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ABC IN BIG DEAL WITH WALT DISNEY: ABC's climb to stronger competitive status -- it still runs poor third to CBS & NBC (see p. 14) -- should get biggest push to date as result of "partnership" deal with Walt Disney Productions, finalized Sat. April 3. Perhaps even more important, pact breaks down another big barrier between the major movie studios and the TV broadcasting industry.

It came as surprise to other networks, which had also been dickering with Disney, and it didn't even leak out until after AB-PT board on March 29 ratified tentative agreement between ABC div. pres. Robert Kintner and Disney pres. Roy Disney. Agreement reportedly runs into "millions of dollars." These are details:

Contract runs for "great number of years," calls for Disney to produce minimum of 26 hour-long filmed shows annually, using both live action and cartoon techniques. They'll be filmed specially for TV -- in color, though ABC doesn't contemplate televising them in color when series begins next Oct. They will be produced under Walt Disney's personal supervision, reportedly budgeted at \$100,000 each.

"Entirely new concept of TV programming," is how joint ABC-Disney announcement describes format -- based on variety, adventure, romance and comedy. A major food company is said to be interested in sponsorship (rumor centers around General Foods, General Mills, Standard Brands).

ABC also acquires "exclusive rights to all present & future Disney properties for TV." This doesn't mean backlog of theatrical films will automatically be available for TV, but it does mean that whatever Disney decides to release for TV will go to ABC -- and it's entirely likely that excerpts from some old Disney features and shorts will be integrated into programs.

Disney and ABC will be joint proprietors of "Disneyland" amusement park and studios to be built at site yet to be selected, said to be in Anaheim, near Los Angeles. Admission will be charged. Completion is scheduled in 2-3 years.

Deal with Disney would be plum for any network. His techniques and material have long been considered a "natural" for TV -- just as his theatrical films and his character creations have won 21 Academy Awards, including 4 this year. Said Disney: "We are firmly convinced of the compatibility of the 2 fields. [We see a] bright future with motion picture and TV production working hand-in-hand with each other."

Disney firm will continue theatrical film production separate from TV activities, has heaviest movie-making schedule in its history booked for next 5 years.

JOCK WHITNEY PAYS \$4,000,000 FOR KOTV: In the scant 10 weeks since our TV Factbook came off the press, listing some 3 dozen major TV station ownership changes between 1949 & 1953, there have been nearly a dozen more sale deals -- including this week's \$4,000,000 purchase of KOTV, Tulsa (Ch. 6) by J.H. Whitney & Co., big venture capital firm headed by John Hay Whitney. Deal was first hinted in our Vol. 10:11.

Jock Whitney is a brother-in-law of CBS chairman Bill Paley. Significance

of this, aside from fact KOTV is a CBS-TV basic affiliate, is merely that Paley may have told him the station was worth the price. CBS itself last year paid a record \$6,000,000 to acquire a Chicago outlet, is known to have shopped for still more, is currently party to intensely competitive applications for Boston and St. Louis.

The sellers are Helen Maria Alvarez (50%), who founded the station in 1949; Jack Wrather, Oklahoma oil heir now residing in Beverly Hills, Cal. (25%); and his mother Mrs. Mazie Wrather (25%). Just about 2 years ago, they combined to buy oilman George Cameron's control and the then Alvarez minority for \$2,500,000 (Vol. 8:9).

Terms of the deal, handled by broker Howard Stark, weren't disclosed -- but it isn't all cash. Mrs. Alvarez and Wrather remain on board of newly formed Osage Broadcasting Corp., along with Whitney partners C. Wrede Petersmeyer, William H. Jackson, Robert F. Ryan. Whitney firm was formed to finance development of growth industries and is identified with such companies as Spencer Chemical, Minute Maid, Great Northern Paper, Morton Packing and others in the power tool, home equipment, oil and natural gas fields, has for several years been interested in various local community antenna projects along with Jerrold Electronics.

Whitney firm's motives in acquiring first of what's expected eventually to be a string of stations was stated thus, in April 1 release: "TV is one of the dynamic postwar growth industries. We feel that TV broadcasting offers an exceptional opportunity to serve the public interest. We are pleased that our first investment of this type is in the progressive city of Tulsa...an exceptionally attractive TV market because of its high economic level and growth prospects."

[For report on other TV station sale deals so far this year, see p. 13.]

2 MORE STATIONS IN TROUBLE, SUSPEND: No new starters reported this week, though a few more are imminent -- but 2 uhf outlets went off the air while their owners try to raise enough money to resume operation.

Closing down but retaining CPs were WACH, Newport News, Va. (Ch. 33) and KETX, Tyler, Tex. (Ch. 19), the 9th & 10th post-freeze stations to quit or suspend. Seven uhf and 3 vhf have left the air to date, though one has resumed and others plan to come back (for list see Vol. 10:11-12).

Two other uhf grantees not yet on air dropped CPs this week (see p. 3), for total of 51 uhf & 11 vhf grants relinquished since freeze-end.

Troubles of this week's "mortalities" apparently stemmed from management and financial difficulties, not primarily from fact they're uhf. Others also are known to be in trouble but trying to keep going until after Senate uhf probe of April 27-29 (Vol. 10:11,13), hoping it may offer a formula to help through "conversion" period.

Another uhf this week cut out all local programming, dismissed all personnel connected with local telecasts, stated it will carry film & network shows only. It's WKLO-TV, Louisville (Ch. 21), which competes with 2 pre-freeze vhf. Said Joe Eaton, pres.: "It is necessary that all possible economies be made in order to continue operations until the situation facing uhf stations in most cities improves."

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The 2 latest shutdowns leave room for speculation that vhf in similar situations might have had tough sledding, too. WACH was 4th station (3rd uhf) in Norfolk-Portsmouth area -- a low-budget operation with no network, virtually no sales force, no live programming. It started last Oct., tried various film formats, finally ending up with "continuous performances" that repeated same feature films 3 times each evening. It went off air March 26 after staff had been cut to 3 on-duty.

Its plight raises question whether Norfolk market, with 176,000 homes, could profitably support even 4 vhf at present time. There's parallel in Omaha-Lincoln area, with 153,000 households, which apparently couldn't support 4 vhf -- forcing the 2 in Lincoln to go on the block in distress (see p. 13 and Vol. 9:30 & 10:9,11). Nevertheless, principal WACH owner John Doley is seeking new financing, has asked FCC to change his AM's call letters from WHYU to WACH and his TV to WACH-TV.

Norfolk is home of successful uhf WVEC-TV, which got NBC affiliation when pre-freeze WTAR-TV switched to CBS. City's other station, WTOV-TV (Ch. 27), this week petitioned FCC to add Ch. 13 in nearby Princess Anne. It carries some ABC & DuMont

programs, but reportedly has curtailed operations somewhat recently. Fifth channel allocated to area, No. 10, is now tied up in FCC hearing.

Exactly what happened in Tyler, Tex. is still somewhat obscure. Insufficient finances and quarrel between ownership and management seem to underline troubles of KETX, which started last Aug. as only TV outlet in county with 21,500 households. Except for local community antenna service, it had virtually no competition -- nearest vhf being in Dallas, 92-mi. away. New vhf is due in Tyler this summer but all sets there are equipped for uhf. Even community antenna carried programs from KETX.

It went off air March 25 after owner Jacob Newborn wired FCC for permission to shut down because of "labor dispute". Next day, another wire reported shutdown because some equipment had been "damaged beyond repair" during Xmas eve cold wave.

KETX phone has been disconnected, most employes gone. They had been given an option to buy station Feb. 5 but failed to raise funds. Finally reached by phone, Newborn said he intends to take over management and put station back on air -- but at press time it was still silent and reportedly heavily in debt.

WFAA-TV & KRLD-TV PROPOSE UNUSUAL TOWER: Out of the Southwest comes another tall tower proposal -- a unique 1521-ft. "candelabra" with the antennas of KRLD-TV & WFAA-TV, Dallas, 75-ft. apart on platform at top of structure.

Tower has been cleared in all respects -- airspace committee, zoning, etc. -- awaits only FCC approval which, presumably, may be expected soon. It's estimated that completion of construction would take about a year.

Structure would be second tallest TV antenna extant -- exceeded only by the 1572-ft. tower being fabricated for KWTV, Oklahoma City (Vol. 9:32). KWTV is also providing place on tower for educational grantee KETA (Ch. 13).

WFAA-TV once proposed a fantastic 1747-ft. tower (Vol. 8:45) which was finally rejected by CAA (Vol. 9:32) because of proximity to new Amon Carter airport.

Tower is designed by Ideco engineers, as is KWTV's. It's a guyed structure with triangular cross-section, would have an elevator. According to the engineers, unusual candelabra arrangement of the 2 antennas is actually more stable than a vertical setup of the two. Tower would have a triangular platform at top, with the two antennas at two of the corners. A third antenna could be accommodated; in fact, the absence of a third makes it necessary for a weight to counter-balance the other two. Ft. Worth's WBAP-TV was invited to join, declined.

Site is one mi. west of Cedar Hill, 16½ mi. southwest of center of Dallas, 25 mi. from Ft. Worth. Guy wires require 80 acres of land.

Cost is estimated at \$1,151,000 -- major components of which are \$686,000 for tower, \$150,000 land, \$150,000 transmission lines, \$100,000 antennas.

Both stations would operate with maximum power -- KRLD-TV with 100 kw on Ch. 4, WFAA-TV with 316 kw on Ch. 8.

To comply with air safety requirements, 3 special provisions have to be met: installation of radar reflectors; broadcast of a radio signal on govt. frequency; placement of markers locating the guy wires. Consulting engineers on the project are Earl Cullum for WFAA-TV and Craven, Lohnes & Culver for KRLD-TV.

ONE CP ISSUED, 2 RETURNED TO COMMISSION: Rate of new grants by FCC has been slow for some time, is likely to stay that way indefinitely. This week produced merely one, plus one initial decision. CP was for Wichita, KAKE, Ch. 10; initial decision looks toward Ch. 2 grant to WGUY, Bangor, Me. Grants surrendered were KAGR-TV, Yuba City, Cal. Ch. 52, and KPIC, Salem, Ore. Ch. 24.

In its desire to aid uhf, the FCC this week proposed a change in its network affiliation rules regarding "territorial exclusivity." However, net effect of the change, if finally adopted, would mean little to average station, uhf or vhf.

What FCC proposes is a change which would prevent any station from signing agreement with a network to stop the network from supplying programs to a second station in the same community (or in community within 15 miles).

Actually, only NBC-TV has such contracts and, more important, if a sponsor doesn't want the second station to get his program the station doesn't get it, re-

ardless of agreements -- and only in very rare instances does sponsor want two stations in same area to carry his program. Comments may be filed until May 3.

Famous Spartanburg site-move case is over (Vol. 10:11). WSPA-TV (formerly WORD-TV), Spartanburg (Ch. 7), had obtained permission from FCC to operate temporarily at Paris Mt., nearer Greenville and Anderson than Spartanburg.

Uhf grantees in area protested to FCC and lost even though Sen. Johnson championed their cause. But WAIM-TV, Anderson, and WGVL, Greenville, wouldn't give up; they appealed to courts, this week obtained ruling which, in effect, won case for them. Court issued a stay order preventing WSPA-TV from starting at Paris Mt. pending hearing on merits of whole case.

WSPA-TV then conceded fight was over by telling FCC it would build at original Hogback Mt. site. The stay order, it said, frustrated whole purpose of temporary site -- fast service to area -- because of inherent legal delays.

FCC set April 30 for start of CBS-Zenith hearing on Ch. 2, Chicago, turning down Zenith's argument that it really should be competing with original licensee Balaban & Katz Corp. rather than with CBS, now operating WBBM-TV on the channel.

Other hearings scheduled to start April 30: Odessa, Tex., Ch. 7; Minneapolis, Ch. 9; Pittsburgh, Ch. 11; Klamath Falls, Ore., Ch. 2; Hatfield, Ind., Ch. 9.

COLOR STATUS--PRICE, PROGRAMS, PICTURE SIZE: Color symposium for set manufacturers, conducted by RCA in Bloomington last week (Vol. 10:13), appears to have impressed set makers with RCA's intentions about color -- but if any manufacturers have been stimulated into speeding up their color plans they aren't saying so yet.

Principal immediate effect has been to force Westinghouse to bring price of its set down from \$1295 to \$1110 -- near RCA's \$1000 figure for its initial 15-in. set, which is now moving out to the market -- and to bring GE announcement that price of its set is \$1000, with service policies same as RCA's (Vol. 10:13). GE says it has shipped to 15 distributors.

Situation is so turbulent technically, in the opinion of many manufacturers, that they can't afford to freeze designs and produce the 15-in. receivers now being built. One exasperated manufacturer expressed it this way: "There's an invention every 5 minutes. Not only our own, but others too."

Planning to produce about 10,000 sets this year (half 15-in., half 19-in.), RCA has committed itself to a "\$10,000,000 gamble" on being first with the most whenever market "breaks".

Regarding new inventions, Philco remains mum about picture tube it's supposed to have developed, confirming and denying nothing. Pres. Wm. Balderston, speaking before Newcomen Society in Philadelphia March 30, had only this to say:

"The real bottleneck in this whole situation is the color picture tube... What is needed is a vastly simplified color tube [and] I am utterly confident that a simplified color tube, adaptable to mass production techniques, will be developed by electronic science in the foreseeable future."

It will be 2-3 years, Mr. Balderston said, "before anything approaching mass production can be achieved."

CBS pres. Frank Stanton, after long silence about color, gave his evaluation in talk to Investment Bankers Assn. in Chicago March 31. He said that CBS-Hytron will have "large numbers" of 19-in. color tubes commercially available in second half of this year; that new Kalamazoo plant nearing completion will double company's tube production capacity. He called tube "CBS-Colortron 205," meaning 205 sq. in.

More and better large color tubes, Mr. Stanton said, "will get the production of color sets off dead center and initiate the process of consumer acceptance and cost reduction that will rapidly lead toward mass output."

Of future of color, he had little doubt, saying: "This field will certainly be very large. The qualitative superiority of color programming is such that just about every TV family will want to have a color TV set. This means that in the course of the next 7 or 8 years something like 30 to 40 million color sets may be sold at prices considerably higher than those that have ruled in black-&-white."

The three catchwords of color remain "price, picture size and programming." There is growing opinion that programming should be accorded more weight than it is generally given in relation to other two factors -- that it may be more important than picture size, at any rate.

There's little doubt in our minds that public will really begin to hanker for color when it can get sufficient programs of caliber of March 31 NBC-TV "Home" show. Mobile unit in Washington showed cherry blossoms, models, fashions, picnic table, etc. -- achieving one of best color shows to date. Another example was the beautiful flower display on "American Inventory" March 28 -- a program which would have been impossible to present with significance in monochrome.

Such programs may be contrasted with March 26 boxing match (Vol. 10:13), which gained scarcely anything from color. It's expected that some other sports, such as football, will be substantially enhanced by color.

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Some of NBC's color-expansion plans were detailed last week (Vol. 10:13), when pres. Pat Weaver described 90-min. "spectaculars" scheduled this fall. NBC will have capacity to deliver 5-7 hours of color weekly this fall, color coordinator Barry Wood told newsmen in Washington this week. Robert E. Shelby, NBC engineer in charge of color systems development, reported on AT&T's plans for feeding color to additional cities this year. There are some additions and changes in schedule we reported recently (Vol. 10:11). Here are current estimates:

April 15, Providence, Boston; May 1, Kansas City, Oklahoma City, Ft. Worth, Dallas, Tulsa; May 15, Youngstown; June 1, Fresno (changed from April 1); June 15, Syracuse, Utica, Schenectady, Dayton, Buffalo, Columbus, O.; July 1, Houston, San Antonio, Peoria, South Bend; July 15, Winston-Salem, Atlanta, Memphis, New Orleans, Jackson, Miss., Birmingham, Charlotte, N.C., Portland, Seattle (last 2 not certain); Aug. 1, Louisville, Grand Rapids, Indianapolis; Sept. 1, Miami, Jacksonville, Ft. Lauderdale, Macon, Fort Wayne, Wheeling, Columbia, S.C.; Oct. 1, San Diego, Hannibal, Mo. Changes are always possible, of course.

Some of these cities and others already get color via microwave uncorrected by AT&T -- sometimes excellent, sometimes not so good.

Notable among the new connections are first dates for equipping coaxial to handle color -- for Miami, New Orleans, et al. Up to now, all color connections have been microwave; coaxial requires more special equipment.

Though CBS has delayed its proposed addition of color programs, it's going ahead on lining up network facilities for affiliates. Among latest, it has Denver and Cleveland scheduled for June 1, Cincinnati Aug. 1, Detroit Aug. 15.

ABOUT 650 TV stations will be on the air in more than 300 communities by end of 1957, when about 90% of U. S. homes will be equipped with TV. This prediction by CBS pres. Frank Stanton, addressing central states group, Investment Bankers Assn., in Chicago March 31, was implemented with another significant forecast:

"Advertising expenditures on TV . . . approximated \$700,000,000 in 1953 which represented about a 40% increase over 1952. Assuming the continuation of the past relationship between advertising expenditures and TV set population, I believe we can look forward to aggregate TV advertising expenditures of the order of \$1½ billion by 1957 or 1958."

Where is the additional half billion coming from? "The spectacular growth of TV has not cut into the aggregate revenues of any of the competing media. Looking at the list of radio, newspapers, magazines and all other media combined, we find that advertisers' expenditures in each type of medium in 1953 was greater than in 1948, in spite of TV. Some part of the growth in the old media was, of course, merely keeping up with the growth of the overall economy and the rise in the general price level.

"However, it still remains true that the printed media

as well as TV grew at a faster rate than the economy as a whole. Accordingly, it is clear that TV was financed out of the increased aggregate advertising expenditure rather than at the expense of the other media. There appears sufficient room for TV advertising to grow since only a small part of the expected growth of aggregate advertising will be adequate to support the projected total increase in TV.

"TV presently absorbs less than 10% of the total advertising expenditure. Even if the aggregate advertising expenditure should cease growing, it is quite probable that, given TV's share of the public attention and its sales effectiveness, it would successfully increase its total revenues at the expense of the other 90%."

Research-minded Dr. Stanton finds average of 5.2 hours of viewing per set per day, figures lineup of about 60 stations sufficient to cover about 75% of total TV homes in country by 1957, but predicts advertisers in future will want to use 100-225 stations with average well over 100. Thus average gross time revenue for night half hour on CBS-TV, which was \$26,000 in Oct. 1953, can be expected to go "something over \$60,000 in the not too distant future."

NORFOLK'S WTAR-TV (Ch. 3) turned on new 25-kw RCA transmitter March 30, replacing 5-kw, and on March 30 KVTW, Sioux City, Ia. (Ch. 9) turned on its 20-kw GE amplifier. Also reported, by RCA, was March 31 shipment of 50-kw transmitter to WBAL-TV, Baltimore (Ch. 11).

GE got off 5-kw transmitters March 27 to upcoming KALB-TV, Alexandria, La. (Ch. 5) and KPLC-TV, Lake Charles, La. (Ch. 7), both of which will get antenna in May. GE also announced that Ch. 6 transmitter has been shipped to KRDO-TV, Sedalia, Mo., which already had antenna, and that order for 12-kw has been received from WFIE, Evansville, Ind. (Ch. 62) to replace present 1-kw.

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

KFXJ-TV, Grand Junction, Colo. (Ch. 5), now running dummy loads on 500-watt Gates transmitter acquired from KFXD-TV, Nampa-Boise, Ida., hopes to begin test patterns by mid-May, programming by end of month, reports pres.-gen. mgr. Rex G. Howell. It will use 3-bay GE antenna atop 340-ft. Aerial tower; delivery of latter awaits only FCC approval of height increase. Base hour rate will be \$100. Hal Holman will be rep.

KFXD-TV, Nampa-Boise, Ida. (Ch. 6), which quit the air for economic reasons last Aug. (Vol. 9:34), but was recently acquired by Idaho Bcstg. & Television Co. (Vol. 10:5), hasn't set target date. Present CP holders operate KGEM, Boise, recently gave up CP for Ch. 9 there (KTVI), still seeks to determine whether third station can be operated economically in area, reports pres. Frank Carman, engineer-broadcaster. KFXD-TV's 500-watt Gates transmitter has been sold to KFXJ-TV, Grand Junction, Colo. (Ch. 5), which has May target (see above). A higher-powered transmitter will be installed if KFXD-TV decides to build. Rep will be Hollingbery, who may include it under "group market plan" along with 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4); and the upcoming KUTV, Salt Lake City (Ch. 2), and Idaho grantees KWIK-TV, Pocatello (Ch. 10), KLIJ-TV, Twin Falls (Ch. 11), and KIFT-TV, Idaho Falls (Ch. 8).

KWIK-TV, Pocatello, Ida. (Ch. 10), owned by Frank C. Carman-Grant Wrathall group, now doesn't expect delivery of transmitter until early summer, has delayed test pattern target to Sept. 15, programming to Nov., reports new gen. mgr. John R. Taylor. Transmitter is being cus-

tom-built in Salt Lake City workshop operated jointly by all Carman stations. It will use 88-ft. tower topped by RCA antenna, 5893-ft. above sea level. It's only 48-mi. from Idaho Falls, where KID-TV (Ch. 3) started last Dec.; KISJ (Ch. 6), other Pocatello grantee, plans debut by next summer. KWIK-TV rep will be Hollingbery, who will offer it under "group market plan."

WTHI-TV, Terre Haute, Ind. (Ch. 10) is remodeling newly-acquired 3-story building into TV-radio headquarters. With footings already poured, construction of 475-ft. Ideco tower begins April 14. It has 50-kw RCA transmitter scheduled for May delivery, plans mid-June tests, July 1 programming as CBS affiliate. Base hour rate will be \$400. Rep will be Bolling.

WTIK-TV, Durham, N. C. (Ch. 11), now that it's selling radio WTIK to Chanticleer Bcstg. Co., New Brunswick, N. J., will apply for new call letters, WTVD (Watch Television Durham), reports pres. Harmon L. Duncan. Change won't be made until June 23, however, because it's assigned until then to 20th Century-Fox for use in movie *Taxi*. Station plans Sept. start with DuMont equipment.

KSWM-TV, Joplin, Mo. (Ch. 12), just starting building construction, has 10-kw RCA transmitter promised for April and Stainless tower scheduled for completion in July, now plans Aug. 1 tests, writes pres.-gen. mgr. Austin Harrison. It plans Aug. 15 programming, has signed with CBS. Rep not yet chosen.

WQXL-TV, Louisville (Ch. 41) has completed 250-ft. Blaw-Knox tower topped with 43-ft. GE antenna, now awaits delivery of 1-kw GPL-Continental transmitter before setting target, reports owner Robt. W. Rounsaville. He also holds CPs for WQXN-TV, Cincinnati (Ch. 54), with summer target, and WQXI-TV, Atlanta (Ch. 36) due in fall. Forjoe will be rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not reported.

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CFCM-TV, Quebec City, Que. (Ch. 4), with 95% of technical equipment on hand and construction nearing completion, now plans tests during latter May of 500-watt DuMont transmitter in suburban Ste. Foye, reports operations & program mgr. Claude Garneau. In June, 35 hours of programs per week begin, 5-6 p.m. & 7-11 p.m. daily. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. CFCM-TV base hour will be \$200. Reps will be Weed (for U. S.) and Jos. A. Hardy & Co.

Station Accounts: Monsanto Chemical Co., for its All detergent, on April 4 starts *Jane Pickens Show* on WABC-TV, N. Y., Sun. 9:15-9:30 p.m., thru Needham, Louis & Brorby; it's being fed to rest of network co-op . . . Winston Cigaretts, new R. J. Reynolds filter-tip item, introduced into New England market last week via TV spots and newspapers; campaign will expand, thru William Esty Co. . . . WCBS-TV, N. Y., sells out Margaret Arlen's 8:55-9 a.m. *Morning Memo* segment of CBS-TV 7-9 a.m. *Morning Show* to: S. B. Thomas Inc. (protein bread), Mon., thru Richard W. Orr Assoc.; Renuzit, Tue. & Fri., thru Feigenbaum & Wermen, Philadelphia; Sapolin Paints, Wed. & Thu., thru Kastor, Farrell, Chesley & Clifford . . . Schaefer Beer & Lucky Strike, also sponsoring on WOR-TV, buy all 1954 Dodgers home games on WICC-TV, Bridgeport, thru BBDO . . . Among other advertisers reported using or planning to use TV: Chester H. Roth Co., New York (Esquire socks), thru Ross Roy, N. Y.; Wynn Oil Co., Azusa, Cal. (Wynn's friction proofing oil), thru BBDO, Los Angeles; National Retail Hardware Assn., Indianapolis (Independent Hardwaremen Week), thru Grey Adv., N. Y.; Kretschmer Corp., Carrollton, Mich. (wheat germ), thru Gleason Adv., Detroit; Ivano Inc.,

Chicago (Ivalon sponges), thru Arthur R. McDonald, Chicago; California Valley Wine Co., New York (Schapiro's Kosher wines), thru Ben S. Bliss & Co., N. Y.; White Rock Corp. (beverages), thru David J. Mahoney Inc., N. Y.; Albers Milling Co. (Friskies dog food), thru Erwin, Wasey, L. A.; King O'Lawn Mfg. Co., South Gate, Cal. (power lawn mowers & edgers), thru Jordan Co., L. A.; International Paint Co., Calif. trade div., thru Sherman Adv., S. F.; No-Cal Beverage Co. (non-fattening drink), thru Grey Adv.

General Foods reassigns products to agencies as follows: Young & Rubicam (Jell-O, Minute Rice, Minute Tapioca, Calumet baking powder, Certo, Sure-Jell, D-Zerta, Birds Eye frosted foods, Baker chocolate & cocoa, Baker's Coconut, Log Cabin Syrup, Swan's Down, Instant Postum, Sanka, Birely's soft drinks, Kernel-Fresh salted nuts); Benton & Bowles (Post cereals, Maxwell House, Bliss & Yuban coffees, Gaines dog food); Foote, Cone & Belding (Kool-Aid).

American Assn. of Advertising Agencies holds 36th annual meeting at the Greenbrier, White Sulphur Springs, W. Va., April 22-24.

Personal Notes: Frank A. Cowan, asst. director of AT&T Long Lines, wins 1953 Lamme Gold Medal of American Institute of Electrical Engineers in recognition of engineering achievement; it will be awarded June 21 at Pacific general meeting of AIEE in Los Angeles . . . Robert E. Eastman named exec. v.p. and Charles F. Dilcher v.p., John Blair & Co. . . . George B. Storer Jr., managing director of KGBS-TV & KGBS, San Antonio, named v.p. in charge of planning & finance of Storer Broadcasting Co., headquartering at Miami Beach; Bill Michaels succeeds him at San Antonio; James P. Storer and Charles V. McAdam, pres. of McNaught Syndicate, elected to board of Storer Broadcasting Co. . . . Brooke Taylor, program director of WNBK & WTAM, Cleveland, has resigned to resume freelance TV-radio producing; George W. Cyr has been promoted to program mgr. of WNBK, Lawson Deming of WTAM, with Gene Walz as mgr. of continuity acceptance & public affairs . . . James H. Nelson, ex-NBC mgr. of adv. & promotion, appointed staff asst. to pres. Sylvester L. Weaver Jr. . . . John L. Palmer promoted to national sales mgr., KOIN-TV, Portland, Ore. . . . Lawrence H. Rogers, WSAZ-TV, Huntington, W. Va., elected pres., W. Va. Broadcasters Assn. . . . Ray J. Bowley, chief engineer of WPTZ, Philadelphia, assumes combined technical operation of WPTZ with KYW under Westinghouse engineering mgr. Ralph N. Harmon; Sidney V. Stadig, ex-WBZ-TV, becomes his asst., and Thomas T. Ely, from KEX, Portland, becomes asst. chief engineer of WBZ-TV & WBZ under Willard H. Hauser . . . Wilson C. Wearn, partner in Washington consulting engineering firm of Vandivere, Cohen & Wearn, is presently on leave of absence to act as asst. to pres. James V. Jolley of new WFBC-TV, Greenville, S. C. . . . W. C. Cothron, ex-Graybar, appointed director of engineering, WKAQ-TV, San Juan, Puerto Rico . . . Naomi Rector, ex-WPTR, Albany, named asst. program mgr., KFIA-TV, Anchorage, Alaska . . . Arthur B. Hogan, former stockbroker and chairman of Universal Recorders Inc., elected president of Albert Zugsmith Corp., Los Angeles, TV-radio-newspaper brokers . . . David Lowe named acting mgr., Cameron Cornell chief news editor, of news & public affairs, WABD, N. Y. . . . Lynn Cleary, DuMont Network sales dept. business mgr., married this week to Charles A. Christenson, of the Grace Lines; James Caddigan, DuMont program chief, bride's brother-in-law, was an usher . . . Bob Huber, ex-WKRC-TV, named program director of upcoming WCET, Cincinnati, educational grantee . . . Charles D. Stevens, ex-mgr. of Chicago office of CBS-TV Film Sales, joins CBS-TV network sales staff . . . L. Mercer Francisco, pres. of Francisco Films, Chicago, elected pres. of American Assn. of Film Producers, comprising non-theatrical film producers . . . Robert Barker, RCA account excc., Kenyon & Eckhardt, elected v.p. . . . Leslie L. Dunier promoted to business mgr., TV-radio dept., Emil Mogul Co. . . . Wm. Burch resigns as Hollywood TV-radio director, Ruthrauff & Ryan . . . Hal Seville, ex-WCAV, named gen. mgr. of radio WHYU, Newport News (to be re-named WACH) and of WACH-TV when and if it resumes telecasting.

Judge Justin Miller, retiring NARTB chairman and gen. counsel, was honored at testimonial dinner in Washington's Mayflower Hotel March 31, attended by about 600 notables in govt. and industry—including at least 150 out-of-town network & station executives. Preceding the dinner, Judge Miller was presented with a scroll by Vice President Richard M. Nixon, one of 40 of his former law students signing it (he's former law dean at Duke and USC). Mrs. Miller was presented with a Sheffield candelabra by BMI, and NARTB presented the Judge and Mrs. Miller a Chevrolet station wagon. They will make their home at 15320 Earlham St., Pacific Palisades, Cal.

Network Accounts: Networks go on Daylight Saving Time Sun., April 25, continuing thru Sat., Sept. 25, and NBC-TV explains this means: (1) Program schedules of all NBC-TV stations in DST areas will remain unchanged. (2) All non-interconnected stations will retain program schedules on same local clock hour basis as before DST. (3) Most programs carried on live or kine basis on interconnected stations in Standard Time areas (Mountain Time Zone excepted) will be seen one hour earlier. (4) All interconnected stations in Mountain Time Zone will schedule network programs on clock hour basis, thru quick kine, except for sports and special events programs which will be carried live . . . Trendex rating on General Foods' 90-min. *Rodgers & Hammerstein Show* on all 4 networks March 24, polled in 10 cities on overnight basis, showed 66.5 score, indicating program reached 24,000,000 homes, 80,000,000 persons. By networks, ratings were CBS-TV, 33.1; NBC-TV, 25.7; ABC-TV, 5.2 . . . Most sponsors of *Show of Shows*, says NBC, will continue on summer replacement to be called *Saturday Night Revue*, Sat. 9-10:30 p.m. for 15 weeks from June 12, with Eddie Albert as m.c., Alan Young & Ben Blue as alternate feature comics; light comedy revue will search for unknown talent . . . Benrus Watch Co., buying 10-min., first sponsor to sign for next edition of Max Liebman's *Show of Shows* when it resumes in fall, thru Cecil & Presbrey . . . Toni and 5 Day Deodorant Laboratories (pads) on April 26 take over Tue. 8-8:30 & 8:30-9 p.m. periods, respectively, as summer replacement for *Buick-Berle Show* on NBC-TV, format of new show undecided as yet; Toni also buys Mon. 7:30-7:45 replacement of *Arthur Murray Party* on NBC-TV . . . Chrysler may carry *Stork Club*, now local in N. Y. on WNBT, on ABC-TV in the fall, Sat. 10-10:30 p.m., but it isn't officially announced yet.

Marked improvement in commercial practices of some TV programs which prompted complaints 6 months ago (Vol. 9:37,50) were noted by NARTB TV Code director E. H. Bronson in report this week to Washington quarterly meeting of Code Review Board, headed by John E. Fetzer (WKZO-TV, Kalamazoo). Monitoring by board's staff, he said, has had "salutary effect" and code subscribers responded cooperatively. Referring to group of programs monitored during last 3 months, then monitored again more recently, Bronson said changes recommended by code board had been put into effect by stations and networks involved in more than half of cases. In 2-day meeting, Code Review Board also: (1) Conferred with Sen. Bricker (R-O.), Chairman of Senate Commerce Committee, to acquaint him with progress of TV self-regulation. (2) Sent letter to non-subscribers urging their "support in this movement toward continuing improvement of the profession . . ." (3) Adopted resolution expressing appreciation to retiring NARTB chairman Justin Miller for "his leadership and his substantial contribution" to the code.

Sen. Edwin C. Johnson (D-Colo.) announced his "final and irrevocable" decision not to run for reelection this year. The outspoken 70-year-old former chairman of Interstate & Foreign Commerce Committee—and now its ranking minority member with keen interest in TV-radio matters—said he had no plans for future, except "to catch up on a lot of little things . . . a little golf . . . a little fishing . . . a little browsing around in the hills of Colorado." Non-salaried chairman of Western Baseball League, his hobby, he said he wasn't quitting Senate for any baseball job, as rumored. In reply to question at news conference April 2, he said chances that he would run for governor of Colorado were "very dim." He has served in Senate 18 years.

ANOTHER \$150 SET; THE BUSINESS OUTLOOK: Now comes Hallicrafters with a 17-in. table model at \$150 in walnut finish, \$160 mahogany, \$170 blonde to compete with Crosley's fast-moving Super V series listing at \$140, \$150 & \$160 (Vol. 10:13) and reportedly being produced now on a 3-shifts-a-day basis. We checked also on rumors that a \$130 model was about to be introduced by another manufacturer, but he denied it flatly.

Whether the Crosley & Hallicrafters prices will deter anticipated increases in list prices of new lines due from the majors this spring and summer (Vol. 10:12), it's too early to tell. It could be that those who abandoned 17-in., notably RCA, whose low end now is a 21-in. table at \$200, will be forced back to it if indeed the 17-in. has peculiar appeal as home's second set and consumer demand persists.

Among some of larger manufacturers, however, they say that the phenomenon of today's market is demand for higher-priced merchandise -- bigger and better sets. This despite prospect of even more expensive color. One told us dealers are clamoring for more deluxe items than company had planned for, noting especially the brisk demand in places like the Fresno (uhf) area and such new markets as Great Falls, Mont., where buying power is likewise high and signal strength extraordinarily good.

"It's going to be a terrific second half," said this optimistic spokesman. But another medium-sized manufacturer sized up the market thus:

"Business seems to be holding up well in quantity, but the problem of making money at the prices at which the retail salesmen are selling our products is one to conjure with. It will be very interesting to see what happens at the retail level when RCA starts selling their color sets." [RCA 15-in. at \$1000 due on market soon.]

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Looking at general business situation, you get every which-way kind of analysis from the economic experts -- ranging all the way from Federal Reserve Board to the big & little manufacturers. What they boil down to, apparently, is that the business decline is showing signs of leveling off. N.Y. Herald Tribune's Harvey E. Runner puts it this way:

"April will be a better economic vane than March. Easter retail sales may be the decisive clue...In fact, the April gain in retail sales could be sufficiently large to make up a fair part of the decline sustained in the first 3 months..."

National Assn. of Purchasing Agents reports buying on hand-to-mouth to 90-day basis, but also sees signs that the business decline has abated. On basis of survey of its members in March, it found prices showing some strength, inventories of unworked material down, employment situation improving. On the other hand, Office of Business Administration, Dept. of Commerce, found recession persisting into 1954 because of continuing inventory liquidation and defense cutbacks.

