

total adult television audience in Britain was:

	% of adult tv audience
July-Sept. 1954	36.9
July-Sept. 1953	36.9

Latter table shows that there was no change in the extent to which the tv audience (the word is used in the statistics in the meaning of "people living in homes with television sets") used their sets. The general trend in Britain is indicated in statistics on audiences during those hours when all of the radio and tv stations in Britain are on the air. In those hours 54% of the total audience was listening to radio. 46% were before their tv sets. One year ago the figures were 62% for radio and 38% for television.

Tv Set Output in Canada Hits Peak for Nine Months

SALES of tv receivers in Canada almost doubled in the first nine months of 1954 compared to 1953, according to figures released by the Radio-Television Manufacturers Assn. of Canada. Sales in the January-September 1954 period totaled 345,327 sets valued at \$120,379,826, compared to 199,376 sets in the same period in 1953. With stations opening up throughout Canada, sales are booming in markets other than southern Ontario and western Quebec, where tv stations have been for some years. In the three prairie provinces 27,105 sets have been sold this year, in the Vancouver area in British Columbia 35,803 sets, and in the three Atlantic provinces 10,460 sets. In Quebec province sales this year have totaled 123,519 sets, and in Ontario 148,440 sets.

Radio receiver sales in the first nine months of 1954 totaled 284,663 units compared to 412,330 for the corresponding 1953 period.

Elliott-Haynes Ltd. Reports On Canadian Radio Listening

REPORT on summertime radio listening trends in major Canadian markets has been released by Elliott-Haynes Ltd., Toronto. Broken down, the report showed the following percentage of radio homes tuned in during the May-August, 1954 period. Daytime: May, 23.5; June, 21; July, 17.2, and August, 17.5. Evening: May, 30.9; June, 28.4; July, 22.2, and August, 20.8. Elliott-Haynes Ltd. issues these sets-in-use reports three times a year covering the Montreal, Toronto, Winnipeg and Vancouver areas. The report points out that "the index is useful in compiling data on the size of the total possible radio audience in a given district for a specific time period."

CJIC-TV Makes Final Plans

CJIC-TV Sault Ste. Marie, Ont., which expects to be on the air before the end of the year with RCA equipment, has appointed Sam Pitt as manager and Gene Plouffe as commercial manager. The ch. 2 station is building a studio 45 by 28 feet in size, and will also have a screening room. Antenna is a 250-foot self-supporting RCA three bay turnstile, located in the center of the city. Station rates will start at \$150 an hour for Class A time and \$33 for a one minute announcement in Class A time. J. G. Hyland is president and managing director; All-Canada Television, Toronto, is Canadian representative; Weed Television, New York, is U. S. representative.

Station Authorizations, Applications

(As Compiled by B • T)

October 28 through November 3

Includes data on new stations, changes in existing stations, ownership changes, hearing cases, rules & standards changes and routine roundup.

Abbreviations:

CP—construction permit. DA—directional antenna. ERP—effective radiated power. STL—studio-transmitter link, synch. amp.—synchronous amplifier. vhf—very high frequency. uhf—ultra high frequency. ant.—antenna. aur.—aural. vis.—visual. kw—kilowatts. w—watts. mc—

megacycles. D—day. N—night. LS—local sunset. mod.—modification. trans.—transmitter. unl.—unlimited hours. kc—kilocycles. SSA—special service authorization. STA—special temporary authorization. (FCC file and hearing docket numbers given in parentheses.)

FCC Commercial Station Authorizations As of Oct. 31, 1954*

	AM	FM	TV
Licensed (all on air)	2,623	532	122
CPs on air	4	26	†309
CPs not on air	126	10	150
Total on air	2,627	558	431
Total authorized	2,753	568	578
Applications in hearing	137	2	167
New station requests	166	3	17
New station bids in hearing	76	0	151
Facilities change requests	130	14	17
Total applications pending	663	99	159
Licenses deleted in Oct.	1	5	0
CPs deleted in Oct.	0	1	6

* Does not include noncommercial educational fm and tv stations.
† Authorized to operate commercially.

Am and Fm Summary through Nov. 3

	On Air	Licensed	CPs	Appls. Pending	In Hearing
Am	2,628	2,624	134	160	76
Fm	559	533	37	5	0

Television Station Grants and Applications Since April 14, 1952

Grants since July 11, 1952:

	vhf	uhf	Total
Commercial	261	316	577 ¹
Educational	15	18	33

Total Operating Stations in U. S.:

	vhf	uhf	Total
Commercial on air	290	117	407
Noncommercial on air	5	3	8

Applications filed since April 14, 1952:

	New	Amend.	vhf	uhf	Total
Commercial	935	337	725	528	1,254 ²
Educational	55		28	27	55 ³

Total 990 337 753 555 1,307⁴

¹ One hundred-seven CPs (21 vhf, 86 uhf) have been deleted.

² One applicant did not specify channel.

³ Includes 33 already granted.

⁴ Includes 610 already granted.

ACTIONS OF FCC

New Tv Stations . . .

ACTIONS BY FCC

Pasco, Wash.—Cascade Bcstg. Co. (KIMA-TV Yakima) granted uhf ch. 19 (500-506 mc); ERP 10.2 kw visual, 5.1 kw aural; antenna height above average terrain 910 ft., above ground 151 ft. Estimated construction cost \$73,605. first year operating cost \$25,000, revenue \$45,000. Post office address P. O. Box 702, Yakima, Wash. Outlet would be satellite of KIMA-TV Yakima, Wash. Transmitter location S. W. of Richland Badger Mt., Wash. Geographic coordinates 46° 14' 02" N. Lat., 119° 19' 05" W. Long. Transmitter and antenna GE. Legal counsel D. F. Prince, Washington, D. C. Consulting engineer Frank H. McIntosh, Washington, D. C. Principals include A. W. Talbot, owner and principal stockholder Bellingham Shipyards and Bellingham Cold Stor-

age, president (73.5%); Thomas C. Bostic, vice president (16.5%); Frank E. Mitchell, vice president (0.5%); Ralph Sundquist, owner Sundquist Fruit & Cold Storage, director (8%); J. Barry Watkinson, director-engineer (0.5%); M. E. Burrell, director-chief engineer (0.5%); James D. Rolfe, lawyer, secretary (0.5%); Herchel R. Cary, sales manager-director, no stock. Granted Nov. 3.

Bluefield, W. Va.—Daily Telegraph Printing Co. (WHIS), vhf ch. 6 (82-88 mc); ERP 50 kw visual, 28.8 kw aural; antenna height above average terrain 1,220 ft., above ground 185 ft. Estimated construction cost \$226,000, first year operating cost \$120,000, revenue \$120,000. Post office address 623 Commerce St., Bluefield. Studio location Talbott St., Bluefield. Transmitter location 2.3 miles S.E. of Bluefield. Geographic coordinates 37° 15' 21" N. Lat., 81° 10' 55" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer John H. Mullaney, Washington. Principals include Estate of H. I. Shott (29.2%); Vice Pres. Jim H. Shott (23.4%); Hugh I. Shott (23.6%), and Mrs. B. L. Early (0.2%). Granted Oct. 29.

ALLEN KANDER

Negotiator

FOR THE PURCHASE AND SALE OF RADIO AND TELEVISION STATIONS

1701 K St., N. W. • Washington 6, D. C., NA. 8-3233

Lincoln Building • New York 17, N. Y., MU. 7-4242

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