

## KPTV'S SIGNAL Extends 30-40 Miles—RCA

KPTV (TV) Portland, Ore.'s "primary coverage" will extend about 20 miles, RCA's Engineering Products Dept. noted last week. The department had a team of experienced technical experts at work surveying the Portland operation. KPTV's present power is 16 kw ERP.

This initial report of 20-mile effectiveness was reached after measurements of the station's signal, it was explained. KPTV is the first uhf station to take to the air commercially [B•T, Sept. 29, 22]. RCA's unit, reporting also on "secondary coverage," concluded it "will be provided to between 30 and 40 miles in the north and south directions (east and west directions are limited to 25 miles by mountain ranges)." Primary signal covers all major suburbs and the city's trading area.

Observation of signal quality showed excellent pictures over the area "with the exception of localized (and relatively small) areas which are 'shadowed' by intervening hills," the RCA department said. "A check of local radio and television industry (retailers, wholesalers, service shops, etc.) indicates that uhf has been received with almost unbounded enthusiasm by the great majority," it was claimed. The engineering team spent two weeks after the station's debut measuring signal strength throughout the Portland area.

RCA said, "First optimistic reports, which to many seemed almost too good to believe, are being solidly confirmed. . . ."

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## UHF PROGRESS

BRIG. GEN. David Sarnoff, RCA board chairman, last Tuesday compared the growth of uhf and the opening of KPTV (TV) Portland, Ore., nation's first commercial uhf station, to the Lewis and Clark pioneering explorations of the American Northwest.

In a 15-minute telecast shared with FCC Chairman Paul A. Walker and which was carried by KPTV as the station began regular programming with the first game of the World Series, Gen. Sarnoff praised Herbert Mayer, president of Empire Coil Co. Inc., which installed in Portland the dismantled equipment from the RCA experimental uhf station at Bridgeport, Conn., to be the first uhf commercial station on the air [B•T, Sept. 22].

Speaking from New York, where Sandra Mayer, daughter of Mr. Mayer, presented the RCA board chairman a citation in recognition of RCA's contribution to the development of television, Gen. Sarnoff said:

"In bringing television to Portland, Mr. Herbert Mayer . . . and his associates have acted in the traditional pioneering spirit of the great Northwest.

"As a triumph in radio exploration the opening of the uhf spectrum may well be compared with the historic Lewis and Clark expedition that opened up the Northwest wilderness.

"These ultra high frequencies are of great significance to the future of television. Hundreds of new channels bring additional millions of Americans into range of television programs."

Gen. Sarnoff praised Chairman Walker and his associates on the FCC "for their great interest in bringing the new trails of uhf into service.

"By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic.

"We are happy to have had a part in blazing this trail across the continent and are pleased to have KPTV affiliated with the NBC's television network."

Speaking from Washington, D. C., Chairman Walker greeted KPTV as the "harbinger" of a new era of expansion for American television. He remarked:

"This takes television into a

## Sarnoff, Walker Laud KPTV

★ new frontier of the ether. We can now have upwards of 2,000 stations. Thirteen hundred communities can have their own stations. More communities can have their own television station than now have a daily newspaper of their own.

"In due time other uhf stations will be built all over the nation," Chairman Walker said.

KPTV put the country's first commercial uhf program on the air Sept. 20, but regular programming did not begin until last Tuesday.

## STOLKIN DENIES

### TV Plans for RKO Movies

DESPITE a denial by Ralph E. Stolkin, who headed a syndicate which bought control of RKO Radio Pictures Inc. [B•T, Sept. 29, 22], that the studio plans "at this time" to release a \$20 million backlog of movies to TV, a report persists in Hollywood that RKO films which have outrun their theatrical release value, will be re-edited for video under a deal being negotiated with a major TV network.

