchy Newspapers (Fresno Bee), it's managed by Wm. S. Sanford. Raymer is rep.

WDAY-TV, Fargo, N. D. (Ch. 6) started testing May 28, takes all networks from June 1. Equipment is RCA, mgr. is Earle Reineke, rep is Free & Peters.

Due very soon now are WFTV, Duluth, Minn. (Ch. 38); WNAO-TV, Raleigh (Ch. 28); WAKR-TV, Akron (Ch. 49); WCSC-TV, Charleston, S.C. (Ch. 5); KCSJ-TV, Pueblo, Colo. (Ch. 5); WGBI-TV, Scranton, Pa. (Ch. 22); WOSH-TV, Oshkosh, Wis. (Ch. 48); KROC-TV, Rochester, Minn. (Ch. 10); WROM-TV, Rome, Ga. (Ch. 9); WTVP, Decatur, Ill. (Ch. 17).

COLOR HELPS BIND WOUNDS OF NBC AFFILIATES: The prospect of color television and the RCA-NBC record of encouraging broadcasters to get into TV, pointed up sharply by an aroused Gen. Sarnoff, carried the field for NBC-TV with its affiliates after meetings and demonstrations in New York and Princeton this week. It will be surprising now if there are many, if any, more defections from the NBC-TV ranks.

Put bluntly, CBS's past record of selling TV short, of discouraging its own affiliates from going into TV, and of promoting an incompatible color system that was ill-starred from the start and opposed by virtually the entire industry -- all this arose to plague it in its efforts to improve its facilities position by "raiding" key NBC stations, particularly in one-vhf-station cities (Vol. 9:20,21).

Not only did Sarnoff get a rising ovation of 10 minutes, following his one hour & 20 minute heart-to-heart, ad-libbed talk with the 76 executives from 57 TV stations attending closed Princeton session Tuesday, but next day he was waited on by a delegation headed by WTMJ-TV's Walter Damm, one of the network's severest critics, bearing a resolution unanimously adopted by the group. It tells its own story:

"Be it resolved: That we, the TV affiliates of the NBC, who today at Princeton had the privilege of reviewing in detail with Gen. Sarnoff the position of RCA and NBC in broadcasting and TV, hereby reaffirm our complete confidence in the NBC and heartily endorse its program as revealed to us by Gen. Sarnoff.

"This confidence is predicated upon the unquestionable leadership displayed by RCA and NBC in radio and TV over the past years and the steadfast belief that Gen. Sarnoff's position with respect to color TV and various other current and future developments in the broadcasting field are fully as sound and unerring as previous decisions and predictions which he has made, including his prophecy of the assured future of TV, pronounced in Atlantic City in 1947.

"The rapid approach of color TV and RCA's tremendous strides in that area in our opinion more than justify our confidence in our future as NBC affiliates, and a careful analysis of the present and projected program and sales plans of NBC leaves us with the conviction that they cannot be successfully assailed by expedient competitive attack or propaganda.

"In this confidence we adjourn our meeting with unanimous approval and endorsement of the RCA-NBC program as outlined to us today." Accompanying Damm were Crosley's Robert Dunville, WDSU's Robert Swezey, WBAP's Harold Hough.

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The intensity of rivalry between CBS & NBC -- the bitterness of competitive feeling as CBS rings the changes on its April leadership in TV as well as radio billings (see p. 12) and sets out to wean away key NBC affiliates -- was reflected in talks by other NBC topkicks. Like Sarnoff, they pulled no punches either in their counter-offensive or in their retorts to CBS claims.

They denied loss of TV program leadership, called loss of top billings a tem-

porary phenomenon. They promised big things ahead, notably in color, and Sarnoff was particularly outspoken in dealing with personalities.

First he recited the history of NBC under presidents Trammell and McConnell, detailing their intra-family problems quite candidly and his own problem in "selling" TV. He wound up this phase by confessing, "If anything has gone wrong, it's my own fault for not paying enough attention to NBC". His only excuse, he said, was that he became so preoccupied with the color fight that he neglected the network.

As reported to us by a particularly hard-boiled broadcaster who was there: "He bared his soul for an hour and a half, and you could hear a pin drop. Afterward, when he asked for questions, only 2 were asked -- one about station equipment for color and the other about ultra-highs. Considering the spirit of the meeting and of the NBC personnel in recent weeks, so far as we're concerned we will make no change and I doubt whether anyone else will either."

Others told us much the same thing, and it looks at this writing like WTAR-TV and WTAR, Norfolk, which switches to CBS Sept. 27, will be the only successful "raid" pulled off by CBS station relations v.p. Herbert Akerberg -- in near future, at least. Even Stromberg-Carlson's president Robert Tait, admitting "we're flirting with CBS," to use his own words, asserted: "Your report had it just right last week when you quoted Bill Fay as saying we're far from in the bag for CBS." The WHAM contracts with NBC expire next Jan. 1, so that decision will be made by July 1, he said.

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Out of unofficial and official reports we got from the meeting, these points emerged most strikingly -- mainly as stated by Sarnoff:

(1) That NBC henceforth will have 2 "working heads" -- Chairman Sarnoff himself and president Frank White. Latter's illness was mostly fatigue from overwork, and it's apparent he went to the Coronation to leave the command field temporarily in the hands of one general. He definitely will return to his post; v.p. John K. West definitely will return to Hollywood; vice chairman Pat Weaver will run new plans for networking commercial color shows to affiliates; Niles Trammell is actively back at an NBC desk under his 5-year advisory retainer.

Heads will not roll -- "but there's no security in the NBC staff for anyone who doesn't come up to par," said Sarnoff.

(2) TV program supremacy, which NBC still claims, will be maintained, will be furthered with a new \$3,500,000 program budget, will be insured by policy of not letting advertisers control. Sarnoff poured scorn on CBS for bidding up talent and advertiser costs by its past program-&-talent raids, notably in radio. Over the long pull, he said, the game of playing into the hands of talent isn't worth the candle. Other NBC executives insisted CBS's current advantages are more apparent than real -- reposing mainly in two program properties, Arthur Godfrey and top-rated "Lucy."

(3) Leadership in TV billings could readily fluctuate, and the CBS-TV spurt in April was called "temporary". NBC-TV is turning on sales drive of own, has signed many big new accounts, will hypo daytime sales (which account for the CBS lead) by instituting new discount structure whereby night-time advertisers who buy 2 or more daytime periods weekly for 52 weeks will get discounts up to maximum of 25%.

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Transcending the foregoing, however, were Sarnoff's promises in the field of color TV. After affiliates had been shown same Princeton demonstrations that had so deeply impressed Congressmen, FCC, patent licensees and newsmen in recent weeks (to say nothing of the CBS hierarchy, who also came to see a few weeks ago) -- then Sarnoff reported his One Year Plan for networking commercial programs in color.

As soon as FCC approves, 2 colorcasts will originate weekly in the Colonial Theater for network transmission. Over the 52 weeks, every NBC advertiser will get the opportunity to stage one or 2 shows in color at no extra cost. That's for purpose of experience, particularly in handling commercials. Meanwhile, the advertiser loses no audience because of the compatibility feature. There will be no color rate card until end of first year, because "we frankly don't know the costs and don't propose to have 3 or 4 different rate cards in one year."

Affiliates can equip themselves to get network color at cost of about \$15,000 for an additional amplifier, a color monitor and the cost of "trimming up transmitter

for 100% efficiency." (That 100% efficiency, incidentally, was explained as reason why colorcasts show up so well in black-&-white on existing receivers.)

Affiliates were offered "color clauses" in their affiliation contracts to assure the service from the start, and 16 signed forthwith -- Crosley's Robert Dunville asking to be first to sign for its stations, followed by David M. Baltimore, WBRE-TV; Norman Gittleson, WJAR-TV; E. R. Vadeboncoeur, WSYR-TV; Willard Wallbridge, WJIM-TV; Alvin Schrott, WJAC-TV; Lawrence Rogers, WSAZ-TV; Edgar Stern, WDSU-TV; Stanley Hubbard, KSTP-TV; P. A. Sugg, WKY-TV; Joseph Bryant, KCBD-TV; Jack Harris, KPRC-TV; Harold Hough, WBAP-TV; Herbert Mayer, KPTV, Portland, Ore.

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As if to underline his scorn of CBS's aspirations, Sarnoff pulled out letter from its chairman William Paley proposing to buy several RCA color cameras; informed they were delayed in production, Sarnoff said Paley asked for temporary loan of NBC equipment. It was also stated that other CBS executives had asked NBC for permission to use RCA's Colonial Theater experimental color setup for its own tests.

An RCA spokesman later said neither CBS nor its affiliates, as equipment customers, will be discriminated against in line with first-come-first-served policy. RCA Victor says orders for 25 networking color installations are already in hand. (WTMJ's Walter Damm, incidentally, was first to ask for complete color transmitting equipment for local programming. That was several months ago when even Sen. Johnson capitulated to the compatible system and it became apparent that new standards will soon be forthcoming to replace FCC-approved CBS system.)

As for uhf, the officially stated NBC policy was: "We will judge any and all stations on the basis of markets and coverage. It makes no difference to us whether our new affiliates are vhf or uhf." Whether this means a hurried-up new uhf station in Norfolk area to replace the seceding vhf WTAR-TV, could not be ascertained, but a spokesman said that "something very unusual is cooking for that area."

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From where we sit, having watched the rivalry develop through the years -- to the great advantage of the American listening and viewing public -- it's apparent the NBC family has been more closely drawn together than in many a year. Emotions played big part in the "divorce hassle" precipitated by Akerberg's outspoken effort to raid affiliates. We heard one major affiliate say, "NBC is now solidified with its affiliates more than it has ever been on God's green earth."

Apparently, the big appeal was color and Sarnoff's assurance that "RCA is resolved that NBC must maintain unquestioned first place in the network field" and that "RCA will stand back of NBC whether it makes or loses money."