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Philco financial v.p. Courtney Pitt is one who takes an optimistic view of the outlook. Last week, he told American Bankers Assn.'s National Installment Credit Conference in Chicago that a higher percentage of TV-appliance sales is being financed now than at any time since the war. He predicted 6,000,000 TV set sales in 1954, said "inventories are down to a good working basis and it is even possible you will see some price increases this year, as compared with reductions in late 1953."

Philco looks to 50% or more increase in consumer sales of air conditioners over 1953, or 1,250,000 units at \$450,000,000 retail, he said, and by 1956 the figure will exceed 1,500,000. He said refrigerator sales should be as high as last year's 3,775,000 units; home freezers slightly better than last year's 1,200,000 retailing for \$480,000,000; electric ranges, up 10% to 1,430,000 units. Trend will doubtless continue to automatic home laundry equipment, he added, and good market is indicated by fact there are 44,000,000 wired homes but only 2,500,000 automatic dryers as yet.

TV production went to new high of 124,343 for year to date during week ended March 26, up from 118,289 preceding week and comparing with 172,329 same 1953 week. It was highest figure since last Dec. 11. It was year's 12th week, brought total to 1,321,000 vs. 2,116,000 for comparable period last year.

Radio production was 191,149 units week ended March 26, not much change from preceding Feb.-March weeks and comparing with 303,770 in same 1953 week. For the 12 weeks, radio output totaled 2,405,000 sets as against 3,532,000 same 1953 period. RETMA recap for first 2 months shows auto sets (726,403) by far the biggest item.

* * * *

Note: One big tubemaker this week warned that receiving tubes may go on allocation soon -- with shortages likely in latter half of this quarter because of minimum recent purchases while inventories were being run down. Moreover, recent layoffs in tube plants mean they can't get back into full production overnight. Some types are already short, it was said, due to good current business in TV receivers generally throughout the industry. "Even the 17-in. sets use circuit tubes," spokes-man said. There's plenty of capacity for producing more 17-in. picture tubes.

RETMA's PLAN TO HALT SPURIOUS RADIATION: The 5-year-old problem of TV & FM receiver interference finally looks as if it's really on way to solution. Convinced that FCC either has the power to impose onerous controls over the industry -- or can get that power from Congress -- RETMA has broached a voluntary all-industry plan which it feels confident will eventually mean the end of the vexing interference problem.

What brought matters to a head was FCC's mounting impatience, expressed by Comr. Sterling in Toronto speech (for full text, see Special Report, Oct. 31, 1953) and by Chairman Hyde's wire showing serious concern over reversion to 21-mc IF by some manufacturers, notably Crosley (Vol. 10:8).

Hope and expectation of RETMA leaders is that new plan will cause all set makers to build TV sets with 41.25-mc IF stages -- upon which FCC's whole uhf allocation plan is predicated -- and to bring spurious radiations down to levels which the Commission considers feasible and reasonable.

Beyond these immediate goals, aim is to reduce sweep radiation, minimize subcarrier problems in color sets -- and eventually confine all unwanted transmissions, regardless of source, to insignificant levels.

Plan proffered by RETMA was submitted to all set makers this week; they were asked for "statement of intention" to adhere to it. Briefly, this is the idea:

(1) Establishment of an independent certification laboratory empowered to test all TV and FM sets for conformance to standards acceptable to FCC.

(2) Authorizing manufacturers to affix laboratory seal of approval to their sets if they meet those standards.

(3) Informing FCC who meets standards and who doesn't.

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RETMA has no power to force compliance, of course, but implicit in plan is fact that those who comply can make the most of seal of approval in their ads and promotion, and that non-compliers would be exposed to whatever FCC might do.

RETMA's committee on spurious radiation admits frankly that five years have failed to produce adequate adherence to standards RETMA itself proposed to FCC. In letter to manufacturers, chairman Dr. W.R.G. Baker stated:

"If the industry program fails to solve the problem, the FCC will be forced to find some more drastic procedure for its solution." And again: "Your committee is of the opinion that if the industry does not voluntarily abide by the [standards] and work effectively toward their improvement, then stricter standards will be forced upon the industry by the FCC."

FCC has endorsed plan warmly, but at same time stating it regards initial interference standards to be temporary and expects continuous tightening. In TV, the specific standards provide for 41.25-mc IF and the following radiation limits, all measured at 100 ft. by IRE standards:

130 mc or less, 50 uv/m; 130-174 mc, a linear interpolation between 50 uv/m

and 150 uv/m; 174-260 mc, 150 uv/m; 260-470 mc, a linear interpolation between 150 uv/m and 500 uv/m; above 470 mc, 500 uv/m.

Each manufacturer adhering to program would submit one of first 100 chassis of each model, plus one a month from production lines. Lab would also be empowered to check sets obtained from open market and even enter the plants. Actually, it's expected that conformance would be so widespread that lab would need merely to confirm each manufacturer's own measurements most of the time.

Confidence of obtaining wide support is so strong at RETMA that its board, meeting in Niagara Falls, Ont. April 29, is expected to announce start of project.

Among labs being considered are: Armour, Battelle, Brooklyn Polytechnic, Columbia U, Cornell U, Franklin Institute, Mellon Institute, Mid-West Research Institute, New York U, Stanford Research Laboratory, U.S. Testing Labs, Syracuse U.

Membership of Dr. Baker's committee: A. Blumenkrantz, General Instrument; K.A. Chittick, RCA; Leonard F. Cramer, Crosley; T.T. Goldsmith, DuMont; H.L. Hoffman, Hoffman Radio; A.V. Loughren, Hazeltine; David B. Smith, Philco.

Topics & Trends of TV Trade: TV-radio-phonograph industries were skunked, as expected (Vol. 10:13), in the tax bill (HR-8224) which President Eisenhower signed March 31 and which became law April 1. But, happily, a sizeable segment of the trade will benefit by reason of the reduction from 10% to 5% in excise taxes on refrigerators, freezers and certain other appliances—and the consensus seems to be that it will serve to give lagging business a needed hypo since most of the saving will be passed on to consumers.

Since appliance stores are major TV-radio-phono marketeers, increased store traffic may help that trade, too—but that remains to be seen. Meanwhile, for the sake of our numerous distributor-dealer subscribers, we checked at the Internal Revenue Bureau to find out exactly what items are covered by the 5% reduction. These were our findings:

HR-8224 simply designates (1) "electric, gas & oil appliances," and (2) "refrigerators, freezers (excluding air conditioners)" as the categories reduced from 10% to 5%. The Internal Revenue Code's Sec. 3406(a)3 lists the following under the category of electric, gas & oil appliances:

"Electric direct motor-driven fans and air circulators (not of the industrial type): and the following appliances of the household type; electric, gas, or oil water heaters; electric flat irons; electric air heaters (not including furnaces); electric immersion heaters; electric blankets, sheets, and spreads; electric, gas, or oil appliances of the type used for cooking, warming, or keeping warm food or beverages for consumption on the premises; and electric mixers, whippers, and juicers; electric belt-driven fans; electric exhaust blowers; electric or gas clothes driers; electric door chimes; electric dehumidifiers; electric dishwashers; electric floor polishers and waxers; electric food choppers and grinders; electric hedge trimmers; electric ice cream freezers; electric mangles; electric motion or still picture projectors; electric pants pressers; electric garbage disposal units; and power lawn mowers."

The Code's Sec. 3405(a) lists refrigerators and quick-freeze units as follows: "Household type refrigerators (for single or multiple cabinet installations) having, or being primarily designed for use with, a mechanical refrigerating unit operated by electricity, gas, kerosene, or gasoline; household type units for the quick freezing or frozen storage of foods, operated by electricity, gas, kerosene, or gasoline; combinations of such household type refrigerators and units."

Sec. 3405(b) lists refrigerating and freezing apparatus as follows: "Cabinets, compressors, condensers, condensing units, evaporators, expansion units, absorbers, and controls (hereinafter referred to as 'refrigerator com-

ponents') for, or suitable for use as parts of or with, household type refrigerators or quick-freeze units of the kind described in subsection (a), except when sold as component parts of complete refrigerators, refrigerating or cooling apparatus, or quick-freeze units (hereinafter referred to as 'refrigerating equipment'). Under regulations prescribed by the Secretary, the tax under this subsection shall not apply in the case of sales of any such refrigerator components by the manufacturer, producer, or importer to (1) a manufacturer or producer of refrigerating equipment, or (2) a vendee for resale to a manufacturer or producer of refrigerating equipment if such components are in due course so resold. If any such refrigerator components are resold by the manufacturer or producer to whom sold or resold otherwise than on or in connection with, or with the sale of, complete refrigerating equipment manufactured or produced by him, then for the purposes of this section such manufacturer or producer shall be considered the manufacturer or producer of the refrigerator components so resold by him."

Sec. 3405(c) defines air-conditioners as "self-contained air-conditioning units."

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Distributor Notes: DuMont sets up its 5 factory-owned distributorships as separate corporations, reports marketing v.p. Wm. H. Kelley. They're DuMont New York Inc., 1114 First Ave., N. Y. (Philip P. Geth, pres.); DuMont New Jersey Inc., 579 Scotland Rd., Orange, N. J. (Irvin Sarlin, pres.); DuMont Florida Inc., 7000 N.E. 4th Ct., Miami (Charles H. Combe, v.p.-gen. mgr.); DuMont Illinois Inc., American Furniture Mart, Chicago (Wm. H. Kelley, pres.); DuMont Indiana Inc., permanent place of business undecided yet (Wm. H. Kelley, pres.) . . . John W. Walter Co., Long Island City, N. Y., appointed N. Y. distributor of Capehart-Farnsworth and Coolerator products, replacing now discontinued factory branch I. T. & T. Distributing Corp. . . . Emerson appoints Wholesale Supply Co., 417 S.W. First Ave., Portland, Ore., (Richard B. Banks, v.p.-gen. mgr.) . . . Stromberg-Carlson appoints Paul-Jeffrey Co., 519 Erie Blvd. E, Syracuse (S. P. Solomon, pres.; Thomas Marden, sales mgr.) for central N. Y. . . . Westinghouse Electric Supply Corp., Milwaukee, names W. C. Talmadge, ex-Radio Specialties Co., as TV-radio sales mgr., succeeding Gordon E. Bloom, resigned; R. J. Bittner promoted to major appliance mgr.

Emerson Radio of Canada Ltd. has been formed to manufacture and distribute complete Emerson line there. Pres. is Selby J. Sinclair, headquarters at 74 Trenton Ave., Mt. Royal, Que. Norton J. Anderson is gen. mgr., Rupert K. Grant sales mgr.

Electronics Reports: Electronics will be \$10 billion industry by 1960, in terms of annual value of factory sales, with commercial electronics becoming increasingly important segment of the business. This prediction is part of study of commercial and military electronic fields being conducted by Stanford Research Institute for Hoffman Radio. Analysis is being made to determine best direction of expansion in non-household fields, Hoffman's goal being to develop line of commercial electronic products which might some day represent \$15-\$20,000,000 annual sales.

Institute estimates 1953 electronic factory sales at \$5.5 billion, 1960 sales at \$10 billion. The 1960 prediction, broken down (with comparable 1953 estimates in parentheses): household products, \$3.75 billion (\$1.675 billion); military equipment, \$5 billion (\$3.4 billion); commercial products, \$1.25 billion (\$425,000,000). Component sales in 1960—excluding tubes—may total \$2 billion, compared to 1953's \$1.1 billion.

In commercial electronics, "the greatest promise immediately ahead appears to be in the electronic data-processing field, and more research dollars are now being spent in that field than on any of the other commercial markets." Recommended for further investigation were these possibilities: (1) data-processing machine market; (2) commercial communications market; (3) prospects for a major electronic components manufacturer on coast.

Analysis of branches of commercial electronics market showed these anticipated factory sales for 1960 (estimated 1953 sales in parentheses): Data processing equipment, \$500,000,000 (\$25,000,000); laboratory & service equipment, \$200,000,000 (\$100,000,000); industrial control instruments, \$150,000,000 (\$65,000,000); X-ray equipment & tubes, \$90,000,000 (\$60,000,000); broadcast equipment, \$80,000,000 (\$60,000,000); mobile & amateur radio, \$60,000,000 (\$35,000,000); heating apparatus, \$50,000,000 (\$20,000,000); radiation instruments, \$50,000,000 (\$20,000,000); industrial TV, \$40,000,000 (\$6,000,000); microwave relay, \$25,000,000 (\$12,000,000); marine equipment, \$15,000,000 (\$9,000,000); aviation equipment, \$15,000,000 (\$7,000,000).

Trade Personals: James M. Skinner Jr., Philco v.p. in charge of distribution for last 2 years, appointed v.p., TV div., coordinating product planning, manufacturing, engineering, advertising, sales promotion & sales; he reports to Frederick D. Ogilby, div. v.p.-gen. mgr. . . . Paul E. Burks, ex-mgr. of Philco southern California div., succeeds Skinner as mgr. of distribution . . . John F. Gilligan, Philco adv. v.p., retired this week after 32 years with company; Morgan Greenwood, recently named gen. adv. mgr., will supervise all Philco programs and campaigns . . . Frank Sleeter, ex-director of plant engineering, elected RCA v.p. in charge of facilities administration . . . Herbert A. Gumz resigns as exec. v.p., Webster-Chicago . . . R. T. Calmer named export mgr., Crosley appliance & electronics div., replacing T. M. Lett Jr., resigned . . . Sidney A. Standing, ex-mgr. of tube divisions of North American Philips Co. and Tung-Sol, appointed mgr. of Raytheon CR tube div. at new plant in Quincy, Mass. . . . Maurice S. Hartley promoted to product mgr. for Raytheon industrial electronics equipment . . . Herbert Kabat, Olympic Radio gen. sales mgr., promoted to sales v.p. . . . Wm. F. Hafstrom promoted to mgr. of sales, GE light military electronic equipment dept.; Charles W. Nelson, mgr. of product service; Benjamin Parran, mgr. of marketing research & product planning; Robt. W. Pennington, mgr. of marketing administration . . . Philo T. Farnsworth, Capehart-Farnsworth v.p. & technical director, is patient at Parkview Memorial Hospital, Ft. Wayne, Ind., after undergoing surgery this week; his condition reported good . . . Leonard A. Bayer appointed to new post of mgr. of product engineering dept., DuMont communications prod-

Boasting full line of industrial TV equipment, General Precision Laboratory is putting heavy emphasis on remote control. At last week's IRE convention, GPL's entire exhibit was devoted to ITV. Items demonstrated: GPL-Pye remote controlled industrial camera which permits control of lens change, iris, focus, pan & tilt from distances of 1000 ft. or more; new GPL-Pye industrial camera complete in small package including internal sync generator, using English station tube said to be "roughly equivalent to the 6198 vidicon" and capable of more than 500 lines of resolution; new remote control pedestal utilizing fast servos manufactured in collaboration with Kearfott Co.; small GPL-built low-priced camera with its own simplified remote control pedestal.

Skeletonized defense materials system, cutting out much of the paperwork required to obtain military materials, was announced by Commerce Dept.'s Business & Defense Services Administration this week. As spelled out in new amendments and directions to DMS Reg. 1 & 3, new system requires only largest prime contractors and suppliers to keep materials allotment accounts, but retains basic format of defense materials system, so that controls may be quickly imposed when Defense Dept. and Atomic Energy Commission need so much material that their orders threaten civilian production.

Atomic battery demonstrated in Boston this week by Tracerlab Inc. employs tritium, an element used in H-bomb. Battery shown recently by RCA (Vol. 10:5) used strontium-90. Alexander Thomas, Tracerlab physicist, reported that beta particle emanations from battery are so weak that danger is practically non-existent. Device produces up to 400 volts, was demonstrated firing standard photoflash bulb and lighting small neon lamp.

Printed circuit IF strip for monochrome TV receivers with 41-mc IF and intercarrier sound is being offered by Allen D. Cardwell Mfg. Corp., Plainville, Conn.

Dr. Ralph J. Slutz, former National Bureau of Standards computer & mathematics consultant, named asst. chief of Bureau's Central Radio Propagation Laboratories.

ucts div. . . Charles F. Faison, ex-Federal and Link Radio, joins DuMont as southwestern sales supervisor of mobile communications dept. headed by Fred M. Link . . . Frank H. Russell succeeds Edward M. Bland, recently named adv. mgr. for Philco TV div., as director of Philco sales training under Raymond B. George, merchandising v.p. . . . Harold F. Beale, ex-partner in Los Angeles securities firm of Lester, Ryons & Co., named asst. to pres. Glen E. Swanson, Standard Coil Products Co. . . . Edward W. Stone, ex-Graybar southern district mgr. of electronic sales, named Standard Electronics Corp. Chicago district sales engineering mgr. . . . Jacob I. Miller named Capehart-Farnsworth regional mgr. at Charlotte, succeeding Cliff Lannin . . . Caleb A. Shera appointed Hallicrafters district sales mgr. in midwest . . . King P. Ray, ex-Raytheon, now phonograph div. sales mgr., Rock-Ola Mfg. Corp., Chicago (coin-operated phonos) . . . C. F. Sullivan promoted to controller, General Instrument Corp. . . . Stephen F. Tremmer named pres. of new Gotham Audio Development Corp., subsidiary of Gotham Recording Corp., N. Y., formed to make custom-built equipment for broadcasters and professional recorders.

Arthur F. Miller, radio supervisor, Atlantic Refining Co., elected 1954 chairman of telecommunications committee of American Merchant Marine Institute, succeeding Eric A. Roberts.

Robert C. Smalley, 74, who retired 10 years ago as supt. of Federal Radio labs in Nutley, N. J., and who is credited with various radio and electrical inventions, died March 26 at his home in Bloomfield, N. J.

Color Trends & Briefs: Color will dominate engineering sessions of NARTB convention in Chicago, May 23-27—with about half the papers devoted to subject. Following is tentative schedule of sessions, prepared by convention committee and A. Prose Walker, NARTB mgr. of engineering:

May 25, morning: Raymond F. Guy, NBC, presiding—"The Story Behind the NTSC Color Standards," Donald G. Fink, Philco; "Equipment Operating Characteristics for Color TV," Charles E. Page & Knox McIlwain, Hazeltine; "Preparing the TV Transmitter for Network Color TV," Robert M. Morris, ABC.

May 25, afternoon: James D. Russell, KKTU, Colorado Springs, Colo., presiding—"Seeing Light & Color," Ralph Evans, Eastman Kodak; "Economy in Radio & TV Operations Through Organization & Management," Willard J. Purcell, GE; "Results of Experience to Date in Color TV Operations," Robert E. Shelby, NBC; "Special TV Effects," Paul F. Wittlig, CBS.

May 26, morning: Dr. Wm. L. Everitt, U of Illinois, presiding—"Basic Components of Color TV for Local Originations," Wm. J. Morlock & C. Graydon Lloyd, GE, and Roland E. Connor, Eastman Kodak; "Simultaneous Color Cameras & Tubes," John H. Roe, RCA; "Color TV Test Equipment," John W. Wentworth, RCA; "Routine Test & Alignment Procedures for Amplifiers & Circuits Used for Color TV," Howard C. Gronberg, NBC.

May 26, afternoon: Wm. B. Lodge, CBS, presiding—"Color Encoders," Robert Deichert & Robert Casey, DuMont; "Color TV Motion Picture Film Reproduction," Keith E. Mullenger, NBC; "Lighting, Makeup, Costumes & Sets for Color TV," Reid R. Davis, NBC; "CBS Color TV Staging & Lighting Practices," Richard S. O'Brien, CBS; "Save a Seat for the Engineer," Harold E. Fellows, NARTB.

May 27, morning: Earl M. Johnson, MBS, presiding—"Automatic Editing & Sequencing of Magnetic Tape," Edgar F. Vandivere, consulting engineer; "Remote Control of Transmitters," Wm. F. Rust Jr., Rust Industrial Co.; "FM Broadcast Multiplexing," Wm. S. Halstead, Multiplex Development Corp.; "Allocations Philosophy," Curtis B. Plummer, FCC.

May 27, afternoon: Wm. J. McDonnell, FCC, presiding—"Image Orthicon Optimum Performance," Robert G. Neuhauser, RCA; "TV Preventive Maintenance Unique to the TV Transmitting System," Philip G. Caldwell, ABC; "Video Switching," Ben Adler & Louis Katz, Adler Communications Labs; "The DuMont Telecenter," Rodney D. Chipp, Robert I. Brown & Robert F. Bigwood; "Technique of TV Station Coverage Measurement," James C. McNary, consulting engineer.

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New color test equipment: Electronic Instruments div., Burroughs Corp., Philadelphia, has developed TV sync & color bar generator for use by TV manufacturers' research & development laboratories to study test performances of color circuits. Telechrome Inc., Amityville, L. I. offering portable "Chromalyzer" for alignment of receivers, adjustment of transmitters, etc., designed to generate all required standard color signals and information independent of other apparatus (price \$750).

Transmission of color "stripe" by stations, to enable servicemen to check alignment of receivers even during monochrome transmission (Vol. 10:12), was recommended to NARTB engineering advisory committee by RETMA service subcommittee. RCA announced that it will cost station about \$500 to add "color stripe generator."

RCA's fifth color seminar for engineers in Camden, conducted this week, brought total attendance to about 500. The 81 attending this week included men from NBC, CBS, AT&T and many individual station.

Financial & Trade Notes: CBS set all-time records for profits and sales in 1953. Net income was \$8,894,642 (\$3.80 a share) on gross revenues of \$313,908,800, nearly 25% higher than 1952's gross of \$251,594,490. Net income in 1952 was \$6,445,506 (\$2.75). Though there was no dollar breakdown by operating units, annual report said each increased its sales volume over 1952.

CBS-TV network, with 74 affiliates, "showed the greatest increase in dollar volume, a gain of more than \$28,000,000 over 1952—a 41% rate of increase compared with 22%, 16% & 15% for the other networks." CBS-radio, increasing its lead in billings, had 5% rise in dollar volume in 1953, and its advantage over nearest competitor was 38%, compared with 24% year before, said report.

In manufacturing activities, tubemaking subsidiary CBS-Hytron reported 28% greater dollar sales in 1953 than 1952. Sales of CBS-Columbia TV sets increased by 30%, compared to "industry's increase of 11%." Aiming particularly at new markets where CBS-Columbia had opportunity to start on par with other trade names, report said it attained "significant and satisfactory share" of these markets.

Columbia Records, div. sold its 20,000,000th LP record last year, is now developing automatic injection molding process for its factories, with new Terre Haute, Ind. plant scheduled to be "industry's first fully automatic factory completely equipped with injection molding machines." Columbia Records sold 50,000 table model "360" hi-fi phonographs in 1953, report notes.

Annual meeting of CBS stockholders is April 21, and proxy notice lists these officers & directors whose aggregate remuneration exceeded \$30,000: ex-CBS-Hytron pres. Bruce A. Coffin, \$77,395; ex-CBS-Hytron chairman Lloyd H. Coffin, \$77,395; ex-CBS-Columbia pres. David H. Cogan, \$77,395; Columbia Records pres. James B. Conkling, \$73,106; CBS-Radio pres. Adrian Murphy, \$65,000; newscaster & CBS director Edward R. Murrow, \$240,628 (not including royalties of \$33,600 to Persons to Persons Corp., 32½% owned by Murrow, his son and his mother); chairman Wm. S. Paley, \$100,000; CBS pres. Frank Stanton, \$235,780; CBS-TV pres. J. L. Van Volkenburg, \$88,885.

* * * *

International Resistance Co. reports 1953 earnings of \$508,058 (38¢ a share) on sales of \$12,755,041, compared with 1952 earnings of \$577,877 (44¢), sales of \$11,778,836. Breakdown of company's sales shows TV-radio manufacturers were its biggest group of customers in 1953, buying \$6,547,974 worth of components; industrial and govt. customers bought \$4,807,229, replacement accounted for \$1,382,675, export \$147,604.

Trav-Ler Radio Corp. reports 1953 profit and sales both well over 1952, net earnings rising to \$412,257 from \$291,565, sales to \$14,669,624 from \$11,860,387. In annual report, pres. Joe Friedman said: "While it is difficult to predict the business future generally, we believe that the coming year should continue to show a growth in our civilian business." Board has voted to resume quarterly 7½¢ dividend.

Hoffman Radio Corp. reports record 1953 sales of \$50,415,416, some 40% more than the \$36,379,658 reported for 1952. Net income for 1953 was \$1,199,655 (\$2.07 a share) vs. \$1,623,768 (\$2.81) for 1952. Annual statement calls 4th quarter 1953 earnings "a definite disappointment," blames color publicity and "the decision of a well-known company to liquidate its inventory at drastic discounts."

Indiana Steel Products Co. reports 1953 net income of \$335,925 (\$2.36 a share), compared to \$306,565 (\$2.16) in 1952. Annual report called net sales highest in history but dollar volume wasn't given. Sales for 1952 were \$6,385,911 (Vol. 9:11).

MANY TRANSFER of ownership deals still pend before FCC — but, except for last week's approval of "distress" sale of KFOR-TV, Lincoln, Neb. (Ch. 10), now off the air, the Commission hasn't yet acted on any of the other transfer proposals made so far this year. Several haven't even been filed to date.

Biggest deal since the ABC-UPT merger, Storer Broadcasting Co.'s \$10,000,000 purchase of Empire Coil Co. (WXEL, Cleveland; KPTV, Portland, Ore.; Empire Coil Co., manufacturer), revealed in early Jan. (Vol. 10:2), still awaits Storer's disposal of one of his 5 vhf stations and possibly action on proposed FCC rule permitting any entity to own 2 uhf in addition to 5 vhf stations.

Storer says he hasn't found any buyer yet, though it's still obscure which one of the stations he's willing to sell. It's reasonable to assume his broker, Howard Stark, who negotiated this week's sale of KOTV, Tulsa (see p. 1), would like to sell more stations to the Jock Whitney firm. At all events, transfers are presently bogged down.

Another big deal, Westinghouse's pending \$6,000,000 purchase of KPIX, San Francisco (Vol. 10:11) ought to be finalized fairly soon—and its expected that 14% stockholder, gen. mgr. Philip G. Lasky, will remain at that post for Westinghouse.

Then there's General Teleradio's \$1,900,000 purchase of WHBQ-TV with WHBQ, Memphis (Vol. 10:11); Time Inc.'s \$3,500,000 purchase of KLZ-TV with KLZ, Denver (Vol. 10:10-12); Jessica Longston group's \$350,000 purchase from Carl Haymond of KMO-TV with KMO, Tacoma (Vol. 10:5); Gene Autry group's \$400,000 purchase of half-time KOY-TV, Phoenix, for merger with its time-sharing KOOL-TV there (Vol. 10:12); and 50% sale of WHYN-TV with WHYN, Holyoke-Springfield, Mass. to employ pension fund of *Springfield News and Union* (Vol. 10:10)—none acted upon as yet.

In the works, among quite a few other deals still to be announced, are Sheldon Anderson's proposed sale of his KVVG with radio KCOK, Tulare, Cal. for reported \$700,000; sale of WTVH-TV with WTVH, Peoria, Ill., for unnamed sum to recently merged local newspapers (Vol.

10:13); J. O. Willett's acquisition of 98% of KFAZ, Monroe, La., by buying out a partner's 49% for \$25,500 (Vol. 10:6); and proposed \$400,000 sale of the physical assets of now-defunct uhf KRTV, Little Rock, to new vhf KATV in nearby Pine Bluff, Ark. (Vol. 10:11).

There also are several CP sale deals, including proposed \$76,600 sale of assets of projected WUTV, Youngstown, so that WFMJ-TV can take over its Ch. 21 (Vol. 10:10); McLendon family's proposed \$5600 purchase of Texas oilman H. L. Hunt's Ch. 43 CP for KTLG, Corpus Christi (Vol. 10:10); Edward Lamb's proposed \$5000 purchase of Ch. 47 WTVQ, Pittsburgh (Vol. 9:30).

U of Nebraska proposes to acquire, though it hasn't yet applied for CP, the Ch. 12 equipment of KOLN-TV, Lincoln, Neb., whose owners recently bought now-silent KFOR-TV (Ch. 10) in "distress sale" (Vol. 10:13). Mr. & Mrs. John E. Fetzer (WKZO-TV, Kalamazoo) originally bought station KOLN-TV under "distress" circumstances last year (Vol. 9:30,34), now plan shift to Ch. 10 using KFOR-TV equipment. Fetzers will install, and operate at no expense to university, KOLN-TV's 5-kw DuMont transmitter and associated equipment (RCA 6-bay superturnstile antenna, etc.) for \$100,000 on mutually satisfactory terms. Meanwhile, Fetzers are transferring it to Byron J. Dunn, pres. of National Bank of Commerce, Lincoln, as trustee for university. According to report filed with FCC, university cannot act yet because (a) new chancellor is being selected, and (b) further appropriations of funds won't be available before July 1, 1955.

Ownership in 10 AM stations—3 in excess of number permitted by FCC rules—is charged against officers and directors of General Teleradio and its parent General Tire & Rubber Co. by Commission in action this week. FCC says ownership involves following: WOR-TV-AM-FM, New York; WNAC-TV-AM-FM, Boston; KHJ-TV-AM-FM, Hollywood; WGTH-TV-AM, Hartford; WSJS-TV-AM, Winston-Salem; WJW-AM-FM, Cleveland — plus AMs WEAN, Providence; KGB, San Diego; WARE, Ware, Mass.; KFRC, San Francisco. Commission asked comment by May 3.

Rising ovation and prolonged applause greeted award of bronze plaque and \$500 watch to Edward R. Murrow by Overseas Press Club, March 29, after Secy. Dulles' speech. He won prize for "best consistent TV presentation of foreign affairs." Howard K. Smith, CBS European news chief, got it also for best consistent radio reporting, with David Schoenbrun, Paris Bureau chief, as runner up; Elmer Davis, ABC for best radio interpretation. Murrow was praised for "having introduced a new dimension to TV." Two days later he also won one of \$500 awards of Sidney Hillman Foundation for outstanding work in defense of civil liberties. Gerald W. Johnson, WAAM, Baltimore, was another winner.

Westinghouse fired 2 former leaders of the left-wing independent UE in Pittsburgh this week—Thomas J. Fitzpatrick, ex-pres., and Frank Panzino, business mgr. of Local 601. Both switched to IUE (CIO) when it won collective bargaining rights for some 15,000 employes at E. Pittsburgh plant. They were dismissed on grounds of having been "a disturbing influence among our employes for many years." Guaranteed annual wage equal to 42 weeks' pay for all employes with year or more seniority was principal demand as IUE opened contract negotiations this week. Other demands included company-wide \$1.25-per-hour minimum and "substantial wage increase."

Latest community antenna systems under construction, reported by Jerrold, are in Flagstaff, Ariz.; Berlin, N. H.; Livingston, Mont.; Norway, Mich. Last is one of the few in country municipally owned.

Creditors of Tele King Corp., with Chapter XI claims exceeding \$10,000, in addition to those listed last week (Vol. 10:1): Thomas Electronics, \$110,651; Westinghouse, \$93,839; Sylvania, \$84,386; Tung-Sol, \$65,706; Progressive Electronic Inc., \$48,315; Micamold Radio Corp., \$46,695; Red Lion Novelty Furniture Co., \$46,039; Waterbury Co. Inc., \$42,686; Victory Container Corp., \$39,937; Mallory, \$31,020; Sessions Clock Co., \$30,049; Sheldon Electric Co., \$29,516; Radio Receptor Co., \$27,684; RCA Victor, \$24,799; Oak Mfg. Co., \$23,272; Stanwyck Winding Co., \$22,488; Hagen & Hagen Inc., \$21,715; Sprague Electric Co., \$20,802; Videocraft Mfg. Co., \$17,812; Webster-Chicago, \$15,264; Rogers Electronics Corp., \$14,644; Modern Die & Machine Co., \$11,870; Precision Plastic Products Inc., \$11,388; U. S. Electronics Corp., \$10,714; Manfredi Wood Products Co., \$10,370; Standard Winding Co., \$10,072.

Image orthicon and vidicon camera tubes, heretofore manufactured only by RCA, will be made by GE, with commercial production scheduled for 1955. Project under Harry L. Thorson is in production planning stage at Schenectady tube plant. At no time since start of TV has any company besides RCA gone into regular commercial production of the costly and difficult-to-produce tubes.

Dividends: RCA, 25¢ payable May 24 to stockholders of record April 15; Emerson Radio, 10¢ quarterly & 5¢ extra April 15 to holders April 5; Webster-Chicago, 15¢ April 20 to holders April 8.

Network TV-Radio Billings

February 1954 and January-February 1954
(For January report see *Television Digest*, Vol. 10:10)

NETWORK TV and radio billings held steadily in Feb., despite short month — radio actually showing increase of more than \$500,000 over Feb. 1953, though Jan.-Feb. aggregate is considerably under same 1953 period. TV billings for month were \$23,089,609 as against \$25,056,448 for Jan. and \$15,840,989 for Feb. 1953. TV's strong position thus far this year is indicated in \$48,146,057 aggregate for Jan.-Feb. vs. \$33,116,932 for same 2 months of 1953.

Publishers Information Bureau monthly report also shows CBS again leading both TV and radio network billings, with ABC-TV again strong but not quite achieving its record of Jan. 1954. The complete PIB report:

NETWORK TELEVISION

	February 1954	February 1953	Jan.-Feb. 1954	Jan.-Feb. 1953
CBS	\$ 9,965,481	\$ 6,621,629	\$20,678,810	\$13,705,248
NBC	9,503,309	6,876,029	19,620,246	14,480,667
ABC	2,502,372	1,481,032	5,282,946	3,085,924
DuMont	1,118,447	862,299	2,564,055	1,845,093
Total	\$23,089,609	\$15,840,989	\$48,146,057	\$33,116,932

NETWORK RADIO

CBS	\$ 4,775,564	\$ 4,670,833	\$ 9,968,470	\$ 9,827,981
NBC	3,176,849	3,813,602	6,568,722	8,074,157
ABC	2,494,737	2,538,663	5,325,391	5,213,285
MBS	1,695,804	1,638,075	3,501,576	3,424,209
Total	\$12,142,954	\$12,661,173	\$25,364,159	\$26,539,632

NETWORK TELEVISION—January-February 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,118,447	9,503,309	23,089,609
Total	\$5,282,946	\$20,678,810	\$2,564,055	\$19,620,246	\$48,146,057

NETWORK RADIO—January-February 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$2,830,654	\$5,192,906	\$1,805,772*	\$3,391,873	\$13,221,205
Feb.	2,494,737	4,775,564	1,695,804	3,176,849	12,142,954
Total	\$5,325,391	\$9,968,470	\$3,501,576	\$6,568,722	\$25,364,159

* Revised to March 29, 1954.

Biggest conflict over televised football was developing within ranks of NCAA this week as its TV committee released its proposals for 1954 "controls"—and Big Ten TV committee promptly announced it would urge its Conference members to oppose NCAA plan in favor of regional football TV (Vol. 10:10). There were even hints that Big Ten might break with NCAA and proceed with its own TV plan; it's known that at least one sponsor has made overtures to Big Ten in event of such a split. Highlights of NCAA TV committee's proposal, which must be approved by two-thirds of member colleges in mail referendum now in progress: (1) National game-of-the-week would be televised on the 12 Saturdays between Sept. 18 & Dec. 4. (2) Sponsor may arrange for regional telecasting of as many games as desired on Thanksgiving Day, Nov. 25. (3) Unlike last year, there would be no special telecasts of sellout games, no blackouts and no "panorama" pickups of several games simultaneously. (4) No major team would appear on TV more than once, and at least one Saturday game would originate in each of the 8 NCAA geographic districts. Big Ten's proposal calls for 9 regional and 2 nationwide telecasts.