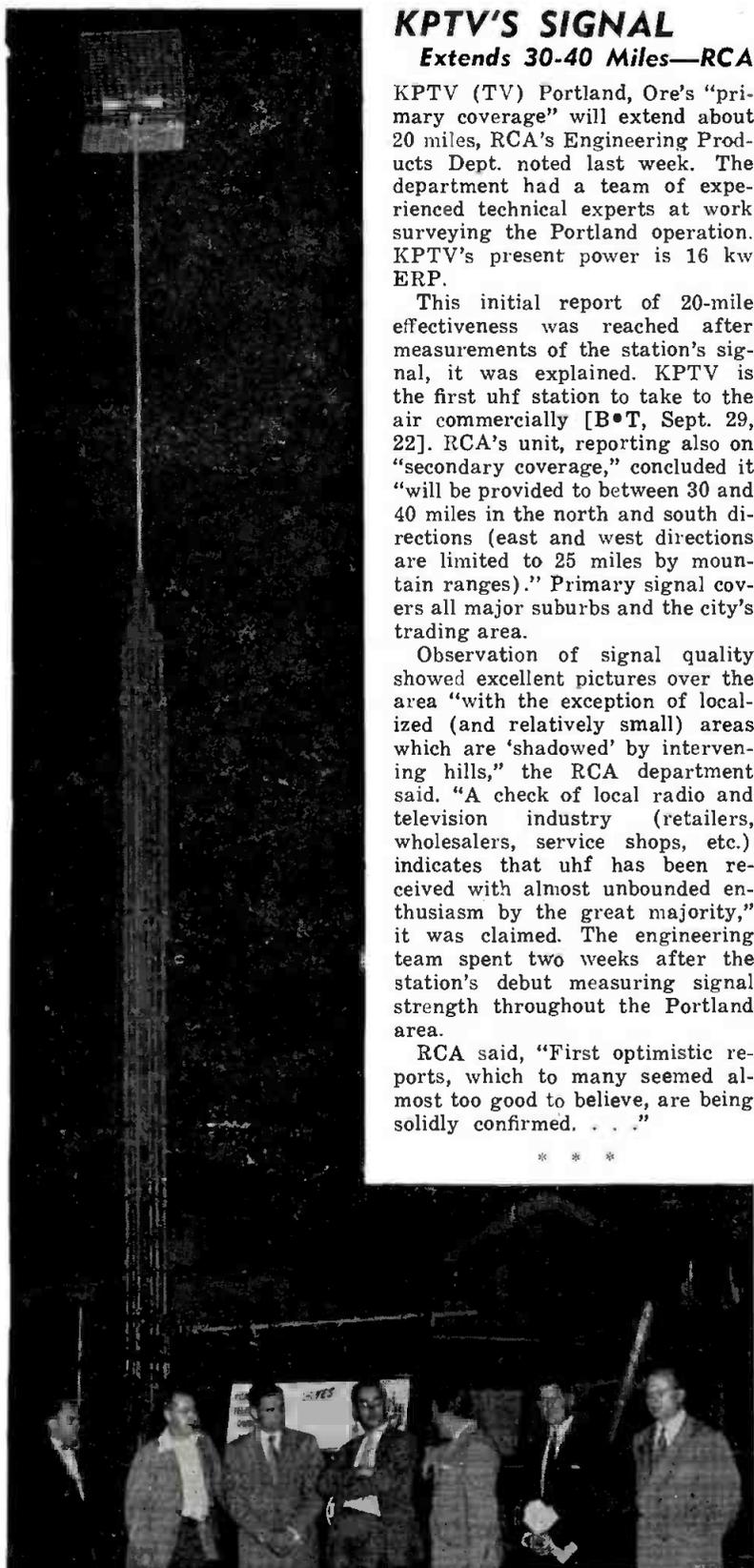
Mr. Stolkin, who was elected firm president last Thursday, declared that "it is only a question of time until the film and TV industries will be cooperating fully." He expressed belief 85 to 90% of TV shows will be on film in the future.

## Educators Hear Plans

FCC CHAIRMAN Paul A. Walker last Thursday told Pennsylvania educators four plans by which they may add more television channels to the four now reserved in that state for non-commercial educational use. Addressing the Annual Education Congress at Harrisburg under auspices of JCET, Chairman Walker said that after June 2, 1953, educators may (1) apply for "drop-in" channels, (2) request a deletion or substitution in other communities, (3) ask reservation of a commercial channel for non-commercial educational use or (4) apply competitively now for a commercial channel and use it either for commercial or non-commercial educational purposes.

## NCS Signs Seven

FIVE agencies and two advertisers subscribed to Nielsen Coverage Service within 10 days after it was made available to them, A. C. Nielsen Co. reported Thursday. The agencies are: Ted Bates Co.; Foote, Cone & Belding; Marschalk & Pratt; Morse International, and Young & Rubicam. Advertisers are Esso Standard Oil Co. and Borden Co.



FIRST TV signals transmitted by KPTV (TV) Portland, Ore., were measured by an RCA Service Co. testing truck when nation's first uhf station took the air last month [B•T, Sept. 29, 22]. Participating in tests are (l to r): Arnold I. Kothe, RCA Service Co. engineering department; Ernest C. Bottomley, TV technician; Bernard C. Chicoine, West Coast district sales coordinator, RCA Victor; J. David Callaghan, RCA Service Co. engineering department; John P. Boksenbom, vice president in charge of service firm's consumer products, who supervised tests; Harold E. Desfors, manager of press division, RCA Victor; Lawrence G. Borgeson, West Coast television service district manager, RCA Service Co. Initial survey, taken during early morning tour of city Sept. 18, showed a sharp, steady signal with resulting excellent coverage, RCA reported. Further reports were more enthusiastic (see story above). Antenna tower at rear of truck can be raised to 70 feet above street level.

## United TV Sales

UNITED Television Programs Inc., Chicago, has sold *Counterpoint*, half-hour filmed series, to WOC-TV Davenport for 26 weeks and *Hollywood Off Beat* to National Bohemian Beer, Baltimore, for 13-week showing on WMAR-TV Baltimore. UTP's film package, *Big Town* has been renewed by the Streitmann Biscuit Co., Cincinnati, for airing on WSAZ-TV Huntington and has been sold to WJIM-TV Lansing and Fall City Brewing Co., Louisville, has renewed *Old American Barn Dance* over WSAZ-TV, all for 26 weeks.