Sarnoff ridiculed the idea that "leadership can be claimed for anyone who for a brief moment may have a few higher program ratings or a few extra dollar billings." He scornfully called these "shifting sands" and urged affiliates to think in terms of "long range, solid security, with feet on the ground." He said:

"The foundations of leadership must be based on more solid stuff. To raid an artist, a sponsor or a station may furnish momentary excitement and publicity headlines but these are no achievements, they are only promotions. To create and develop a new art and industry such as broadcasting and TV, to create and develop compatible electronic color leadership [are] the real evidences of leadership."

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From CBS, official silence up to this writing. But its publicity continued to gloat over its upsurge in TV and its extraordinary array of new sponsorships. A representative stated: "Our record speaks for itself. It is based on nothing else than creative management supported by an imaginative and well coordinated staff."

That some radio affiliates of CBS aren't happy about the Akerberg forays, which could result in losing long-standing radio affiliations, was manifest from what they're telling newsmen privately. Most are ambitious to get into TV, some have CPs and others are in competition for CPs. Fact that CBS won't wait for them but is wooing the "older married folk" isn't sitting well with some of CBS's top-hole stations. And on the sidelines is ABC-TV, whose representatives were much in evidence during NBC's New York meetings -- beseeching operators from one and 2-station towns to clear time for commercials they could sell if they could get clearances.

Personal Notes: FCC Comr. John Doerfer left for Wisconsin this weekend, to be gone until mid-June settling affairs and moving family from Madison to newly purchased home in Bethesda, Md., Washington suburb. . . John Reynolds, sales mgr., named mgr. of KHJ-TV, Los Angeles, Howard Wheeler taking over local sales and Tom Bradley joining H-R Television in San Francisco; George Whitney, sales v.p., transferring to N.Y. to work with H-R, new KHJ-TV rep (Blair continuing to handle all Don Lee Radio). . . Thomas Compere has resigned as NBC Chicago attorney, having purchased T. M. Publishers Inc. (manuals) and plans to resume private practice; successor is Walter L. Emerson. . . Neil Murphy promoted to controller, WNBQ & WMAQ, Chicago, succeeding John Wehrheim, transferred to KNBH, Hollywood. . . Arthur C. Nielsen Jr., Administrative v.p., elected exec. v.p., A.C. Nielsen Co. . . John S. Hayes, president of WTOP-TV & WTOP, elected v.p.-director of parent Washington Post Co., which also controls WMBR-TV & WMBR, Jacksonville. . . Glenn D. Gillett, veteran Washington consulting engineer, is retiring from practice as of June 1, will reside in Virginia, may seek place on FCC. . . Glover DeLaney, mgr. of WTHT, Hartford, named gen. mgr. of WHEC, Rochester, and will be managing director of all Gannett stations, succeeding Gunnar Wiig, now v.p. of KQV, Pittsburgh. . . Adrian Samish, who recently joined NBC-TV creative programming group, detailed to supervisor of morning operations. . . Leslie Arries, ex-DuMont, now ABC sports director. . . John W. Kiermaier promoted to administrative sales mgr., NBC film div. . . Richard E. Goebel, ex-KLAS, Las Vegas, and KOOL, Phoenix, named exec. asst. to Harry L. Nace Jr., pres. of KTYL-TV, Mesa-Phoenix. . . Wm. Talbot has resigned as mgr. of KOIL (AM), Omaha, to join KMTV in that city. . . C. Herbert Masse, commercial mgr. of WBZ-TV, Boston, elected president of Radio Executives Club of New England. . . Ernest (Tony) Vaccaro, AP White House correspondent, named Washington representative of AP radio div., succeeding Howard Kaney, now with CBS newsfilms. . . Albert Crews, TV-radio director of the Broadcasting & Film Commission, National Council of Churches of Christ in America, is taking over TV directorship; Ben E. Wilbur, ex-WOL, Washington, named radio director. . . Walter Craig has resigned as TV-radio v.p., Benton & Bowles; Tom McDermott continues as TV director, Paul Roberts as radio director. . . Channing Hadlock, ex-Cunningham & Walsh, named TV-radio account executive of Quality Bakers of America. . . Wm. Ruchti, ex-Newsweek, named associate editor, David Yellin, ex-NBC, film editor of Television Age, new business paper due Aug. 1 to be edited & published by Sol J. Paul, ex-Broadcasting Magazine, at 444 Madison Ave., N. Y. . . Rodney D. Chipp, DuMont engineering dir., voted pres., Technical Societies Council of N. Y.

Two Hawaiian booster requests were turned down by FCC this week with explanation boosters aren't being authorized commercially. One was from technician Henry K. Lindsey, 434 Damon Bldg., Honolulu, asking permission to erect small Ch. 4-13 boosters in valleys of Oahu and on other islands. He said each can be built for \$450-\$900, employing low power, directional antenna and vertically polarized radiation. In his request, he said he'd explore use of "far infra spectrum" if turned down on booster request. Other application was from Katashi Nose, of Lihue, Kauai, proposing "experimental active reflector" to serve Lihue with Ch. 9 or 11.

EDUCATIONAL TV's first programming venture got under way this week when KUHT, Houston (Ch. 8), educators' pioneer station, put on several hours, beginning May 25—and station mgr. John Schwarzwald reported encouraging audience reaction.

Here's sample of first week's programming, on air from 5-9 p.m. daily: 2-1/2 hours of geometry review for high school students preparing to take final examinations; 30-min. of philosophy; 2 hours of public relations instruction; women's shows, newscasts, sports and weather roundups. Some 50 students form station's staff, under professional supervision.

Though station has taken no audience measurement tests so far, Schwarzwald said unsolicited audience reaction has been enthusiastic. Original dramas will be undertaken shortly, he added. Station's formal dedication is June 8, with Comr. Hennock as chief speaker.

Among other educational TV developments this week: (1) Oklahoma Gov. Murray signed legislation authorizing nation's first statewide educational network, to be financed from state-owned oil properties. (2) WBTV, Charlotte, gave \$30,000 to U of North Carolina for proposed educational station at Chapel Hill (Ch. 4). (3) Joint Committee on Educational TV will meet June 3 for periodic stock-taking session. (4) Area-wide council organized to present hour of educational programming 5 days a week on WRGB, Schenectady. (5) National Assn. of Educational Broadcasters will conduct educational TV seminar at U of Wisconsin, Madison, June 21-27. (6) General Federation of Women's Clubs, at Washington convention, endorsed policy of continuing educational channel reservations indefinitely. (7) Metropolitan New York Educational Agencies Committee, headed by Dr. David Henry, exec. vice-chancellor of New York U, holds first meeting in drive for privately-financed educational station in New York.

Assignment of Ch. 4 to Fayetteville, W. Va., allocated by FCC April 1, was rescinded by Commission—first such action involving any channel assigned since issuance of Sixth Report. Allocation was rescinded on grounds that WOAY, Oak Hill, W. Va., which had successfully petitioned Commission for allocation of the channel to Fayetteville, was merely trying to circumvent FCC's rules. In requesting assignment of Ch. 4 to Fayetteville, WOAY had pointed to service needs of Fayetteville area. Then, on April 24, WOAY filed application to use the channel in Oak Hill, less than 15 miles from Fayetteville. WOAY had previously tried to get Ch. 4 assigned to Oak Hill, was turned down because town is less than 15 miles from Beckley, to which channels had been assigned. FCC rules permit WOAY to apply for Beckley channel. Commission also turned down request of Lawrence A. Harvey that Ch. 58 be assigned to Beverly Hills, Cal. He had argued that Beverly Hills was entitled to channel because it is more than 15 miles from Los Angeles transmitters on Mt. Wilson, but FCC said his interpretation of rules is incorrect.

CBS's 6-ft. color projection equipment (Vol. 9:12) will be employed publicly for first time next week during annual meeting of American Medical Assn. in New York. Telecasts of surgical and clinical procedures will be microwaved from New York Hospital-Cornell Medical Center to audiences in Roosevelt Hotel. Receivers employ 7-in. projection tubes, Schmidt optics. Demonstrations will be sponsored by Smith, Kline & French pharmaceutical house.

Telecasting Notes: Coverage of Coronation June 2 shapes up as international air speed race, with NBC-TV (General Motors) and CBS-TV (Willys) competing in what May 25 issue of Time Magazine calls "a Hatfield-McCoy affair, with no favors asked or given." To its fleet of clippers, jets & P-51 racing plane, NBC this week added converted A-26 attack bomber capable of speeds over 300mph, for use on last leg of trip from Goose Bay, Labrador, to Boston, where telecasts will originate. Not to be outdone, CBS has hired Maj. Joe De Bona, Air Force ace, to fly his souped-up F-51 "Thunderbird" from Goose Bay to Boston with first films, proclaiming he may break sound barrier. . . In addition to program schedules previously reported (Vol. 9:19), NBC has moved up Dave Garroway's Today from 7 to 5:30 a.m., plans to show still pictures from newly installed Mufax facsimile machine. ABC-TV, unsponsored, won't enter competition, has hired no private planes, won't put on first telecast until 8 p.m., and DuMont hasn't announced plans. . . With all the to-do, May 20 Variety pooh-poohs TV's performance in advance, declaring early-morning time (5:30 a.m. EDT) and hours consumed in flight rob TV of vital asset, immediacy. . . President Eisenhower is expected to make increasing use of TV--his most effective tool during last year's campaign--to appeal directly to the people to pressure Congress into approving his legislative program. June 3 telecast will use entirely new format, say White House aides, may include cabinet members in informal "panel discussion" program of the type which went over so well be-

fore elections. . . White House broadcast room is now fitted with "sound curtains" to screen out noise of movie cameras, permit newsreels to film President's addresses at same time as they're being telecast. . . NBC film div. moving into syndication of feature films produced since 1950 for first TV runs; operations service mgr. Frank Lepore reports NBC film exchange now handling about 1000 reels weekly for 108 stations. . . Honolulu's Loren Thurston, publisher of Honolulu Advertiser (KGU), who has joined with Elroy McCaw and John Keating in deal to take over now-silent KONA (Vol. 9:11), has had plans drawn by Pereira & Luckman, Los Angeles architects, for 6-floor TV center that may cost \$3,000,000. . . WBAP-TV, Ft. Worth, with biggest film operation in South (staff of 22) shot some 6000 ft. of movies of tornado and flood disasters, its crews traveling 3000 mi. by charter plane, helicopter, auto; films are syndicated to other stations. . . Good program: Backyard Zoo on WBAL-TV, Baltimore, Sun. 3:30-4, with parade of pets looked over by veterinarians giving advice on care and handling; each show has pet-of-week interview and puppy prize. . . WTVR, Richmond, is spending \$500,000 on new tower that will rise 840 ft. above average terrain, 844 ft. above ground, 1049 ft. above sea level. . . H-R Television Inc., along with H-R Representatives Inc., moves to larger quarters in mid-Sept. in building now being completed at 46th & Madison, N. Y.; this week H-R added KHJ-TV, Los Angeles. . . CBS-TV Spot Sales has issued new revised set of information sheets on its represented stations' weekly volume discount plans.