Following up last week's request to FCC to suspend filing fee proposal until July 1, 1955, Senate Commerce Committee March 30 called on all govt. agencies coming under its jurisdiction to postpone all similar plans until same date. Unanimous resolution covers ICC, CAB, FTC and Commerce Dept.

Telecasting Notes: Lineup of big-budget shows has been proposed by DuMont program chief James Caddigan to win that network a long-overdue position—what *Variety* calls "the biggest bundle of quality shows on the camera ever gathered at one time in its sporadic history." Flushed with success in landing *The Goldbergs* as summer replacement for Bishop Sheen (Vol. 10:13), DuMont program and production braintrusts have 6 more top-grade but costly shows on tap, says *Variety*, and now seek "to convince the front office that sufficient coin outlay to carry the programs as sustainers until they're sold is the kind of gamble necessary to bring the network to eminence" . . . Money to gamble on nebulous program properties is one of keys to other networks' success; lack of it one of DuMont's drawbacks, just as it was one of reasons ABC had such tough going before joining up with UPT. For example, ABC-TV couldn't stand *Studio One* sustaining overhead, though show had quickly proved it was Grade A, so dropped it only to see CBS-TV latch onto it, run it sustaining a few times, sell it to Westinghouse shortly thereafter . . . ABC Film Syndication Inc. now a separately incorporated, self-contained subsidiary of AB-PT, with George Shupert as pres.; Don Kearney, sales v.p.; Edward Graessle, treas.; Raphael Scobey, secy. . . . Unusual instance of feature film being presented on TV before release to theatres happens this week when Eros Studios (British) permits WNBT, N. Y., to carry *The Thirteenth Green* on its midnight movie period March 27, acquired thru American-British TV Movies Inc. . . . TV car auction called *Carnival*, started March 31 on WMAL-TV, Washington, sponsored by Ourisman Chevrolet and Tom's Auto Service; two announcers display and describe new and used cars, start bidding, sell to highest bidder (via telephone) who is permitted to inspect car in person before final purchase . . . Century Theatre, famed N. Y. Shubert playhouse on 7th Ave. where Al Jolson held forth, now being converted by NBC into TV studio . . . KACY, St. Louis (Festus) cuts base hour from \$500 to \$250, one-min. from \$100 to \$40 . . . More rate increases: WLWC, Columbus, adds new Class AA with hour rate of \$800, min. \$140, Class A hour goes from \$625 to \$700; WLWD, Dayton, also adds new Class AA with \$800 hour, \$140 min., raises Class A hour from \$675 to \$750; WTVN, Columbus, raises base hour from \$500 to \$600, min. \$80 to \$100; WEEK-TV, Peoria, hour from \$300 to \$400, min. \$60 to \$80; WCSC-TV, Charleston, S. C., hour from \$200 to \$300, min. \$40 to \$60; KROD-TV, El Paso, hour from \$250 to \$300, min. \$50 to \$60; KLAS-TV, Las Vegas, hour \$150 to \$200, min. \$30 to \$40; KIMA-TV, Yakima, Wash., hour from \$150 to \$200, min. \$25 to \$40 . . . WTTV, Bloomington, Ind., which recently shifted from Ch. 10 to 4 with 100-kw and new 1000-ft. antenna relocated at Cloverdale, Ind., becomes NBC primary for Bloomington-Indianapolis-Terre Haute July 1, its Class A rate upped from \$600 to \$1000; WFBM-TV, Indianapolis (Ch. 6) is CBS basic.

In applying for power boost to 100-kw this week, KCMC-TV, Texarkana, Tex. (Ch. 6), reported to FCC that combined TV-AM operations resulted in net loss of \$1165 in 1953; KCMC-TV started operating Aug. 16, 1953. In 1952, without TV, radio station had net profit of \$5525 after taxes.

Interconnected to AT&T network circuits this week: WTRI, Schenectady; WSLI-TV, Jackson, Miss.; WAIM-TV, Anderson, S. C.; WJHL-TV, Johnson City, Tenn.; KATV, Pine Bluff, Ark. Scheduled for connection next week are KFBC-TV, Cheyenne, Wyo. and WSEE, Erie, Pa.

American Women in Radio & TV Inc. holds third annual convention in Muehlbach Hotel, Kansas City, April 22-25. Anne Hayes, KCMO, Kansas City, is chairman.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

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MORE EDITORIALIZING? MCCARTHY REPLY A DUD: Has CBS broken the dam, finally and permanently, and inaugurated a strong editorial policy that will be emulated by other networks and stations? Probably not, though there's an important school of thought within the industry that says TV-radio station owners should take stands on public issues same as newspapers.

It will be surprising indeed if the Murrow-McCarthy exchange marks dropping of the industry's historically neutral attitude on controversial issues -- except now and then as a commentator lets loose on an explosive subject.

Controlled as it is by a govt. agency, the FCC, the industry has always felt the Commission an uncertain shadow over it, depending on the character of the commissioners and the political temper of the times. One chairman, actually, once ordered a network to hearing on renewal of its station licenses because Mae West used what he construed an indecent inflection in her famous line, "Come up and see me some time."

Sponsors, too, have been traditionally reluctant to offend even the smallest fraction of their audience. Editorializing as a general practice, to put it plainly, has been too complicated and too risky.

* * * *

Not much doubt where CBS -- and President Eisenhower and the Army -- stood after Sen. McCarthy's April 6 reply via film to Edward R. Murrow's notable telecast of March 9 on Alcoa's See It Now. Nor is there any question where the TV-radio broadcasting industry, most newspapers and apparently the majority of viewers stand.

It seems more than mere coincidence that Gen. Eisenhower invited CBS pres. Frank Stanton as guest at White House stag dinner April 8, day after news conference where the President told reporters he had known Murrow for many years, considers him his friend, recalls his great wartime broadcasts from London. Same day, U.S. Military Academy invited Murrow to deliver lecture on security at West Point, April 25. Same day, too, New York Newspaper Guild voted Murrow its annual Page One Award -- latest of some 50 prizes the famed commentator has won.

Murrow relinquished his whole Alcoa period for the McCarthy reply, then went on air briefly to refute the McCarthy charges that he follows Communist party line, that he was once a member of the I.W.W. -- and to nail the McCarthy innuendo of Communist favor because he was favorably mentioned in the Daily Worker (out of context, because same "praise" told of Adlai Stevenson, Senator Flanders, the Army and broadcasting companies, even Eisenhower, having given McCarthy "a slap on the wrist").

The Senator put his foot into it, too, with what his own party leaders are calling a reckless declaration that Communist influences caused an "18-month deliberate delay" in govt. program to develop and produce the hydrogen bomb. This had nothing to do with the Murrow-McCarthy squabble, but was seen as typical McCarthy tactics by many editorial writers, let alone by govt. officials.

"Caught with his charges showing," wrote N.Y. Times' Jack Gould, "the Senator wandered all over the lot and at the end of the program the casual listener must

have been amazed at what a guy Murrow was." Sloppy detective work was also apparent when McCarthy called Murrow a CBS v.p., which he isn't, and educational director of the network, which he hasn't been for 17 years.

CBS-N.Y. reported 4907 phone calls and 1801 telegrams upholding Murrow, 3069 & 602 pro-McCarthy, up to time it quit counting April 7. Ratio was about same in other cities. Said a CBS statement: "Mr. Murrow's achievements during the past 19 years have brought honor and distinction to CBS...CBS subscribes fully to the integrity and responsibility of Mr. Murrow as a broadcaster and as a loyal American."

Note: Bill for the McCarthy film, amounting to about \$6000, which he first asked Alcoa to pay, but which sponsor declined to do because it buys Murrow production as package, has been guaranteed by "an important man outside the TV industry," said CBS spokesman. This means CBS isn't paying it. Guess is it's Texas oilman H.L. Hunt, who underwrites the syndicated "Facts Forum" films.

5 MORE START, OPENING SMALLER MARKETS: Three of latest 5 new stations open up new markets for TV -- in Wilmington, N.C.; Albany, Ga.; Beaumont, Tex. Another station on verge of start is KRGV, Weslaco, Tex. (Ch. 5), which advised us it lacks only a bit of wiring to get going by Sun., April 11. This week's crop includes 3rd outlet in Honolulu and 6th educational non-commercial -- a vhf in San Francisco. Latest additions, bringing total to 382 now on air, 129 of them uhf:

KULA-TV, Honolulu (Ch. 4), city's 3rd, began test patterns April 2, starts programming April 16 as non-interconnected ABC affiliate. It uses 50-kw DuMont transmitter and 350-ft. tower at new TV-radio building on Ala Moana Blvd., plans to build new tower later on Mt. Tantalus. Principals are owners of WMT-TV & WMT, Cedar Rapids, Ia., and KJBS, San Francisco, headed by Wm. B. Dolph, who also is mgr. of Fulton Lewis Jr. KULA-TV gen. mgr. is Jack Burnett; asst. gen. mgr., Art Sprinkle; sales mgr., Hugh Ben LaRue; TV coordinator, Ted R. Scott; chief engineer, Ronnie Miyahira. Base hour rate is \$250. Rep is Headley-Reed.

WMFD-TV, Wilmington, N.C. (Ch. 6), opening up entirely new market in booming seaport area embracing new jet air base, Army munitions depot, Marines' Camp Lejeune, Army Camp Davis, began testing April 8, programming next day, affiliated with NBC. Nearest other station is in Greenville, N.C., more than 100 mi. away. Wires owner gen. mgr. Richard A. Dunlea: "Getting excellent reception reports." Station uses 10-kw RCA transmitter, 358-ft. Truscon tower, plans new tower site after it can meet height restrictions imposed by new air base. Base rate is \$200. Rep is Weed.

KQED, San Francisco (Ch. 9), privately-financed educational non-commercial outlet, began tests April 2, plans programs in early May. A community effort, it's 5th station in bay area, second starter this year -- KSAN-TV (Ch. 32) having begun March 1. It uses converted KPIX transmitter atop Mark Hopkins Hotel, got grant of \$113,724 from Ford Foundation for additional equipment. Annual operating budget is \$250,000, being met by special gifts drive for \$150,000 and campaign for 6800 dues-paying members (\$10 a year). James Day is gen. mgr.; Larry M. Reed, chief engineer.

WALB-TV, Albany, Ga. (Ch. 10) began feeding signals into antenna at 4 p.m., April 7, according to wire to FCC from chief engineer John L. Rivard. It opens up virtually new market, Columbus being 79 mi. and Macon 92 mi. away. It's first to start with new 10-kw Standard Electronics transmitter, has RCA antenna on loan from WLWA, Atlanta, on 287-ft. tower. It's NBC non-interconnected, owned by Albany Herald (James H. Gray, pres.), with Tom Stillwagon as gen. mgr. Rep is Burn-Smith.

KBMT, Beaumont, Tex. (Ch. 31) was to begin testing night of April 9, has not yet fixed commercial date, looks to good signal from GE 1-kw transmitter over entire rich Beaumont-Port Arthur-Orange area -- nearest other TV station being another uhf in Lake Charles, La., 65 mi. away. It's owned equally by Randolph C. Reed, oilman, who also heads Gulf-York Inc., Philco distributor, and N. D. Williams, oil & lumberman, who recently acquired Newborn-Josey holdings. John Rossiter, gen. mgr., ex-WJTV, Jackson, Miss., has option to acquire 25%. Frank Browne is commercial mgr., Frank Leins, chief engineer. Base rate is \$200. Rep is Headley-Reed.

5 MORE CPs, ST. LOUIS VHF GRANT SOON: Way was cleared for Ch. 4 into St. Louis this week as FCC permitted KXOK and Missouri Valley TV Co. to dismiss, leaving KWK free for grant as result of merger agreement (for details, see p. 14). Also in the week's grants was CP for Buffalo's Ch. 2 to Niagara Frontier Amusement Corp., final disposition of affair involving charges of strike application, payoff, etc. (Vol. 10:8). Both St. Louis and Buffalo at present have only one vhf outlet.

There were 5 CPs this week. In addition to the one to Buffalo, they went to: Marquette, Mich., Peninsula TV Inc., Ch. 6; Muskogee, Okla., KTUL (Tulsa), Ch. 8; Gastonia, N.C., Air Pix Corp., Ch. 48; Seattle, Seattle Construction Co., Ch. 20.

One grant was returned -- for KITO-TV, San Bernardino, Cal., Ch. 20. There was also a Canadian CP this week -- CHEX, Peterborough, Ont., Ch. 12 -- recommended by board of governors of CBC, equivalent of grant.

Initial decisions favored: Wisconsin Valley TV Corp., Wausau, Wis., Ch. 7, and WSAV, Savannah, Ga., Ch. 3. First came after agreement whereby WSAU dropped out. Owners of WSAU -- Charles Lemke (49%) and John R. Tomek (51%) -- are to sell station to Wisconsin Valley for \$170,000. Lemke is to buy 400 shares of Wisconsin Valley at \$100 a share, eventually own 25%. Tomek is to get \$15,000 as consultant.

In Savannah case, WSAV was favored over WJIV in Examiner Cunningham's initial decision for two main reasons: (1) "Integration" of ownership and management, with WSAV principal stockholder Harben Daniel to devote his full time to station. (2) Single vs. multiple station ownership -- with Daniel controlling only WSAV-AM-FM, while WJIV owner E.D. Rivers Jr. owns 4 AMS and has TV grant for Valdosta (Ch. 37).

Cunningham also held, however, that WSAV had done some prior TV construction (tower base and transmitter-projection-control room in Liberty National Bank Bldg.). This doesn't prevent it from getting CP, he said, but he ruled that none of the construction could be used when authorized construction starts.

(For further details about principals in foregoing grants, see TV Addenda 18-N herewith, and Blue Section of TV Factbook No. 18.)

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Shift of WHIZ-TV, Zanesville, O., from Ch. 50 to Ch. 18 was granted this week, first case of its kind. Other operating uhf stations have sought to file for vhf and keep operating uhf at same time. FCC turned them down, saying it couldn't countenance "straddling" two channels. It said Zanesville case is different, however, because no other applicant sought Ch. 18.

WHIZ-TV management is convinced lower channel is better, despite FCC refusal to recognize any difference. Engineers have compared coverage with that of WTAP, Parkersburg, W.Va. (Ch. 15), covering same kind of terrain; testing receiver sensitivity, etc., they concluded Ch. 18 is much better suited to Zanesville area. Station won't move immediately to new channel, must yet order equipment.

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That novel newspaper protest of TV grant in Clarksburg, W.Va. (Vol. 10:13) looks as if it's going to hearing, thus delaying construction of WBLK-TV (Ch. 12). Actually, Commission voted to accede to protest this week, told staff to draft hearing order, bring it back next week for approval.

Having no broadcast interests and applying for none -- thus differing from previous protestants -- Clarksburg Exponent & Telegram filed protest against grant, alleging station will cause it economic injury, increase monopoly.

Lawyers are wondering if grant of protest would lay any new CP wide open to a successful delaying action by anyone who can show that TV hurts his business -- by theatre operators, play producers, concert impressarios -- almost anybody.

FCC's augmented staff for TV processing is likely to be "unaugmented" come June 30. Hired specifically with extra funds provided by Congress for TV processing for one year, quite a few lawyers and some engineers may be dropped. About 55, including examiners and hearing counsel, were hired on temporary basis and were warned that their tenures may be short.

Hearing examiners now have full calendars, with approximately 25 more hearings waiting for examiners. Latest scheduled is for Ch. 9, Dothan, Ala., May 7.

STORER SELLS TO SAN ANTONIO PUBLISHER: Newspapers and newspaper-broadcasters continue to be a dominant category of TV station ownership -- and this week's \$3,500,000 purchase by owners of San Antonio Express and News of George B. Storer's KGBS-TV (Ch. 5), with radio KGBS (50-kw day, 10-kw night on 680 kc, CBS), further points up fact that publishing interests are determined to maintain the same identity with TV that they have gained over the years in radio.

At beginning of this year, 105 TV stations were wholly or partly owned by newspaper interests, 7 more by magazine publishers (see pp. 39-41, TV Factbook No. 18). Since then, 5 more newspaper-identified TVs have been added, all new starters (see p. 6), besides which Time Inc. has made deal to buy KLZ-TV & KLZ, Denver (see p. 14). That means, as of now, nearly 30% of the 382 TV stations currently on air have newspaper ownership -- about same proportion as prevails in radio.

San Antonio publisher Frank G. Huntress must sell his KSTA (5-kw on 550 kc, ABC), which he bought from Gene Howe group in 1949 for \$300,000. But with KGBS he recaptures CBS radio affiliation which Storer took away, gets basic CBS-TV besides. On Storer's part, though he announced that the deal was intended to pave way for his \$10,000,000 purchase of Empire Coil Co. (Vol. 10:2), he still has obstacles to overcome for FCC has made it plain it won't rule on ownership of 2 extra uhf by 5-limit uhf owners until after Senate's uhf probe of May 4 (postponed from April 27).

Storer bought KGBS-TV (then KEYL) for \$1,050,000, plus assumption of DuMont note for \$200,000, in 1951 (Vol. 7:30,51). He has spent more than \$1,000,000 on its plant improvement. Then, last year, he bought KGBS (then KABC) for \$700,000 (Vol. 9:26,34). His son George Jr., lately reassigned to Miami headquarters, was gen. mgr. Combined TV-radio reputedly show monthly operating profit of well over \$50,000.

Another newspaper getting into TV via purchase is Peoria Journal-Star, about to take over WTVH-TV (Ch. 19), on air only since last Aug., for \$225,000 -- of which about half is said to be assumption of obligations.

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Note: Recent sale of Col. Robert McCormick's Washington Times-Herald to Eugene Meyer's Washington Post (WTOP-TV & WTOP, WMBR-TV & WMBR) was really forced by bad times the Chicago Tribune publisher faced with his Washington venture. It recalls how late Louis G. Caldwell, counsel for the McCormick-Patterson interests, had urged Mrs. Cissie Patterson, then Times-Herald publisher, to apply for TV while channels were available. She wouldn't, and the channel she might have had went to R.H. Macy interests (then owning WOR). They sold WOIC (now WTOP-TV) to Meyer (55%) and CBS (45%) for \$1,400,000 in 1950. The TV-radio properties, as FCC records reveal, have been the bulwark of Washington Post Co.'s income ever since -- even overcoming the newspaper's operating deficits. TV would inevitably have been a main asset of the Patterson estate. By same token, Portland Oregonian, which in 1948 turned in a pre-freeze CP, and itself was later sold to Newhouse for \$1,000,000, would have been worth several times that sum had it ventured into TV.

SUPREME COURT REVERSAL OF GIVEAWAY BAN: FCC stuck its neck out a little too far -- back in 1949 -- when it coined a new definition of "lottery", and got slapped down this week by highest court in the land because it "overstepped the bounds of interpretation [and] exceeded its rule making power."

Gist of 8-0 decision of U.S. Supreme Court (Justice Douglas not participating) was that Commission erred in classifying as lotteries those programs, such as "Stop the Music," on which prizes are awarded to viewers or listeners reached by telephone at their homes. The court pointed out that this definition had never been accepted by any court or any other Federal agency and "there cannot be one construction for the FCC and another for the Dept. of Justice."

Chief Justice Warren, delivering decision, pointed out that a lottery must involve distribution of prizes according to chance, for a consideration -- and he rejected FCC's contention that mere viewing or listening to a program constituted a "substantial consideration" paid to the broadcasting station.

Decision actually set no important precedent -- other than to put Commission on its guard against too broad an interpretation of Criminal Code -- according to

communications attorneys who have studied case. However, one aspect of ruling which was overlooked in press reports is that it affirmed FCC's right to deny licenses to stations which it believes are violating Federal laws, even though Justice Dept. has not taken action against stations for the alleged violations -- a right which was questioned by the networks when they originally filed to upset FCC giveaway rule.

"The Commission would be remiss in its duties if it failed, in the exercise of its licensing authority, to aid in implementing the [Federal lottery] statute, either by general rule or by individual decisions," said Justice Warren.

FCC promulgated "anti-giveaway" rule 5 years ago (Vol. 5:34-39), and it was immediately challenged in court by ABC, CBS & NBC, which got stay order nullifying rule pending disposition of case. Last year, New York Federal court upheld FCC rule as it applied to contests of chance where participants are required to provide money or anything of value, presumably including boxtops (Vol. 9:6). But it rejected -- as did the Supreme Court this week -- the idea that telephone-type contests can be considered lotteries. FCC then appealed lower court decision.

Note: Like FCC, Canadian Broadcasting Corp. is concerned about prize contests "in which the main element is chance instead of skill." Its board of governors announced this week that it has discussed problem with broadcasters, advertisers and agencies with view to reducing number of such programs. If there is no improvement in coming months, board said in statement, it "intends to hold public hearings regarding the possibility and advisability of a regulation which would check such prize schemes depending mainly on chance..."

UHF STUDY--AT FCC & CONGRESS LEVELS: One thing is certain about uhf: It's getting plenty of attention -- and the more light shed on the subject the better.

Upcoming hearings by Senate communications subcommittee -- postponed for one week to May 4-7 -- can be expected to look into virtually every angle of uhf, from station finances to receiver sensitivity.

AT FCC level too, uhf is subject of constant exploration. This week, Commission informally discussed staff memorandum containing virtually every proposal suggested to date for improvement of competitive position of uhf stations. One idea getting some consideration was proposal to open way for more network programs on uhf stations by barring interconnected station from carrying network programs on delayed (kine) basis when another station in area is available to carry them live.

Study of satellites and boosters is continuing (Vol. 10:7), with possibility that Commission will take some sort of action in a few weeks. The whole objective in taking them up at this time would be to aid uhf.

Satellites would give Commission least trouble, because they'd use regularly allocated uhf channels, wouldn't create new interference problems. They could be authorized in either of 2 ways -- through rule-making or through simple grants of CPs to applicants proposing to get all programs from "mother" stations. Actually, FCC has no rules requiring station to produce certain minimum of local programming. However, everyone knows better than to seek CP without proposing some local shows.

Question of powers and heights for satellites is wide open, with no indication whether FCC would place lower floor under satellites than regular stations.

Boosters get more cautious approach because they affect co-channel and adjacent-channel relationships of stations. FCC still doesn't seem confident that all interference problems have been licked.

Surprising lack of reaction to "5-kw transmitter" proposal (Vol. 10:8-11) is reported by FCC. However, there are indications that the flat 5-kw minimum may be dropped in favor of minimums tailored to size of city. At least one well-informed commissioner leans that way as of today.

Most valuable information to date on how uhf operators are faring financially and program-wise will be presented to Senate subcommittee May 4 when FCC reveals the results of its second survey of post-freeze stations (Vol. 10:5). First survey, which included very few multiple-station markets, showed uhf stations doing about as well financially as vhf, during first few months of operation (Vol. 9:51 & 10:1).

Senators won't want for witnesses during 3-day hearings. Though subcommittee

hasn't yet compiled formal list, it already has received plenty of inquiries from stations, and from some manufacturers. Definitely due to testify are FCC, RETMA, the networks, UHF Assn., and several individual telecasters.

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Another uhf station has suspended operation, and one which was temporarily silent has gone back on air, losing only 2 days. Leaving air was KACY, Festus-St. Louis (Ch. 14); resuming operation was KETX, Tyler, Tex. (Ch. 19).

KACY asked FCC permission to leave air April 2 for 120 days while it seeks at least \$350,000 in additional capital. One of 4 stations in St. Louis area (1 vhf, 3 uhf), its attorneys told Commission it had lost more than \$250,000 since Sept. 1953, that stockholders have advanced \$120,000, and added:

"Our client's faith in uhf TV remains unshaken by the tremendous losses it has absorbed, and in good faith it believes that in a relatively short time it can make necessary arrangements for additional capital."

Station has filed suit against CBS and WTVI, Belleville-St. Louis (Ch. 54), for \$2,533,000 triple damages under anti-trust laws. It charged "conspiracy" between network and station prevented it from getting any CBS programs not carried by St. Louis' vhf KSD-TV, and said this resulted in operating loss of \$244,300 instead of \$100,000 profit and reduced value of its plant from \$650,000 to \$150,000.

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KETX, Tyler, Tex. wired FCC this week that it had returned to air March 27, just 2 days after it went silent (Vol. 10:14). Owner Jacob A. Newborn Jr., who has taken over operation of station with staff reduced from 20 to 8, tells us: "I put it on in the black on March 27 and it has been that way ever since." Tyler newspaper this week reported 3 local creditors had instituted involuntary bankruptcy proceedings against KETX and group of former employes was also contemplating action. Meanwhile, FCC this week approved transfer of Newborn's 25% ownership in another Texas station -- Beaumont's KBMT (Ch. 31), due on air this week end -- along with 25% held by oilman Jack S. Josey, to station's other 2 owners for \$5000 total.

Five new stations with newspapers identified in their ownership can be added to those listed on pp. 39-41 of *TV Factbook No. 18*—and there are applications pending for transfers of 50% of WHYN-TV & WHYN, Springfield-Holyoke, to employe pension fund of *Springfield News and Union*, and 100% of KLZ-TV & KLZ, Denver, to Time Inc. About to be filed are transfers of WTVH-TV, Peoria, to *Peoria Journal-Star*, and KGBS-TV & KGBS, San Antonio, to *San Antonio Express and News*. The 5 that can now be added to the *Factbook* list, with their AM and newspaper affiliations: WDSM-TV (WDSM), 51% owned by Ridder brothers, publishers of *Duluth Herald and News Tribune* and *St. Paul Dispatch* and *Pioneer Press*; WJPB-TV (WVVW), Fairmont, W. Va. same ownership as *Mannington* (W. Va.) *Times*, weekly; KFBB-TV (KFBB), Great Falls, Mont., 30.5% owned by Fairmont Corp., publisher of *Butte Montana Standard*, *Billings Gazette*, *Helena Independent-Record*, *Livingston Enterprise*, *Missoula Missoulian*; KFBC-TV (KFBC), 47.66% owned by same interests (Tracy McCracken) publishing *Cheyenne Wyoming Eagle* and *Wyoming State Tribune*, *Laramie Republican-Boomerang* and *Bulletin*, *Rawlins Times*, *Rock Springs Rocket*, *Worland Northern Wyoming News*; WKAQ-TV (WKAQ), San Juan (P. R.) *El Mundo*.

Threatened nationwide strike against all TV & radio networks was averted April 6 when AFL Radio & TV Directors Guild announced "conditional ratification" of new contract ceiling for average 10% pay boost for some 600 directors, associate directors, floor managers and program assistants in New York City. Signing of contract, Guild said, is dependent on settlement of local problems between union and some independent stations throughout country.

Power increases: WDTV, Pittsburgh (Ch. 2) this week boosted ERP to 100-kw by adding new 6-bay antenna.

Raising money for charities and political parties via subscription TV was visualized by Zenith publicist Millard Faught in address to convention of National Small Business Men's Assn. in Washington, April 6. He repeated his thesis that sponsored TV and fee TV can live side-by-side; that pay-as-you-look will double number of stations, etc. Sen. Schoeppel (R-Kan.), member of communications subcommittee, was so impressed that he had 3-page speech reprinted in April 7 *Congressional Record* "notwithstanding the cost," which, he said, was \$233.75. In New York this week, Skiatron stockholders approved agreement giving rights to its developments to Matty Fox (Vol. 10:13). The 99-year contract, Skiatron pres. Arthur Levey said, is good "so long as any Skiatron patents have any validity." Skiatron counsel James Landis said he's confident FCC will approve subscription TV.

"Piracy" of baseball games through their "re-creation" on TV is planned by McLendons' upcoming KERP-TV, El Paso and KLIF-TV, Dallas, according to protest filed with FCC this week by N. Y. Yankees and Brooklyn Dodgers. Teams argue that Commission erred in March 4 decision renewing licensee of KERP, now ask that KERP be ordered to cease and desist from future "re-creations" or be set for hearing. Protest says that TV presentations planned by Gordon McLendon would use "a large board with a baseball diamond drawn on it and figures of players placed at appropriate positions."

Bill to exempt from FCC regulation some point-to-point carriers not interstate in nature (HR-6436) was passed by Senate April 5 and sent to White House. Senate passed over 2 other communications bills on calendar without taking action—S-1396, Sen. Johnson's bill to curb telecasting and broadcasting of pro baseball games, and S-2314 to prohibit transmission of gambling information.

TWO ALL-SPANISH TV stations are due to go into operation soon in El Paso area— KERP-TV, El Paso (Ch. 13), and XEJ-TV, Juarez (Ch. 5). KERP-TV grantee Gordon McLendon, operating radio KERP there and onetime head of now defunct Liberty Broadcasting System, claims his station will be first all foreign-language TV station in the U. S., for he plans to program it 100% in Spanish. RCA equipment has been purchased from an unnamed Columbus (O.) station, construction of added facilities in radio building is under way, and plans for 352-ft. tower drawn up and it's planned to go on air around next June 15, McLendon reports. Rep will be Forjoe.

Across border in Juarez, new XEJ-TV, owned by broadcaster Pedro Meneses Jr., and now being installed by engineer Morton Zimmerman, has set target date of May 17. Mr. Meneses says its programming will be built around sports telecasts, including filmed bullfights from Mexico City as well as local events and Spanish translations of such favorites as *Cisco Kid*, *Boston Blackie*, *Unexpected*, *My Favorite Story*. Rep will be National Time Sales, N. Y.

There are already 2 stations in El Paso (1950 pop. 130,485, with Juarez credited another 122,598). They're KR0D-TV (Ch. 4, CBS) and KTSM-TV (Ch. 9, NBC).

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GE reports order for 12-kw transmitter from WKNX-TV, Saginaw, Mich. (Ch. 57), which began year ago with 1-kw; this is the station one-third owned by Congressman Alvin M. Bentley, now recovering from bullet wounds suffered when Puerto Ricans shot up House of Representatives. GE also reports WTVJ, Miami (Ch. 4), switches to new 35-kw transmitter and new tower site April 15.

RCA reports shipment of 10-kw transmitter April 9 to KGEO-TV, Enid, Okla. (Ch. 5), and 50-kw amplifier same day to WCAU-TV, Philadelphia (Ch. 10).

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

WSFA-TV, Montgomery, Ala. (Ch. 12), has tentative Oct. 1 target, reports v.p.-gen. mgr. Lionel F. Baxter. Its plans for new TV-radio center in Cloverland section include outdoor studio. RCA transmitter has been ordered, along with 750-ft. tower and 12-bay superturnstile RCA antenna, to be located on Mt. Carmel, 23-mi. south of

city. C. B. Smith is technical director. Ownership interlocks with *Montgomery Advertiser & Alabama Journal*. It will be city's second outlet, WCOV-TV (Ch. 20) having begun April 17, 1953. Rep not yet chosen.

WLOS-TV, Asheville, N. C. (Ch. 13), has ordered 25-kw Federal transmitter for June 1 delivery, plans Aug. tests, Sept. programming, reports v.p. Charles B. Britt. It already has 300-ft. Lehigh tower, will top it with Federal antenna. Work on transmitter house & tower atop 5721-ft. Mt. Pisgah begins May 1 after 2.3 miles of road have been graded and 3000-ft. inclined railway built up 45-degree slope. It will be first local competitor for WISE-TV (Ch. 62) which began last July. Rep not yet chosen.

KGVO-TV, Missoula, Mont. (Ch. 13), with 5-kw GE transmitter on hand and 12-bay antenna due in May, expects to meet June 15 test target, start programming July 1, reports pres. Art Mosby. It plans to cover all western Montana from transmitter site atop mountain, 1905-ft. above av. terrain, near Evaro, 10-mi. north of Missoula. Footings have been poured for transmitter house and 200-ft. Ideco tower is scheduled for completion by May 15. Hour rate will be \$200. Rep will be Gill-Perna.

WAAB-TV, Worcester, Mass. (Ch. 20), with 5-kw DuMont transmitter scheduled for July delivery, now plans Sept. tests, Oct. programming, reports pres. George F. Wilson. Its 24-bay Gabriel antenna is ready, as is old WGTR-FM tower, but date hasn't been set yet for antenna installation. Rep will be Hollingbery.

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CFPA-TV, Port Arthur, Ont. (Ch. 2), has ordered 2-kw RCA transmitter for Aug. delivery, plans tests late that month, programming Sept. 3, writes owner Ralph H. Parker. It bought unused City Fire Hall, located at highest point in city, for TV-AM headquarters, plans move of offices and radio studios next June while TV studio installation is underway. It will have 200-ft. Stainless tower and 3-bay RCA antenna. Rep not yet chosen.

CJBR-TV, Rimouski, Que. (Ch. 3) has ordered 10-kw RCA transmitter for July delivery, plans tests late next summer, programming in Sept., reports gen. mgr. Jacques Brilliant. It's expanding radio studios for TV, will build transmitter house and RCA-designed 120-ft. 4-slot wave-stack tower & antenna on Peak Champlain, 1137-ft. above sea level. It will carry CBC French language programs. Reps will be Adam Young (for U. S.) and H. N. Stovin.

Color Trends & Briefs: Color-conscious engineers are devoting much of their technical sessions to the new medium. NARTB engineering conference will have about half its papers on color (Vol. 10:14). This week, Society of Motion Picture & TV Engineers announced agenda of semi-annual convention at Hotel Statler, Washington, May 3-7. TV sessions, all May 7, are as follows:

Morning—"The Early Days of TV," John V. L. Hogan, consultant; "CBS Color TV Staging & Lighting Practices," Richard S. O'Brien, CBS; "Color Lighting Sources," H. M. Gurin, NBC; "Subject Lighting Contrast of Color Motion Pictures for TV," E. T. Percy & T. G. Veal, Eastman; "Dage Vidicon Camera for Film & Studio Use," James L. Lahey, Dage; "Electronic Shutter in TV Film Pickup," F. Cecil Grace, DuMont.

Afternoon—"Electronic TV," Axel G. Jensen, Bell Labs; "Applications of TV to Military Operations," H. C. Oppenheimer, Signal Corps; "RCA-NBC Color TV Mobile Unit," S. Atwood & W. C. Phillips, NBC; "Kinescope Recording With Ultraviolet Light," R. O. Drew & J. M. Brumbaugh, RCA; "Color Kinescope Recording Methods," E. D. Goodale, NBC; "A Continuous Projector for TV," Otto Wittel, Eastman; "Progress & Status of Theatre TV," Ralph V. Little, RCA.

NBC color schedule has following changes from last report (Vol. 10:11): Dropped: *American Forum of the Air* April 25. Added: *Voice of Firestone* May 3, tour of Metropolitan Museum May 8, *Kukla, Fran & Ollie* May 9. Some 60 program and production personnel of NBC-TV's first affiliates equipped for color will study techniques in 3-day seminar in New York May 10-12. Others will be scheduled as more stations become equipped.

Chromatic TV Labs, pushing its grid-type Lawrence tube—claiming large size, simplicity, ease of production, good performance—has issued 19-p. brochure on tube, available from company at Paramount Bldg., New York. Company estimates 24-in. tube can be mass produced for less than \$100. This week, it cut price of grid structures for tube from \$150 to \$125, offering them to tube makers.

Start of color studio construction in Burbank, Cal. is scheduled for end of April with goal of completion by year's end, according to NBC west coast v.p. John K. West. The 12,600-sq. ft. structure will cost \$2,000,000.

Latest station reporting color activity, WBTV, Charlotte, N. C., expects to be testing network rebroadcasting equipment by end of month.

Technical description of RCA 19-in. color tube (Vol. 10:4) is included in April *Tele-Tech Magazine*.