Network Accounts: Number of sponsors dropping network TV is increasing and total number of sponsors is decreasing, according to Magazine Advertising Bureau, which says percentage of cancellations jumped from 14.5% first half of 1951 to 19.8% second half 1951, 27.6% first half 1952 and 36.6% second half 1952; number of advertisers declined from peak of 183 second half 1951 to 160 second half 1952. Same MAB study, however, shows that network TV revenues, in second half 1952, increased 45.7% over second half 1951 and gained 13.2% in first quarter 1953 over same 1952 period, and it's common knowledge that they're still in the rise so far in 1953 (see PIB figures, p. 12). . . Sponsors bought 465 segments of Today on NBC-TV, weekdays 7-9 a.m., in first 5 months of 1953, compared with 211 corresponding period last year, said NBC sales v.p. John K. Herbert to NBC-TV affiliates at May 26 meeting, while the 7-9 a.m. program's gross time billings have tripled and are expected to reach \$3,750,000 during 1953; latest additions are E. R. Squibb & Sons (Lather-Foam & toothbrushes), buying 2 one-min. participations per week for 26 weeks, its first network TV appearance, starting June 1, thru Cunningham & Walsh, and Chase & Sanborn Coffee buying 78 participations, starting in June, thru Compton Adv. . . S.O.S. Co. (cleanser), Benrus Watch Co. & Griffin Mfg. Co. (shoe polish) will continue 10-min. sponsorships of Your Show of Shows on its summer replacement Saturday Night Revue on NBC-TV, Sat. 9-10:30 p.m.; they join Bendix Div. of Avco, which bought 10-min. participation 2 weeks ago (Vol. 9:20). . . Campbell Soup Co. to replace Aldrich Family with Double or Nothing for 5 weeks, starting June 5 on NBC-TV, Fri. 9:30-10 p.m., then starts live drama program July 10, thru Ward Wheelock. . . RCA to sponsor The Goldbergs as summer replacement for Dennis Day Show on NBC-TV, Fri. 9:30-10 p.m.

son. . . Scott Paper Co. reportedly will test big-name musical program June 3 & 17 on NBC-TV for possible alt.-week sponsorship next fall with its regular Scott Music Hall, Wed. 8:30-9 p.m., thru J. Walter Thompson. . . Beltone Hearing Aid Co. buys 4:45-5 p.m. portion of Kate Smith Show one time only, June 2, on NBC-TV, Mon.-Fri. 4-5 p.m., thru Olian & Browner. . . International Cel-lucotton Products Co. (Kleenex) buys alt. Tue. & Thu. 10-10:15 a.m. and alt. Mon. & Wed. 10-10:15 a.m. portions of Arthur Godfrey Time, starting July 7 on CBS-TV, Mon.-Thu. 10-11 a.m., thru Foote, Cone & Belding. . . Converted Rice Inc. buys 15-min. portion of Garry Moore Show, starting next fall on CBS-TV, Mon.-Fri. 1:30-2 p.m., thru Leo Burnett. . . Revlon Products Corp. (cosmetics) reported ready to sponsor undisclosed program, starting in September on CBS-TV, Sat. 10:30-11 p.m., thru Wm. Weintraub. . . Armour & Co. and Bristol-Myers Co. buy alt.-week sponsorship of new Paul Hartman film series, Pride of the Family, starting Oct. 9 on ABC-TV, Fri. 9-9:30 p.m.; agency for Armour is Foote, Cone & Belding, for Bristol-Myers, it's Doherty, Clifford & Shenfield. . . Brown Shoe Co. Inc. (Buster Brown shoes) to sponsor Smilin' Ed McConnell, starting Aug. 22 on ABC-TV, Sat. 10:30-11 a.m., thru Leo Burnett. . . Falstaff Brewing Corp. reportedly signs with Cleveland Indians, Chicago White Sox & Philadelphia Athletics to sponsor their home games for 17 Saturdays on limited ABC-TV network in midwestern and southern cities where there are no major or minor league games being played that day, thru Dancer-Fitzgerald-Sample. . . Vitamin Corp. of America buys Mon. 3:45-3:55 p.m. and Wed. & Fri. 3:30-3:40 p.m. portions of Paul Dixon Show on DuMont, Mon.-Fri. 3-4 p.m., thru Kastor, Farrel, Chesley & Clifford.

DuMont Network announces the signing of

MAKING HASTE slowly, as urged by equipment makers and insistently echoed in these columns, seems to be guiding upcoming new-station enterprisers these days. Most propose to build as rapidly as equipment is obtainable—but they're not hurrying to get on the air merely for haste's sake, taking advantage of lessons learned from others who made speedy but ill-advised starts. Illustrating attitude of these enterprisers is a letter we have from one, who has postponed opening dates a half dozen times:

"No test pattern on-the-air yet but we are testing daily from studio to transmitter on a dummy load, being very cautious and careful to have everything just right and functioning perfectly before putting the signal on the air. We are trying to profit by the haste and waste of others and I am sure it will show up in better performance here."

News about shipments of new transmitters was sparse this week, RCA reporting only one new one—due to go next week to WMTV, Madison, Wis. (Ch. 33). Upcoming WKOW-TV, Madison (Ch. 27) got its RCA transmitter 2 weeks ago, is due on air sometime in June. Delayed from last week but shipped this week were plants to WDAK-TV, Columbus, Ga. (Ch. 28); WCAN-TV, Milwaukee (Ch. 25); WATR-TV, Waterbury, Conn. (Ch. 53).

* * * *

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

KEYT, Santa Barbara, Cal. (Ch. 3), using RCA equipment, has rescheduled target date to July 10-15 from previously reported June 29 (Vol. 9:10), writes Colin M. Selph, pres. & gen. mgr. Regular programming is to start by July 25. Mary Ann Casey has been named program supervisor and Lloyd M. Jones is chief engineer. Hollingbery will be rep.

WGBI-TV, Scranton (Ch. 22) "should go on the air Sunday, June 7," as previously reported (Vol. 9:13), states George D. Coleman, gen. mgr. after visit to GE Syracuse plant to check on delivery of klystron tubes. Blair will be rep.

KFSD-TV, San Diego (Ch. 10) has ordered RCA equipment and plans to begin test patterns in August, with programming scheduled for Sept. 1, reports pres. Thomas E. Sharp. Rep not chosen.

Baseball TV restrictions were approved unanimously May 27 by subcommittee of Senate Commerce Committee, voting on Sen. Johnson's bill (S. 1396) permitting major leagues to ban telecasts of their games in minor league areas (Vol. 9:20). But full committee won't get to vote on it until June 10, at earliest, when next meeting is scheduled. Legality of TV restrictions may indirectly come under purview of Supreme Court when it rules on whether baseball's reserve clause violates anti-trust laws. Question hinges on whether baseball is sport or business and part of Justice Dept.'s argument is that growth of TV-radio coverage of games makes baseball interstate commerce and thus subject to anti-trust laws.

Sarkes Tarzian Inc. enters uhf transmitter manufacturing field with low-cost broadcast equipment package. Bloomington, Ind. company, which makes TV tuners, rectifiers and other electronic equipment and owns WTTV & WTTT (AM), says it plans to "lead the way toward cheaper equipment, without sacrifice of quality and performance." Uhf package is as yet unpriced, but company has put price of "under \$10,000" on microwave relay for studio-transmitter and intercity links

WTVP, Decatur, Ill. (Ch. 17) will make commercial debut on promised date of July 1, reports v.p. Harold Cowgill, ex-Washington radio attorney who will manage station in his home town; it should begin testing by June 15, he says, RCA equipment having been delivered this week. Already sold, he added, are enough local accounts to insure going in black from outset, and nearly all current TV set sales in area are vhf-uhf. Stainless Inc. tower is 550-ft., stands 602 ft. above ground. James C. Wulliman is chief engineer; Paul K. Taff, program director; George W. Clarke Inc., national rep.

KMMT, Austin, Minn. (Ch. 6), with DuMont transmitter to be shipped this week, is proceeding on schedule with construction (Vol. 9:14) "making it possible for test patterns between June 15 and 20", reports mgr. L. L. McCurnin. Don Jones has been named commercial mgr., Tom Steensland, program mgr., and Glen Klein, technical director. Station has set Class A hour rate of \$150 and 20 sec. spot of \$30. Pearson will be rep.

WISE-TV, Asheville, N.C. (Ch. 62) now plans July 1 debut with RCA equipment, instead of previously reported May 30 (Vol. 9:4), writes Harold H. Thoms, who also holds CP for WCOG-TV, Greensboro (Ch. 57) due Aug. 15. He and TV applicants WWNC & WLOS have led fight against installation of community antenna system in Asheville (Vol. 9:19, 20).

KCMC-TV, Texarkana, Tex. (Ch. 6) now plans to start test pattern with GE equipment "very shortly after July 1," says pres. C. E. Palmer. Previously reported target was between June 1 and July 1 (Vol. 9:9). Mr. Palmer is publisher of Texarkana Gazette and News and other Texas and Arkansas newspapers. O. L. Taylor will be rep.

WAZL-TV, Hazleton, Pa. (Ch. 63) will not make original June-August target (Vol. 8:52) because "tests that we are making are holding up our air show until sometime in the fall," says Victor C. Diehm, gen. mgr. RCA equipment is specified. Meeker will be rep.

KANG-TV, Waco, Tex. (Ch. 34) now plans September debut with DuMont equipment, instead of originally reported June 1 target (Vol. 8:52), writes owner Clyde Weatherby. Rep not chosen.

Sylvania is inviting all TV networks and stations to submit candidates for its 1953 awards for "distinguished contributions to creative TV techniques," based on programs between Nov. 1, 1952 and Oct. 31, 1953. Advertisers, agencies, film producers are also invited to submit entries, which should go to secretary, Committee of Judges, 15th floor, 730 Fifth Ave., N. Y.

Millard Faught, consultant engaged by Zenith to make public speeches fostering pay-as-you-look TV, had May 26 Memphis Rotary Club engagement cancelled, got good trade paper publicity play by denouncing WMC-TV's Henry Slavick as being to blame because he is "strongly opposed to subscription TV".

New "Multi-Con" camera introduced by Standard Electronics employs image iconoscope tube made by Philips, rather than vidicon as previously reported (Vol. 9:18).

"TV Advertising and Production Handbook," including chapters by 20 industry specialists edited by Sponsor Magazine's Norman Glenn and Irving Settell, will be off the presses about June 10, published by Thomas Y. Crowell, 485-P, (\$61.

SEASONAL SALES LAG STIRS CALL FOR CHANGES: TV is buyer's market now -- and everyone from manufacturer to dealer had better recognize it and change his business methods accordingly. That warning came from H. C. Bonfig, Zenith v.p., addressing National Assn. of Electrical Distributors Chicago convention this week. His advice:

For manufacturers & distributors: Closer liaison to provide up-to-date inventory details and market-by-market sales trends. "On one hand," he said, "the distributor should not be the dumping ground for the manufacturer. But on the other hand, the distributor must be in tune with the production pulse of the manufacturer."

For dealers: Cut out inefficient, wasteful operations; concentrate on saturating your area with salesmen; work harder on replacement and second sales. "Even some of the dealers who became well-established during the lush days of recent memory are now in serious financial difficulties," said Bonfig, adding "the time is now past when we can wait for the buyer to come in and nudge the salesman."

Bonfig's gloomy evaluation was buttressed this week by continuing reports of traditional summer slump in established markets, along with failure of newer markets to come up to expectations. "TV is dead here," one Denver dealer was quoted in May 27 Retailing Daily; dept. store buyer said competition had become so cut-throat many TV retailers were already forced out of business. In Baltimore, retail TV sales were reported 10-40% below May 1952, with money growing continuously tighter.

Scattered though they were, these reports were merely symptomatic of seasonal downbeat in TV sales. Manufacturers we contacted this week agreed business had gone into its normal decline, which wasn't fully compensated by new markets. Hallicrafters president Wm. Halligan and Motorola exec. v.p. Robert Galvin shared view that new market yield hadn't fully measured up. Admiral's Ross Siragusa thought new market business fair, looked for more emphasis on replacement market in summer and fall.

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Lending statistical force to reports of seasonal decline were RTMA's weekly figures showing TV production of 132,730 units (10,446 private label) week ended May 22, year's 20th week. It was year's second lowest production week, down from 134,000 preceding week, but up from year's low of 126,905 week ended May 8.

Radio production totaled 294,688 (139,530 private), up from 285,707 week before. Week's radios: 77,726 home, 54,783 portables, 34,541 clock, 126,638 auto.

24-in. SET TO BE 'STAR' OF NEW LINES: Most noteworthy feature of the "1954 lines" to be announced by TV set manufacturers, beginning next week, will be debut of 24-in set.

The 24-in. rectangular is this year's big new tube size -- in fact, the only new size on the horizon -- and from our talks with tube and set makers it's apparent that most TV manufacturers will be showing 24-in. sets this summer.

Prices and volume of production for 24-in. models are unknown -- but it is known that just about every tube manufacturer, with the exception of RCA, is either producing 24-in. tubes now or on the verge of beginning mass output. First indication of 24-in. set prices may come next week when Admiral unveils its new line. The volume of output will be determined, of course, by the degree of public acceptance.

This much is known: A good 24-in. set could be made to sell for less than \$500 -- in contrast to the \$650 price tag generally associated with 27-in. consoles.

Prices of the big tubes have come down, and this is expected to stimulate sales. Most tube makers just recently cut price of 27-in. tubes to set manufacturers from \$69.95 to \$59.95, 24-in. from \$49.50 to \$45. Non-aluminized tubes cost less. With 21-in. tube priced at \$30 and under, this brings cost of 24-in. sets about half-way between the popular 21-in. and the luxury 27.

The new 24-in. rectangular tube that's creating all the excitement isn't to be confused with 24-in. round introduced by GE in 1950 (Vol. 6:29) and later made also by DuMont, Rauland and others -- which never caught on because of high price and bulkiness inherent in round picture tube.

While nobody knows how public will react to 24-in. set, there's no doubt in trade that 21-in. will continue to be far and away the most popular size in the new lines. And there's no doubt either that the surprising popularity of the 17-in. tube -- once left for dead -- will fall off very little, if at all.

Question of color is bound to crop up in any discussion of TV trade, and there's strong belief that color publicity will enhance popularity of 17-&-21-in. sets at expense of 24-&-27-in. -- public probably tending to shy away from the higher priced models so long as new technical triumphs are on the horizon.

RCA doesn't make 24-in. tube, but is producing 27-in. metal-cone tube, in which it reports "growing interest" by trade and public. But it makes clear its belief that "the 21-in. will remain the most popular type on the market for some time to come because it fits most living rooms and pocketbooks."

Stromberg-Carlson, whose 1953 line featured 21-in. sets only, definitely will add 24-in. sets, as will Admiral, Motorola and Hallicrafters. Most of the others will either bring them out this summer or add them to lines in fall.

The big 27-in. set, which was disappointment last year to many manufacturers, seems destined to remain in luxury class for some time -- albeit some pickup is expected, and some who never had 27-in. will add it to their lines this year.

* * * *

Picture tube shortages loom next fall, all tube makers agree. "Demand is already running ahead of forecasts," says RCA, and 8 weeks' production has already been lost by GE's big strike-bound Syracuse plant. Demand for aluminized 27, 24 and even 21-in. tubes may prove biggest bottleneck of all. The aluminization process -- which yields brighter pictures and which some set makers regard as a "must" for big-screen sets -- is slow, touchy job for which most tube makers aren't well equipped.

As to prices of new sets, the general opinion in trade is that they'll be "firm to up" -- with any increases at top end of line.

Topics & Trends of TV Trade: Scotching unfounded rumors was a major preoccupation in the industry this week--first being an unequivocal denial, printed with big headline in boldface type in Retailing Daily, which first broke story, that RCA was negotiating to buy Kelvinator div. of Nash-Kelvinator Corp. It even reported that Judson Sayre, ex-Bendix home appliances, would become RCA v.p. in charge of home appliances. "Nothing to it," said RCA Victor operating v.p. Charles Odorizzi. "A completely unfounded rumor," said Kelvinator's C. T. Lawson.

Because Stromberg-Carlson's WHAM-TV & WHAM, both NBC affiliates, are currently "flirting with CBS" (see p. 3), the story got around that the stations would quit RCA's subsidiary networks because of alleged tieups pending between Stromberg and CBS' manufacturing subsidiary CBS-Columbia Inc. But while Stromberg president Robert Tait admitted the broadcasting "flirtation," he flatly denied that any sort of manufacturing merger or special deal involving either receivers or tubes is cooking between his company and CBS.

RCA-Kelvinator rumor had this tenuous foundation: RCA Victor is known to want to add more white goods to round out seasonal lines for its distributors. Stromberg-CBS rumor fed on fact that former has good family of old-line distributors, whereas CBS-Columbia brand TV sets sales haven't cut much ice in the industry yet because it's still trying to build up adequate distribution.

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Jackson Industries, Chicago, now in bankruptcy (Vol. 9:13, 18) won't continue operating, as first requested, and its assets were sold for \$105,000 this week by an auctioneer. Assets excluded equipment claimed by Air Force worth \$176,000 and accounts receivable of \$563,838. Liabilities were listed at \$839,615, including \$337,655 in taxes.

Trade Miscellany: Production of appliances, including TVs, in first quarter was at highest rate in 2 years, up average 20% from last quarter of 1952--refrigerators leading all items with 40% gain, reports Commerce Dept. in May Survey of Current Business. . . CBS-Hytron has purchased 42,000-sq. ft. plant in Lowell, Mass, to turn out transistors, expects to employ 1000. . . Sylvania buying 20-acre tract for picture tube plant at Fullerton, Cal., 30 mi. southeast of Los Angeles; also announces plans for new 416,000-sq. ft. TV set manufacturing plant at Batavia, N.Y., to employ 1200. . . Hospital Coin TV Inc., 521 N. Taylor St., St. Louis, plans to install 50 coin-operated TVs (acquired from Sanabria, Telequip, Majestic, Trad) to test 25¢-an-hour rentals in local hospital. . . Erie Resistor Corp. to construct new 60,000-sq. ft. plant at Holly Springs, Miss., 40 mi. from Memphis.