Telecasting Notes: "The Robert Montgomery influence," is simplest explanation of new easy-mannered and relaxed attitude President Eisenhower manifested in his April 5 talk on combined networks. Informal pose he struck, standing or leaning against desk, and use of cue-cards which he ignored more often than not, was exactly in the manner of the noted actor, who for some months has been unofficial and unpaid White House advisor on TV-radio. Fact is, Montgomery was in the room with the President and several dozen other visitors, though it was same night (Mon.) as his regular *Robert Montgomery Presents* (Lucky Strike) on NBC-TV. His own show used film strips for his narration . . . Said UP, in describing the White House TV pickup: "President Eisenhower set a new standard for TV speakers last night. Although dealing with such tension-loaded subjects as the H-Bomb, Communism and depression, he was as relaxed as a neighbor leaning on his lawnmower, informal almost to the point of being chatty. [He] used no script and spoke with a sort of effortless sincerity and calm. Just as one of his predecessors, the late Franklin D. Roosevelt, was the first President to master the radio microphone, Mr. Eisenhower has progressed from his own early days of knuckle-cracking uneasiness on TV to the smooth job he did last night . . ." . . . Mannie Sacks, RCA v.p. and RCA-NBC chairman Sarnoff's special troubleshooter, who heads RCA Record Div., has been called into action to help build up NBC's lagging radio business, reports *Variety*, with both Wm. Fineshriber and Ted Cott reporting to him . . . Amos 'n' Andy and *Range Rider* film series have been purchased from CBS-TV film div. by BBC, thru its TV rep in N. Y.,

Aubrey Singer; BBC immediately got protest from National Assn. for the Advancement of Colored People branding show as "gross caricature" of the Negro which has done harm in U. S. and may do even more in England—a protest CBS long ago rejected . . . Delbert Mann, who directed Paddy Chayevsky's hit play *Marty* on *Philco Playhouse*, signed as one of first TV directors to be hired to direct a feature movie; he'll do film version of *Marty* for Hecht-Lancaster . . . About 100 Hal Roach *Our Gang* shorts, owned by Clinton Pictures Corp. (Joseph Auerbach) to be released to TV thru Allied Artists' Interstate Television Inc. . . . Enlarging TV studios on Wilmington Pike, WHIO-TV, Dayton, is adding 50x64-ft. studio, 3 large radio studios for WHIO, consolidating all TV-radio operations in one building, designed and constructed by Austin Co. and due for completion early next year . . . South Bend Tribune plans new ultra-modern downtown TV-radio building for its expanding WSBT-TV & WSBT, with one studio 50x80-ft.; architects are Pereira & Luckman . . . Crosley's WLW and 4 TV stations soon to be represented by NBC Spot Sales in Detroit and on West Coast; Crosley will retain own N. Y. & Chicago branches, will represent NBC in its station cities: Cincinnati, Dayton, Columbus, Atlanta . . . More new reps: KCRI-TV, Cedar Rapids, Ia., to newly-organized Venard, Rintoul & McConnell; WOKY-TV, Madison, Wis., to Gill-Perna; WJMR-TV, New Orleans, to McGillvra . . . WCSH-TV, Portland, Me., which began last Dec. 1 with \$250 base rate, will increase to \$300 June 1 . . . WCAU-TV, Philadelphia, sets new Class AA rate at \$2400 an hour, increasing all other periods about 20%.

Station Accounts: Pittsburgh Pirates games will be televised on regular schedule for first season, with Atlantic Refining Co. buying 24 weekend away games on uhf WENS, thru N. W. Ayer; WENS pres. Thomas P. Johnson is also chief owner of Pirates . . . Heavy schedules of baseball sponsorships, as reported in Vol. 10:11, are augmented by Borden Co. (Pioneer Ice Cream div.) purchase of half of 15-min. Happy Felton's *Talk to the Stars* after Brooklyn Dodgers' games on WOR-TV, thru Doherty, Clifford, Steers & Shenfield; 20-sec. adjacencies to Dodgers' games were also sold to Hoffman Beverage Co., thru Warwick & Legler; Shell Oil Co., thru J. Walter Thompson; Household Finance Corp., thru Needham, Louis & Brorby; Colgate-Palmolive Co. (Rapid shave cream), thru Wm. Esty Co. . . . Esskay Meat Products, Schmidt Bakery & Sherwood Bros. (Betholine-Sinclair dealers) *Bobo Newsom's Knothole Gang* and *Talk to the Stars* before and after Baltimore Orioles' games on WAAM, thru Van Sant, Dugdale . . . Jay Broiler Co. (Roto-Broil broilers) buy 15-min. segment across-the-board, for estimated \$130,000 for year, as first sponsor of new *Ernie Kovacs Show* on WABD starting April 12, Mon.-thru-Fri. 11:15 p.m.-12:15 a.m., thru Product Services Inc. . . . N. Y.-N. J. women's clubs, telling about their charities, provide basis for audience partic. show on WATV, Newark, titled *Half Hour Holiday*, Mon.-Wed.-Fri., 3:30-4 p.m.; sponsors already signed are Linda Foods Inc., Newark (Rice Cream); Visking Corp. (Miraacloth), thru C. Wendell Muench, Chicago; Louis L. Libby Inc. (frozen foods), thru Hicks & Greist, N. Y. . . . Among other advertisers reported using or preparing to use TV: International Metal Products Corp., Phoenix, Ariz. (Arctic Cooler air conditioner), direct; Eskimo Pie Corp., Bloomfield, N. J. (ice cream), thru Buchanan & Co., N. Y.; R. T. Collier Corp., Los Angeles (Tap Sprite carbonated water filters), thru West-Marquis Inc., L. A.; Indian River Medicine Co., La Follette, Tenn. (Scalf's Indian River Medicine, herb tonic), thru Claude Harrison & Co., Roanoke, Va.; Griesedieck Bros. Brewery Corp., St. Louis (GB beer), thru Krupnick & Assoc., St.

Louis; McKesson & Robbins Inc., Bridgeport, Conn. (Tartan suntan lotion), thru Ellington & Co., N. Y.; Safeway Stores Inc., Oakland, Cal. (Sunnybank margarine), thru Erwin, Wasey, L. A.; Wm. Schwartz & Co. Inc., Philadelphia (Chips and Twigs apparel for boys), thru Feigenbaum & Wermen Adv. Agency, Philadelphia; Sales Affiliates Inc., New York City (Zotos shampoo, Inecto hair bleach), thru Picard, Marvin & Redfield, N. Y.; Devoe & Reynolds Co., New York City (paints, lacquers, enamels), thru J. Walter Thompson, N. Y.; Dr. Pepper Co., thru Ruthrauff & Ryan, N. Y.; Ad-Lab Products Inc., Columbus, O. ("Ex Static" fabric rinse), thru Munn, Mullay & Nichols Inc., Columbus; General Concrete Products Inc., Van Nuys, Cal. ("Flagerete," "Slumstone," "Romancrete") thru Tilds & Cantz, Hollywood.

New \$80,000 TV-radio set census gets under way May 3 under auspices of Advertising Research Foundation, 11 West 42nd St., N. Y., designed primarily for civil defense information, to be financed by networks and BAB, with field sampling by Alfred Politz Research Inc. On extremely modest basis and with emphasis on radio, survey calls for only 10,000 interviews nation-wide, with questions asking number of TV & radio sets in home, kind of sets (i.e., uhf-equipped, AM-only, etc.), rooms in which they're located, number of autos with radios, etc. Only one overall national figure will be published for TVs (possibly in July) but it's planned to break down radio ownership by 5 geographic regions. Federal Civil Defense Administration has been urging project, headed within ARF by CBS radio research director Harper Carraine, others on committee being BAB pres. Kevin Sweeney, Biow research v.p. E. L. Deckinger & General Foods research director G. S. Brady.

George Polk awards for distinguished journalism, presented annually in memory of late CBS correspondent, went to NBC and exec. producer Merrill Mueller for its *Weekend—Sunday Newspaper of the Air* and TV columnist John Crosby, N. Y. Herald Tribune Syndicate.

Personal Notes: William C. Fitts Jr., CBS director of labor relations who joined network's legal dept. in 1950 after leaving law firm of Fly, Fitts & Shuebruk, headed by ex-FCC chairman James Lawrence Fly, elected CBS v.p. . . . Charles R. Denny, NBC v.p. in charge of owned stations and spot sales, and Mrs. Denny back from month in Europe . . . A. James Ebel, Peoria consulting engineer associated with WMBD there, named acting mgr., KOLN-TV & KOLN, Lincoln, Neb., succeeding Harold Anderson, now with upcoming WDEF-TV, Chattanooga . . . Otis H. Segler and David Andrews, ex-KOLN-TV, named sales mgr. & production director of WDEF-TV, Chattanooga (Ch. 12) due on air momentarily . . . Paul B. Marion promoted to sales mgr., WBTB, Charlotte, and Virgil V. Evans Jr. to WBT sales mgr.—both reporting to gen. sales mgr. Wallace J. Jorgenson . . . Joseph Carleton Beal, ex-production mgr., WDSU-TV, New Orleans, named mgr. of new public service div., World Wide Broadcasting Corp., Boston shortwave operation headed by Walter S. Lemmon . . . Donald N. Walker, who operated own printing business in Urbana, Ill. last 3 years, named mgr. of National Assn. of Educational Broadcasters personnel office in Urbana to centralize recruitment of staff for all educational TV & radio stations . . . Jerry Burns, ex-TV director of KOOL-TV, Phoenix under gen. mgr. Charles Garland, named gen. mgr. of KIVA, Yuma, Ariz. . . . Paul Mills promoted from radio program staff to program director of WISE-TV, Asheville, N. C. . . . John H. Smith Jr., NARTB promotion mgr., elected pres. of American Public Relations Assn. . . . Henry Salomon Jr., producer of NBC-TV's *Victory at Sea*, appointed chief of new TV documentary unit, reporting to Davidson Taylor, director of public affairs; Isaac I. Kleinerman will be editor-in-chief; Donald B. Hyatt, business mgr.; Richard F. Hanser, head writer . . . Herbert Jaffe, ex-MPTV & MCA, joins Official Films as director of sales, with syndication v.p. Herman Rush assigned as administrative asst. to pres. Harold Hackett; Verne W. Behnke, N. Y. sales mgr., succeeds Jaffe at MPTV . . . Wynn Nathan promoted to sales v.p., United TV Programs . . . Ted Wick resigns as Paramount Pictures TV-radio adv. & exploitation director to become CBS-TV Hollywood director of publicity & exploitation, succeeding Norman Seigel, resigned . . . John D. Allison, ex-Headley-Reed v.p., now local sales mgr., KGMB, Honolulu . . . Bruce McConnell, WISH, Indianapolis, elected pres., Indiana Broadcasters Assn. . . . Lansing B. Lindquist promoted to TV-radio v.p., Ketchum, MacLeod & Grove . . . Ursula Halloran resigns as v.p. in charge of N. Y. office, Rogers & Cowan, to open public relations agency specializing in TV at 50 Madison Ave., N. Y. . . . J. Vance Babb, onetime NBC press div., now associate director of public relations of N. W. Ayer, N. Y., elected v.p. . . . Tom Hargis new head of TV-radio dept. in Hollywood office, Ruthrauff & Ryan, succeeding Wm. Burch, resigned . . . Carroll O'Mara, ex-KNBH, opens own consulting offices at 1610 No. Argyle, Hollywood.

Gen. Mark W. Clark, recently retired UN supreme commander in Far East, now president of The Citadel, has become associated with Jefferson Standard Broadcasting Co., operators of WBTB & WBT, Charlotte, and upcoming WBTW, Florence, S. C., serving as consultant on international affairs and advisor on educational and cultural matters.

Mrs. Ferdinand M. Thieriot, one of owners of *San Francisco Chronicle*, daughter of its founder Michael H. de Young and mother of Charles de Young Thieriot, asst. publisher and v.p. in charge of its KRON-TV and of KAFY-TV, Bakersfield (49% owned), died April 3 in San Mateo. One of her sisters, Mrs. George T. Cameron, is wife of the *Chronicle's* present publisher.

Network Accounts: Kelly-Springfield Tire Co., in first network TV sponsorship, buys NBC-TV colorcast of National Open golf championship at Baltusrol, N. J. Mon. April 19, thru Compton Adv. . . . Quaker Oats joins Philco as simulcast sponsor of Don McNeill's *Breakfast Club* on ABC-TV starting June 1, buying TV portion Tue. & Thu. 9:45-10 a.m. and dropping AM Mon.-Wed.-Fri. 9-9:15, thru J. Walter Thompson . . . Packard Motor Co. to sponsor *Packard Program Starring Martha Wright* on ABC-TV starting April 18, Sun. 9:15-9:30 p.m., thru Maxon Inc. . . . Old Gold to sponsor *Truth or Consequences* on NBC-TV starting May 18, Tue. 10-10:30 p.m., thru Lennen & Newell . . . Toni (shampoo) sponsors *Tony Martin Show* on NBC-TV starting April 26, Mon. 7:30-7:45 p.m., thru Tatham-Laird Adv., Chicago . . . Revlon (cosmetics) drops out as alt. sponsor (with Congoleum-Nairn) of *Mr. & Mrs. North* on NBC-TV, effective July 13, Tues. 10:30-11 p.m. . . . Ford Foundation disclosed *Omnibus* would return on CBS-TV Oct. 17, Sun. 5-6:30 p.m., with Scott and Greyhound Bus reportedly renewing as sponsors; Ford is dropping *Excursion* on NBC-TV . . . ABC-TV drops *The Mask* Sun. 8-9 p.m., effective May 23, hopes to replace it with *Paul Whiteman Show* originating from Hamid's Million-Dollar Pier in Atlantic City . . . Steve Allen signs for 15 programs, Judy Holliday for 4, on Max Liebman's new edition of *Your Show of Shows* on NBC-TV in fall . . . Avoset Corp. (Qwip cream product) and Florist Telegraph Delivery Assn. buy partic. on *Morning Show* on CBS-TV, Mon.-thru-Fri. 7-9 a.m., former thru Fletcher D. Richards, latter thru Grant Adv.

Another blast at TV commercials this week from publicist Edward L. Bernays—this one purporting to show that, based on 115 replies to 3800 questionnaires, "bar and tavern keepers, barbers, beauticians & butchers" are as strongly opposed to commercials as were the educators and businessmen cited in previous survey (Vol. 10:5). His conclusion: "The 2 studies show that the people of the U. S., whatever their station or profession, are for a large part resistant to present TV commercials and that sponsors and advertising agencies are approaching the point of diminishing returns. As the public grows more resentful of abuses, they will be less likely to purchase the products offered for sale." No comment from NARTB, whose recently amended Code of Practices tightens restrictions on multiple-spotting, cow-catchers, trailers, length of commercials, etc. Nor any intimation whom Bernays is representing in this second outburst against commercialism.

Ward Wheelock & Co., Philadelphia, will close down in July, having lost its 18-year-old Campbell Soup Co. account (now divided among BBDO, Leo Burnett, Compton, Dancer-Fitzgerald-Sample). Other accounts are Bev-Rich Co. (canned soft drinks), now with Stauffer, Colwell & Bayles; Stephens F. Whitman Co., and Adam Scheidt Brewing Co., which have not yet appointed new agencies.

Printers' Ink index of advertising volume for Jan.-Feb. shows it was up 17% from same 1953 period, only network radio showing loss (3%). Gains: network TV, 50% (see Vol. 10:14 for detailed PIB figures); magazines, 12%; newspapers, 6%; outdoor, 5%; business papers, 4%.

New York City ad agencies, thru local AAAA council, are vigorously opposing proposal to extend city's 3% sales tax to agency services.

Gordon Webber, of Benton & Bowles staff, who writes CBS-TV *Mama* show, has had second novel, *The Far Shore*, published by Little-Brown. First was *Years of Eden*.

Mark F. Ethridge, publisher of *Louisville Courier-Journal* and *Times* (WHAS-TV & WHAS) elected a trustee of Ford Foundation.

TV TRADE'S FIRST-QUARTER REPORT CARD: TV-radio industry's first 1954 quarter, ended April 2, shows nicer balance between production, sales and inventory than in many years -- albeit considerably down from same 1953 period. RETMA estimates production at 1,445,000 TVs, factory sales, 1,586,000; distributor sales, 1,663,000; retail sales, 1,767,000. Inventories at all levels were about 1,600,000 at close of quarter.

Thus the 1954 first-quarter trade statistics, looking very much like 1952 at most levels, are way below same period 1953 -- except for retail sales, which held up remarkably unit-wise because of wave of buying of low-end sets, some as low as \$140.

The comparable 1953 figures: production, 2,260,000; units; factory sales, 2,174,000; distributor sales, 2,060,000; retail sales, 1,780,000; inventories at all levels, 2,100,000. For 1952: production, 1,325,000; factory sales, 1,307,000; distributor sales, 1,260,000; retail sales, 1,280,000; inventories, 1,500,000.

Radio production in first quarter was 2,585,000 units vs. 3,834,784 in 1953.

TV production totaled 123,280 week ended April 2, compared to 124,343 units preceding week and 118,289 week of March 19. Radio production was 180,726 compared to 191,149 week of March 26 and 202,893 week before.

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Emerson is also out with 17-in. table at \$150, along with Crosley and Halli-crafters (Vol. 10:13-14) -- again leading to inevitable question: Whither TV prices? Immediate trend seems downward, but you can provoke a lively discussion by asking which way they'll go when new models are introduced in June and July. Nobody has a definite answer yet, at least as far as we can discern.

We even heard one manufacturer say that the industry is so full of surprises these days that he wouldn't be shocked to see a \$100 model this summer. Nobody will agree with him now, of course.

RCA and Philco say they see no increase in offing, but won't project their predictions beyond June. Philco spokesman was especially cautious, saying company is "playing it by ear" from week to week and problem is always under review.

Admiral's Joe Marty said it all depends on what happens to parts prices in next 60 days. If they stay at present levels, chances are TV prices won't go up, he said. But if they rise, set makers may well pass along increases, he declared. Admiral pres. Ross Siragusa this week told annual stockholders meeting company's largest capital expansion program in its 20-year history would get under way this fall, with most of it going to TV, said details would be released in 2 or 3 weeks. He reported Admiral's first-quarter sales and profits were below the \$3,056,878 earned on sales of \$69,191,849 in first quarter of 1953.

Motorola's Ed Taylor reiterated his previous statement to us (Vol. 10:12) that his company definitely plans to raise lists, and markups, on new models to be introduced in June. He said recent talks with distributors & dealers convinced him it was absolutely necessary to raise prices. Dr. Allen B. DuMont, with no sets selling under \$200, agreed with Taylor that prices will go up.

Possibility of 2-way stretch in prices, with leader models going still lower to around \$120 or \$130 and some over-\$200 models going higher, was broached by one major manufacturer. Taylor said Motorola was considering "stretch" idea among several alternatives. Other manufacturers we spoke to didn't think it feasible.

Unknown factor in price situation is what effect Crosley's \$140 Super V will exert on the market come June. It's apparently selling quite well, according to reports from markets where it has been introduced. Avco chairman Victor Emmanuel told stockholders meeting this week success of Super V had established the "salability of a so-called second set." Unverified trade reports had Crosley turning out more than 2500 per day, as against originally-planned total output of 40-50,000.

Topics & Trends of TV Trade: Wells-Gardner pres. Robert S. Alexander, speaking from experience, tells us the private-label set maker who specializes in higher-priced TVs is taking a beating in today's cut-price market. Wells-Gardner, he declared, is now getting ready to offer its chain store customers a cheaper 21-in. console as perhaps the first wedge to reduce prices generally and capture a share of the under-\$200 market.

"We operate in a different league," Alexander told us. "We don't set prices the way other manufacturers can and do. We must adapt to orders from the chains, who tell us they want a table model or console at such-and-such a price. So now all we can do is offer them a set at a lower price, which we think today's market demands, but it's up to them to accept or reject it."

Using RCA components, Wells-Gardner has produced an experimental color set but is making no effort to market it. "The chain stores are not interested in color in its present form," he said. "The color set which will be sold to the consumers is not yet available."

Wells-Gardner also is losing ground on another high-priced item—the radio-phonograph console, once a mainstay of its output. Today it's one of the slowest-moving items in the TV-radio market, its customers are overstocked and as a result Wells-Gardner is almost out of radio production.

Despite its problems, Wells-Gardner has no intention of producing own TV line, Alexander says. He wants no part of setting up a jobber structure, thinks the TV market will eventually stabilize itself and the whole industry, including the private label manufacturer, will enjoy a new prosperity.

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Picture tube sales in first 2 months totaled 1,203,396 valued at \$26,090,401, down from 1,824,767 at \$43,923,663 in first 2 months of 1953, reports RETMA. Some 76% were 19-in. and larger. For Feb. alone, 645,715 picture tubes worth \$13,916,478 were sold, compared to 557,681 at \$12,173,923 in Jan. and 836,451 at \$20,030,681 in Feb. 1953. Receiving tube sales in first 2 months totaled 47,322,494 worth \$34,732,324, down from 77,367,566 at \$52,976,540 in first 2 months year ago. Feb. sales were 25,189,147 at \$18,319,819 vs. 22,133,347 at \$16,412,505 in Jan. and 40,061,683 in Feb. 1953.

TV set sales by Canadian factories totaled 73,675 at average price of \$370 in first 2 months of 1953, when production was 85,302, reports Canadian RTMA. Projected production estimate is that 120,875 more sets will be turned out next 3 months. Inventory at end of Feb. was 80,460, compared to 77,778 at start of month. Quebec led in sales with 27,988; Toronto second, 17,204; other Ontario, 7363; British Columbia, 6709; Ottawa & eastern Ontario, 5856; Hamilton-Niagara, 4191; Windsor, 2981; Maritime Provinces, 1016; Prairies, 367. For Feb. alone, sales were 38,785, production 41,467.

Trad Television Corp., 1001 First Ave., Asbury Park, N. J. (Victor Trad, pres.), manufacturers of private label TVs and electronics equipment for govt., this week filed petition under Chapter XI of Bankruptcy Act, listing assets of \$1,979,220 and liabilities of \$2,175,897 and offering 15% settlement, payable 1% monthly starting 6 months after confirmation. Among largest creditors: Sylvania, \$78,993; RCA, \$13,184; Sangamo Electric Co., Marion, Ill., \$13,898; Erie Resistor Co., \$12,000.

New CR tubemaking firm, Texas Electronic Manufacturing Co., 3120 Lamar St., Houston, has been formed to begin operating by June. Owners also control Television Equipment Distributors, handling picture & receiving tubes, antennas and accessories. Founder is A. W. Larkin, pres.; Harry Pennings, sales mgr.

Trade Personals: Robert Brown, GE Washington district mgr. of govt. equipment marketing, transferred to Syracuse to become mgr. of sales for heavy military electronics, succeeded in Washington by H. A. Crossland (heavy equipment) and D. A. Wilkinson (light equipment); Jack Painter, special Washington representative for GE broadcast equipment, has been transferred to Boston, succeeded by Lewis F. Page . . . Hodge C. Morgan promoted to Bendix Radio gen. sales mgr., replacing Arthur E. Welch, resigned; he reports to gen. mgr. Edwin K. Foster . . . John S. Frietsch, ex-Cincinnati district rep, Philco, named radio div. adv. mgr. . . . Thomas J. Kelly, from commercial service div., appointed Raytheon director of licensing . . . Rudolf Leopold promoted to mgr. of DuMont's new specifications & records dept., in charge of designing broadcast equipment & mobile communications products . . . R. S. Gates named exec. v.p., Collins Radio Co., L. E. Bessemer named mfg. v.p. and R. T. Cod v.p. . . . J. D. Campbell named gen. mgr. of all consumer products in consolidation by Canadian Westinghouse; J. W. Kerr appointed gen. mgr. of apparatus products . . . Richard C. De Witt, ex-T. A. O'Loughlin & Co., Newark (Philco), named Fada adv. mgr., succeeding late Herman N. Lubet . . . Joseph Nauer Jr. named Stewart-Warner Electric midwest sales mgr., Cincinnati, replacing Graeme W. Stewart, now adv. & sales promotion mgr. of parent company . . . H. R. Marien Jr. resigns as exec. director of Television Service Assn. of Michigan to become exec. director of Florida Television & Technicians Guild, Miami . . . John Walker, ex-Philco & Stewart-Warner, named Emerson midwest district mgr., Cincinnati . . . E. Dudley Bell, ex-western div. mgr., American Lava Corp., appointed gen. mgr., Solar Mfg. Corp. . . . Jerome Bresson resigned as Tele King chief engineer to go into sales engineering . . . Richard J. Brandt, ex-pres.-gen. mgr. of Sterling Products International S.A., of Guatemala, appointed to newly created post of director of sales, Sylvania international div.

Distributor Notes: CBS-Columbia, continuing expansion, appoints R. Warncke Co., San Antonio, replacing E. G. Hendrix Co.; Lee Distributing Co., Buffalo (Ralph Henrich, v.p.); World Radio & Appliances Inc., Toledo (M. M. Isaacson, pres.); Harrisburg Radio Laboratory Supply, Harrisburg, Pa. (Louis J. Zeydon, pres.) . . . Capehart-Farnsworth appoints Codomo Distributors, Miami (Gregory I. Codomo, pres.) . . . Hallicrafters appoints Tubbs Electric Co., 165 S. Post St., Spokane (Clarence A. Tubbs, pres.) . . . Hoffman Sales Corp. of Seattle names Frank P. Fern gen. mgr., taking over duties handled temporarily by northwest district mgr. Paul Van Dusen . . . Hamburg Bros., Pittsburgh (RCA) promotes sales director Lester A. Hamburg to exec. v.p. & gen. mgr. . . . Westinghouse Electric Supply Co., Chicago, appoints T. R. Anderson TV-radio sales mgr., replacing Wm. Kilmer, resigned . . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) announces resignation of appliance sales mgr. Vincent J. Cooney.

Industry spokesmen had generally favorable reaction to meeting with Commerce Dept. officials this week (see p. 13), one representative saying he was "pleased as punch" with the spirit of cooperation. Commerce Secy. Weeks told them he hoped new Business & Defense Services Administration unit, headed by Don Parris, would serve as spokesman for industry in dealings with Govt. He visualized BDSA as a central point where any manufacturer with a complaint or needing help from Govt. could go.

Westinghouse now has about 5½% of TV sales market, said v.p. Mark W. Crcsap at stockholders' meeting in Sunnysvale, Cal., April 7. This is up from 3½-4% in 1953, keeps pace with improvement of 5% in general consumer products sales during first 2 months of 1954.

COLOR SITUATION remained little changed this week —Westinghouse feeling out public market-by-market, RCA preparing to launch commercial sales, most of rest of industry holding off because of "price, programming and picture size."

Westinghouse was reported selling only 3 sets in Chicago this week, but with dealers enjoying increased traffic for black-&-white because of color set on floor.

RCA New York distributor Bruno-New York plans heavy promotion when it introduces set to market in next couple weeks, says it now has orders for 80% of its allotment for next 3 months. Nature of RCA campaign for other cities hasn't been indicated yet.

RCA's prices for color set and servicing are now being adopted generally. Last week, GE went along with the \$1000 for set, \$150 for year's service, established by RCA. Admiral did same this week.

Though Admiral has lowered its sights on color production this year, it's more optimistic than most. Sales v.p. W. C. Johnson says he expects industry to build about 75,000 sets this year—and that Admiral will make 10-15,000 of them. RCA says it's aiming for 10,000 (Vol. 10:14).

Thus, of the Big 3 — Admiral, Philco, RCA — only Philco has nothing to say about marketing sets this year.

Repeated efforts to elicit information from Philco were unavailing. It has demonstrated a color tube in its labs and claims to have developed "the Philco color system," just as RCA refers to "the RCA color system."

Though Philco is silent now, presumably it will eventually seek to become strongly identified with color in public's mind and patent-wise. Philco has demonstrated de-

velopments to competitive manufacturers, asking them to refrain from public comment, even giving tube code name of "apple." It's obvious, however, that Philco's work is not now commercially ready, nor is there any indication when it will be ready. Tube itself is said to be simpler than shadow-mask type but to require "monstrously complicated" circuitry at present stage.

GE's Dr. W. R. G. Baker summed up views of many in April 5 speech before Electric Club of Los Angeles.

"The TV industry is in the untenable position," he said, "of having announced under political and competitive pressure, a new service to the public without having the technological ability to deliver the service within the standards of economic limits acceptable to the public . . . The nub of the problem is the color picture tube."

He thought satisfactory tube might be available by mid-1955 "by heroic engineering effort." He said that "a real marketing job on color" won't come before 1956.

Dr. Baker also intimated that industry could get together on standardization of receiver production just as it did on transmission standards — an unusual concept. His comments:

"Congress did establish the FCC to set up standards to insure that there would be only one uniform signal specification, but the only law governing equipment standardization is [the Sherman Anti-trust Act]. I am told that it is possible even under the Sherman Act for companies to pool such efforts, provided, however, that the fruits of the combined work are made openly available to all on reasonable terms. However, these are matters well beyond the scope of my remarks today."

Financial & Trade Notes: Allen B. DuMont Laboratories Inc. reports record gross sales of \$91,828,982 in 1953, compared with \$76,166,782 in 1952 and \$50,741,596 in 1951. Net profit after \$1,549,000 Federal taxes was \$1,544,782 (60¢ a share) in 1953 vs. \$1,424,603 (55¢) after taxes of \$1,473,300 in 1952 and loss of \$583,000 in 1951. TV receiver and broadcasting divisions operated at loss last year, reports Dr. DuMont, but CR tube, tube development, instrument, transmitter and govt. divisions showed profit of 12.8% before taxes. CR tube div. alone increased sales by 33%, and govt. contracts accounted for about 17% of total volume.

Regarding color, Dr. DuMont reiterated his oft-expressed position that it's still in an "early developmental stage" and that it "will be a number of years before we will be able to supply large-screen color receivers at a price most consumers can afford." Meanwhile, he states, the sale of black-&-white sets will be adversely affected. DuMont production this year will concentrate on table models and open consoles.

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Among officers' and directors' stock transactions reported by SEC for Feb.: Lewis Gordon bought 100 CBS "A," holds 100; Edward R. Murrow bought 300 CBS "A" (June 1953), holds 300; Benjamin Abrams trusts bought 6200 Emerson (Dec. & Jan.), Abrams and trusts & foundations hold 304,439; Elliott V. Bell bought 100 General Precision Equipment, holds 300; Jeffrey S. Granger partnership bought 500 Sentinel Radio, personally and through partnership he holds 2000; E. Finley Carter bought 144 Sylvania, holds 1022; Don G. Mitchell bought 404 Sylvania, holds 3335; Howard L. Richardson bought 106 Sylvania, holds 437; Frederick W. Strauss bought 600 Travler Radio, holds 1000; Hugh Robertson bought 100 Zenith, holds 1000.

Television-Electronics Fund lists total assets of \$36,491,226 (\$7.80 a common share) as of March 31, compared to \$27,835,082 (\$6.93) on Oct. 31, 1953.

Teleprompter Corp., cueing system which recently completed its largest assignment to date in handling more than 100 speeches during 4-day IRE convention, reports \$17,281 net profit before provision of \$9152 for taxes on gross rental business of \$323,188 during 1953. This compares with \$47,277 net profit before provision of \$10,831 for taxes during 1952. Earned surplus on Dec. 31, 1953 was \$26,586 as against \$18,457 Dec. 31, 1952. Teleprompter renewed long-term contract with CBS, reports chairman Irving B. Kahn, and this month is being used for first time in making a full-length Hollywood production. Year has been period of "growing pains" and costly solution of manufacturing problems, Kahn states, but future holds "excellent prospects" and up to April 1 this year volume of business has run double that of same 1953 period.

Muter Co. reports net earnings of \$447,463 (66¢ on 681,680 common shares) after taxes of \$464,791 on sales of \$15,190,004 in 1953, compared to profit of \$345,573 (52¢ on 661,825 shares) after taxes of \$432,445 on sales of \$12,653,060 in 1952. Working capital at year's end was \$2,972,283, compared to \$3,077,975 at end of 1952. Pres. Leslie F. Muter predicted start of color production forecasts increased business in coming years because color sets require 3 times as many components as monochrome.

National Union Radio Corp. reports net profit of \$166,458 (10¢ a share) on sales of \$12,158,045 in 1953, compared to \$139,920 (2¢) on \$14,464,694 in 1952 and \$370,910 (21¢) on \$13,671,112 in 1951. Working capital was \$1,713,297 at year's end, compared to \$973,242 at end of 1952. In annual report, pres. C. Russell Feldmann attributed decline in sales to sharp drop in demand for picture tubes in last half of year.

Servomechanisms Inc. reports net profit of \$305,089 (40¢ on 760,700 common shares outstanding) after taxes of \$541,352 on sales of \$13,332,746 in 1953, compared to \$276,024 (36¢ on 758,000 shares) after taxes of \$522,288 on sales of \$10,151,589 in 1952.

Olympic Radio reports net profit of \$62,157 (14¢ a share on 431,925 common shares outstanding) on sales of \$17,667,485 in 1953, compared to \$84,747 (20¢ on 429,925 shares) on \$12,765,708 in 1952 and \$425,534 (\$1.11 on 383,593 shares) on sales of \$14,467,072 in 1951, when company received tax credit of \$235,000. Working capital at year's end amounted to \$2,891,045, compared to \$2,902,780 at end of 1952. Backlog of defense orders was \$14,000,000. In annual report, pres. Morris Sobin blamed TV price-cutting and factory wage increase retroactive to July 1 as major reasons for profit decline. Color publicity, he added, also upset normal industry pattern of high sales in last quarter of year. Several experimental color sets have been built by Olympic and factory personnel are being trained so "regular production may commence as soon as larger color picture tubes and components become available." Proxy notice for annual stockholders meeting April 26 in company's Long Island offices discloses these remunerations paid to officers & directors in 1953: Sobin, \$33,099; Albert Friedman, sales v.p., \$65,600; Dr. R. Bowling Barnes, research & development director, \$31,100.

Wells-Gardner & Co. reports record 1953 sales of \$22,572,069, net income of \$772,939, compared with \$16,301,043 & \$459,976 for 1952. "We enter the new year with a large backlog of govt. work which should result in a substantial sales volume and a profit during 1954," says annual statement. "However at the outset, the reverse is true in the civilian field. Shipments of radio & TV receivers showed a marked drop during the last few months of the year, and our customers entered 1954 with high inventories. [But] reduced production during the last quarter of 1953 and continuing into 1954 is bringing inventories back to normal."

Webster-Chicago Corp. reports profit of \$927,162 (\$1.87 a share) on sales of \$27,757,899 in 1953, compared to loss of \$408,951 on sales of \$19,580,686 in 1952. Govt. billings accounted for 17% of 1953 sales, with backlog of \$13,000,000 at year's end, reports pres. R. F. Blash. He said all divisions—consumer products, laminations, govt. contracts—showed gains in 1953 and predicted 1954 sales of consumer products would be "as good as or better than 1953."

Reeves Soundcraft Corp. reports net earnings of \$284,301 on sales of \$3,566,054 in 1953, compared to \$90,187 on \$3,364,921 in 1952 and loss of \$77,570 on \$2,054,401 in 1951. In addition, Airdesign Inc., wholly-owned subsidiary of Tele-Video Corp. (owned 66% by Reeves), showed net profit of \$30,795 on sales of \$344,542. Company now owns 431,849 common shares of Cinerama Inc., and is contracting with several motion picture studios for use of its magnetic striping process for CinemaScope pictures, said annual report of pres. Hazard E. Reeves.

Stewart-Warner Corp. and subsidiaries report 1953 sales of \$129,797,592, net income of \$4,080,810 (\$3.04 per share), compared with 1952 sales of \$122,551,833, net income of \$4,233,850 (\$3.30). Annual report blames "larger than normal carryover of TV & radio sets" for bulk of \$3,000,000 increase in inventories, but adds that shipments since first of year have substantially reduced this figure. Report says Stewart-Warner expects to build "modest quantity" of color sets this year.

RCA notice to stockholders, asking proxies for May 4 annual meet to vote on new employe incentive plan, reveals following 1953 remunerations to officer-directors: David Sarnoff, \$200,000; Frank M. Folsom, \$165,000; L. W. Teegarden, \$131,096; Walter A. Buck, \$90,625; C. B. Jolliffe, \$70,100; Edward F. McGrady, \$18,100; Harry C. Ingles, \$13,564; John T. Cahill, \$3100 (law firm of Cahill, Gordon, Reindel & Ohl received \$375,000 for legal services to RCA).