Merchandising Notes: RCA Victor receiver div. field men, meeting in Atlantic City June 1, get preview of new TV models; also are being told of new 5-tube radios, the Quincy, to sell for \$19.95, and Weldon, \$21.95, as well as new tape recorder in luggage case listing at \$189.95. . . April TV sales in Philadelphia area were 10,915 units vs. 7698 in April 1952, Jan.-April 57,950 vs. 53,689, reports Philadelphia Electrical Assn. . . Stromberg-Carlson June 1 changes policy and follows industry trend in including year's warranty on picture tubes, 90 days on parts and receiving tubes, in suggested list prices of all TV receivers. . . 400 CBS-Columbia 17-in. table models were installed this week in New York's Essex House, through Ira Hirschmann, president of WABF, who leases the sets. . . A 2500-unit apartment TV distribution system, said to be the most extensive to date, will be installed in New York's Peter Cooper Village by Jerrold. . . Big Phillip's chain, Washington, shows assets exceeding \$1,000,000, lists credits of \$873,688 in Chapter XI proceedings filed this week.

Dr. Baker Reports on

Status and Evolution of Color Television

Full Text of Address by Dr. W. R. G. Baker, Chairman of National Television System Committee
Before Convention of National Assn. of Electrical Distributors, Chicago, May 25, 1953

EDITOR'S NOTE: *Dr. Baker, v.p. and gen. mgr. of General Electric's electronics div. and chairman of RTMA's TV Committee, emphasizes that his views are "just one man's considered opinion." However, as chairman of NTSC, the all-industry group of scientists and engineers developing color TV, he is in a particularly good position to comment on the evolution of color. Dr. Baker served as chairman of the original NTSC which in 1940-41 formulated standards for black-&-white TV as it exists today. In this address, he explains the whys and wherefores of color in uncomplicated terms and sticks his neck out with predictions on matters of vital interest to the entire industry: When will color standards be presented to the FCC? When will color sets be produced? How many? At what cost? What are the problems of color telecasting? What will be the impact of color on black-&-white set sales? Since Dr. Baker comments on every important phase of color, we believe the full text of his remarks merits the widest possible distribution.*

I AM HAPPY to have this opportunity to talk to you on the very important subject of color television. Color television has such a major potential impact on the entire industry and there seems to be such a welter of somewhat confusing statements, that an objective statement of the situation may be helpful.

You must understand that these remarks represent just one man's considered opinion. It is based primarily on my work with the NTSC covering a period of two years of fairly exhaustive deliberation and study.

The subject is complex and it is exceedingly difficult to cover it in all aspects. Technically, color television is highly involved. In terms of production, color television receivers offer new and complex problems that will make our black-and-white manufacturing problems look simple in comparison. The problems of marketing at all levels—the factory, the distributor, and the dealer—will be complicated. We inject into the sales picture not only a new and highly technical product but, at the same time, we must handle its introduction in such a way that the true merits of color versus black-and-white are properly understood by the buying public --- particularly in relation to the service the public may expect to get from color and what they would have to pay for it in comparison to a black-and-white receiver.

Before I discuss the direct effects which color television will have on our industry, particularly the distributor and the dealer, I think it essential to cover some of the basic elements in order that we may have an understanding of the problems.

Basic Requirements of a Color System

First, we must understand that color television, like black-and-white or monochrome, must be a system -- that is, that all elements and equipment used in broadcasting and receiving must function together according to a basic set of principles or specifications -- each must be tied in and work with the other.

In order to protect the public investment in receivers and prevent complete chaos in broadcasting, such a system must be legally approved by the Govt. This duty and responsibility has been delegated to the Federal Communications Commission.

In 1950, the FCC approved a field sequential system of color television. The principal objection to this system lay in the fact that it was not compatible to the system under which black-and-white television was operating, which meant that the 8,000,000 black-and-white receivers then in American homes could not receive color broadcasts either in color or black-and-white without extensive alterations and expense to the owner.

The importance of that major shortcoming is evidenced and magnified by the fact that, today, the public has invested over 7 billion dollars in some 25 million black-and-white receivers that would not be able to receive such color broadcasts in black-and-white without such expensive alterations.

Obviously, the solution of the problem lay in the possibility of developing an all electronic system that would be "compatible" -- that is, a system that would make it possible for any and every black-and-white receiver in the home to receive future color broadcasts in black-and-white, without any alteration or expense.

The National Television System Committee

The development of this electronics system was the task undertaken by the National Television System Committee, formed under the auspices of the Radio-Television Manufacturers Association.

It should be appreciated that in the development of the standards for a compatible color system the NTSC had the full and complete cooperation of the companies comprising our industry. The source of an idea was completely disregarded. The only question was -- Is this the best idea? -- Is this the best way to do the job?

This committee was organized and functioned on the basis of the same principles and procedures used by a similar committee in 1940-41 to determine and recommend the monochrome system now in such successful use.

Ninety-one companies in the industry contributed the skill and services of over 200 of its leading scientists and engineers toward the color assignment. One of the first actions of the NTSC was the naming of a five-man Ad Hoc Committee to determine whether a compatible color television system could be evolved within the standard 6-mc band. While RCA in 1950 proposed and demonstrated a compatible system which would operate within the standard band, it was thought desirable to initiate a comprehensive analysis of the entire field to review existing material and thoroughly explore new approaches to the problem.

After considering all the developments to date and the possible new solutions to the problems, the Ad Hoc Committee reported in the affirmative and laid down the framework and philosophy for the proposed system. The system was broken down into its major components and 10 panels of the NTSC were established to undertake the solution of the many and complex problems.

The NTSC has now been in operation the better part of two years. It has produced a number of very significant contributions not only on a system basis, but also in details.

Now, if you will hear with me, I want to get just a little bit technical. First, let us ask the question -- What does the NTSC system of compatible color television do and how does it do it?

Produces Excellent Color and Good Detail

First—it fulfills its primary function, the transmission of excellent pictures in full color to color receivers. The detail of these images is equal to that of monochrome telecasts. In chromatic quality, that is, fidelity of color reproduction, the color television images match or excel color movies.

Second—the NTSC system fulfills the compatibility requirements. It reproduces the program on black-and-white receivers, producing images in monochrome which are virtually indistinguishable from those provided by standard monochrome broadcasts. No modification of the receivers is required; in fact, no adjustments whatever are needed except the normal operation of the front panel controls used in monochrome reception.

Reception by the present-day audience has been checked, for example, by transmissions over Ch. 4 in New York, Ch. 3 in Philadelphia and Ch. 2 in Syracuse. Reports from viewers are overwhelmingly favorable; many report that the color broadcasts, viewed in black-and-white on present-day standard television receivers are superior in pictorial quality to the regular broadcasts. These latter reports are not imagination. The broadcaster's equipment, having been "spruced up" for color programs, actually can do a better job of rendering the shades of the gray in the monochrome picture.

How NTSC Color Television Works

The standard black-and-white television transmitter sends out two signals, one carrying the picture, the other the sound. The picture signal is produced in the television camera which views the scene in full color and transforms it into a representation in shades of gray. In so doing, the camera removes the "color" aspect of the image. In the monochrome television image, it is not possible, for example, to tell whether an object is red or green, nor to tell whether the colors are deep and intense or are displayed in pastel shades. The monochrome system thus omits any reference to the spectral quality of the color itself (known to artists as "hue," or its visual depth of color known as "saturation").

In transmitting a full-color image, then, it is necessary to take into account the missing elements of hue and saturation. In the NTSC system, these are transmitted by a third signal, known as the color carrier, which is fitted into the channel between the picture signal and the sound signal.

The NTSC color system is thus founded on the principle that a color image may be reproduced from two signals, one of which carries a monochrome version of the image in shades of gray, while the second superimposes on the monochrome image the missing hues and saturations. This principle is well suited to compatible operation of monochrome receivers. It is merely necessary so to arrange the transmissions that monochrome receivers respond only to the monochrome signal, ignoring the color signal. Color receivers, on the other hand, are designed to accept and make use of both signals.

Simple as this principle appears, it was a major task to develop a system based on it. The principal problems were two:

(1) How to fit all the information, both monochrome values and hue and saturation values, into the standard television channel without overcrowding, and

(2) How to assure that monochrome receivers would ignore the color information for which they have no use.

If such a distinction were not made, the surplus color information would interfere with the monochrome reproduction and so degrade the image that the system would not be fully compatible.

How the Problems Were Solved

The first problem was solved with the discovery that the monochrome aspect carries the essential pictorial detail of a full-color image. Once the monochrome portion is available in full detail, the hues and saturation can be superimposed in relatively coarse manner, "painted with a broad brush," so to speak. Hence, the color carrier need not occupy as much channel space as the picture carrier, and overcrowding of the channel is avoided.

The second problem was solved by assigning to the color signal carrier frequency a precise numerical value relative to the picture signal carrier frequency. When this exact frequency relationship is

maintained, the monochrome receiver retains its full sensitivity for the picture signal but finds itself virtually blind to the color signal. Mutual interference between the signals is thereby avoided.

In summary, the NTSC system achieves compatible color transmissions by building on the existing monochrome system. No basic changes are required in the existing FCC regulations governing black-and-white broadcasting beyond tightening of tolerances, which has the effect of improving the performance of receivers now in the hands of the public, and making a minor addition to the synchronizing pulse. To these regulations must be added a group of supplementary standards which set up the color signal, specify its frequency, and outline the techniques by which the hue and saturation values are transmitted.

On April 14, 1953, this NTSC system was formally demonstrated by RCA to the Wolverton Committee [of the House of Representatives] and to the industry on April 16, 1953. It was acclaimed as highly successful. It is now undergoing final and extensive field tests preparatory to formal submission to FCC for consideration.

A television transmitter broadcasting a monochrome signal will accommodate the color signal without change. Precautions necessary to insure satisfactory monochrome transmission are, in general, the only precautions necessary to insure proper color transmission, although misadjustment will be more objectionable in the picture when transmitting color.

Transmitters which will take color signals from the network will probably be required to utilize an additional piece of equipment known as a "synchlock" to insure the adequacy of the received synchronizing pulse. This, fortunately, is a rather simple and inexpensive piece of equipment and could be supplied quickly to any station then on the air with black-and-white.

Transmission Via Network Facilities

Signals have been satisfactorily transmitted over the Bell Telephone System's networks. The telephone company's engineers have taken a very active part in the affairs of the NTSC and are thoroughly familiar with the NTSC proposal.

These factors mean that a color program originated at a network key station and put on the network could, for a minor capital investment and at practically no extra operating expense, be taken off the network and rebroadcast by any local station.

Thus, color programs on a national basis could be available a few months after the system is approved. This could be of major importance and advantage in our merchandising problem, as I will point out later in this talk.

It is in the color television studio that the most extensive changes will be required. A three-tube camera initially will be used, although development now intensively underway may result in a single camera tube which, if successful, will materially reduce the bulk and complexity of the color camera.

Providing the necessary studio equipment for hundreds of stations across the country is a very substantial technical and production job. But this need not necessarily preclude the possibility of originating a national color television signal quickly, as I outlined above.

Enough studio gear, much of it now only in prototype stages, is available to equip at least several key network stations. This equipment, however, could be used to put a small percentage of color programs through the networks in parallel with the standard black-and-white programs. And, as I see the situation, that is exactly what we may expect.

From every indication, I predict that actual color transmission in the great majority of television markets across the country is a lot closer than many of you have been led to believe.

And, again, I repeat that I believe this will be good for the industry and particularly to the advantage of the distributor and the retail dealer.

Production of Color Receivers

One of the three important elements of the NTSC color television signal is that it employs the same monochrome signal as used for present-day black-and-white television. This, of course, is the feature of the system which makes it fully compatible. This feature in the NTSC system does simplify to some degree the design of color television receivers. The fact remains, however, that to incorporate in one chassis and in one picture tube the ability to receive either

color programs or black-and-white, at the turn of a switch, is a complex problem in engineering and costly in production.

The first sets must be "good" if color is to be given its proper chance to prove its desirability and win the approval of the public. Nothing could retard color quicker than the advent of "compromise" color receivers that would offer less than the maximum performance. Cost reduction can come later as a logical development, but the first units must be "tops" and that means that they will be expensive in comparison to present black-and-white receivers. Industry estimates indicate they will be at least double the price and may run three times the cost of comparable picture-size monochrome sets.

Actual commercial designs, however, cannot be completely frozen until final specifications have been determined and the system receives final approval by FCC. Much design work, however, can be anticipated, which will materially reduce the time cycle required for final designing, tooling and getting color receivers into production. In spite of this, it may well develop that the receivers will be the bottleneck and that color programs will be on the air months before any reasonable supply of receivers is available.

Picture Tubes are Major Problem

The major remaining problem in color television lies in the picture tube. One industry leader has made the statement "We do not have a picture tube." This is not actually true, but the severity of this problem should not be minimized.

There have been a goodly number of proposals advanced for all electronic tri-color picture tubes, but only one of these has produced fully satisfactory pictures to date. This is not to say that such a condition will endure for long. Various types of tubes are under intensive development in several laboratories, and it is almost inevitable that results will be forthcoming shortly.

All tri-color tubes have in common the requirements that the phosphor surface utilize not a homogeneous deposit, as is the case in monochrome, but three separate phosphors for red, green and blue, deposited as hundreds of thousands of dots or as fine vertical or horizontal stripes. Here the similarity ends and development is progressing in two general directions:

(1) Using a single electron beam with a change in beam direction at the front of the tube to provide color selection. Such approaches are exemplified by the Lawrence tube of Chromatic Laboratories and by the Lafferty tube of General Electric.

Such tubes, in general, are simpler and cheaper than the ones next to be described but depend upon complicated chassis and require greater circuit precision in order to insure color fidelity. Furthermore, the beam bending operation requires an appreciable amount of power at high frequency, which raises the problem of interference radiation.

(2) The second general category of tubes comprises those utilizing three separate electron beams whose possible paths are restricted physically so that the green gun, for instance, can only reproduce green, etc. These tubes are exemplified most familiarly by the one introduced by RCA.

The use of these tubes permits a reduction in chassis and circuit precision and complication, but the tube complexity and cost is increased. The radiation problem, of course, does not exist. Several laboratories are known to be working in this direction.

In summary, then, as regards the picture tube, the industry seems to have two choices:

(a) Build the precision in the tube, thus permitting simpler chassis circuits with the assurance that when a given color is called for, only that color can be reproduced. The radiation problem does not exist.

(b) Build the precision into the chassis. This alternative possibly will result in lower cost tubes. It involves the hazard of radiation and probably puts more of the responsibility for reliable operation into the hands of the customer.

Probable Prices of Color Sets

Let me approach this cost problem in this way. If the three-gun type, such as this RCA tube is used, and if current price estimates of \$150 to \$200 prevail, it is obvious that the picture tube component alone in the receiver might add \$325 to \$350 to the list price. Just adding this difference in picture tube price to the price of an average good quality 21-in. console would bring the total cost to \$750 or more. Further, a color receiver will probably use 45 to 50 receiving

tubes, more than twice that of a black-and-white set. Add the cost of these tubes and necessary circuitry and it becomes evident that a color receiver will have to be priced at \$800 or more. There is no doubt that they will be expensive.

I am presuming in this projection that the color picture size will be equivalent to the 21-in. black-and-white picture. Most demonstrations to date have been shown smaller size pictures. This problem still lies ahead of the tube industry but must be resolved if color is to compete successfully with black-and-white.

Looking forward to picture sizes for color television, it is obvious that sizes must be equal to black-and-white, probably starting with a 21-in. picture and later including 24-in. and 27-in. pictures, if and when these sizes are available in monochrome receivers.

Timetable and Standards

Now just a word about standards: Standards necessary for the establishment of systems such as monochrome and color television are not only a major undertaking but a great responsibility. Such standards once approved form the basis for billions of dollars of investment by the American citizen.

Once established and used, such standards influence the design and operation of equipment for years. Major changes in the standards are nearly impossible and even minor changes, if made, may seriously jeopardize the investment made by the public.

The task of establishing standards is painstaking and laborious. Even though it takes time to do the thorough and complete technical job, under no condition should any commercial consideration be permitted to short circuit the logical and necessary processes to provide every assurance that the standards are correct in every detail.

It will be recalled that, in the early work on monochrome television, it seemed that the urge to commercialize might interfere with sound technological development of standards. Fortunately, this situation was avoided, with the result that today we have a black-and-white system of television, second to none in the world.

I need not remind you that in 1950 the same situation developed, and again fortuitous circumstances corrected the situation.

Now, I understand that in certain circles a feeling is prevalent that the NTSC could complete its work and ask the FCC for a hearing by July 1 or earlier of this year.

Let me say that no one is more anxious to complete the work of the NTSC than I am. On the other hand, final results of NTSC must be sound. To jeopardize the results of over two years work of the NTSC by a premature request for a hearing is not only unsound but extremely hazardous to the industry and the American public.

I must make clear that any timetable I may project depends, of course, on one fundamental -- the official FCC approval of the NTSC color system and when this might come.

NTSC Ready by September

As a starting point, it now appears possible that the NTSC can conclude its technical work by September. We might then allow 45 to 60 days for organization of all data to be presented to the FCC.

If such a schedule is met, we can assume that the NTSC would petition the FCC for a hearing in October or early November. This could mean that the hearing could be scheduled early in 1954 and the NTSC system could be approved by March 1, 1954.

If this should happen, I think I can safely predict that some color programs would be available in key city markets shortly thereafter and that color programs, put on the networks, might actually be available in many local markets certainly by the middle of 1954.

Also, by March 1, 1954, the color tube output could possibly attain a monthly rate of 2000 to 4000 tubes. Assuming that this is accomplished, it may be anticipated that a model or two of color receivers will be included in the fall line of many manufacturers. Available quantities will be limited, but there should be enough receivers available to permit the public generally to see color television in comparison to black-and-white in the fall of 1954.

I mentioned previously that I was convinced that this would be a good thing for the industry. This is an important point of my talk, so let me set forth my reasoning and conclusions in orderly fashion:

(1) I believe that color television will come as an evolution and not a revolution.

(2) Color will prove to be a supplementary service and will not quickly, or perhaps ever, completely replace the monochrome service.

(3) I am confident that the standard black-and-white receiver will

continue to be the backbone of television sales for at least five years into the future.

(4) But there will be a very critical period in sales while the public appraises the value of color against black-and-white -- he comes educated to the true facts of the actual advantages of color television -- the programs that will be available -- just how much color adds to the programs and what they would have to pay over and above the cost of a good black-and-white receiver.

The quicker we can give the public the opportunity to make this side-by-side comparison and appraisal, the shorter will be the period of indecision and hesitancy to buy a black-and-white receiver.

(5) If dealers in all areas are in a position to demonstrate color side-by-side with monochrome and actually show by direct comparison what each service offers, I am sure that a very high percentage of such prospects would reach the conclusion that a black-and-white receiver at its lower cost still represents a good sound investment for the future. This would be particularly true if it is shown that such a receiver will, without adjustment or additional cost, receive the color signal in black-and-white -- complete compatibility.

Such a conclusion might be still more obvious by a price comparison, let us say, between well-performing 21-in. monochrome receivers in the price bracket between \$250 and \$450, as against 17-in. color picture receivers listing between \$750 and \$900.

(6) Therefore, actual demonstration of the relative value and price of monochrome versus color would give the dealer a definitely better chance to sell monochrome than if he attempted to compete with rumor, misunderstanding and public imagination, which would tend to run toward the anticipation of perfection; a general idea that the difference in price would soon be negligible and that it might be smart to withhold purchase of a monochrome set and wait for color.