Electronics Reports: Defense electronics progress and problems occupied large part of this week's Washington meeting between top electronics industry executives and high officials of Commerce, Defense and Treasury Depts.

Asst. Defense Secy. Donald A. Quarles told conference the research & development program is now at its top level—greater than World War II—at annual rate of \$1.3 billion, but this will be cut back 7-10% in fiscal 1955. Some 60% of research & development is now being contracted to private industry, 10% to non-profit institutions such as universities and research organizations.

Acting director Donald S. Parris of Electronics Div. of Commerce Dept.'s Business & Defense Services Administration (BDSA) revealed that tax-aided expansion of electronics industry's defense production potential approved by Govt. now totals \$328,000,000 in new and proposed facilities. Some 1200 requests for rapid tax amortization have been approved from Jan. 3, 1951 to Apr. 5, 1954, he said, giving this breakdown: tubes, \$102,000,000 in new facilities; components, \$52,000,000; end equipment, \$174,000,000.

Comments and questions by industry representatives included: (1) Opposition to recent Air Force policy of concentrating contracts with a prime "systems" contractor, leaving it to him to control procurement of such items as electronic systems, in place of former policy of giving separate prime contracts for electronic equipment and other items used in aircraft. Quarles replied that Defense Secy.'s office has set up applications engineering group to correct this situation. (2) Complaint that number of electronic engineering graduates has declined to 50% of former level and that shortage is becoming more acute. BDSA official said his office will try to determine what can be done to encourage more young people to study engineering. (3) Request for Defense Dept. to disclose its electronics requirements in the event of all-out mobilization.

Industry representatives attending conference: Dr. Allen B. DuMont; Harry A. Ehle, International Resistance Co.; H. J. Hoffman, Machlett; Richard A. Wilson, Magnavox; Joseph M. Gillies, Philco; A. D. Plamondon Jr., Plamondon Magnetics Co.; Ralph T. Brengle, Potter & Brumfield; Glen McDaniel & James D. Secrest, RETMA; Robert S. Alexander, Wells-Gardner; Max F. Balcom, Sylvania; Sidney R. Curtis, Stromberg-Carlson; W. M. Adams, Sprague Electric; J. A. Milling, Howard W. Sams & Co.; W. W. Watts, RCA; Russell E. Cramer, Radio Condenser Co.

* * * *

Dr. Oliver G. Haywood Jr., recently Sylvania mgr. of engineering planning and a West Point graduate, appointed mgr. of its new Missile Systems Laboratory in Queens County, N. Y., his staff including Frank S. Manov, mgr. of systems analysis dept.; Dr. Maurice E. Bell, mgr. of plans dept.; Ernest Schlieben, mgr. of electronics dept.

Lloyd Espenschied, noted Bell Labs inventor (more than 100 patents, including co-invention of coaxial cable system), retiring after 44 years with Bell System. He was born in St. Louis in 1889, joined AT&T in 1910.

IBEW pres. Daniel W. Tracy resigned, effective April 15, to be succeeded by international secy. J. Scott Milne, whose place will be taken by J. D. Keenan.

T. V. Learson, ex-gen. sales mgr., promoted to director of electronic data processing machines, International Business Machines Corp.

Crosley's Canadian subsidiary doubling floor space of its West Toronto plant to 90,000 sq. ft.; estimated cost is \$800,000 and payroll will be 600.

TALLEST TOWER authorized to date—1572-ft. structure to be used jointly by KWTW (Ch. 9) and educational KETA (Ch. 13), Oklahoma City (Vol. 9:32, 10:14)—was officially underway this week after ground-breaking ceremonies April 5. Wielding shovel and pickaxe were chairman John Griffin and pres. Roy Turner (ex-gov. of Okla. and announced candidate for U. S. Senate). Goal is completion by “late summer or early fall.”

Statistics are startling: tower weight, 1,050,000 lbs.; guy wires, 27,000 ft. weighing 267,000 lbs.; base insulators, 21 porcelain tubes 4-in. in diameter; paint, 650 gals. for one coat; triangular cross-section, 12-ft. on a side; base legs, 10½-in. solid round steel; 4 transmission lines measuring 6500 ft., plus 2000 ft. of lines from transmitters to tower; 1200 cubic yards of concrete reinforced with 30,000 lbs. of steel.

Tower alone, erected, with one coat of paint, costs \$550,000. Most of steel has been fabricated and delivered to Ideco yards in Columbus, O.

Next tallest tower granted is the striking 1521-ft. “candelabra” structure planned jointly by WFAA-TV & KRLD-TV, Dallas (Vol. 10:14).

Reappointment of Rosel Hyde as FCC chairman seems more certain than ever as end of his one-year tenure, April 18, approaches. Boom for Comr. Doerfer as chairman has subsided in face of unprecedented support for Hyde from all quarters—industry, education, fellow commissioners, Republicans, even Democrats. Presidential action is expected next week; if by any chance it doesn't come through by April 18, Communications Act provides that commissioners themselves name chairman temporarily. There has been talk that a dark horse is being pushed for chairmanship, to be named to succeed Doerfer who would be shifted to another govt. agency when his term expires this June 30. Little weight is given to that possibility now.

TV program awards of Ohio State U's Institute for Education by Radio-TV: special interest, *Frontiers of Faith* (NBC-TV) and *Farmtown, U.S.A.* (WBBM-TV, Chicago); cultural, *Hallmark Hall of Fame* (NBC-TV) & *The Long Voyage* (WOI-TV, Ames, Ia.); basic freedoms, *American Forum of the Air* (NBC-TV) & *The Independent Mr. Jefferson* (WNBQ, Chicago); public affairs, *United Nations Open House* (CBS-TV) & *They Come Home* (KPIX, San Francisco); children's, *Watch Mr. Wizard* (NBC-TV) and *Wunda, Wunda* (KING-TV, Seattle); instruction, *Shakespeare on TV* (KNXT, Los Angeles); classroom, *District of Columbia Public School Series* (WNBW, Washington).

Edward Lamb challenged FCC's right to examine allegations he was a Communist (Vol. 10:13) at time of renewal of his WICU, Erie, Pa. In brief filed with Commission, he said FCC should have tried to revoke his license instead, putting burden of proof on itself rather than on him. Former Attorney General J. Howard McGrath, now a Lamb v.p., is handling case alone—firm of Fly, Shuebruk, Blume & Gaguine having dropped out after disagreement on how to handle case. Lamb's brief included letters of praise from J. Edgar Hoover and others.

FCC has advised principals in proposed \$350,000 purchase of Carl Haymond's KMO-TV, Tacoma (Ch. 13), with KMO (5-kw on 1360 kc), that hearing will be necessary because purchasers own an overlapping AM in nearby Seattle. It's KAYO (5-kw day, 1-kw night on 1150 kc), buying group being headed by Jessica Longston (Vol. 10:5).

Millionaire oilman H. L. Hunt was authorized by FCC this week to assign CP for projected KTLG, Corpus Christi, Tex. (Ch. 43), to Trinity Broadcasting Co., owned by Gordon McLendon family, for consideration of \$5608 expended to date.

Transfer papers in purchase deal whereby Time Inc. proposes to acquire KLZ-TV (Ch. 7) along with KLZ (Vol. 10:12), filed with FCC this week, disclosed that proposed purchaser, LTF Broadcasting Corp., will pay \$3,533,760 for 100% of stock, which is owned by theatre-men Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry (now convalescing in LaJolla, Cal. from serious illness but expected to continue in post), Theodore R. Gamble and J. Elroy McCaw. Replacement value of equipment was put at \$1,273,200, depreciated to \$923,952 since station went on air last Oct. 29. Balance sheets show KLZ (AM & FM) earned profit of \$97,940 before taxes, \$39,060 after taxes during 6 months ending Jan. 31, 1954, which compares with \$135,073 & \$51,598 in same period last year. KLZ-TV operating profit from its start last Oct. until Jan. 31 was \$24,705, profit after taxes \$9985. That the stations are doing increasingly better, especially the TV, is revealed in Jan. figures showing that TV profit before taxes was \$32,839, after taxes \$18,119, while AM-FM profit before taxes was \$8183, after taxes \$3273. Filed with FCC this week also were transfer papers for proposed sale of KOY-TV, sharing Ch. 10 in Phoenix with Gene Autry's KOOL-TV which proposes to consolidate it (Vol. 10:12). Purchase price is disclosed as \$200,000, not \$400,000 as previously reported. KOY-AM will remain in present hands.

St. Louis Ch. 4 merger (p. 3) has following conditions: KXOK (Elzey Roberts) is to buy 14,145 shares of KWK Inc. (Robert Convey) at \$14.64 a share (total: \$207,082) and is to dispose of KXOK. KSTP Inc., St. Paul (Stanley Hubbard), owning 50% of Missouri Valley TV Co., is to buy same amount, and other 39 stockholders of Missouri Valley TV Co. are to buy 1845 shares. Ownership of proposed TV grantee, KWK Inc., is to end up with these percentages: Convey family, now majority stockholders of KWK, 27%; *St. Louis Globe-Democrat*, now minority of KWK, 22%; Elzey Roberts' KXOK, 23%; Stanley Hubbard's KSTP Inc., 23%; the 39 Missouri Valley stockholders, 3%.

Single TV application this week was for Boston's Ch. 5 — sixth applicant for that channel — by *Boston Post*, owned by financier John Fox, who recently purchased radio WCOP, subject to FCC approval (Vol. 10:13). Three applications were dismissed this week, and number pending is now 264 (43 uhf). [For further details, see *TV Addenda 18-N* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18* with Addenda to date.]

Westinghouse purchase of KPIX, San Francisco (Vol. 10:11), was formally announced by pres. Gwilym Price at stockholders meeting April 7. He said final approval not only depends on FCC but “upon the outcome of tax legislation now in Congress affecting this type of transaction.” It's understood tax-free deal contemplates exchange of Westinghouse stock valued at about \$6,000,000. Controlling stockholder Wesley I. Dumm retains radio KSFO. Gen. mgr. Philip G. Lasky and staff remain with KPIX.

City Council of St. Petersburg, Fla. voted this week to advertise for sealed bids to dispose of municipally-owned WSUN-TV (Ch. 38) and radio WSUN (5-kw on 620 kc, ABC). Bids are returnable at 11 a.m., April 28. First and only TV station in Tampa-St. Petersburg area, on air since last May 15, WSUN-TV is reputedly profitable, and last year was about to be sold to Ted Mack, Lou Goldberg and others associated with *Original Amateur Hour* (Vol. 9:41) for unnamed sum.

Interconnected to network circuits this week were time-sharing KOOL-TV & KOY-TV, Phoenix. Next on AT&T's hookup schedule, probably next week, are KVAL-TV, Eugene, Ore.; KARK-TV, Little Rock, Ark.; WNET, Providence; KWVL-TV, Waterloo, Ia.

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

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with **ELECTRONICS REPORTS**

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1954
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LOG OF THE 1954 STARTERS TO DATE: So far this year, exactly 36 new TV stations have gone on the air, including the 3 reported for this week on p. 3. Two more started in Canada, and 7 in the U.S. quit operating. So many of you have asked for lists, since our last semi-annual TV Factbook came off the presses just 3 months ago, that we've compiled them for your convenience; you'll find the tabulation on p. 12. Note that detailed data on most of these stations has already been published in TV Factbook No. 18 of last Jan. 15, wherein you will find names of owners, executives, rate data, etc. Similar data on the 1954 starters not covered in the Factbook will be found in our Newsletters Vol. 10:1-16, for as regular readers of Television Digest know, each station gets a "sendoff" report the week it starts test patterns. Incidentally, we are about to start work on our mid-summer Factbook, which will detail all stations on the air to July 15 and as many of the autumn starters as report bona fide plans.

FCC BACKSTOPS RETMA ON RADIATION CONTROL: The "one-two" punch to lick interference problems was nearer completion this week when FCC backed up RETMA plan (Vol. 10:14) by issuing notice of proposed rule-making specifying same limitations on spurious radiations that RETMA has adopted.

So all-inclusive is FCC's proposal -- covering every device in the country employing an oscillator -- that we're reprinting document in full as Special Report herewith. It merits close study by every manufacturer.

RETMA is pleased with Commission's action, doesn't regard such intervention as the brandishing of a punitive "big stick". RETMA now fully concedes FCC's powers in the matter, is happy that Commission endorses industry's voluntary efforts.

RETMA's own proposal is bringing good response, including approval already by several major manufacturers. There seems little doubt that board meeting in Niagara Falls, Ont. April 29-30 will take steps to put plan into effect.

There's nothing new about the fact that FCC says it intends to control the unwanted radiations from TV and FM receivers. Such a provision was part of proposal initiated 5 years ago, which this week's action supersedes. What's new about it is that industry and FCC see eye to eye on it -- former recognizing Commission's jurisdiction and latter accepting RETMA's plans for voluntary policing.

Not only TV and FM receivers would come under the new rule. All "restricted radiation devices" would. These are defined as follows:

"Devices which radiate radio frequency energy and are specifically designed to generate radio frequency energy (whether or not they are intended to be used for communications purposes) and which are not specifically covered in any other part of the Commission's Rules and Regulations."

Also under the rule are "incidental radiation devices" -- defined as "electrical apparatus in which the generation of radio frequency energy is unintentional." No specific standards for these are proposed at this time, though FCC always claims power to stop "harmful radiation" of any device affecting communications.

Another class of radiation covered is "carrier current systems" such as voice and control signals induced on high-voltage power lines, campus radio, etc. New rules will hit some of these quite hard.

Tightest restrictions of all were applied to community TV antenna systems. Limit: 10 uv/m at 10 ft. All new systems built after rule is adopted would have to comply. All existing systems would have until June 30, 1955 to comply. The FCC attitude on this tight limit is that there will always be some people living near the cables who prefer to receive free signals on their own antennas, and that these viewers have a right to protection from cable interference. Rule wouldn't affect multiple outlet systems confined to single building -- such as hotels, etc.

* * * *

The certification plan which FCC endorses is briefly as follows:

(1) Establishment of an independent certification laboratory empowered to test all TV and FM sets for conformance to standards acceptable to FCC.

(2) Authorizing manufacturers to affix laboratory seal of approval to their sets if they meet those standards.

(3) Notifying FCC who meets standards and who doesn't.

One thing RETMA proposes that FCC doesn't is that all manufacturers comply with 41.25 mc IF for TV sets. Commission decided to see how industry reacts to the RETMA plan first, before considering further measures.

* * * *

FCC would thus provide the "mailed fist" within RETMA's "velvet glove". No receiver manufacturer has yet rejected the RETMA proposal. Industry responses to FCC proposal will be accepted until June 16. Meanwhile, RETMA's committee under Hazeltine research v.p. Arthur Loughren is studying various institutions to determine which would best serve as certification laboratory.

NEWSPAPER PROTEST GRANTED; 3 CPs ISSUED: That unique newspaper protest to Ch. 12 grant of WBLK-TV, Clarksburg, W.Va. (Vol. 10:15) succeeded in delaying construction of the station, as expected, though it barely squeezed by FCC on 4-3 vote.

Commission issued 3 CPs and one initial decision, meanwhile. One CP was returned -- KTCO, Ft. Worth (Ch. 20) -- making 67 grants surrendered since freeze, 55 uhf, 12 vhf. This week's CPs:

San Jose, Cal., Standard Radio & TV Co., Ch. 11; Lexington, Ky., WLEX, Ch. 18; Fayetteville, N.C., WFLB, Ch. 18.

Initial decision favored KWK, St. Louis, for Ch. 4 grant after big 3-way merger last week. Uhf station WTVI, in nearby Belleville, Ill., has petitioned FCC not to grant the merged applicant.

San Jose CP came from final decision in which Commission upheld examiner's opinion that competing FM Radio & TV Corp. had been dilatory in preparing for the hearing and had finally defaulted. Lexington and Fayetteville CPs came from final decisions after competitors had dropped out.

* * * *

Clarksburg protest case has stirred a lot of speculation to effect that host of non-broadcast interests will seize upon it as precedent to delay construction of TV stations. No doubt of it, door is wide open -- at the moment.

By acceding to the protest of Clarksburg Exponent & Telegram and by ordering WBLK-TV to hearing, FCC doesn't acknowledge any merit to newspapers' arguments. All FCC says is that they have right to be heard. Matter of fact, chances are they'll get very short shrift in the hearing when it comes.

What decision does mean is that FCC majority has become a bit court-shy after getting its ears slapped down for failure to grant protests in the Spartanburg case (Vol. 10:14). It's felt the Clarksburg protest can be disposed of and station construction started much faster than would be the case if the protest were denied and court granted a stay order, as it did in Spartanburg appeal.

Commission would also like to make "horrible example" of case, encouraging Congress to eliminate or change protest section -- which FCC never did like.

Comrs. Bartley, Doerfer and Lee dissented. Bartley: "I cannot believe that Congress intended that Sec. 309(c) be so subverted, in the light of the mandate contained in Sec. 1 of the Communications Act to make available to all the people of the U.S. an efficient and nationwide radio and TV system." Doerfer: "That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity..." Lee: "I cannot conceive of Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay."

UHF OPERATORS ORGANIZING 'UNITED FRONT': At least three "nationwide" groups of uhf telecasters are being formed to try to get together on testimony for hearings beginning May 4 before Senate communications subcommittee.

Some or all of these groups may merge before the hearings -- if they can agree on concrete proposals. Informal regional conferences of uhf operators have also been held, and most of them will be absorbed into new "unified effort."

Behind the meetings is desire to thrash out uhf problems, get together on sound, practical suggestions to bring to hearing -- rather than have large number of uhf telecasters bewilder Senators with a like number of individual panaceas. So far there's been no agreement on specific proposals.

These were the principal groups being convened to prepare uhf testimony:

(1) Uhf Industry Coordinating Committee, formed April 12 by representatives of more than 25 stations, named as temporary chairman Harold Thoms, WISE-TV, Asheville, N.C., retained counsel and is expected next week to invite all uhf stations and groups to join it in formulating all-industry testimony.

(2) Group led by Leon Green, KNUZ-TV, Houston, has meeting scheduled for April 25-26 in Washington (Vol. 10:13), but is likely to merge with Thoms group.

(3) Uhf TV Assn., led by Lou Poller, WCAN-TV, Milwaukee, is calling meeting of its board May 1, and of all interested uhf operators May 3 in Washington.

* * * *

Coordinating Committee met behind tightly closed doors, released no information following meeting. It tentatively selected as counsel Ben Cottone, ex-FCC gen. counsel, and voted also to hire consulting engineer, as yet unnamed. Subcommittees were named to explore various proposals, report to next meeting, possibly next week.

Meeting was devoted to informal discussion of uhf problems and possible suggestions for testimony, but no definitive recommendations were approved. The telecasters heard presentation by a Washington engineer urging allocation of additional vhf channels from govt. and FM bands to replace uhf.

Uhf Assn. petitioned FCC to reinstate freeze, withhold all grants pending the outcome of Senate hearing. Petition was filed after Coordinating Committee meeting, which was attended by Poller and gen. counsel Wm. A. Roberts, and at which merger or agreement between the 2 groups was discussed but not accomplished.

* * * *

List of witnesses for uhf hearings is growing -- and it's doubtful whether the 3 days allotted will be sufficient to hear everyone. Slated to appear so far: FCC; the 4 TV networks; RETMA; GE electronics v.p. Dr. W.R.G. Baker; National Citizens Committee for Educational TV; Storer Broadcasting Co.; Poller; Green; Wm. Johns, WOSH-TV, Oshkosh, Wis. (now off air); Wm. Putnam, WWLP, Springfield, Mass.; David F. Milligan, WFAM-TV, Lafayette, Ind.

NARTB currently doesn't plan to take part in hearings, but v.p. Thad Brown says question is under study and broadcasters' group may decide to come in later. Tied up in the hearings is fate of FCC's multiple ownership proposals (5 vhf, 2 uhf) and Sen. Johnson's sliding-scale substitute permitting ownership of up to 10 uhf.

CHATTANOOGA, DES MOINES & WESLACO: Three vhf "firsts" -- one opening up substantial new market -- went on air this week, bringing U.S. total to 385 (129 of them uhf). Chattanooga area gets first outlet, as does Weslaco, Tex. Des Moines gets first in-town vhf to compete with local uhf & pre-freeze vhf in nearby Ames. Week's starters:

WHO-TV, Des Moines, Ia. (Ch. 13) went on 9 a.m.-noon, 1-4 p.m. & 7-8 p.m. daily test patterns April 15, begins commercial programming April 25 as basic NBC

affiliate. Col. B.J. Palmer, veteran broadcaster, heads project with Paul A. Loyet as v.p.-gen. mgr.; Harold Fulton, commercial mgr.; Jack Kerrigan, program mgr.; Reed Snyder, chief engineer. Owning 40% by reason of merger deal is Ralph Atlass' Independent Bcstg. Co., which sold local KIOA but still owns WL0L, Minneapolis. Only TV competitor in immediate area is KGTV, Des Moines (Ch. 17) and Iowa State College's WOI-TV, Ames (Ch. 5). WHO-TV uses 10-kw RCA transmitter with 700-ft. tower. Its RCA 12-section superturnstile had to be rebuilt after it fell in Feb., causing \$40,000 damages and delaying start. Base hour rate is \$550. Rep is Free & Peters.

WDEF-TV, Chattanooga, Tenn. (Ch. 12) opened up brand new market with April 15 tests which brought "excellent reception reports from more than 100 miles," as wired by pres. Carter M. Parham. Nearest other TV is in Rome, Ga., 54 air miles, with no others nearer than Knoxville, Nashville & Atlanta, all more than 100 mi. Chattanooga still has uhf Ch. 49 WOUC pending since Aug. 1952, also had another Ch. 43 uhf grant which FCC cancelled on oilman Tom Potter for lack of diligence. WDEF-TV becomes NBC interconnected, CBS secondary, goes commercial April 25. It uses 10-kw RCA transmitter, 300-ft. Emsco tower on nearby Signal Mt. FCC this week approved new stock setup whereby WDEF group owns 45%; Tri-State Telecasting Corp., 27.5%; Southern Television Inc., 27.5%. WDEF's Mr. Parham remains pres.-gen. mgr.; Moses Lebovitz (Southern), v.p.; Alex Guerry Jr. (Tri-State), treas.; Edward Finley Jr., secy. Station mgr. is Harold E. Anderson, ex-KOLN-TV, Lincoln, Neb., with Morris Quave, program mgr.; Otis Segler, local sales mgr.; B.C. Baker, chief engineer. Base hour is \$350, rep Branham.

KRGV-TV, Weslaco, Tex. (Ch. 5), long delayed by series of antenna mishaps (Vol. 10:5,13), began operating commercially as an NBC & DuMont affiliate April 11, day after first test patterns went on air. It's just 18 mi. from Harlingen, 36 mi. from Brownsville-Matamoros, where only other stations in rich Rio Grande Valley are located. It uses 5-kw GE transmitter with GE antenna atop 700-ft. tower. Owner O.L. (Ted) Taylor, who recently sold his rep firm to Raymer, is also applicant for Ch. 3 in Wichita. His TV director is Millman Rochester, with Byron Ogle as station mgr.; Allan Page, sales mgr.; Lewis Hartwig, chief engineer. Base rate is \$200, rep Raymer.

Personal Notes: Jules Herbeuoux promoted to gen. mgr. of NBC's WNBQ & WMAQ, Chicago, succeeding the late Harry C. Kopf . . . A. E. Joscelyn, ex-CBS, organizing new KHOF, Stockton, Cal. (Ch. 13), Mt. Diablo project headed by H. Leslie Hoffman, TV-radio manufacturer; Wm. Hollenbeck, ex-KGO-TV, named program mgr.; Stanton D. Bennett, ex-KOMO-TV, Seattle, chief engineer . . . John H. Smith Jr., NARTB promotion mgr., appointed public affairs mgr., assuming publications & information duties handled by administrative v.p. Robert K. Richards . . . Bernard I. Ochs promoted to gen. sales mgr., WLWA, Atlanta . . . Michael Horton, who organized NBC color information program, named network information director, in charge of expanded institutional & public services . . . Roy Dabadie named gen. mgr. of upcoming WBRZ, Baton Rouge, La. (Ch. 2), due in Sept.; Charles Garvey succeeds him as gen. mgr. of AM affiliate WJBO . . . Robert Owen resigns as chief engineer of KOA-TV & KOA, Denver, to join RCA Service Co., Camden . . . Theodore B. Pitman Jr. promoted to gen. mgr. of WTAO-TV & WTAO, Cambridge-Boston, replacing Frederic S. Bailey, resigned; Richard H. Gurley Jr. named TV sales mgr., Fred H. Stein program supervisor . . . Dick J. Kasten named gen. mgr. of KSTM-TV, St. Louis; Wm. Knight, sales mgr. . . Ralph Sacks resigns as sales mgr. of new uhf KSAN-TV, San Francisco . . . John R. Taylor returns to Pocatello, Ida. to be gen. mgr. of KWIK-TV (Ch. 10), Carmen-Wrathall station due in fall, after being sales mgr. of KIFI, Idaho Falls . . . John B. Burns promoted to midwest mgr., ABC Film Syndication Inc.; Miss Lee Francis, ex-CBS-TV Film Sales, promotion mgr. . . Charles M. Amory, ex-v.p. Eagle-Lion Studios & Pathe Labs, heads newly formed Minot TV Inc., distribution firm associated with Motion Picture Adv. Service and United Film Service . . . Harry Wayne McMahan, who in 1939 founded Five Star Productions Inc., Holly-

wood, joins McCann-Erickson N. Y. copy plans board in charge of TV-radio commercials . . . Peter Arnold Krug, ex-Hicks & Greist, named TV-radio director, Calkins & Holden, Carlock, McClinton & Smith; he succeeds Henry Hull Jr., now TV consultant in England . . . Timothy J. O'Leary, ex-William Esty Co., joins Calkins & Holden, Carlock, McClinton & Smith as TV-radio timebuyer . . . Dan Potter, ex-Benton & Bowles v.p. on Procter & Gamble account, joins TV dept., William Esty Co. . . Earl M. Willhite, ex-sales mgr., KMO-TV, Tacoma, Wash., now partner in Hunter Adv. Agency, Hollywood . . . Leonard Blair, ex-ABC eastern program director, recently associate producer of *The Mask*, joins Dancer-Fitzgerald-Sample as producer of *Valiant Lady* on CBS-TV for General Mills & Toni . . . Roger Pryor, TV-radio v.p., Foote, Cone & Belding, nominated for pres., Radio-Television Executives of N. Y.; Robert Burton, BMI v.p., first v.p.; Elliott Sanger, WQXR, 2nd v.p.; Claude Barrere, BMI, secy.; Joe McDonald, NBC, treas.

Top FCC jobs now completely out of civil service merit system—reclassified from Schedule A to Schedule C this week—are gen. counsel, chief engineer and chief accountant. Change makes appointments and removals entirely up to FCC without reference to civil service status. Still pending is FCC request that secretary be given same status.

Edward T. Ingle, for 7 years TV-radio director of Republican National Committee and now in public relations consulting practice, has been retained by Citizens for Eisenhower Committee, Dupont Circle Bldg., Washington, to handle TV-radio-film phases of Congressional campaign.

Edward Barry Roberts, script editor of *Armstrong Circle Theatre* on NBC-TV, author of new book titled *Television Writing & Selling*, published by The Writer Inc.

Telecasting Notes: Everybody's getting into the TV awards act, sure-fire for publicity—and it isn't surprising that one of the *TV Guide* gold medal awards went to U. S. *Steel Hour* for excellence of its Theatre Guild performances. Odd, though, that the *Motorola Hour*, which alternates same time on same network with same kind of dramatic show, didn't get one, too. Incidentally, from where we sit, we'd say Robert Galvin's commercials on *Motorola Hour* are as adult and intelligent as U. S. Steel's are silly. Despite shining example of Alcoa, Reynolds & Revere, whose institutional and sales aims are much the same, U. S. Steel's commercials are incredibly puerile—silly palaver by a simpering young couple expressing juvenile wonderment over the uses of steel and actually insulting the intelligence . . . "TV is opening a tremendous field for us, and it will be a world-wide market before we are through," said Republic Pictures pres. Herbert J. Yates at April 9 stockholders meeting. Republic has released many of its old films to TV via subsidiary Hollywood TV Service Inc., owns one of biggest film processing labs, does big TV business . . . Roy Rogers & Gene Autry films alone will bring in \$3-4,000,000 when and if they're cleared for TV, said Yates. Both cowboy actors have sued to prevent it—Rogers winning, Autry losing in lower courts, both decisions being appealed (Vol. 7:42-44 & 8:20) . . . March of Time library, embracing some 15,000,000 ft. of used & unused film, taken over by NBC film div. for sales & distribution, as of May 1. Thus Time Inc. quits the production end of TV-movie business, while expanding in TV-radio station ownership with outlets in Albuquerque, Salt Lake City and Denver (Vol. 10:15) . . . Telefilm Enterprises formed by Charles Wick, talent agent, as new film syndicate, first show being *Fabian of Scotland Yard* being made in London by Trinity Productions; Bud Austin, ex-

Official Films, named gen. & sales mgr. . . Princeton Film Center producing 15-min. *Rural Review* series, aimed at farm audience and available for quadruple local sponsorships; narrator is Fred Bailey, ex-UP, Washington . . . NBC signs Boston Symphony for 1954-55 season to replace NBC Symphony, being dissolved with retirement of conductor Arturo Toscanini; NBC also announced 6th season starting in Oct. for its *TV Opera Theatre* . . . NBC-TV Burbank studios subject of 10-p. illustrated article in *Progressive Architecture Magazine* . . . Fourth Storer station to become primary basic CBS-TV affiliate is WSPD-TV, Toledo . . . "First revival ever to be presented over TV" offered by WGVL, Greenville, S. C. beginning Easter Sunday, with 30-min. service daily for week following, conducted by evangelist Dr. Bob Jones . . . Who's got the ding dong? TV Merchandising Inc., owner of *Ding Dong School* (NBC), has filed suit against toy mfr. Milton Bradley Co. to restrain it from using the name . . . Good promotion idea: KOA-TV, Denver, holds "matchless menu" contest, with appliance prizes to viewers supplying best recipes for each course of "ideal" 6-course dinner . . . WAYS-TV, Charlotte, N. C., cuts base hour from \$300 to \$200, min. from \$60 to \$40 . . . More rate increases: WTVR, Richmond, adds new Class AA hour of \$875, raises Class A hour from \$625 to \$775, min. from \$120 to \$140; WKTV, Utica, base hour goes from \$425 to \$475, min. from \$75 to \$85; KATV, Pine Bluff, Ark., hour from \$300 to \$350, min. \$60 to \$70; KTVH, Hutchinson, Kan., on May 1 hour from \$400 to \$450, min. \$80 to \$100; WEHT, Henderson-Evansville (Ind.) hour from \$150 to \$200, min. \$30 to \$40 . . . New reps: WAIM-TV, Anderson, S. C. to Headley-Reed; KOLN-TV, Lincoln, Neb., to Avery-Knodel; upcoming KSWM-TV, Joplin, Mo., to Venard, Rintoul & McConnell.

BIGGEST TOWER project yet proposed is Selma, Ala. structure which would measure 1873 ft. from ground to tip of Ch. 8 antenna. Proposal by grantee WSLA (radio WBAM, Montgomery) is now on agenda of regional airspace subcommittee at Ft. Worth, and will be filed next week with FCC. Station received grant in Feb., hopes to get on air by end of 1954 with full power from 50-kw Standard Electronics transmitter.

The 1800-ft. guyed tower will be fabricated in Birmingham by Vulcan Tower Co., owned by WSLA v.p. Wm. E. Bennis Jr. and secy.-treas.-mgr. Wm. J. Brennan. It will be erected near Lowndesboro, 22 mi. from Montgomery and 25 mi. from Selma, will take about 3 months to construct, to be topped by GE antenna.

The 752-ft. tower of WBAM (AM) in Montgomery is presently Alabama's tallest structure, according to Bennis. TV studios will be in remodeled building in Selma. Rep hasn't yet been named.

Note: Tallest towers so far authorized are 1572-ft. structure in Oklahoma City now being built by KWTW (Ch. 9) and to be used also by educational Ch. 13 KETA (Vol. 10:15), and 1521-ft. "candelabra" tower planned for KRLD-TV and WFAA-TV in Dallas (Vol. 10:15).

First educational fold-up, State of New Jersey's CP for uhf WTLV in New Brunswick is due to be surrendered next week, because of state legislature's refusal to appropriate \$292,000 for station's operating expenses. Democratic Gov. Meyner had opposed appropriation, observing in budget message: "A 20-in. screen should never be allowed to come between teacher and pupil during school hours." Ford Foundation grant of \$100,000 and studio equipment valued at \$150,000 loaned to station by commercial sources will be returned. Granted CP Dec. 3, 1952, station had been beaming closed-circuit telecasts into classrooms in nearby communities.

George Foster Peabody Awards for 1953, as presented April 14 at luncheon meeting of Radio & TV Executives Society of N. Y.: news, Gerald W. Johnson (WAAM, Baltimore); music, *NBC TV Opera Theatre*; entertainment (double award), *Television Playhouse* (NBC-TV) and Imogene Coca (*Show of Shows*, NBC-TV); education (double award), *Cavalcade of Books* (KNXT, Los Angeles) & *Camera Three* (WCBS-TV, N. Y.); children's, *Mr. Wizard* (NBC-TV); international understanding, BBC coverage of Coronation; public service by TV-radio station, WSB-TV & WSB, Atlanta, for *You and Your Health* and *Removing the Rust from Radio*; radio news, Chet Huntley (KABC, Los Angeles); public service by radio station, WBAW, Barnwell, S. C., for *Church of Your Choice*. In addition, a special award went to CBS's Edward R. Murrow, 4th time he has won a Peabody.

Gold Medal program awards of *TV Guide Magazine*: *See It Now* (CBS-TV); *U. S. Steel Hour* (ABC-TV); *Cavalcade of Sports* (NBC-TV). Runners-up for "Show of Year" honors (in alphabetical order): *Adventure* (CBS-TV); *Comedy Hour* (NBC-TV); *Dragnet* (NBC-TV); *Arthur Godfrey and His Friends* (CBS-TV); *I Love Lucy* (CBS-TV); *Life Is Worth Living* (DuMont); *Make Room for Daddy* (ABC-TV); *Omnibus* (CBS-TV); *Toast of the Town* (CBS-TV); *Today* (NBC-TV); *Your Show of Shows* (NBC-TV).

Sigma Delta Chi award winners for distinguished journalism in 1953 included WHAS-TV, Louisville & CBS Radio, both for public service; Gordon Gammack, KRNT, Des Moines, radio reporting; Charles J. Chatfield, WHCU, Ithaca, N. Y., radio news writing.

Kine recordings of Hallmark's widely acclaimed 2-hour *King Richard II* with Maurice Evans, carried on NBC-TV last Jan. 12, are being made available free to schools and colleges in 16mm prints.

PROPOSAL to require uhf stations to start with at least 5-kw transmitters (Vol. 10:8-11,15) drew scant and unfavorable response as FCC's deadline for comments on its proposed rule-making passed April 16—and it now appears virtually certain to be dropped or drastically modified.

RCA, biggest maker of uhf transmitters, objected to Commission's "arbitrary" minimum on transmitter power, arguing that 1-kw transmitter and high-gain antenna can give 15-20 kw ERP and render good service in many communities. It urged FCC to consider such factors as antenna power, contour of antenna pattern, size of community, etc. Extra cost of higher power transmitters might discourage smaller communities from having their own TV service, RCA added.

Joint Committee on Educational TV said: (1) Antenna height is more important than transmitter power for uhf. (2) 1-kw transmitter is adequate for many small or medium sized cities where terrain is reasonably flat. (3) Proposal would increase construction and operating costs, perhaps prevent some groups from entering TV.

WCOS-TV, Columbia, S. C. (Ch. 25) said its 1-kw transmitter is giving "highly satisfactory local coverage to 40 mi. or more" and surveys have shown "audience is determined by the popularity of the program presented, not whether is it vhf or uhf, and without regard to the transmitter power." It pointed out it would get same coverage with 5-kw transmitter and an antenna 300-ft. above average terrain as it now gets with its 1-kw at 650-ft. Uhf's principal problems were said to be "economic, not technical."

Grantees and applicants continue to ask FCC to substitute vhf channels for uhf and low channels for high channels in their home territories. KFAZ, Monroe, La. (Ch. 43) this week petitioned Commission to substitute Ch. 13 for 43, so it can "compete effectively" with KNOE-TV (Ch. 8). Even though it was first on air, KFAZ stated it had been able to get only a "bonus" affiliation with one network "which costs KFAZ a considerable amount of money each month," and has found it "virtually impossible to get national advertising."

Sunbury Broadcasting Co. asked substitution of Ch. 38 for 74 in Sunbury, Pa., 74 for 38 in Lewistown, addition of 65 to Shamokin. It said it will apply for Ch. 38 if switch is made, stated lower channel offers better chance of success.

Successful pre-freeze TV operators who control and operate WSAZ-TV, Huntington, W. Va. (Ch. 3), with WSAZ, this week bought out WGKV, Charleston, W. Va. (250 watts on 1490 kc, NBC) and thereby obtained new headquarters for own TV-radio sales & studio staff in state's capitol. Purchase price is \$75,000, with WGKV pres. R. M. Venable planning to retire to Florida and 32% stockholder Willard H. Irwin Jr. to devote himself to his accountant's practice and to his 20% interest in CP for WJOL-TV, Joliet, Ill. (Ch. 48). Station staff remains unchanged. Buyers are all identified with Huntington Publishing Co. (*Herald-Dispatch* and *Advertiser*) which owns 89% of WSAZ Inc., with Mrs. Eugene Katz, wife of the rep, owning 11%. In purchase of Charleston AM station, these are stockholders: Col. J. H. Long, pres. of Huntington Publishing Co., 5%; Wm. D. Birke, v.p., 25%; Edward H. Long, 15%; Robert Long, 15%; Lawrence H. Rogers, mgr. of WSAZ-TV, 20%; Leroy Kilpatrick, chief engineer, 10%; Eugene Katz, 10%.

"Re-creation" of baseball games won't be undertaken this year, FCC was advised by stations KLIF, Dallas, and KELP, El Paso (Vol. 10:15). They said plans were called off because complaints filed by Yankee, Dodgers & Cardinals produced too many delays.

General Teleradio Corp. pres.-chairman Thomas F. O'Neill, of the parent General Tire & Rubber Co. ruling family, caustically denies reports Mutual Broadcasting System may soon be sold—replying to hints by both *Broadcasting* and *Variety* that Texas oil millionaire H. L. Hunt (*Facts Forum*), a supporter of Sen. McCarthy, is prospective purchaser. *Variety* recalls Mutual's considerable "trimming" and reshuffling of executives, notes that veteran production v.p. Jules Seebach left April 12 on "a 4-week vacation" and even goes so far as to say all this has been done "to make the operation a more attractive purchase for a potential buyer like Hunt." MBS commentator Fulton Lewis Jr., denying published report he's Hunt's confidante and advisor on broadcast affairs, says "there's not an iota of truth" in the reports so far as he's concerned. Another observer said he doubted very much Hunt's willingness to sink own money into any such enterprise, noting that he has a fetish for making everything pay for itself. Nobody has discussed any such sale with any member of FCC, careful inquiry indicates; it's customary, when any major deal is contemplated, to go over it first with FCC chairman or key member—and that hasn't been done. Trade newsmen, smelling "something cooking" at MBS, led O'Neil some weeks ago to scotch rumors of bad times there by asserting the network never had it so good, with 1953 gross time sales of \$23,000,000, up 10% from 1952 (Vol. 10:11). Fact is that PIB figures show it continuing in Jan.-Feb. of this year slightly ahead of same 1953 months (Vol. 10:14). O'Neil's April 14 denial read: "Since our acquisition and control of Mutual and General Teleradio, we have never discussed sale of any part of these 2 corporations with any one at any time. The latest unfounded rumor of sale to H. L. Hunt is the most fantastic I've heard of yet and should be consigned to the oblivion it so richly deserves."

Chronicle Publishing Co., San Francisco (KRON-TV) becomes 97½% owner (instead of 49% as now) of KBAK-TV & KBAK, Bakersfield, Cal. (Ch. 29), formerly known as KAFY-TV, in transfer deal filed with FCC this week. It acquires the 375 shares of stock held by attorney John P. Hearne for \$30,000 and 350 shares from Charles Thieriot for \$37,501. Thieriot, gen. mgr. of KRON-TV, retains 1⅓%; Harold P. See, KRON-TV station mgr., 1%. Founder Sheldon Anderson last Dec. sold his 8.3% interest to Thieriot. Deal includes agreement that if radio KBAK is sold, Thieriot and Hearne, jointly or individually get first refusal rights.

FCC approved Rollins Broadcasting Co. purchase of WAMS, Wilmington, Del. (1-kw on 1380 kc, MBS) for \$5000 plus assumption of \$10,914 liabilities, at same time authorizing stock changes whereby O. Wayne Rollins owns 50% and John W. Rollins 45% in parent firm, which also holds CP for WHRN (Ch. 40) in Dover, Del., owns AMs WJWL, Georgetown, Del.; WNJR, Newark, N. J.; WRAD, Radford, Va.; WRAP, Norfolk, Va. Rollins have proposed to give up daytime WRAP in Norfolk (1050 kc) and buy out WCAV there (1-kw on 850 kc), continuing the WRAP call letters and specializing in Negro programs.

Subscription TV tests with Zenith system are planned by WOR-TV, New York, which filed letter with FCC asking special temporary authority to air scrambled signal before regular programming for 90 days starting May 15. All of signal would be telecast, differing from Zenith's own tests in Chicago several years ago when it employed phone company lines. Station says purpose is to try high-powered transmission; Chicago tests used 1-kw transmitter. WOR-TV previously has tested Skiatron's coded-card method.

"World's smallest" commercial radio will be marketed by Emerson; it measures 3½x3x¾-in., weighs 7½-oz.

Station Accounts: B. F. Goodrich Co., for footwear div.'s B.F.G. and Hood brand "P-F" (Posture Foundation) canvas shoes for youngsters, using 47 stations in 37 markets with film commercials featuring baseball stars in slow-motion action demonstrating their form, placed thru McCann-Erickson . . . Thomas J. Lipton Inc. (Frostee deserts & sherbet mixes), combining with Dixie Cup Co. (home dispensers & refill packages), in latter May starts \$1,000,000 joint campaign, including TV-radio; Ruthrauff & Ryan, N. Y., is the Frostee agency, Hicks & Greist Inc., N. Y., is Dixie agency . . . Frank H. Lee Co. (hats) will buy weather spots 5 nights weekly in 10 markets starting in Sept., thru Grey Adv., N. Y. . . RCA & Radio Corp. of Canada Ltd. have completed 45 filmed commercials at Bill Sturm Studios Inc., N. Y. . . "Guaranteed Viewing Plan" of WOR-TV, whereby advertisers get minimum of 12 one-min. spots per week on run-of-schedule at package rate, now lists 9 sponsors: Block Drug Co. (Polident & Alkaid), thru Emil Mogul; B.C. Headache Powder, thru N. W. Ayer; Kools, thru Ted Bates; Raleighs, thru Russel M. Seeds; Arrid, thru Sullivan, Stauffer, Colwell & Bayles; CVA Corp. (Cresta Blanca & Roma wines), thru J. J. Weiner Adv. and Foote, Cone & Belding; Maybelline Co., thru Gordon Best Co.; White Rock (beverages), thru David J. Mahoney; Wise Potato Chips, thru Lynn-Fieldhouse . . . Among other advertisers reported using or preparing to use TV: U. S. Rubber Co., New York City (Keds footwear), thru Fletcher D. Richards, N. Y.; Chemical Inc., Oakland, Cal. (Vano plastic starch), thru Sidney Garfield & Assoc., S. F.; Hallicrafters Co., Chicago (TV sets, hi-fi phono), thru MacFarland, Aveyard & Co., Chicago; Nash Motors Div., Detroit (Nash Metropolitan), thru Geyer Adv., Detroit; Bev-Rich Products Inc., Philadelphia (canned soft drinks), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Paine & Co., Los Angeles (Kitchen Fresh potato chips), thru Jimmy Fritz & Assoc., L. A.; Zonite Products Corp. (Larvex antiseptic), thru Erwin, Wasey & Co., N. Y.; Eastco Inc., White Plains, N. Y. (Espotabs), thru Street & Finney, N. Y.; Johnson & Johnson (Baby shampoo), thru Young & Rubicam, N. Y.; White Cap Co., Chicago (Vapor-Vacuum sealing & caps), thru H. B. Law Inc., Chicago; Pleasant Grove Canning Co., Salt Lake City (Utah Valley canned foods), thru Axelson, Bennett & Clark, Salt Lake City; Jack's Tasty Snack Corp., Oneida, N. Y. (Cheese-Twists, Pop Corn, Cheddarette), thru Pritchard, Daniels & Dreher, Ardmore, Pa.

Programming aid to uhf stations is nub of novel plans proposed by 2 TV film distributors. Big producer-syndicator Motion Pictures for TV Inc. (MPTV) asked FCC to rule on legality of plan whereby it would sell national spots on local stations at card rate, in exchange for supplying the stations with equivalent value of film programming. Commission this week declined to rule, saying such "advisory rulings" were contrary to its policy—but this doesn't preclude MPTV from trying out the plan. Pres. Matty Fox wouldn't elaborate on proposal or say whether or when he intends to put it into effect, but his petition said it would aid both vhf and uhf stations unable to secure good network programs—and particularly help build up uhf conversions. Another film distributor, Comet TV Inc. (New York), got big response when it offered its wares, in letter to uhf stations, at virtually any price they say they are able to pay. Pres. Oliver Unger told us Comet will soon merge with another TV film distributor to become "major factor," offering 150 top-flight features and enough good TV film series to provide 1000 hours of programming a year.

Theatre Owners of America, headed by Walter Reade Jr., pres. of Walter Reade Theatres (WRTV, Asbury Park, N. J.), holds next convention in Chicago, Oct. 31-Nov. 3.

Network Accounts: Chrysler all but signed this week as sponsor of 13 NBC-TV color "spectaculars" this fall (Vol. 10:13), with its 4 makes of cars sharing promotion. High-budget "spectaculars" produced by Leland Hayward, are scheduled at rate of one every other week Sat. 9-10:30 p.m., Sun. 7:30-9 p.m., Mon. 8-9:30 p.m. . . . Colgate-Palmolive renews *Comedy Hour* on NBC-TV starting Sept. 19, Sun. 8-9 p.m., thru Ted Bates & Co., leaving every 4th Sun. open for color "spectacular" . . . American Chicle Co. buys 20-min. of new Sid Caesar show on NBC-TV in fall, Mon. 8-9 p.m., thru Dancer, Fitzgerald & Sample; current sponsors of time, Block Drug Co. & Speidel (*Name That Tune*, 8-8:30) and Firestone (*Voice of Firestone*, 8:30-9) have been offered first chance at remaining 40 min. of Caesar show . . . Benrus, buying 10 min., became first sponsor of Max Liebman's new *Show of Shows* in fall on NBC-TV, Sat. 8-9:30 p.m., thru Cecil & Presbrey . . . E. I. duPont de Nemours Co., for its nylon products, buys 13 partic. on NBC-TV's *Home*, Mon.-thru-Fri. 11 a.m.-noon, thru BBDO . . . Paper-Mate Pen Co. to be alt. sponsor (with General Mills) of *Stu Erwin Show* on ABC-TV starting April 30, Fri. 7:30-8 p.m., thru Foote, Cone & Belding . . . Lincoln-Mercury Dealers Assn. to sponsor *Toast of the Town* thru summer, with m.c. Ed Sullivan taking 5-week vacation . . . GE sponsors *Bing Crosby Show*, featuring Bing's second star role on TV, on CBS-TV Sun. April 25, 9-9:30 p.m., thru BBDO . . . Dave Garroway's highly-successful 7-9 a.m. *Today* on NBC-TV is running well ahead of last year's time sales pace, is expected to gross \$11,000,000 for year, compared to \$5,000,000 in 1953 (Vol. 10:3) . . . With co-op sponsors, Mon. 9:30 p.m. boxing bouts from Eastern Parkway Arena, Brooklyn, move from DuMont to ABC May 17; DuMont will continue fights at that time from other site.

Army-McCarthy hearings due to start April 22 will be carried in full at start by all networks except CBS-TV, which gained tremendous stature with Ed Murrow's stand-up battle with Sen. McCarthy (Vol. 10:11,15). With jam-packed daytime commercial commitments to consider, CBS said it would have only filmed highlights of each day's hearings at 11:30 p.m.-12:15 a.m., and preceding day's hearings would be covered on 7-9 a.m. *Morning Show*, with newsmen Walter Cronkite interviewing personalities involved. Equally concerned with displacement of commercial schedules, NBC-TV announced it would cover hearings in full first 2 days, then decide whether continuance is worth the enormous time rebates and talent payments involved. ABC-TV & DuMont said they will cover hearings fully. Tentative times are 10:30 a.m.-12:30 p.m. & 2:30-4:30.

Ed Murrow-Sen. McCarthy feud (Vol. 10:15) has put Alcoa in "very uncomfortable position" but has been successful from public relations and advertising standpoint, said sponsor pres. I. W. Wilson. No stockholder has raised any objection, and responses after Murrow's first telcast ran 3 to 1 in his favor, after McCarthy rebuttal remained 2 to 1 in Murrow's favor. CBS reports phone calls, wires and letters up to April 12 totaled 15,443 in favor of Murrow, 6018 pro-McCarthy, or about 2½ to 1.

Advertising Club of N. Y., biggest of them all, to present bronze plaque of achievement at luncheon April 28 to Edward R. Murrow "for his realistic, accurate and individual depiction of the news through the great advertising media of radio and TV." And this week Hamilton College announced it would bestow an honorary degree, his sixth, on Murrow June 6.

ABC-TV's *Dr. I.Q.*, in first telephone quiz since Supreme Court overruled FCC ban on giveaways (Vol. 10:15), on Sun. April 25 and each week thereafter, will give \$1000 to viewer identifying author of famed quotation.

EASTERNMOST North American TV station, nearest to Europe if ever a Transatlantic relay system is devised, will be CJCB-TV, Sydney, Nova Scotia (Ch. 4), whose DuMont studio equipment is due for shipment May 15, presumably coincident with an as yet unannounced 10-kw RCA transmitter & antenna. Owned by N. Nathanson, to be operated by sons Marvin and Norris, CJCB-TV has Aug. 15 target, will be represented by Weed and All-Canada. At present, farthest east station on continent is CSHJ-TV, St. John, N.B. (Ch. 4), which began testing March 22 (Vol. 10:12).

DuMont also reports orders for 25-kw transmitter from John Boler's KXJB-TV, Valley City, N. D. (Ch. 4), and 5-kw from WDXI-TV, Jackson, Tenn. (Ch. 9)—both due on air sometime in July. Mr. Boler is also operator of KCJB-TV, Minot, N. D. (Ch. 13).

RCA this week shipped 10-kw transmitter to upcoming educational non-commercial WGBH-TV, Boston (Ch. 2), last reporting Oct. debut date, and 5-kw to educational KETC, St. Louis (Ch. 9), due on air in June. Week's only shipment reported by GE was new 3-bay Ch. 5 antenna to KTLA, Los Angeles.

* * * *

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

Buffalo's Ch. 2 grantee of last week, Buffalo-Niagara Amusement Corp., signed basic NBC affiliation this week, promised to be ready by June. It has applied to FCC for permission to take over radio WGR and, if granted, plans to ask for WGR-TV call. *Niagara Falls Gazette* has option to buy 25%. President of large stockholders group is George F. Goodyear, investments (10%), with Myron Kirk, senior v.p., Kudner Agency, as v.p. and largest single stockholder (10.66%). Joe Bernard, onetime mgr. of KOMA, Oklahoma City, recently associated with Kenyon Brown, will be gen. mgr. of new station, with WGR exec. v.p. Karl G. Hoffman as engineering mgr. [For full list of present stockholders, see *TV Factbook No. 18*, p. 218.]

Peninsula Television Inc., last week's grantee for Ch. 6 in Marquette, Mich., hasn't ordered equipment or begun construction, but plans Oct. start, according to pres.-gen. mgr. Jerome Sill. He also owns 25% of WMIL, Milwaukee, TV applicant for Ch. 6 in nearby Whitefish Bay. Rep not yet chosen.

WCNY-TV, Carthage, N. Y. (Ch. 7), planning late summer debut, got call letters just last week, starts construction as soon as weather permits at Champion Rd. site, 6 mi. west of Carthage and 9 mi. east of Watertown where it gave up Ch. 48 CP for proposed WWNY-TV (Vol. 10:10). It will use 20-kw GE transmitter and 12-bay GE antenna atop 500-ft. guyed tower, expects to cover northern N. Y. and "large area in Canada." Owned by *Watertown Times*, it will be CBS primary interconnected, also will carry ABC. Rep will be Weed.

WISH-TV, Indianapolis (Ch. 8) has 50-kw RCA transmitter ordered for June 15 delivery, expects to meet July 1 programming target, according to v.p.-gen. mgr. Robert B. McConnell. Transmitter house ready, it's now adding 3-story addition to studios. Interim 473-ft. Ideco tower is scheduled for completion by May 1, with 12-bay RCA antenna. Network will be ABC, base hour rate \$800. Rep will be Bolling.

KTVX, Muskogee, Okla. (Ch. 8), granted last week, hasn't finalized construction plans but has ordered GE equipment and hopes to get on air by mid-summer, reports v.p.-gen. mgr. L. A. Blust Jr., ex-mgr. of radio KTUL, Tulsa, which has same control (John T. Griffin). E. Snider, KTUL chief engineer, and George Ketcham, promotion mgr., have also moved to TV. Muskogee is 44 air miles from Tulsa, but KTVX transmitter will be north of Haskell, about half way. Avery-Knodel will be rep.

KLTV, Tyler, Tex. (Ch. 7), call letters changed from KGKB-TV, has ordered 10-kw RCA transmitter with 12-bay antenna to go atop 420-ft. Andrews tower, all due for June deliveries so that test target has been tentatively set for Aug. 1, commercial debut Aug. 15. It will be first vhf in rich oil & cattle area, nearest others being in Dallas, 92 mi. to west, and Shreveport, 100 mi. east. Owner Mrs. Lucille Ross Lansing has acquired hangar and office space at former airport on edge of town, providing 12,500 sq. ft., which is being designed into a TV-Radio Center. Marshall Pengra, ex-KGKB mgr., recently mgr. of KSTM-TV, St. Louis, is returning to Tyler to run KLTV, with Hudson Collins as chief engineer and Jerry Lansing managing KGKB and coordinating TV-AM operations. No rep has yet been selected.

KLIX-TV, Twin Falls, Ida. (Ch. 11), proceeding slowly to keep costs down, won't make May target, probably will get on air next Aug., reports v.p.-gen. mgr. Frank G. McIntyre. Transmitter is being custom built in Salt Lake City workshop operated jointly by all Frank Carman stations. KLIX-TV has published \$120 base rate, has 2 fulltime salesmen out selling time in advance. Rep will be Hollingbery, who may include it under "group market plan" along with 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4); and upcoming KUTV, Salt Lake City (Ch. 2), KWIK-TV, Pocatello (Ch. 10), KIFT-TV, Idaho Falls (Ch. 8), KFXD-TV, Nampa-Boise (Ch. 6).

KHOF, Stockton, Cal. (Ch. 13) now has July 15 test target for 25-kw transmitter with 12-bay antenna on order from RCA, plans Aug. 1 programming, reports pres. H. L. Hoffman, TV manufacturer. He's given up plan to utilize Radio Diablo's KSBR building for TV studios, has leased former auto agency building with 15,000 sq. ft. Tower will be on 3849-ft. Mt. Diablo, from which good signal is expected into San Francisco area. Rep not yet chosen.

WBOC-TV, Salisbury, Md. (Ch. 16), construction slowed by wind and rain, now plans May 15 start reports v.p.-gen. mgr. Charles J. Truitt. It will use 1-kw RCA transmitter, 600-ft. Wind Turbine tower, is building own microwave tower at East New Market, Md. to deliver ABC & DuMont, will also carry Baltimore Orioles games. Base hour will be \$200. Burn-Smith will be rep.

Transfer of CP for Atlantic City's WOCN (Ch. 52) from Matta Enterprises to David E. Mackey for \$10,446 was approved this week by FCC. In petition to FCC, partners Wm. G. & G. C. Matta, real estate & coal stripping operators, said they intend to devote efforts to pursuing their application for Braddock, Pa. Ch. 4 (allocated to Irwin, Pa.) and said they have been "unable to obtain the high power [10-kw] uhf transmitter [necessary to] successful uhf operations in Atlantic City." Mackey is former Toledo TV distributor and onetime salesman for KDKA, Pittsburgh, and WBZ-TV, Boston.

Production of TV transmitter filters for reduction of spurious and harmonic emissions (Vol. 9:24) has been started by RCA, shipments beginning in May. No charge will be made for filters for transmitters shipped since July 1, 1953. For others, prices are: Ch. 2-6, 10 kw, \$950; Ch. 7-13, 10 kw, \$750; Ch. 2-6, 50 kw, \$1700; Ch. 7-13, 50 kw, \$1350; Ch. 14-43, 15 kw, \$525; Ch. 44-83, 15 kw, \$525. Vhf transmitters require two filters, uhf stations one.

Community antenna systems are classified as public utilities, Wyoming Attorney General Howard B. Black advised Public Service Commission in case involving Community TV Systems of Wyoming Inc., Casper, Wyo. (Bill Daniels, pres.). Immediate effect is to require Casper system to charge 2% sales tax for service, as do other utilities.

21-in. CONSOLE STILL LEADS ALL SALES: Even while the low-cost 17-in. sets are enjoying resurgence of demand -- both as first and second sets in home (Vol. 10:14-15) -- fact remains that 21-in. receiver is still way out front as hottest seller. That's not as surprising as fact that both production and sales of 21-in. consoles are running far ahead of table models -- this despite enormous publicity surrounding current heavy sales of 17-in. tables retailing as low as \$140.

RETMA estimates for first 2 months, which we've projected for year to date, indicate 21-in. category runs 80% of production, 77% of factory sales, and 75% of distributor sales; and it's fair to assume that retail sales rate (figures unavailable) approximates distributors'. Of the total 21-in. production, 84% are consoles, 15% are table models, 1% combinations. Of factory sales, 85% are consoles, 14% tables. Of distributor sales, 86% are consoles, 13% tables.

Philco for some months has been devoting entire production to 21-in. RCA devotes 85-90% of output to 21-in., though it plans to resume 17-in.

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Other sizes are also doing all right. While 17-in. now total 15% of output, 17% of factory sales, 18% of distributor sales, it's noteworthy that 24-in., once regarded as strictly de luxe item along with 27 & 30-in., has been showing remarkable upturn lately. For example, RCA tells us 10% of its current production are 24-in. consoles, listing -- and selling well, currently -- at \$395 in mahogany, \$415 in blonde. Prospect is that more 24-in. models will be added to RCA's new line.

Foreshadowing possible increased 24-in. output generally are reports of the tube makers indicating pickup in orders for that size from set manufacturers. Our projections of RETMA figures indicate 24-in. (virtually all consoles) thus far in 1954 accounted for 3% of total production, 5% of factory sales, 6% of distributor sales. It should be noted, however, that many of first quarter's 24-in. sales came out of inventory, for factory sales of 54,000 in the first 2 months were more than double the 25,000 produced. Distributor sales in same period were 64,000.

Admiral also expressed "pleasant surprise" at movement of its 24-in., which list at \$400 & \$500 in open-face, \$535 in half-door. But spokesman declined comment on future production plans, hinting further information might be included in details of Admiral's expansion program (Vol. 10:15), expected to be released shortly.

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Buoyed by start of baseball season, set sales continued to maintain steady pace, though volume for full month of April is likely to show normal seasonal downturn -- but perhaps less of a decline than in past years. Industry leaders say they are pleased with sales for this time of year, though still bemoaning lower profits.

Regional differences in trade patterns continue, as always. May Electrical Merchandising Magazine tells how the South is "rising again" as fertile TV market, spurred by opening of new stations. It quotes R. P. McDavid & Co., RCA Birmingham distributor, as having backlog of 500 orders for TVs, taking ads in newspapers to explain delivery delays. It reports "market on the march" again in Atlanta, and better-than-1953 business everywhere in South except Carolinas.

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TV production totaled 124,771 week ended April 9, top week so far this year, compared to 123,280 units preceding week and 124,343 week ended March 26. It was year's 14th week and first of second quarter, brought production for year to date to about 1,570,000, compared to 2,415,000 in corresponding period of 1953.

Radio production totaled 198,461, compared to 180,726 week ended April 2 and 191,149 week before. It brought 14-week production to approximately 2,785,000, as against 4,135,000 in same period year ago.

Topics & Trends of TV Trade: Admiral sales v.p. W. C. Johnson predicts sale of \$5 billion worth of TVs as first sets in 14,000,000 homes during next 3 years. In speech titled "Changing Pattern in TV & Appliance Merchandising," delivered at this week's annual convention of Southern Wholesale Hardware Assn. in New Orleans, he also predicted:

(1) TV replacement market will amount to at least 7,000,000 sets a year by 1957, and 6-7,000,000 annually after that. (2) Within 5 years, 50% of all electrified homes will have either a freezer or combination refrigerator-freezer, and 25% will have an air conditioner. (3) Replacement market potential for refrigerators is about 3,250,000 units a year, representing almost \$1 billion annually at retail.

"At Admiral," he said, "we expect that within a decade the amount spent each year for electrical appliances should double."

He noted a shift in distribution picture toward "more complete stocking of fewer lines," predicted trend is bound to continue because dealers can order merchandise more efficiently and can sell more profitably by concentration."

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Sen. Russell D. Long (D-La.) promised this week to introduce amendment to omnibus tax bill to provide excise tax relief for TV-radio manufacturers, who were excluded from recent tax cut on appliances and other household equipment (Vol. 10:13). After hearing testimony by RETMA pres. Glen McDaniel before same Senate Finance Committee which turned down his earlier request (Vol. 10:13), Long said he would offer amendment as means of stimulating employment. McDaniel's testimony got big play in press, attributable largely to his off-the-cuff remark that color in present form had created a "great monster" for manufacturers seeking to promote black-&-white sales. McDaniel made remark in reply to question by Long as part of his earnest appeal to committee to correct excise tax "injustice" suffered by TV industry. Since Administration spokesmen say there's no likelihood Senate will include any excise tax changes in pending bill, RETMA officials are only faintly hopeful of favorable action.

All RETMA divisions and exec. committees meet April 26-27 at New York's Roosevelt Hotel, with proposal to revise dues and budget structure the major topic for action. If approved by board, it will be submitted to membership at proxy meeting in May and could be made effective Aug. 1. GE's Dr. W. R. G. Baker, chairman of special committee on spurious radiation, will report on response to RETMA's proposal for industry-wide certification laboratory to minimize TV interference caused by radiation. Following N. Y. meetings, RETMA board will meet jointly with Canadian RTMA April 29-30 at Sheraton-Brock Hotel, Niagara Falls, Ont., when annual Medal of Honor winner will be selected.

NARDA chairman Mort Farr, in address to Michigan Appliance & TV Dealers in Grand Rapids, suggested 6 steps dealers can take to prepare for color: (1) Start training service personnel as early as possible, sending them to manufacturers' and distributors' clinics. (2) Let manufacturer and distributor know what profit margin you require to sell color in businesslike manner. (3) Get color set on floor quickly and place price tag on it prominently, next to black-&-white for pointed comparison. (4) Cultivate future color customers by telling them about network program plans, larger screen sizes, etc. (5) Ask local TV stations to purchase inexpensive generating equipment for transmitting color bar signals at station breaks. (6) Read trade papers closely for new color developments, to be prepared for public's extensive questions.

Trade Personals: Jerome J. Kahn, ex-Standard Transformer Corp. v.p., retained by trustee John H. Chatz to reorganize Crescent Industries Inc. (speakers, record changers) . . . Russell Brittingham, gen. mgr. of technical products div., Corning Glass Works, elected v.p. . . . B. N. McLarty named chief engineer, British Marconi, succeeding G. M. Wright, who continues as consultant . . . Justin R. (Ted) Sypher Jr., ex-secy., Electronics Production Board, has set up own office as consulting engineer specializing in electronics at 554 Southampton Dr., Silver Spring, Md., while continuing to serve as Washington field engineer for Micamold Radio Corp., Brooklyn . . . Ralph H. G. Mathews, ex-Beaumont & Hohman Adv., Chicago, and onetime Zenith chief engineer, named Magnavox high-fidelity gen. sales counsel . . . Harold J. Schulman, DuMont TV service mgr. & chairman of RETMA service committee, appointed to new post of CBS-Columbia service director . . . Richard J. Mahler, ex-CBS Labs, named mfg. & engineering v.p., Symphonic Radio & Electronic Corp., Boston . . . Willis O. Jackson resigns as Hoffman Radio southeastern regional mgr. to form own distributorship in Atlanta . . . Wm. E. Stohldrier named public relations director, Federal Telecommunications Labs (IT&T) . . . Richard S. McQueen, ex-Magnecord, named National Co. adv. mgr., succeeding Ralph Leader, resigned; E. MacDonald Nyhen resigns as mgr. of industrial contract sales & high-fidelity equipment products . . . J. C. Flynn Jr. appointed Collins Radio sales v.p., headquartering in Dallas . . . Jay T. Nichols, ex-Armour Research Foundation, now chief engineer, Pentron Corp., Chicago . . . John Bentia promoted to exec. v.p., Alliance Mfg. Co. . . . Hampton Lackey is pres., Howard W. Gates v.p. & chief engineer, newly formed Condenser Manufacturers Inc., Nashville . . . C. Chandler Ward appointed gen. mgr. of Ward Products div., Gabriel Co., replacing James Bradley, resigned . . . John P. Mainn, San Juan plant mgr. of IDEA Inc. (Regency converters), elected secy. of new Electronic Industries Assn. of Puerto Rico . . . Allen J. Mollinger, ex-mgr. of Davega Stores communications div., appointed buyer of electronic products.

Distributor Notes: Sylvania appoints Merit Distributing Co., Spartanburg, S. C. . . . Philco Distributors Inc., Chicago, promotes Charles Hakimian to gen. sales mgr., replacing John S. Hogerty, resigned . . . Motorola-New York appoints Harold Brenner adv. mgr., succeeding Milton Allenson, resigned; Jack Warganz named service mgr. . . . RCA Victor Distributing Corp., Detroit, appoints Walter Phillips sales mgr. of Grand Rapids branch . . . Delaware Valley Distributors, Philadelphia (Crosley-Bendix) appoints Sidney Goldstein appliance product mgr., Charles Hoffman credit mgr. . . . Columbia Electric & Mfg. Co., Spokane (Zenith), appoints Frank C. Porter TV-appliances sales mgr. . . . Westinghouse Electric Supply Co., Rochester, appoints Hubert S. Theobald district sales mgr. . . . Canadian Admiral Sales Ltd. opens branch at 1250 Rue de la Jonquiere, Quebec City.

TV shipments to dealers totaled 1,073,000 in first 2 months, when production was 847,504, according to RETMA state, county & territorial tables available on request. They compare with 1,348,178 shipped in first 2 months of 1953, when production was 1,449,831. New York led, with 98,203; Pennsylvania second, 72,083; Illinois third, 69,955. For Feb. alone, shipments were 460,378, compared to 611,118 in Jan. and 653,091 in Feb. 1953.

Video Products Corp., 370 Seventh Ave., N. Y. (Richard A. Marsen, pres.), was adjudged bankrupt April 13 after failing to post \$25,000 indemnity bond in Chapter XI proceedings begun last Sept. (Vol. 9:38). It formerly made Sheraton TVs, its ownership interlocking with Sheraton Television Corp.

Color Trends & Briefs: Most ambitious immediate plans for color by any single station yet reporting are those of Baltimore Sunpapers' WMAR-TV (Ch. 2), basic CBS outlet managed by E. K. (Jack) Jett, onetime member of FCC and its ex-chief engineer. With a "library" of about 100 color slides, he is already putting color on daily at 9:30-9:45 a.m.—using color picture of U. S. Capitol, for example, as background of news from Washington and similar shots. In week or two, he expects to have all of the 5-min. local segments in CBS 7-9 a.m. *Morning Show* done with color slides. Throughout the day's schedule he proposes to put on all local public service announcements in color as well as all introductory cards for local sustaining shows.

WMAR-TV has ordered an RCA 3-tube vidicon camera chain with projectors for Sept. delivery at cost of \$51,700, claims it has highest priority. By then, it's planned to have color on air at least once every hour, 7 days a week—all local and in addition to the CBS weekly colorcasts Fri., 5:30-6 p.m.

Jett says he estimates only 20 color TV sets in Baltimore up to now, of which his own company has 5. But he foresees 1500 by Xmas if the industry really produces and sells its estimated 50,000 this year. He expects to offer sponsors 10-sec. ID announcements in color, hasn't decided what charge to add to compatible black-&-white rates.

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First live local color origination, non-network, was 5-min. program April 8 on WKY-TV, Oklahoma City. Using brand new tri-color camera, station had pres. E. K. Gaylord giving dedicatory message which was received on color sets at Oklahoma Home Builders' Show in Municipal Auditorium. WKY-TV was first non-network station to obtain RCA color camera (Vol. 10:13); it plans to start regular local color shows in addition to network.

Stations with GE transmitters are being lined up for color by Telechrome Inc., makers of special color equipment. It has helped WCBS-TV, New York; WMAR-TV, Baltimore; WHEN-TV, Syracuse. Pres. Ray Clurman also reports plans for manufacture of color test equipment for picture tube manufacturers.

Devoted entirely to color, RCA's Jan.-Feb. *Broadcast News* is aimed at giving station engineers and managers the fundamentals of color transmission. Issue includes 12 articles, from description of system to test equipment.

AT&T's rates for color transmission were again postponed this week, phone company filing to extend present experimental rates to Sept. 15.

Robert L. Henry, developer of "tinkertoy" automatic production of electronic equipment for Bureau of Standards (Vol. 9:38 & 10:12), who recently became manufacturing mgr., ACF Electronics, Alexandria, Va., receives Arthur S. Flemming award from Washington Jr. Chamber of Commerce as "outstanding young man in the Federal Govt. in the field of science & technology." This week 6 members of Bureau staff received Commerce Dept. Gold Medal awards for work on Project Tinkertoy—Henry, J. G. Reid, Dr. Benjamin L. Davis, Charles C. Rayburn, James G. Black Jr., Harold S. Horiuchi. All except Dr. Davis are now with ACF Electronics.

Samuel W. J. Welch, administrative officer of Corona (Cal.) Naval Ordnance Lab and ex-administrative officer of National Bureau of Standards' Central Radio Propagation Lab, named executive officer of Bureau's Boulder (Colo.) Labs, as principal asst. to director F. W. Brown.

Lehman Corp., big investment trust, reveals that as of March 31 it held 30,000 shares of American Broadcasting-Paramount Theatres, 8800 shares of CBS "A" and 11,200 of CBS "B", 20,000 shares of RCA.