Let Public Compare Color and Monochrome

For this reason, I believe it would be to the best interests of the industry and its distribution to throw color broadcasts quickly across the nation and make sets available nationally and, as quickly as possible, establish the relation in performance and price of color versus monochrome.

If this is done, the industry would shorten the time period for color television to establish its proper place as a supplementary service, available first to a limited top market, due to price, after which would follow the normal industry evolutionary period of price reduction which will eventually bring color down within the economic levels of the masses.

What happens after this initial period and the rapidity with which color will be accepted by the public will depend on two major factors:

(1) The matter of programs. After all, the "show is the thing." People buy good entertainment. Color alone cannot make a good program out of a poor one. This has been proven in the motion picture industry. It has been 31 years since full color movies have been available, yet, today, monochrome movies are still the backbone of the business. Many black-and-white pictures continue to be the box office hits while many "color" films are among the "flops".

Likewise, I believe that black-and-white programs will prove to be the "bread and butter" of the television industry for many years to come.

There is a serious matter of economics involved. The cost of programming has already reached staggering proportions that represent a real economic problem to television as an advertising medium. Color will add to these costs -- of this, there can be little doubt. How many advertisers will consider that color will add enough "sell" to their programs to justify these extra costs?

Color will add little to the entertainment value of most of the highly popular shows on television today -- the situation comedies; the prize fights and wrestling matches; the newscasts and most of the popular plays. True, some programs, like the variety shows, will be greatly enhanced, but will the viewer pay a high premium in the price of the receiver for this advantage, particularly when he can get all such programs in excellent black-and-white on his present set?

(2) Another factor also is undeniable--that the cost of the complete color receiver will always be higher than a standard monochrome set. It will always require not only a more expensive picture tube but also more receiving tubes and circuitry. I have heard optimistic indications that this difference in price may be as low as 25%. I am inclined to believe that it may be nearer 50%. In any event, even 25% will prove an important economic factor in the mass markets, which leads me to predict that good standard black-and-white re-

ceivers will represent a comparative value that will attract the major portion of the market for many years to come, perhaps for all time.

These are the two main reasons that convince me that color television will not be revolutionary but, rather, go through an evolutionary process until it finds its proper level as a supplementary service.

I have previously mentioned that there are many, many technical problems in terms of broadcast equipment that must be solved and interpreted into complex studio equipment before color can be programmed nationally and locally to equal the facilities now available for monochrome.

These problems will be solved, but time will be required, perhaps years, before local stations across the country can originate color programs and equal the service they are now providing in black-and-white.

Real Growth Expected in 1955

Meantime, where does the industry, and you in particular, stand in the immediate future? Let me sum up the situation quickly, as I see it, and make these predictions:

(1) I am convinced that color television will be a factor in your merchandising in the fall of next year -- 1954.

(2) Limited color programs will be on the air generally on a national basis.

(3) Color receivers will be available, perhaps only on a sample basis--a relatively few to each dealer. The total of color television receivers in 1954 will be a very small percentage (less than 1%) of total television receiver production for the year.

(4) The industry will be in the market with the best black-and-white receivers they have ever built, offering superb performance, ease of operation and prices that will represent outstanding values. I believe that, properly presented and actively promoted, black-and-white receivers will be sold in quantities substantially equal to past volume. But, to repeat a statement I have already made, the public must be properly educated and informed of the relative merits between color and black-and-white -- and made fully familiar with the advantages of complete compatibility, which is made possible by the NTSC color system.

During 1955, the number of hours of color programs will gradually increase. At the same time, perhaps by the fall of 1955, the price of color receivers will come down somewhat in price as the volume of production increases. We will then be entering the real period of evolution, with color gradually bettering its service and lowering its cost to the consumer. The ratio of color sales to black-and-white will increase, but I predict that standard sets will still out-sell color receivers four to one in 1955.

By that time, the industry will be oriented into a pattern where it will be offering the public both types of receivers as a matter of course, and the public will be making its individual choice purely on the basis of what each service offers to it at the price it has to pay. And, I am convinced that under such circumstances and realistic comparison, a high percentage of purchasers will continue to favor the standard black-and-white receiver. Plain economics will dictate this choice for millions of families, particularly when they know that such a receiver will bring them all the programs on the air in excellent black-and-white.

Compatibility Protects Existing Sets

That is the great asset that the NTSC system contributes to future merchandising: every black-and-white set you have ever sold -- every such set you sell this year, next year, or five years from now -- will continue to give its full measure of service for every dollar of cost, without added expense or any degradation of performance.

That, gentlemen, is my considered opinion of what will happen in our future television merchandising. In my opinion, the fine standard, well-performing black-and-white receiver will never be obsolete if the industry, you distributors, and your dealers present the story fairly and permit the public to make its choice.

Some of you may think that I have sold color television short in these remarks. That was not my intention. I believe that color television is one of the greatest technical achievements of our age. It represents outstanding progress and another important contribution of the electronics industry to better our American way of living.

But, in our enthusiasm, let us also remain realistic and objective in our appraisal of the service which I strongly believe monochrome television will continue to provide in the years ahead.

Trade Personals: R. M. Johannesen, president of R. M. Johannesen Electric Co., Greensboro, N. C., elected president of National Assn. of Electrical Distributors, succeeding George F. Hessler, who's retiring soon as Graybar v.p.; Herbert Schiele, pres., Artophone Corp., St. Louis, elected v.p. & chairman of NAED appliance div., succeeding in both capacities Benjamin Gross, pres., Gross Distributors, New York. . . Raymond C. Cosgrove, ex-Crosley exec. v.p. and ex-RTMA president, succeeds William A. Ready as chairman of board of National Co., Cambridge, Mass. . . Kenneth G. Gillespie, v.p. of Jenkins Music Co., president of Kansas City Electric Assn. and a founder of National Assn. of Electrical Distributors, presented certificate of honorary life membership by NAED at Chicago convention. . . J. H. Ruiter Jr., DuMont technical adv. mgr., elected president of Industrial Advertisers Assn. . . Elwood Schafer, ex-v.p., National Union Radio, joins CBS-Hytron to work on tri-color tubes, reporting to engineering v.p. Charles F. Stromeyer. . . Dave Kapp, ex-director of popular artists & repertoire, RCA Victor record dept., named administrative asst. to v.p. Mannie Sacks; he's succeeded by Joe Carlton, ex-Mercury Records v.p. . . Edward L. Nung, ex-Sylvania, joins P. R. Mallory Co. as mgr. of tuner div. . . Eric K. Orne appointed eastern sales mgr., Olympic Radio. . . Joseph H. Moss Jr., ex-DuMont Labs, appointed Hoffman Radio eastern mgr., New York. . . C. S. Castle moved from Chicago to new Webster-Chicago eastern div. office at 26 E. First St., Mt. Vernon, N.Y. . . David J. Whalen promoted to district mgr., GE replacement tube sales, Kansas City.

Violence marked back-to-work movement among white-collar workers at GE's 2 electronics plants in Syracuse this week as 4 strikers and 2 deputy sheriffs were hospitalized in picket-line fights. Seven more pickets were arrested on charges of disorderly conduct as strike went through 8th week, meetings between GE's Dr. W. R. G. Baker and IUE pres. James B. Carey proving fruitless. Other developments on labor front: (1) Sparton TV-radio plant, Jackson, Mich., shut down by spread of walkout of Local 666, United Auto Workers, at parent Sparks-Withington Co. (2) National Union Radio Corp. employes at Rockledge, Pa. voted against joining International Hod Carriers, Building & Common Laborers Union in NLRB election.

Distributor Notes: Roskin Distributors Inc. (Philco), New Haven, appoints Charles Endel sales mgr. . . Raytheon consolidates its distributing subsidiaries, Belmont Distributors Inc. & Raytheon Television & Radio Corp., into Raytheon TV distributor div., 153 W. Huron St., Chicago. . . Zenith New Jersey appoints John R. Mazey adv. mgr. . . DuMont appoints M.D. Snow gen. mgr. of Miami factory branch, replacing Henry Carver, resigned; names Broyles Rubber Oil Co., Greenville, Tenn. (A.C. Broyles, owner). . . Hoffman Radio Sales Corp. of Missouri, Kansas City, names Roy Kamberg, ex-Inland Distributors, as office mgr.

RTMA reorganization committee will meet June 3 in New York offices of Sprague Electric Co. for final discussion of plan to revamp RTMA for expansion of electronic representation (Vol. 9:6, 17) before presenting it to board at annual RTMA convention in Chicago's Palmer House, June 15-18. Forty committee meetings are scheduled at convention, with membership meeting June 18. Banquet honoring GE's Dr. W.R.G. Baker will be held same night.

Financial & Trade Notes: IT&T will absorb its 5 domestic manufacturing subsidiaries this year, in a move designed to make it "the General Motors of the communications field." Chairman Sosthenes Behn outlined plan to stockholders meeting May 27 in big circus tent on grounds of Federal Telephone & Radio Corp., Nutley, N. J. Subject to ratification by stockholders at July 10 meeting in Baltimore, merger would make the subsidiaries divisions of parent company and, according to Behn, would result in 50% higher earnings for parent company. Affected are Capehart-Farnsworth, Coolerator, Federal Telecommunications Labs., Federal Telephone & Radio and Kellogg Switchboard & Supply.

Col. Behn said move would not assure higher dividends immediately, but "does prepare a base for something later on." He reported that about 45% of company's total business is now domestic and 55% foreign, as opposed to pattern of 35% domestic, 65% foreign, in past few years. He said IT&T's manufacturing subsidiaries in U. S. have about \$ 254,000,000 in orders and foreign subsidiaries about \$ 216,000,000. In response to a question, he said "conversations" with RCA and Western Union toward consolidation of their international telegraph facilities "look hopeful, but there's nothing definite yet."

* * * *

Rockhill Productions Inc., TV packager (Space Cadet, Faith for Today, Jet Pilot) has registered with SEC offering of 149,000 shares of 10¢ par common stock, or 25% interest in firm, to be sold at \$ 2 a share thru Mortimer B. Burnside & Co. The \$ 240,000 net it will raise will be used to put Space Cadet on film for TV rentals to add to revenues received from 32-station DuMont Network show now on vacation but returning Aug. 29 with International Shoe Co. as sponsor. Stanley J. Wolf, president, says Rockhill nets about \$ 10,000 a month from royalties from sale of 123 items by 44 manufacturers using name of Tom Corbett, Space Cadet—exceeded only by Hopalong Cassidy.

Dividends: Sylvania, 50¢ payable July 1 to stockholders of record June 15; Stromberg-Carlson, 37-1/2¢ June 30 to holders June 15; Hazeltine, 25¢ June 15 to holders June 1; Sprague Electric, 40¢ June 15 to holders May 29; Clarostat, 10¢ July 10 to holders June 25; Wells-Gardner, 15¢ June 15 to holders June 3; Hoffman, 25¢ June 30 to holders June 15, WJR, The Goodwill Station Inc., 10¢ June 25 to holders June 15.

Magnavox expects record sales of \$ 60,000,000 for fiscal year ending June 30, as against \$ 36,000,000 last year, or earnings of about \$ 3 vs. \$ 1.80. Dividend rate of \$ 1.50 will be kept same. Increase is due to 40% rise in TV & radio shipments and doubled defense output; current defense backlog is about \$ 60,000,000.

Emerson reports net income of \$ 1,768,694 (91¢ a share) for 6 months ended May 2, compared with \$ 548,228 (28¢) same 1952 period.

Brig. Gen. Rex Van Den Corput Jr. chief signal officer of U.S. Army in Europe, transferred to Office of Chief Signal Officer, Washington, to be succeeded in Europe by Brig. Gen. Edwin R. Petzing, head of Signal Corps Engineering Lab, Ft. Monmouth, N.J. Brig. Gen. James S. Willis, personnel & training chief, OCSO, named commander of Signal Corps Supply Agency, Philadelphia; he'll be succeeded by Col. Samuel Collins, 3rd Army signal officer.

Network TV-Radio Billings

April 1953 and January-April 1953

(For March report see *Television Digest*, Vol. 9:17)

FOR FIRST TIME since network TV began, CBS-TV took leadership away from NBC-TV in time billings during April—at same time retaining its network radio leadership. Cumulatively for the first 4 months of this year, however, NBC retains lead, though only slightly.

PIB figures released this week showed CBS-TV April billings \$7,770,181, NBC-TV's \$7,526,760. Both were well up from April 1952—CBS-TV gaining by more than \$2,000,000, NBC-TV by more than \$1,500,000. All 4 networks showed \$17,756,936 in April vs. \$18,461,866 in March and \$15,027,268 in April 1952. First 4 months cumulative was \$69,202,820 vs. \$60,701,556 same 1952 months.

Radio billings also held up well, the 4 networks totaling \$14,158,331 as against \$14,639,656 in March and \$13,948,063 in April 1952. Cumulative radio billings for first 4 months were \$55,336,131, only slightly under the \$56,548,861 for same 1952 months. The detailed PIB figures:

NETWORK TELEVISION

	April 1953	April 1952	Jan.-April 1953	Jan.-April 1952
CBS	\$ 7,770,181	\$ 5,641,831	\$29,184,017	\$21,462,640
NBC	7,526,760	6,946,751	29,844,488	28,339,965
ABC	1,640,597	1,699,760	6,454,967	7,933,740
DuMont	819,398	738,926	3,719,348	2,965,211
Total.....	\$17,756,936	\$15,027,268	\$69,202,820	\$60,701,556

NETWORK RADIO

CBS	\$ 5,350,599	\$ 4,943,400	\$20,702,423	\$20,047,381
NBC	4,196,009	4,078,593	16,612,248	16,614,038
ABC	2,637,364	3,244,146	10,648,193	13,079,310
MBS	1,974,359	1,681,924	7,373,267	6,808,132
Total.....	\$14,158,331	\$13,948,063	\$55,336,131	\$56,548,861

NETWORK TELEVISION—January-April 1953

	ABC	CBS	DuMont	NBC	Total
Jan.	\$1,604,892	\$ 7,052,395*	\$ 982,794	\$ 7,558,448	\$17,198,529*
Feb.	1,481,032	6,621,629*	862,299	6,820,529	15,785,489*
Mar.	1,728,446*	7,739,812*	1,054,857	7,938,751	18,461,866*
Apr.	1,640,597	7,770,181	819,398	7,526,760	17,756,936
Total	\$6,454,967	\$29,184,017	\$3,719,348	\$29,844,488	\$69,202,820

NETWORK RADIO—January-April 1953

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,674,622	\$5,156,404	\$1,786,134	\$4,260,555	\$13,877,715
Feb.	2,538,663	4,670,089	1,638,075	3,813,602*	12,660,429*
Mar.	2,797,544	5,525,331*	1,974,699	4,342,082*	14,639,656*
Apr.	2,637,364	5,350,599	1,974,359	4,196,009	14,158,331
Total	\$10,648,193	\$20,702,423	\$7,373,267	\$16,612,248	\$55,336,131

* Revised as of May 25, 1953.

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

Channel 2 situation in Chicago, after court order permitting temporary operation on Ch. 2 by CBS, Zenith or both (Vol. 9:21): CBS contends it has sole rights to channel, told FCC it can shift from Ch. 4 in about 2 weeks by adapting present transmitting facilities. Zenith told Commission it wants joint operation with CBS, using CBS studios. Since CBS rejected Zenith offer of joint operation, Zenith says Commission should call both in for conference to exhaust possibilities of joint or trustee operation. If agreement isn't obtained, Zenith wants status quo maintained. Zenith says it could be radiating 5-kw ERP on Ch. 2 an hour after FCC approval, 25 kw in 4 days.

Of week's 12 applications, 7 were from educators in pre-June 2 rush: Sacramento, Ch. 6; Savannah, Ch. 9; Champaign-Urbana, Ch. 12; Philadelphia, Ch. 35; Nashville, Ch. 2; San Antonio, Ch. 9; Seattle, Ch. 9. Commercial applications were for Merced, Cal., Ch. 34, by KYOS; Wilmington, Del., Ch. 83, by WILM, owners of which are W. W. Hawkins Jr. and Ewing B. Hawkins, sons of late Scripps-Howard executive; Midland, Tex., Ch. 2, by principals who operate KSWO-TV & KSWO, Lawton, Okla., seeking the channel recently surrendered by KMID-TV (Vol. 9:19); Clarksburg, W. Va., Ch. 22, by group including owners of WVWV, Fairmont, and WETZ, New Martinsville, W. Va.; Mayaguez, P.R., Ch. 5, by WORA, headed by cane grower Alfredo R. de Arellano Jr. There were 7 dismissals this week. [For further details about foregoing applications, see TV Addenda 16-U herewith; for complete listings of all post-freeze grants, new stations, applications, deletions, hearings, etc., see TV Factbook No. 16 with Addenda.]

Power increases & channel shifts: WLWT, Cincinnati, moved from Ch. 4 to 5, increases power shortly; WNBQ, Chicago, hiked from 23.2 kw to 100 kw; WKTU, Utica, jumped from 25 kw to 221.8 kw. RCA reports following transmitter and amplifier shipments this week: WTMJ-TV, Milwaukee, 10-kw driver; WKY-TV, Oklahoma City, 10-kw driver and 25-kw amplifier; WLWT, Cincinnati, 25-kw amplifier; KFEL-TV, Denver, 10-kw driver; WMAR-TV, Baltimore, 10-kw driver; WBAL-TV, Baltimore, 20-kw amplifier. RCA's shipment schedule for next week includes: WTMJ-TV, Milwaukee, 25-kw amplifier; WHIO-TV, Dayton, 10-kw driver; KTBC-TV, Austin, 10-kw driver; WBTV, Charlotte, 25-kw amplifier.

Kansas City Star's WDAF-TV and WDAF were still off air as we went to press May 29—result of week-long strike of 26 AFTRA announcers in dispute over new wage formula. Union rejected 2 pay raise offers, proposed instead plan for additional payments based on number of commercials presented. Station rejected latter plan on grounds it would cause sharp rate increase to advertisers. Federal mediators were called to negotiate settlement of strike, which began May 22, but station managing director H. Dean Fitzer said he'd appeal to courts for arbitration if Federal mediation failed.

Westinghouse's \$8,500,000 purchase of Philco's WPTZ, Philadelphia, biggest station deal in history (Vol. 9:8), was approved by FCC this week, Comr. Walker alone dissenting, favoring request for further information. It's big electric company's second TV outlet (it also owns WBZ-TV, Boston) in quest for limit of 5. Station will be taken over immediately by Westinghouse, with mgr. Ernest Loveman returning to Philco staff and R. V. Tooke promoted to succeed him.

Another break in football TV program of National Collegiate Athletic Assn. came this week when Yale, like Harvard (Vol. 9:21), decided "to pursue an independent course" on TV policy. But also like Harvard, Yale has no plans at present to televise own football games. There's no official word yet from U of Pennsylvania, long-time foe of NCAA's TV "controls," whether it, too, will refuse to adhere to 1953 NCAA program.

Hulbert Taft Jr.'s WKRC-TV, Cincinnati, and WTVN, Columbus, are being linked with James M. Cox's WHIO-TV, Dayton, to form rival Ohio regional network to Crosley's; WKRC-TV's Don Chapin has been detailed as coordinating director to furnish availabilities, etc., and 7-1/2% discount will be given on 2 stations, 10% if all 3 are used.