COLOR LEADOFF cities for RCA will be Washington and Oklahoma City, with full-page ads scheduled to break there Sun., April 25. Time schedule hasn't been released, but it's known that New York, Philadelphia and Baltimore promotions start May 2. All 38 cities equipped for color will have RCA sets by May 9.

Promotional details will be left largely to individual distributors. Company spokesman told us: "As in every other program, certain basic promotional recommendations will come from the factory, but each distributor—who after all knows his market best—is empowered to modify them according to local conditions." Southern Wholesalers Inc., RCA Washington distributor, reported at weekend it was still consulting with factory on details of introduction.

RCA will place samples of the \$1000 set on dealer floors without charging for installation, as means of assuring good position for demonstration purposes. Normally, installation of each set costs dealer \$15-25.

As many other RCA distributors are expected to do, Philadelphia's Raymond Rosen & Co. already has scheduled series of dealer meetings, first to be April 21 after dealers witness *Kraft Theatre* colorcast. Meanwhile, first RCA color set sold was installed 2 weeks ago in home of Norwalk, Conn. customer.

To list of VIPs with color sets, add the 7 FCC commissioners who now have sets on loan from RCA. State Dept.'s Blair House, used for visiting foreign dignitaries, now also has color set. One of first sets sold in Washington by RCA was to Woodward & Lothrop dept. store, where it has already been installed. White House has had receiver for several months, as have NBC executives, *Broadcasting-Telecasting Magazine* and *Television Digest*.

Admiral reported first color set sale this week. It went to Michael J. Joyce, retired Chicago moving company executive.

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How electronics is taking up slack in New England cities deserted by textile industry is detailed in April 10 *Wall Street Journal*. Article reports textile jobs in New England slumped from 275,000 before World War II to 221,000 last year, while "electrical machinery" jobs (including electronics) rose from 53,000 to 137,000. Specifically mentioned are new plants of Eastern Air Devices Inc. and Clarostat Mfg. Co. in Dover, N. H.; Sprague Electric Co. in Nashua, N. H., Western Electric in Lawrence, Mass.—among the "dozens" of electronics companies filling idle plant space and bringing jobs back to New England textile centers.

Magnavox reports sales of slightly more than \$51,000,000 for 9 months ended March 31, up 12% over the \$45,000,000 in comparable period of last fiscal year. Earnings report is not available yet. Pres. Frank Freimann said decline in TV sales last fall was more than offset by increases in high-fidelity volume. He attributed TV decline to "the public's erroneous belief that commercial color TV is imminent." He predicted this trend will reverse itself by fall as consumers "develop an awareness of the limitations of color in its present stage of development and begins to recognize that color TV, at commercially acceptable prices and satisfactory picture sizes, is still years away."

Radio Condenser Co. 1953 profit declined to \$384,001 from 1952 earnings of \$525,916, even though sales advanced from \$14,743,068 to record \$21,465,247. Pres. Russell E. Cramer blamed such "abnormal" factors as heavy initial production costs on new products and lower demand for TV & radio receivers last fall. In addition, annual report says company "was forced to share an industry setback attributable to the failure of uhf stations to commence broadcasting in the numbers and rate originally anticipated by set manufacturers."

THIRTY-SIX new stations have gone on the air and 7 have quit since Jan. 1, 1954—and the list is printed herewith in response to requests by many subscribers. Two more can be added in Canada, too.

Note that most of the stations here listed (those indicated by asterisks) are given detailed listings in our *TV Factbook No. 18* of last Jan. 15, wherein you can find data on their ownership, executives, rates, etc. Details on those not listed in the *Factbook* will be found in the issue of *Television Digest* indicated in brackets. These are the 1954 starters to date:

KARK-TV, Little Rock, Ark. (Ch. 4) [Vol. 10:13]
 KBID-TV, Fresno, Cal. (Ch. 53)*
 †KQED, San Francisco, Cal. (Ch. 9) [Vol. 10:15]
 KSAN-TV, San Francisco, Cal. (Ch. 32) [Vol. 10:10]
 WINK-TV, Fort Myers, Fla. (Ch. 11)*
 WEAR-TV, Pensacola, Fla. (Ch. 3)*
 WALB-TV, Albany, Ga. (Ch. 10) [Vol. 10:15]
 WRDW-TV, Augusta, Ga. (Ch. 12) [Vol. 10:7]
 WTOG-TV, Savannah, Ga. (Ch. 11)*
 WSJV, Elkhart, Ind. (Ch. 52)*
 WHO-TV, Des Moines, Ia. (Ch. 13) [Vol. 10:16]
 WMGU, Adams, Mass. (Ch. 74)*
 WNEM-TV, Bay City, Mich. (Ch. 5)*
 †WKAR-TV, East Lansing, Mich. (Ch. 60)*
 KDAL-TV, Duluth, Minn.-Superior, Wis. (Ch. 3) [Vol. 10:9]
 WDSM-TV, Duluth, Minn.-Superior, Wis. (Ch. 6) [Vol. 10:9]
 WSLI-TV, Jackson, Miss. (Ch. 12) [Vol. 10:12]
 KFBB-TV, Great Falls, Mont. (Ch. 5)*
 WMUR-TV, Manchester, N. H. (Ch. 9)*
 WTRI, Schenectady, N. Y. (Ch. 35)*
 WMFD-TV, Wilmington, N. C. (Ch. 6) [Vol. 10:15]
 KCEB, Tulsa, Okla. (Ch. 23)*
 KVAL-TV, Eugene, Ore. (Ch. 13) [Vol. 10:13]
 †WQED, Pittsburgh, Pa. (Ch. 13)*
 WARM-TV, Scranton, Pa. (Ch. 16)*
 WNET, Providence, R. I. (Ch. 16)*
 WDEF-TV, Chattanooga, Tenn. (Ch. 12) [Vol. 10:16]
 KBMT-TV, Beaumont, Tex. (Ch. 31) [Vol. 10:15]
 KRGV-TV, Weslaco, Tex. (Ch. 5)*
 WBTM-TV, Danville, Va. (Ch. 24)*
 WJPB-TV, Fairmont, W. Va. (Ch. 35)*
 †WHA-TV, Madison, Wis. (Ch. 21) [Vol. 10:13]
 KFBC-TV, Cheyenne, Wyo. (Ch. 5)*
 KULA-TV, Honolulu, Hawaii (Ch. 4) [Vol. 10:15]
 WAPA-TV, San Juan, Puerto Rico (Ch. 4)*
 †WKAQ-TV, San Juan, Puerto Rico (Ch. 2)*

Canadian Starters

CKCO-TV, Kitchener, Ont. (Ch. 13) [Vol. 10:5]
 CHSJ-TV, St. John, N. B. (Ch. 4)*

Stations Going Off Air in 1954 (with suspension dates)

KCTY, Kansas City, Mo. (Ch. 25), Feb. 28*
 KFOR-TV, Lincoln, Neb. (Ch. 10), March 13*
 WIFE, Dayton, O. (Ch. 22), March 13*
 WOSH-TV, Oshkosh, Wis. (Ch. 48), March 22*
 WACH-TV, Newport News-Norfolk, Va. (Ch. 33), March 26*
 KRTV, Little Rock, Ark. (Ch. 17), March 31*
 KACY, Festus-St. Louis, Mo. (Ch. 14), April 2*

* Asterisk indicates details about station listed in *TV Factbook No. 18*; for details about others, see issue of *Television Digest* indicated in brackets.

† Dagger indicates non-commercial educational station.

Foreclosure suit against KETX, Tyler, Tex. (Ch. 19), to recover transmitter and other equipment, has been filed by General Electric in Federal Court in Tyler. Involved is \$344,687 promissory note for equipment, and 3 rented klystron tubes. Suit followed filing of involuntary bankruptcy action against KETX and owner Jacob A. Newborn Jr. by Tyler Woodworks, Layton Engineering Co. and John A. McCullars Sheet Metal Works, which claim station owes them \$11,000. Newborn has also been named defendant in \$1736 civil action by local merchant for alleged unpaid balance on furniture. Station went off air for 2 days last month when most of staff left, is now being managed by owner Newborn (Vol. 10:14-15).

Regular TV ownership audit (Vol. 10:4), one of industry's crying needs, looks no closer though NARTB this week appointed 2 subcommittees to "finalize and recommend specific plans" for circulation study. Date for start of study still hasn't been set. Paul Raibourn, KTLA, Los Angeles, heads committee on organization-implementation; Hugh Beville, NBC, is chairman of organization & finance.

Biggest radio station sale-deal in history was approved by FCC and completed this week—new owners being scheduled to take over New York's independent and fabulously successful WNEW (50-kw on 1130 kc) as of April 27 with Richard D. Buckley, ex-Blair pres., as pres., gen. mgr. & 25% stockholder. Total purchase price was \$2,100,000, which included about \$500,000 in net quick assets, so that the \$1,600,000 net price exceeded by far the \$1,000,000 net paid last winter for Cleveland's WGAR (50-kw on 1220 kc, CBS) out of a total purchase price of \$1,750,000 that included about \$750,000 net quick (Vol. 9:50). Purchasers, along with Buckley, are Horace Lohnes, Washington attorney, secy.-treas. of new WNEW Broadcasting Co. Inc., also 25% (50,000 out of 200,000 authorized shares); Harry R. Playford, St. Petersburg banker, v.p., 33,334 shares; H. W. Holland, St. Petersburg attorney, director, 33,333; Ed C. Wright, financier, director, 33,333. Sellers are Wm. S. Cherry Jr. of Providence's big Cherry & Webb dept. store (WPRO), who owned 48%, and who with local associates controlled 95%; Bernice Judis, gen. mgr., and her husband Ira Herbert, sales mgr., whose stockholdings and options brought them \$250,000 of the total sale price. This group bought WNEW in 1950 for \$2,000,000, which included \$500,000 net quick. Miss Judis and Mr. Herbert will return to the stations in consulting capacities after vacation. Profitability of WNEW is indicated by fact, as shown in FCC papers, that it had net profit after taxes of \$109,204 during 3 months ended Jan. 31, 1954 (on gross sales of about \$750,000). During 1953, it had record sales of \$2,800,000, and as of Oct. 31, 1953 it had an earned surplus of \$783,765. It's expected the new WNEW owners will drop application for New York City's uhf Ch. 31.

Overwhelming approval of NCAA football TV control plan (Vol. 10:14) was voted by member colleges in mail referendum. Although Big Ten had proposed alternative program of regional telecasting (Vol. 10:10), only 26 schools opposed NCAA plan, while 184 voted in favor. TV networks, ad agencies and prospective sponsors will meet with NCAA TV committee in New York April 21-23 to submit proposals for telecasting and sponsorship. NCAA member votes on TV controls to date: 1951 convention, 161-7; 1952 convention, 163-8; 1952 mail referendum, 185-15; 1953 convention, 172-13; 1953 referendum, 157-12; 1954 convention, 172-9; 1954 referendum, 184-26.

Channel shifts and power increases: NBC's WNBK, Cleveland April 25 switches from Ch. 4 to Ch. 3, increases power to 100-kw ERP, using non-directional antenna for first time. New transmitting plant is in Parma, antenna atop Cleveland's Terminal Tower Bldg. NBC flagship WNBT, New York (Ch. 4) April 11 raised ERP to 30-kw, highest permitted for its Empire State Bldg. antenna. WOOD-TV, Grand Rapids, Mich. (Ch. 8) this week boosted to 316-kw ERP.

Sen. Dwight Griswold (R-Neb.), who died in Bethesda, Md. Naval Hospital May 12 after heart attack, was member of Senate Interstate & Foreign Commerce Committee since he came to Senate in Jan. 1953 to fill out unexpired term of late Sen. Wherry (R-Neb.). He was also member of recently appointed communications subcommittee under Sen. Potter (R-Mich.). At week's end no replacement on Committee or subcommittee had been announced.

Interconnected to network facilities this week: KARK-TV, Little Rock, Ark.; KWVL-TV, Waterloo, Ia. Scheduled for AT&T hookup April 17 was KVAL-TV, Eugene, Ore.; April 19 WNET, Providence, R. I.; April 25 WHO-TV, Des Moines; WDEF-TV, Chattanooga; WSEE, Erie, and WDBO-TV, Orlando, Fla.

FCC chairmanship was still unsettled at press time, with Rosel Hyde's one-year tenure expiring April 18. If President says nothing by then, commissioners will select own temporary chairman—undoubtedly picking Hyde.

NARTB LIBRARY

Full Text of FCC's

Proposed Restrictions on Spurious Radiations

To Control Spurious Emissions of All Radio Devices Not Now Covered by FCC Rules & Regulations

including

All TV and FM Receivers

PROVIDING SYSTEM OF EQUIPMENT CERTIFICATION TO INSURE COMPLIANCE

Notice of Proposed Rule-Making Issued April 15, 1954 as FCC Public Notice 54-502, Mimeo 3909

Comments Due by June 16, 1954 (see *Television Digest*, Vol. 10:16)

In the Matter of
Amendment of Part 15 of the
Commission's Rules Governing
Restricted Radiation Devices

} Docket No. 9288

NOTICE OF FURTHER PROPOSED RULE MAKING

1. Notice is hereby given of further proposed rule making in the above entitled matter.

2. On April 13, 1949 the Commission issued a Notice of Proposed Rule Making in this Docket which proposed to amend Part 15 of the Commission's Rules relating to Restricted Radiation Devices. By order of July 29, 1949 this Docket was subdivided into four parts: Part A pertained to Incidental Radiation Devices; Parts B, C and D of the Docket pertained to Restricted Radiation Devices.

3. The rules proposed in 1949 would have limited radiation from incidental radiation devices to 15 microvolts per meter at 100 feet or 15 microvolts per meter at a distance in feet equal to 157,000 divided by the frequency in kilocycles, whichever is greater. Comments addressed to this proposal expressed the opinion that comprehensive studies of the technical and economic aspects of regulation of incidental radiation devices were necessary before any rules governing this type of equipment were put into effect. Studies in this field directed to radio devices have developed limits which can be adopted at this time, whereas the studies of interference from electrical apparatus, such as power, lighting and ignition systems, are inconclusive. For this reason, the Commission proposes to classify radio receivers and some other forms of radio frequency generators as restricted radiation devices and to provide the class of incidental radiation devices for electrical apparatus in which the generation of radio frequency energy is unintentional. No specific radiation limits are proposed for incidental radiation devices but in the event that interference is caused to authorized radio services by operation of these devices, the operators of the devices will be required to take prompt action to eliminate the interference.

4. Subpart A of the attached proposed rules contains general provisions for the operation of restricted radiation devices. These provisions are in the form of minimum power and field intensity limitations, and will apply to all restricted radiation devices except insofar as specific provision for the operation of certain devices is contained in Subparts B and C. These limitations are set forth in terms of decibels above one microvolt per meter (dbu), and, merely for convenience, they are also set forth in terms of approximately equivalent microvolts per meter. Two sets of field intensity limitations are set forth in the proposed rules. The Commission proposes to place one set into effect as soon as these rules become effective, to be

superseded by the second set on June 30, 1956. The limits to be placed in effect initially are based primarily on the Radio-Electronics Television Manufacturers Association's present radiation standards for television and FM receivers. Since it is not now known to what extent the RETMA standards can immediately be made applicable to all receivers, it is proposed to make the rules applicable now only to FM and TV receivers, and land mobile receivers above 25 mc, which have been the source of the most serious interference problems caused by receivers. The rules would become applicable to all receivers manufactured after January 30, 1956.

5. The rules proposed by the Commission in 1949 would have limited the operation of carrier current devices to the frequencies 10-200 kc with a radiation limit of 15 microvolts per meter at a distance in feet of 157,000 divided by the frequency in kilocycles. Comments directed to those proposed rules generally opposed the adoption of any rules which would restrict the operation of such carrier current devices.

6. Subpart B of the rules now proposed contains provisions for the operation of carrier current systems. Such systems operating in the band 10-425 kc which meet the radiation requirements of Subpart A could be operated without certification. However, provision is made for such systems to be operated with greater radiation if they are certified in accordance with the procedure set forth in Subpart B.

7. Carrier current systems operating above 425 kc for the purpose of distributing programs to more than one receiver and which are installed after the effective date of these rules would have to be certified as meeting the requirements specifically applicable to them. Such systems which are in operation on the date these rules are made effective would have to comply with all applicable provisions by June 30, 1955, and, until that date, such systems operating in the band 425-1605 kc would continue to have to meet the existing radiation standard set forth in Part 15 of the Rules. Moreover, all systems would immediately be governed by the provision of the rules which provides that the users or operators of restricted and incidental radiation devices which cause harmful interference to any authorized radio service shall promptly take such steps as may be necessary to eliminate such interference.

8. Subpart B of the proposed rules also provides that receivers shall be certified as complying with the applicable radiation limitations by the manufacturers thereof or by an appropriate certifying authority, or where this has not taken place, by the users of the receiver.

9. Subpart C of the proposed rules provides a procedure whereby restricted radiation devices which do not comply

with the provisions of Subpart A or B can be operated pursuant to a license issued by the Commission. Such licenses would be granted by the Commission only if it found that the device in question could not meet the requirements of the rules, but that its operation would serve the public interest, convenience and necessity.

10. The Commission also wishes to point out that while various radiation limits are now being proposed, the Commission may find it necessary in the future to impose stricter radiation limits in light of new developments in the electronics field, and the necessity for providing adequate protection from harmful interference to authorized radio services.

11. These proposed rules are issued pursuant to the provisions of Sections 4(i), 301 and 303(r) of the Communications Act of 1934, as amended.

12. Any interested person may file with the Commis-

sion on or before June 16, 1954 a statement or brief setting forth his comments in regard to the proposed amendments of the Commission's rules. Comments in reply to the original comments may be filed within 20 days from the last day for filing original comments. No additional comments may be filed unless (1) specifically requested by the Commission or (2) good causes for the filing of additional comments is established. The Commission will consider all comments before taking action in the matter, and if any comments are submitted which appear to warrant the holding of a hearing or oral argument, notice of the time and place of such hearing or oral argument will be given.

13. In accordance with the provisions of Section 1.764 of the Commission's rules, an original and 14 copies of all statements, brief or comments filed shall be furnished to the Commission.

APPENDIX

Part 15—Rules and Regulations Governing Restricted and Incidental Radiation Devices

Subpart A—General

15.1. Statement of basis and purpose.—(a) Section 301 of the Communications Act of 1934, as amended, provides for the control by the Federal Government over all the channels of interstate and foreign radio communication and further provides, in part, that no person shall use or operate apparatus for the transmission of energy, communications, or signals by radio when the effects of such operation extend beyond state lines or cause interference with the transmission or reception of energy, communications, or signals, of any interstate or foreign character by radio, except under and in accordance with the Communications Act and a license granted under the provisions of that act. Restricted and incidental radiation devices emit radio frequency energy on frequencies within the radio spectrum and constitute a serious source of interference to authorized radio communication services operating upon the channels of interstate and foreign communication unless precautions are taken which will prevent the creation of any substantial amount of such interference.

(b) The following rules and regulations are designed to have a two-fold effect:

(1) They set forth the conditions under which the operation of equipment of the type covered by this part of the rules will not be considered to fall within the category of situations covered by the provisions of Section 301 of the Communications Act, for which a station license is required as a condition of lawful operation.

(2) They provide a procedure for the licensing of devices covered by this part of the rules which are unable to meet the conditions set forth for operation without a license.

15.2 Definitions.—For the purpose of this part the following definitions shall be applicable:

(a) *Incidental Radiation Devices*: Devices which radiate radio frequency energy but which are not specifically designed to generate radio frequency energy.

(b) *Restricted Radiation Devices*: Devices which radiate radio frequency energy and are specifically designed to generate radio frequency energy (whether or not they are intended to be used for communications purposes) and which are not specifically covered in any other part of the Commission's Rules and Regulations.

(c) *Carrier Current Systems*: Restricted radiation devices comprising systems for the transmission of intelligence, including control signals, principally by means of conducted radio frequency currents.

(d) *Harmful Interference*: Any radiation or any induction which endangers the functioning of a radio navigation service or of a safety service or obstructs or repeatedly interrupts a radio service operating in accordance with the table of frequency allocations contained in Part 2 of the Commission's Rules whether or not such interference occurs within the normally recognized field intensity contours of the authorized station.

15.3 Operation of Incidental Radiation Devices: Until further order, all devices of this nature shall be governed solely by the requirements specified in Section 15.6 of this Part.

15.4 Operation of Restricted Radiation Devices: The operation of all Restricted Radiation Devices manufactured or installed after the effective date of these rules shall be in accordance with the limitation¹ set forth in sub-sections (a) and (b) below except insofar as Subparts B and C contain specific provisions for the operation of certain types of restricted radiation devices, in which event the operation of such devices shall be governed by those provisions of Subparts B and C.

(a) The device shall not deliver more than the following amounts of power to an artificial load having electrical characteristics that provide maximum transfer of energy from the device to the load:

¹ Prior to July 1, 1956, these limits shall not be applicable to radio receivers other than television and frequency modulation broadcast receivers and land mobile receivers above 25 mc.

Frequency	Power	Approximate Micromicrowatts
	db above 1 watt (dbw)	
10 kc — 1600 kc	$20 \log_{10} \left(\frac{1600}{F_{kc}} \right) - 77$	$\left(\frac{1600}{F_{kc}} \right)^2 \times 20,000$
1.6 — 27.5 mc	— 77	20,000
or		

(b) The device shall not create an electromagnetic field in excess of the values shown in the following table:²

Frequency	Distance	Immediately		After June 30, 1956	
		db above 1 uv/m (dbu)	Approximate uv/m	db above 1 uv/m (dbu) ^a	Approximate uv/m
10-157 kc	1000'	$20 \log \frac{157}{F_{kc}} + 23.5$	$(157/F_{kc}) \times 15$	$20 \log \frac{157}{F_{kc}} + 23.5$	$(157/F_{kc}) \times 15$
157-1600 kc	100'	$20 \log \frac{1570}{F_{kc}} + 23.5$	$(1570/F_{kc}) \times 15$	$20 \log \frac{1570}{F_{kc}} + 23.5$	$(1570/F_{kc}) \times 15$
1.6-27.5 mc	100'	24	15	24	15
27.5-70 mc	100'	30	32	26	20
70-130 mc	100'	34	50	30	32
130-174 mc	100'	34-44 ^b	50-150	30-38	32-80 ^c
174-260 mc	100'	44	150	38	80
260-470 mc	100'	44-54 ^b	150-500	38-46	80-200 ^c
470-940 mc	100'	54	500	46	200
940-1700 mc	100'	58	800	52	400
above 1700 mc	100'	62	1260	56	630

^a Measured in accordance with, or equivalent to, applicable methods of the Institute of Radio Engineers.

^b As an alternative to the provisions, the Commission is considering using the following formula for frequencies of 40 mc and above:

15.5 Information Concerning Apparatus: Upon request by the Commission the owner or operator of any device which is required by the provisions of this part to be certified, shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment, including a copy of any field intensity measurements made by or for the user in determining that radiation complies with the limits specified in this part.

Subpart B—Operation of Restricted Radiation Devices That Require Certification

15.101 Certification of equipment: The owner or operator of a restricted radiation device which requires certification under this subpart shall have posted in the room in which such equipment is operated, a certificate of a competent engineer setting forth the general conditions under which such equipment should be operated and certifying that the equipment involved is capable of complying with the radiation limits set forth in this part as applicable to such equipment. The certification required by this section shall describe with certainty the equipment covered thereby and a brief, but specific statement of the engineering tests upon which such certification is based and the results thereof.

15.102 Renewal of Certification: No regular renewal of certification is required. However, the certification required by Section 15.101 shall be renewed for particular equipment by such date as the Commission may specify if the Commission has reason to believe that the operation of such equipment may be inconsistent with the provisions of this subpart or a source of interference to authorized radio services.

15.103 Carrier Current System Operating in the Range 10-425 kc:

(a) Carrier current systems operating at frequencies between 10-425 kc may exceed the limit set forth in Section 15.4 provided the system is certified in accordance with Section 15.101 and provided further that the field intensity shall not exceed 1000 microvolts per meter for frequencies between 10 kc and 157 kc, and 250 microvolts per meter for frequencies between 157 kc and 425 kc at a distance greater than 1000 feet from any point in the system, and that radiation at distances greater than 500 feet from any point in any carrier current system operating under the provisions of this section and located within the 50 uv/m contour of a co-channel authorized station, shall not exceed an intensity of 15 db below the prevailing field intensity of such co-channel station.

(b) As a precautionary measure to avoid interference to navigational service, carrier current operators should discuss proposed installations and changes in existing installations within the frequency bands allocated to the aeronautical and marine services with the field offices of the Civil Aeronautics Administration, the United States Coast Guard and the Federal Communications Commission.

$$E_{dbu} = 20 \log_{10} F_{mc} - 8.$$

^c Use linear interpolation between 50 and 150 microvolts per meter for frequencies between 130 and 174 mc.

^d Use linear interpolation between 150 and 500 microvolts per meter for frequencies between 260 and 470 mc.

15.6 Interference From Incidental and Restricted Radiation Devices: No incidental or restricted radiation device, irrespective of whether it otherwise operates in accordance with the provisions hereof, shall be operated in a manner which causes harmful interference to any licensed radio service. Where harmful interference is in fact caused by the operation of any such device its operation must cease immediately until the condition responsible for such interference has been eliminated.

(c) Carrier current systems that normally radiate for a period of less than one second duration at intervals of more than one minute shall not be subject to the field intensity limitation and certification requirements set forth in this part.

(d) Spurious and harmonic emissions from carrier current systems shall not be in excess of the values specified in Section 15.4.

15.104 Carrier Current Systems Operating Above 425 kc.

(a) The following provisions shall be applicable after the effective date of these rules to all carrier current systems which operate on frequencies between 425-1605 kc for the purpose of distributing programs to more than one broadcast receiver, provided, however, that until June 30, 1955, existing carrier current systems in this band shall be required in the alternative to meet the radiation limit of 15 microvolts per meter at a distance from any radiating source of 157,000 feet divided by the frequency in kilocycles:

(1) Radiation shall not exceed an intensity of 40 uv/m at distances of 100 feet or more from any radiating source, provided, however, that such radiation shall not exceed 15 uv/m at the border of the property exclusively under the control and for the exclusive use of the owner and operator of the system.⁶

(2) The carrier frequency on which the system operates shall be an odd multiple of 5 kc, and the system shall not deviate more than plus or minus 100 cycles from the carrier frequency.

(3) The system shall be certified in accordance with the provisions of Section 15.101.

(b) Carrier current systems, including wired television distribution systems, used for the purpose of distributing programs to broadcast receivers at frequencies above 1600 kc, shall be certified in accordance with Section 15.101. Such systems installed after the effective date of these rules shall not radiate in excess of 10 microvolts per meter at a distance of 10 feet or more from any point in the

⁶ Where persons other than the owner or operator of the system control or have the use of a portion of the property in question, the radiation limit shall be 15 uv/m at the border of that portion of the property, unless such persons have agreed in the contract or agreement providing for their use or control to accept any interference from the system, or they have agreed in writing to the operation of the system.

system. All existing systems shall comply with this limit after June 30, 1955. This subsection shall not be applicable to distribution systems whose operation is confined to a single building.

15.105 Certification of Receivers Above 25 Mc. (Including FM and Television Broadcast Receivers and Land Mobile Receivers).

(a) Receivers which are required to meet the radiation limitations set forth in Section 15.4 of these rules, shall be certified as to their compliance with such requirements in accordance with the procedure set forth in Sec. 15.101.

(b) The owners and operators of receivers need not themselves comply with the certification requirements of

subsection (a), provided that the manufacturers of such receivers or an appropriate certifying authority have certified that they are capable of operating within the radiation limits set forth in Sec. 15.4, and the manufacturers have marked or identified each receiver accordingly.

15.106 Information and Inspection.

(a) Upon request by the Commission the owner or operator of any restricted radiation device governed by this subpart of the rules shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment. The premises on which such devices are operated, and any certificate required hereby, shall be available for inspection by representatives of the Commission at all reasonable hours.

Subpart C—Operation for Which a License Is Required

15.201 When a license is required:

No restricted radiation device which does not comply with Subparts A or B or this Part shall be operated except pursuant to a station license issued by the Commission.

15.202 Showing required:

An authorization for the operation of a restricted radiation device may be granted upon proper application therefor in accordance with the provisions of this Part and a showing that in the light of the following considerations the public interest, convenience, and necessity would be served by such a grant:

(a) The purpose for which the equipment sought to be licensed will be used.

(b) The reasons why the equipment involved cannot be operated in compliance with the provisions of this Part for unlicensed operation.

(c) The nature and extent of interference that may be caused to authorized radio services by the operation of such equipment.

(d) The procedures that will be followed to eliminate promptly any actual interference to authorized radio services.

15.203 Filing of Applications:

All applications for new station authorizations, or applications for modification or renewal of station authorizations shall be submitted to the Commission's offices at Washington, D. C. Each application shall be submitted in duplicate and one copy shall be signed under oath or affirmation by the applicant if the applicant be an individual, by any one of the partners if the applicant be a partnership, by an officer if the applicant be a corporation, or by a member who is an officer if the applicant be an unincorporated association. Each application shall contain full and complete information concerning the station location, proposed equipment, operating frequency,

expected magnitude of the radiated field and all information required by Section 15.202 or other sections of this Part. (The precise form of the application will be specified at such time as these rules may be finalized.)

15.204 Station License: Each station license authorizing the operation of a restricted radiation device will be issued for such period as the Commission may specify after consideration of the facts in a particular case; provided, however, that no license will be issued for a term in excess of 1 year. Such licenses shall be renewable upon application if the Commission finds the renewal will be in the public interest. Each station license shall be non-transferable and if the equipment for which the license is issued passes from the possession of the licensee, for any reason whatsoever, the licensee shall notify the Commission thereof and, when possible, include in such notification the name and address of the recipient of the equipment. The original license shall be posted in the room in which the equipment is operated or attached to the equipment itself.

15.205 Operator Requirements: The operator requirements for stations licensed under this Part will be determined and prescribed by the Commission after consideration of the application for station license.

15.206 Revocation of License: Any license issued pursuant to this Part of the Rules may be revoked by the Commission for the reasons and in accordance with the procedure set forth in Section 312 of the Communications Act and Section 1.402 of the Commission's Rules.

15.207 Information and Inspection: Upon request by the Commission the owner or operator of any restricted radiation device governed by this subpart of the Rules shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment. The premises on which such devices are operated, and any license required hereby shall be available for inspection by representatives of the Commission at all reasonable hours.

MARTIN CODEL'S

AUTHORITATIVE NEWS SERVICE
FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
AND ALLIED ELECTRONICS
ARTS AND INDUSTRY

Television Digest

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TELEVISION ADVERTISING BUREAU PLANNED: Success of ANPA's Bureau of Advertising (it was even host to President Eisenhower for his address during newspaper publishers convention this week) has prompted the managements of an imposing list of top-flight stations to plan a similar organization for TV. They envisage it as a "centrally-directed promotional and educational effort to educate new advertisers to the value of the TV medium" as well as a permanent liaison with advertisers, agencies, etc.

They'll call it Television Advertising Bureau, plan headquarters in N.Y., and propose that it should function entirely separate from NARTB. Group has retained Richard P. Doherty, recently resigned NARTB employe-employer relations v.p., now in consulting practice, to draw up organization plan for initial meeting -- possibly at time of NARTB convention in Chicago, May 23-27.

Networks weren't represented at quietly-arranged and unpublicized sessions in New York's Biltmore Hotel, April 22-23, where executives representing 24 major stations agreed on necessity of TAB, pledged finances, got pledges of support from other managers. The heads of the major rep firms were present, including Station Representatives Assn. pres. John Blair and managing director T.F. Flanagan.

Publisher Norman Chandler, Los Angeles Times, which owns KTTV, urged group to organize TAB, told them ANPA's Bureau of Advertising has proved to be "the most important factor in the development of national and local newspaper advertising." Organizing committee is under chairmanship of KTTV's Richard Moore (see p. 6).

OLD ORDER CHANGING, BUT TRENDS ARE SAME: Two major station deals this week -- sale of Kansas City's KMBC-TV & KMBC for more than \$2,615,000 and Buffalo's radio WGR for approximately \$1,000,000 -- illustrate again the constantly "changing order" that TV is bringing about in the business of broadcasting. Yet they also prove that basic economic trends are unchanging. Consider:

KMBC-TV has been sharing Channel 9 with WHB-TV, equally with a common transmitter but on a split-schedule basis, since operation began last Aug. 1. This week, it was sold, along with KMBC (5-kw, 980 kc, CBS) and satellite KFRM, Concordia, Kan. (5-kw daytime on 550 kc, CBS), to Cook Paint & Varnish Co., Kansas City. Sale price was \$1,750,000 cash, plus assumption of approximately \$865,000 in obligations, plus 10-year contract at \$25,000 a year under which KMBC founder and chief owner Arthur B. Church and his wife agree not to go into TV or radio in that area.

Purchasing firm is owner of half-time WHB-TV and radio WHB (10-kw daytime, 5-kw night on 710 kc, MBS), and proposes to merge the 2 TV half-timers, to retain the KMBC-TV call letters, to keep radios KMBC and KFRM, and to sell radio WHB.

Ill health of veteran broadcaster Arthur B. Church, who built up KMBC since 1921 as one of the nation's leading stations and won for himself the reputation of being one of the industry's finest operators, hastened this particular deal.

Most significant factor is the "merger" of share-time stations, the second involving post-freeze grantees. It has happened in radio through the years; it's

happening again in TV -- and this one won't be the last, either, for TV sharers are finding such operation as uneconomical and confusing as it has always been in radio. There are very few time-sharing radio stations left.

But the fact is that, despite FCC's zeal to hasten TV stations on the air, causing it to sanction "mergers" of competing applicants even to point of issuing 2 "half licenses," the long-range trend is inevitable. They may deny it at present, but the other time-sharing TV stations on the books -- all of them post-freezers -- will undoubtedly go the same way, eventually.

First TV time-sharers to propose merger are KOY-TV & KOOL-TV, Phoenix (Ch. 10); Gene Autry owns latter and has made deal to buy KOY-TV for \$200,000 (Vol. 10:12). Other time-sharers now on air: KMBY-TV & KSBW-TV, Monterey-Salinas, Cal. (Ch. 8); WTCN-TV & WMIN-TV, Minneapolis-St. Paul (Ch. 11); WHEC-TV & WVET-TV, Rochester, N.Y. (Ch. 10). Holding CP to share are KLFY-TV & KVOL-TV, Lafayette, La. (Ch. 10).

* * * *

The retirement of Arthur B. Church comes coincidentally with retirement of 2 other leaders of the broadcasting industry who have similarly been high in the CBS councils -- Leo J. Fitzpatrick and I.R. (Ike) Lounsberry. They completed deal to sell WGR, Buffalo (5-kw on 550 kc, CBS) to city's new Channel 2 grantee, Buffalo-Niagara Amusement Corp., for \$1,450,000. Price includes about \$450,000 in net quick assets. Fitzpatrick owns 70%, Lounsberry 30%. FCC approved transfer April 21.

This deal involves TV-network maneuvering -- but it also means that a well-heeled newcomer on the Buffalo broadcasting scene (for Ch. 2 grant details, see Vol. 10:16) takes over in both TV and radio after radio interests had failed to get TV. New station will be known as WGRB (though may elect to take WGR-TV) and will become basic NBC outlet when completed in June. It will replace Buffalo News' WBEN-TV (Ch. 4) whose defection to CBS was a recent industry cause celebre (Vol. 9:42).

Radio WGR presumably also will switch to NBC. Neither Fitzpatrick, pioneer broadcaster who announced the famed Kansas City Nighthawks in the early '20s, nor Lounsberry, who recently headed the CBS affiliates advisory committee, will be connected with the new combined TV-radio operation.

Note: Indicating that you can expect more and more TV station sale deals, was near sale of Nashville's WSIX-TV (Ch. 8), with WSIX (5-kw on 980 kc, ABC), to unnamed New York buyers this week. WSIX-TV has been on the air only since last Nov. Negotiations collapsed when chief owner & gen. mgr. L.R. Draughton turned down terms.

(For further details about these and other station deals, see p. 12.)

ST. LOUIS VHF GRANTED, 3 MORE STARTERS: FCC granted only one CP this week -- but it was a big one, Ch. 4 to KWK Inc., St. Louis. CP came via final decision following 3-way merger and dismissal of 2 competing applications (Vol. 10:15-16). FCC approval was over objections of uhf station WTVI, Belleville-St. Louis, whose counsel says it will appeal. WTVI had also filed Ch. 4 application this week.

Another applicant was readied for CP when the much-litigated Mansfield (O.) Journal dropped from hearing, leaving Fergum Theatres free to get Ch. 36.

Third station in Portland, Me., second in Erie, Pa., first in Kingston, N.Y. were this week's additions to log of TV stations now in operation. These, minus the 2 more uhf quitting this week (see p. 3), mean 386 on the air, 129 of them uhf. And one more Mexican border station also began, opposite El Paso. Week's new starters:

WGAN-TV, Portland, Me. (Ch. 13), city's third outlet, second vhf, after preliminary tests April 21, begins daily 9 a.m.-3 p.m. test patterns as of May 3, goes commercial May 16. It uses 20-kw GE transmitter, temporary 2-bay antenna on 62-ft. steel pole at site of 240-ft. Truscon tower now being built atop Blackstrap Hill, W. Falmouth, Me., on which 12-bay superturnstile will be placed. Owner Gannett Co. (Guy P. Gannett) publishes Portland Press-Herald and Express and other Maine newspapers. C.E. Gatchell is gen. mgr.; Richard Gates, sales mgr.; S.G. Henderson Jr., program mgr.; Roger Hodgkins, chief engineer. Base rate is \$250, rep is Avery-Knodel.

WKNY-TV, Kingston, N.Y. (Ch. 66), 81 mi. up Hudson River from New York, began regular test patterns April 23, goes commercial May 15 with interconnections

with NBC, CBS & DuMont. It opens up new primary coverage area, being 51 mi. from Albany, 60 mi. from Schenectady, 70 mi. from New Haven. It uses 1-kw RCA transmitter with 600-ft. Stainless tower at Port Ewen, some 10 mi. from Poughkeepsie. Pres. Joseph Close also controls WKNE-TV, Ch. 45 grantee for Keene, N.H. Robert Peebles is v.p.-gen. mgr.; Robert Sabin, TV operations mgr.; Robert Perry, program mgr.; Carl Egolf, chief engineer. Base rate is \$100. Rep is Meeker.

WSEE, Erie, Pa. (Ch. 35), first local competitor for pre-freeze WICU (Ch. 12) links with CBS April 25 as a primary interconnected affiliate following week of test patterns that elicited good reception reports in its tri-state area. Station uses 12-kw GE transmitter, 700-ft. Stainless tower with 4-bay GE helical antenna, located about 5 mi. south of city. New stockholders recently added include George J. Mead (16.6%), now president, and John J. Mead Jr. (13%), co-publishers of the Erie Times. Also a stockholder is John W. English (6.9%), who is pres. of WNAO-TV, Raleigh, N.C. Charles Denny is v.p.-gen. mgr.; Donald Boyce, commercial mgr.; Frank Palmer, program director; Ed Zellefrow, chief engineer. Base rate is \$200, rep is Avery-Knodel.

* * * *

XEJ-TV, Juarez, Mexico (Ch. 5), across border from 2-station El Paso, is now testing, plans May 17 inaugural program. It's first of 2 projected all-Spanish language stations, Gordon McLendon's KELP-TV, El Paso (Ch. 13) having June 15 target. It's third Mexican border station seeking to derive main sponsorships from U.S., the others being in Matamoros (opposite Brownsville, Tex.) and Tijuana (near San Diego). Owner Pedro Meneses Hoyos says programs will be built around sports, including films of bullfights in Mexico City and other films and kines in Spanish. R. Hurtado is program mgr.; J. L. deLira, chief engineer. RCA 500-watt transmitter is used.

NO DRASTIC UHF PLANS UP FCC'S SLEEVE: Don't look for FCC to advance any radical proposals when it presents its testimony before Senate communications subcommittee at the uhf hearings scheduled to begin May 4.

Certainly some drastic suggestions will be submitted -- but not by the FCC. Newly organized UHF Industry Coordinating Committee (Vol. 10:16), for example, will ask reallocation of the nation's TV channels to minimize or eliminate intermixture of vhf & uhf stations in same communities.

Hearings will be held against backdrop of mounting concern over the future of many uhf stations now near end of their financial rope. Two more suspended operations this week--WKLO-TV, Louisville, Ky. (Ch. 21) and WBKZ-TV, Battle Creek, Mich. (Ch. 64) -- and 2 other CP-holders relinquished their grants, deciding not to build.

Some well-situated uhf operators say business is good, and insist that some dropouts are inevitable due to the too-rapid buildup of new stations. As against 9 uhf outlets which went off air, they point to 129 now telecasting (including 2 new ones which went on air this week; see p. 2). We've been told by several telecasters that nothing has hurt their business so much as recent uhf scare-talk, and some fear is expressed that the Senators may not be told there are some successful uhf stations.

Here's general thinking on uhf problems among the commissioners -- likely to be reflected in Chairman Hyde's testimony as lead-off witness:

One way to help uhf is to liberalize multiple ownership rules to permit ownership of 5 vhf & 2 uhf, as proposed by FCC. (Hearing will consider Sen. Johnson's substitute measure to permit ownership of as many as 10 uhf on sliding-scale basis, depending on how many vhf are owned; see Vol. 10:11,13.)

Commission will oppose as impractical proposals to take over part of FM band to provide more vhf channels, or to move all stations to uhf -- and it certainly won't be receptive to suggestions involving compromise in engineering principles, such as reducing station separations, etc.

FCC will consider granting immediate STAs for satellites or boosters (p. 4) -- but only to fill in a station's local service area, not to expand it. The commissioners feel it's too soon to determine whether TV service should be extended by such means rather than by regular stations.

To help uhf stations get more network programs, some commissioners are interested in plan to bar interconnected stations from carrying network shows on delayed

basis as long as another station in same area is available to carry them live.

One FCC proposal certain to go by the boards is its plan to require minimum of 5-kw transmitter power for uhf stations (Vol. 10:8-11,15-16). Rule-making proposal on this measure drew 11 comments in opposition, none in favor (see p. 11).

* * * *

Backing reallocation, 23-member UHF Industry Coordinating Committee this week invited all uhf stations and grantees to join it in preparing testimony for hearing, in letter over signature of temporary chairman Harold H. Thoms, WISE-TV, Asheville, N.C. (for members, see p. 6). Enclosed was summary of previous meetings at Washington and Charlotte, N.C., which endorsed this proposal:

"Legislative or administrative proceedings should immediately be instituted to explore methods of reallocation or reassignment of channels in such a manner that ...equality of competitive opportunity is more readily available. [Meanwhile] there should be an immediate suspension of any further grants of applications for new TV permits and for changes in existing TV authorizations affecting coverage."

Eighteen witnesses are now tentatively slated to appear before subcommittee. In addition to those listed last week (Vol. 10:16), list now includes: RCA technical products v.p. W.W. Watts; Dr. Allen B. DuMont; NBC finance v.p. Joseph V. Heffernan; Bloomington, Ind. vhf telecaster (WTTV) and equipment maker Sarkes Tarzian; pres. Ronald Woodyard of uhf WIFE, Dayton, O. (now off air); pres. Harry Tenenbaum of uhf WTVI, Belleville-St. Louis.

Hearings will have to be postponed again if McCarthy-Army airing drags on longer than anticipated. Originally scheduled to begin April 27, the uhf probe was pushed ahead to May 4 because communications subcommittee chairman Potter (R-Mich.) is also member of committee which is hearing McCarthy dispute.

* * * *

Going off air for economic reasons April 20, WKLO-TV, Louisville, told FCC it hopes to "re-survey the situation" and resume operations July 25. It was the only uhf in a city with 2 pre-freeze vhf outlets, first went on air last September.

WBKZ-TV, Battle Creek, Mich., owned by John L. Booth of Michigan newspaper family, went dark April 23, hopes to resume June 1 after increasing power and height to afford "greater assurance of success." It was losing \$9000 to \$10,000 a month.

Another uhf station revealed heavy losses in balance sheet filed with FCC in unsuccessful attempt to forestall Ch. 4 grant to KWK, St. Louis (see p. 2). WTVI, Belleville-St. Louis, showed deficit of \$330,000 since its debut last August. It's one of 2 uhf stations on air in St. Louis area. Third -- KACY, Festus -- went off air April 2 to seek additional capital, having lost more than \$250,000 (Vol. 10:15).

Relinquishing CPs this week were WOUC, Chattanooga, Tenn. (Ch. 49) and WGLM, Lawrence, Mass. (Ch. 72) -- making 69 surrendered since freeze, 57 uhf, 12 vhf.

MORE BOOSTER EXPERIMENTS IN THE WORKS: Efforts to fill "holes" in uhf station coverage have stepped up recently, particularly after FCC indicated willingness to issue quick special temporary authority for boosters and satellites (Vol. 10:7). Boosters are in limelight at the moment, with several organizations experimenting.

FCC's thinking on subject should be clearly understood. There's no intention to allow the repeaters to extend service areas. As Chairman Hyde explained it this week: "We'd consider them in filling in weak signal areas within the logical service radius of the station. It's too early to consider them for extending service to towns which might have their own local stations when TV matures further."

RETMA group on boosters and satellites, under GE's W.J. Morelock, met in New York March 21, discussed problem with FCC Comr. George Sterling, NARTB engineering chief Prose Walker and others. Conclusion was that more information is needed.

Long-time experimenter WSM-TV, Nashville, has for years tested booster in Lawrenceburg, Tenn. on vhf Ch. 4. Pres. J.H. DeWitt remains enthusiastic over results, and residents of Lawrenceburg are extremely pleased with the service.

FCC is more concerned with uhf, however, and the fillip that boosters might give to their coverage. Now experimenting in uhf is consulting engineer Ben Adler,

New Rochelle, N.Y., who recently obtained FCC experimental grant. This week, he reported good results with preliminary tests (for details, see p. 11). After further tests at labs, he plans to move to point within Grade B contour of WICC-TV, Bridgeport, and experiment with actually filling "holes" in station's coverage. Explaining his purpose to FCC, Adler said:

"Careful measurements have been made on [stations we have engineered] and it is our opinion that a booster system of this type is greatly needed by the industry to improve uhf as a TV broadcasting service to the public."

Proposing to work with WJTV, Jackson, Miss. (Ch. 25), RCA this week filed application for FCC permission to test booster at Vicksburg, 37 mi. from Jackson. Town is behind bluff, gets little signal. RCA proposes to use transmitter up to 10 watts, radiating about 1-kw ERP from directional antenna. Location will be about 2½ mi. north of Vicksburg. Plan is to start about May 1, run tests for 90 days. Project is under Dr. George Brown of Princeton Labs, pioneer uhf experimenter.

GE says it is also planning booster tests in South, but it hasn't disclosed station with which experiments will be made.

With more experience behind them, RETMA, NARTB and individual stations can come to FCC with firm recommendations. Manufacturers tend to favor satellites, considering them better from interference standpoint because they would use regularly allocated channels. Broadcasters like boosters because they use same channel as mother station, and viewers would have no confusion over identity of originating station. Satellites, using different channels, could produce confusion.

PATTERN OF UHF RECEIVER CIRCULATION: Transcendental importance of top-notch network programs in influencing public to buy uhf receivers and converters is demonstrated more strikingly with each new batch of statistics.

To build conversion rapidly, the uhf station must present good programming which does not duplicate that on any other channel available to local viewers. We drew that conclusion nearly a year ago when we analyzed the first survey of vhf-uhf metropolitan areas by American Research Bureau (Vol. 9:24). Subsequent quarterly ARB surveys have further strengthened this prime theorem of uhf.

Using data from ARB's just-completed April survey of 56 vhf-uhf areas (we're not permitted to reveal individual area percentages), and correlating it with our own study of today's 126 commercial uhf stations in regard to proximity of vhf competition, the pattern is clear:

Uhf stations 60 miles or more from nearest vhf -- there are 29 in 24 cities. ARB has measured 14 of these areas (which have 19 uhf stations) in recent surveys. Disregarding length of time the stations have been on air, ARB survey shows in these markets an average of 90% of receivers are equipped for uhf. Area with lowest conversion has 71%, highest 100%.

Uhf stations with only one vhf within 60 mi. -- there are 57 in 47 cities. April ARB survey covered 32 of these stations in 24 market areas, showing an average conversion of 61.4% -- ranging from 16.8% for the lowest to 99% for the highest. Fourteen cities on this list were also measured 3 months ago, and since then their conversion increased an average of 7.4 percentage points, ranging from zero to 11.8. TV saturation as a whole increased at the same time, making the gain for uhf more significant than it may appear at first glance.

Uhf stations with 2 or more vhf within 60 mi. -- there are 40 in 35 cities. The 26 stations (22 cities) in this category included in survey showed an average conversion of 32.7%, and ranged from 3% to 75%. Comparison sample of 16 of these areas showed average increase of 4.7 percentage points in 3 months -- individual areas ranging from loss of .2 to gain of 14.2 points.

Note: Foregoing figures illustrate more than geography. The availability of unduplicated network programs to uhf stations nearly always depends on the number of vhf competitors. A uhf with 2 vhf competitors has virtually no chance of getting the best shows from the biggest networks.

Bear in mind, too, that conversion is not a synonym for success -- it's mere-

ly a prerequisite. In uhf as in vhf -- or in any business -- other prerequisites include good management, aggressive promotion, wide-awake sales force. Of the 9 stations which have gone off air, several were in areas with over 70% conversion.

Production of vhf-uhf sets to date has totaled about 1,645,000. Added to this are an estimated 2,000,000 or more "field conversions" -- external and internal converters and sets of strips -- for total of at least 3,650,000 uhf reception units manufactured to date.

Personal Notes: George R. Dunham, gen. sales mgr. of WCBS-TV and veteran of 16 years with CBS, on May 17 becomes gen. mgr. of WNBC, Binghamton, N. Y., reporting to TV-radio v.p. Cecil D. Mastin . . . Thomas S. O'Brien promoted to business mgr. of NBC-owned stations and NBC spot sales, succeeding Henry T. Sjogren, named asst. gen. mgr. of WNBQ & WMAQ, Chicago, under new gen. mgr. Jules Herbuveaux . . . Vinton Freedley Jr. promoted to national sales mgr., NBC radio network . . . John D. Scheuer Jr., ex-executive asst. to Roger Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, becomes exec. v.p. & gen. mgr., WTVI, Belleville-St. Louis . . . Richard Depew named asst. to ABC-TV eastern program director Robert F. Lewine . . . George F. Hartford heads TV, Lloyd Dennis takes over for radio in separation of functions by WTOP Inc., Washington . . . Harry Bubeck, ex-NBC western div., now with Zenith Radio Corp. working on its Ch. 2 case, scheduled for May 7 hearing . . . Peter B. Kenney promoted to exec. v.p., WKNB-TV & WKNB, New Britain, Conn. . . . George Nickson succeeding Robert H. Wesson, resigned, as gen. mgr. of John Poole's new KBID-TV, Fresno, will also continue as KBIF gen. mgr. there; Gene Grant promoted to sales director for TV & radio, Ray Grant promoted to KBIF sales mgr. . . . Walter M. Windsor, ex-WGBA, Columbus, Ga., succeeds Frank A. Myers as gen. mgr. of KCMC-TV, Texarkana, Tex. . . . Louis F. Allen resigns as sales mgr. of KOMU-TV, Columbia, Mo., to join WCPO-TV, Cincinnati . . . Robert O. Paxson promoted to regional sales mgr., KEDD, Wichita . . . John M. Haberlan promoted to national TV sales rep of WKY-TV, Oklahoma City . . . Pat Freeman resigns as research director, Canadian Assn. of Radio & TV Broadcasters . . . Bert Briller promoted to ABC-TV sales development mgr. . . . George C. Dibert, J. Walter Thompson v.p., transferred to Chicago office to work on Swift & Co. account . . . Leonard F. Erikson returns April 30 as v.p. & gen. executive, McCann-Erickson, after 10 months as director of Voice of America . . . A. N. (Bud) Armstrong Jr., ex-gen. mgr. of WCOP, Boston, appointed gen. mgr. of General Teleradio's WEAN, Providence . . . Roy J. Battersby, onetime NBC & AP, elected v.p., Hill & Knowlton Inc., public relations . . . Donald S. Shaw, onetime NBC national sales mgr., now adv. director of *New Milford* (Conn.) *Gazette*, daily published by Joseph V. Connolly Jr. . . . Edmund Rogers Jr., onetime WFIL-TV, Philadelphia, recently N. Y. mgr. of TV-radio production, Ward Wheelock Co., joins N. Y. TV-radio dept., N. W. Ayer.

American Newspaper Publishers Assn. elected Richard W. Slocum, gen. mgr. of *Philadelphia Bulletin* (WCAU-TV & WCAU), as new president, succeeding George C. Biggers, pres. of *Atlanta Journal and Constitution* (WSB-TV & WSB). William Dwight, *Holyoke Transcript* (WHYN-TV & WHYN), was elected v.p.; Franklin B. Schurz, *South Bend Tribune* (WSBT-TV & WSBT), reelected to board.

Murry Brophy, 56, onetime CBS artists mgr. in Los Angeles, recently owner of KRUX, Phoenix, and wartime OWI radio chief, died suddenly April 18 in Washington, where he had been serving as consultant to Senate and House appropriations committees.

Of the 17 members of projected Television Advertising Bureau's organization committee, representing 24 stations, these attended N. Y. meetings this week (see p. 1): Richard A. Moore, KTTV, Los Angeles, temporary chairman; Ben Berenston, WGN-TV, Chicago; Richard Borel, WBNS-TV, Columbus; Norman Gittleson, WJAR-TV, Providence; Payson Hall, 4 Meredith stations; George B. Storer Jr. & Tom Harker, 5 Storer stations; Wm. Kiley, WFBM-TV, Indianapolis; Wm. Quarton, WMT-TV, Cedar Rapids; George Whitney, KFMB-TV, San Diego. Not attending but pledging support: Roger W. Clipp, WFIL-TV, Philadelphia; John H. DeWitt Jr., WSM-TV, Nashville; John Fetzer, WKZO-TV, Kalamazoo; Howard Lane, KOIN-TV, Portland; Lee Ruwitch, WTVJ, Miami; Charles Thieriot, KRON-TV, San Francisco; P. A. Sugg, WKY-TV, Oklahoma City.

Members of UHF Industry Coordinating Committee (see p. 4), under temporary chairman Harold H. Thoms, WISE-TV, Asheville, N. C.: Wilton E. Hall & James Posten, WAIM-TV, Anderson, S. C.; Gary L. Cohen & Sherwin Grossman, WBUF-TV, Buffalo; Lou Poller, WCAN-TV, Milwaukee; Gil Hutchison, WCOG-TV, Greensboro, N. C.; Charlie Pittman, WCOS-TV, Columbia, S. C.; Allen M. Woodall, WDAK-TV, Columbus, Ga.; Ben K. McKinnon, WGVL, Greenville, S. C.; John Pomeroy, WILS-TV, Lansing, Mich.; Robert L. Heald, WITV, Ft. Lauderdale, Fla.; Joe L. Smith Jr., WKNA-TV, Charleston, W. Va.; Earl Welde, WNAO-TV, Raleigh, N. C.; Harold C. Arcaro, WNET, Providence, R. I.; Ellsworth Hall, WNEK-TV, Macon, Ga.; Walter Reade Jr., WRTV, Asbury Park, N. J.; Louis J. Appel Jr., WSBA-TV, York, Pa.; Frank Lyman Jr., WTAO-TV, Cambridge-Boston; John G. Johnson, WTOB-TV, Winston-Salem, N. C.; Harry Tenenbaum, WTVI, Belleville, Ill.-St. Louis, Mo.; Haygood S. Bowden & Tom Richards, WACA-TV, Camden, S. C. (CP); John Doley & H. A. Seville, WACH-TV, Newport News, Va. (CP); L. W. Allen, WFLB-TV, Fayetteville, N. C. (CP).

Associated Press, which gained 83 TV & radio station members in last year to bring total to 1253 (as against 1738 newspaper members in U. S.), has TV-radio ownership prominently identified on its board of directors as constituted at this week's annual meeting. Robert McLean, *Philadelphia Bulletin* (WCAU-TV & WCAU), was reelected pres.; Clarence B. Hanson Jr., *Birmingham News* (WABT & WAPI), was elected first v.p. Re-elected to board were John C. Knight, *Knight Newspapers* (owning 45% of WAKR-TV & WAKR, Akron; applicant for Miami); James M. Cox Jr., *Cox Newspapers* (WHIO-TV & WHIO, Dayton); WSB-TV & WSB, Atlanta); Mark Ethridge, *Louisville Courier-Journal* (WHAS-TV & WHAS). Newly elected to board was Bernard M. Ridder Jr., *Duluth News Tribune* (WDSM-TV & WDSM; WCCO-TV & WCCO, Minneapolis). On executive committee are Ben McKelway, *Washington Star* (WMAL-TV & WMAL); Paul Miller, *Gannett Newspapers* (WHEC-TV & WHEC, Rochester, et al.).

Dr. David D. Henry, New York U, elected chairman of Joint Committee on Educational TV, succeeding Edgar Fuller, now vice-chairman; Ralph Steetle re-elected exec. director.

COLOR PROGRAMS won't cost much more than black-&white—averaging only 10% more—and advertisers would be wise to climb aboard soon even though whole color situation is temporarily locked on “dead center.” That was essence of telecasting-manufacturing industry's advice to sponsors during symposium on color TV at AAAA convention this week in White Sulphur Springs, W. Va.

CBS-TV pres. Jack Van Volkenburg projected network rates to 1958, going beyond his projections last year when he predicted 1956 setup (Vol. 9:39). He said he expected 90% black-&white saturation in the top 100 markets in 1958. Average advertiser using 100-station CBS network, he said, would pay about \$58,000 for time & cable charges for nighttime half hour, plus about \$25,000 for typical talent & production costs—a gross of \$83,000. This, he added, would be \$2.31 per 1000, same as today.

To buy same show in color, Van Volkenburg said, typical show would run \$91,000, or \$2.54 per 1000. Costs will range from 5% extra for such programs as *What's My Line?* to 20% more for hour-long drama.

He had no doubt that most advertisers would choose color at those prices because they've been willing to pay average of 48% extra for magazine color.

“The time to start color TV is this fall,” NBC pres. Pat Weaver told the group. Alert advertisers, he said, will employ even the limited distribution of color sets to “excite their organizations” through dealer demonstrations, color TV parties for prospects, etc.

Promoting NBC-TV's “magazine concept,” Weaver said: “Whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or small his budget. All-night spectacles, 5-second billboards, 365-day continuity, once-a-year explosions—you name it, and we'll have it, in color.”

RCA's Joseph B. Elliott, executive v.p., consumer products, told group his firm's first production run of

color sets was almost sold out, urged whole advertising & manufacturing industry to get behind color TV. (For further details on Elliott's remarks, see Trade Report, p. 13.)

CBS pres. Frank Stanton had role of summing up, and he put it this way: “Right now it looks to me as though [color TV] is on dead center. Color TV is in a locked-in situation because of the interdependence of the problems of the manufacturer, the broadcaster and the advertiser.”

“The key to the lock,” he said, “is the color tube.” He said he couldn't predict when proper tubes would be developed but stated, “I suspect it will be sooner than most people think.” Once manufacturers are ready to mass-produce sets, he went on, “it is of the utmost importance for them to get together on a comprehensive campaign to promote the sale of color TV receivers.”

Stanton called on broadcasters to minimize duplication of colorcasts, so as to gain maximum exposure of public to color. And, he told the advertisers, “The time is rapidly approaching when a substantial competitive advantage will attach to getting into color TV early.”

Concluding, Stanton said: “Color has probably been carried farther in the laboratory than any invention of comparable significance. [However,] because the universal adoption of color TV by the American public still awaits further technical development, there is a natural human tendency to suspend action until perfection is achieved. This implies a misunderstanding of the process of technical improvement . . . What we can hope for, and what we are on the threshold of achieving, is a degree of performance and reliability that makes the widespread acceptance of color TV inescapable. The acceleration of this end-result is likewise inevitable if only because of the inherent appetite of the public for color TV, the technical probability of satisfying that appetite, and the contribution which color TV will make to our national economy.”

Color Trends & Briefs: First color efforts of individual stations are gradually developing. Following expansion plan reported last week by WMAR-TV, Baltimore (Vol. 10:16), first sale of a locally-originated live program was announced by WKY-TV, Oklahoma City, the first to get RCA camera. Second station to get cameras—2 chains—is WBAP-TV, Ft. Worth. Next RCA cameras go to CBS and NBC.

WKY-TV's initial commercial colorcast was half-hour variety show April 21, sponsored by Dulaney's, local RCA distributor. On April 26, station inaugurates regular daily 1-2 p.m. cooking show in color. Mgr. P. A. Sugg says: “We're in color all the way and we hope to expand our schedule of live shows as quickly as possible.”

WMAR-TV has set up a system of prices for color slides, calling it a “service charge.” It comprises: (1) monochrome rates plus 10%, (2) production costs equal to out-of-pocket expenses plus 10%. If advertiser supplies color photo suitable for reproduction in 2x2-in. slide, station charges \$3 for processing it.

WMAR-TV sold first slides April 22 to Schmidt Baking Co. whose president Harold A. McManus said: “The package showed up beautifully, and the bread slices looked not only good but appetizing.”

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NBC-TV color network will comprise 54 stations by year's end, 31 more than now carry colorcasts, engineering v.p. O. B. Hanson reported this week. The 54 stations will put color signals in reach of 27,100,000 homes and 22,000,000 set owners. The 31 additional stations that will be able to broadcast signals obtained from AT&T “color guaranteed” facilities are, according to NBC: WDAF-TV, Kansas City; WKY-TV, Oklahoma City;

WBAP-TV, Ft. Worth; WFAA-TV, Dallas; WBRC-TV, Birmingham; WFMJ-TV, Youngstown; KMJ-TV, Fresno; WLWD, Dayton; WLWC, Columbus; WSAZ-TV, Huntington; WRGB, Schenectady; WKTU, Utica; WSUR-TV, Syracuse; KPRC-TV, Houston; WOAI-TV, San Antonio; WSJS-TV, Winston-Salem; WMCT, Memphis; WDSU-TV, New Orleans; WSB-TV, Atlanta; WOC-TV, Davenport; WTTU, Bloomington; WAVE-TV, Louisville; WOOD-TV, Grand Rapids; WTRF-TV, Wheeling; WSLSTV, Roanoke; KFSD-TV, San Diego; KPTV, Portland; KOMO-TV, Seattle; WFTL-TV, Ft. Lauderdale; WLBT, Jackson; WEEK-TV, Peoria. Some of these now get color via their own microwave facilities or through unguaranteed AT&T facilities.

Color dot generator, serviceman's instrument for testing picture tube beam convergence, is offered by Sylvania at list of \$129.50.

Color monitor, type IT-146R, now being offered by Industrial TV Inc., 369 Lexington Ave., Clifton, N. J.

Color set census has been started by WTMJ-TV, Milwaukee, which found 55 in use in its area as of April 23.

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American Assn. of Advertising Agencies, at White Sulphur Springs convention this week, elected Wm. R. Baker Jr., Benton & Bowles, as chairman of board to succeed Earle Ludgin, Chicago; Henry G. Little, Campbell-Ewald Co., Detroit, vice chairman; Robert E. Grove, Ketchum, McLeod & Grove Inc., Pittsburgh, secy.-treas. Elected directors-at-large for 3-year terms: James M. Cecil, Cecil & Presbrey; J. Davis Danforth, BBDO; George C. Reeves, J. Walter Thompson; Ken R. Dyke, Young & Rubicam.

Station Accounts: Federal Home Loan Bank board deferred action for about 2 months on its controversial proposal to stop 3304 member savings & loan associations from advertising dividend rates more than 50 mi. from their headquarters after protests by American Newspaper Publishers Assn. and U. S. Savings & Loan League. Ban was intended to halt competitive ads by banks with different dividend rates. It's estimated some 75 member banks advertise rates on TV—virtually all within 50-mi. radius . . . Standard-Toch Chemical Inc. to use TV-radio on co-op basis in consumer campaign for its new "Automatic Color Carousel," machine for automatically mixing paints that precludes expensive color inventories in the store; thru Kiesewetter, Baker, Hagedorn & Smith, N. Y. . . . Liggett Drug Co., for its 74 Rexall stores in metropolitan N. Y.-N. J. area, buys *Encore Theatre*, 60-min. feature film, on WATV, Newark, Tue. at 10:30, with these products participating: Schick Razors, Hudnut Shampoos, Kleer Glass, Charles Antell, Anti-Decay Toothpaste, Paper-Mate Pens, Zotox . . . Sinclair Refining Co., for new Power-X Gasoline, using 26 TV stations in 21 cities, thru Morey, Humm & Johnstone, N. Y., and Standard Oil of Indiana, for new Super Permalube Oil, using 11 stations in midwest, thru McCann-Erickson, Chicago . . . General Tire & Rubber Co. buying about 60 markets for TV version of Mutual's *General Sports Time with Harry Wismer*, sports-reel produced by Hearst-Metrotone News, thru D'Arcy Adv. . . . Ames-Bell Co., Long Island City, N. Y., manufacturer of Coupettes, plastic container in shape of sherbet glasses and in 8 colors, has filmed a 45-sec. TV commercial at Animated Productions Inc., N. Y.; since Coupettes are suitable as containers for dairy products, film is open-end to permit sponsorship by local dairies . . . Among other advertisers reported using or preparing to use TV: Gwenn & Loraine Inc., Los Angeles (Pink Ice home facial), thru Western Adv. Agency, L. A.; International Paint Co., San Francisco (paints), thru Sherman Adv. Co., S. F.; R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Winston cigarettes), thru Wm. Esty, N. Y.; Realemon Puritan Co., Chicago (Realemon & Realime juices), thru Rudledge & Lilienfeld Inc., Chicago; S. B. Thomas Inc., Long Island City, N. Y. (protein bread), thru Robert Orr & Assoc., N. Y.; Parrot Packing Co., Fort Wayne, Ind. (meat packers), thru Baker, Johnson & Dickinson, Milwaukee; Wm. Wrigley Jr. Co., Chicago (chewing gum), thru Arthur Meyerhoff & Co., Chicago; Pavelka Bros. Co., Cleveland (meat products), thru C. Wendel Muench & Co., Chicago; Adolph's Food Products, Burbank, Cal. (Adolph's Meat Tenderizer), thru Erwin, Wasey & Co., L. A.; American Greeting Corp., Cleveland (greeting cards & gift wrappings), thru Fuller & Smith & Ross, Chicago; American Hair & Felt Co., Chicago (Ozite rug & carpet cushion), thru Grant Adv., Chicago; Beltone Hearing Aid Co., Chicago (hearing aid), thru Olian & Bronner, Chicago; Brillo Mfg. Co., Brooklyn (Brillo scouring pads), thru J. Walter Thompson, N. Y.; Consolidated Cosmetics, Chicago (Spic deodorant pads), thru BBDO, Chicago; Consolidated Royal Chemical Corp., Chicago (Liquenette & Krank shave cream), thru Dancer-Fitzgerald-Sample, Chicago; Ludman Corp., Miami (Jalousie windows), thru Hirshon-Garfield, Miami; Chesapeake Bay Frosted Foods Corp., Newport News, Va. (Mr. Frosty frozen seafoods), thru Advertising Assoc., Richmond.

Crosley and NBC Spot Sales completed "reciprocal" national sales arrangement this week, whereby latter will represent in Detroit and on West Coast Crosley's WLWT & WLW, Cincinnati; WLWD, Dayton; WLWC, Columbus; WLWA, Atlanta. Crosley in turn will represent all NBC Spot Sales stations in Cincinnati, Dayton & Columbus and will continue own exclusive sales offices in N. Y. & Chicago.

Network Accounts: Toni Co., with 6 shows, emerges as major network sponsor this summer, most recent purchases being Sun. 10-10:30 p.m. on NBC-TV for modification of old *Kay Kyser's College of Musical Knowledge*, and Sat. 9:30-10 p.m. on CBS-TV for undisclosed program. It previously signed to sponsor *Break the Bank* on NBC-TV Tue. 8-8:30 p.m., *Tony Martin Show* on NBC-TV Mon. 7:30-7:45 p.m., *Meet Millie* on CBS-TV Tue. 9-9:30 p.m., & *Place the Face* on CBS-TV Thu. 10-10:30 p.m., all thru Weiss & Geller . . . Noxzema to be alt. sponsor with Amoco of Ed Murrow's *Person to Person* on CBS-TV starting in May, Fri. 10:30-11 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Gillette CBS-TV sponsorship of Kentucky Derby Sat. May 1 will be on 124 stations, one of largest one-shot sports events . . . Pabst to continue Wed. 10 p.m. boxing bouts thru summer on CBS-TV, thru Warwick & Legler . . . Armour Products & Dow Chemical buy alt. weeks of 9-9:30 portion of *Saturday Night Revue* during summer on NBC-TV, Sat. 9-10:30 p.m., former thru Foote, Cone & Belding, latter thru MacManus, John & Adams . . . International Harvester (air conditioners) buys Wed. & Fri. 7:50-7:55 portion of *Morning Show* on CBS-TV, starting May 15, Mon.-thru-Fri. 7-9 a.m., thru Leo Burnett . . . Wynn Oil Co., Azusa, Cal. (Wynn's motor oil) buys 52 partic. on NBC-TV's 7-9 a.m. *Today*, thru BBDO; Diamond Crystal Salt Co. buys 12 partic., thru Benton & Bowles . . . GE starts new weekly *General Electric Theatre* series on CBS-TV in Sept., Sun. 9-9:30 p.m., thru BBDO . . . 71 stations have been cleared to date by NBC-TV for fall start of *Lux Video Theatre*, Thu. 10-11 p.m. . . . ABC-TV to originate *Paul Whiteman Show* from Atlantic City's Steel Pier starting June 13, Sun. 8-9 p.m. . . . Motorola drops *Motorola TV Hour* on ABC-TV, effective June 1, alt. Tue. 9:30-10:30 p.m. because of expense (reportedly \$1,400,000 for 13 productions); its plans for fall TV activity are indefinite . . . Pontiac drops *Dave Garroway Show* on NBC-TV in fall, Fri. 8-8:30 p.m., is expected to purchase another show . . . Procter & Gamble drops *Paul Winchell Show* on NBC-TV in fall, Sun. 7-7:30 p.m.

TV's role in mid-term political campaigns this fall is still to be thrashed out in detail by both parties—but thus far Republicans have much more ambitious plans than Democrats. National GOP publicity director James Bassett says "substantial" portion of its budget has been earmarked for TV, with additional funds to be raised by local committees. "At least one and probably more network programs" are planned, remainder of funds being allocated for spot purchases in politically-strategic areas. In addition, film strips of campaign issues will be provided GOP candidates. Campaign director Robert Humphreys told recent Republican Women's Centennial Conference that TV might be deciding factor in doubtful states, adding "we have already had instances where a complete unknown has been put over because he had a TV personality." Democratic National Committee may map TV plans at budget meeting in Washington May 5-6, but publicity director Sam Brightman says "very modest" use of TV is contemplated, with virtually all available funds channeled to local use. Nationally, Democrats will confine their contribution to providing film and scripts to local candidates. Very little network time will be bought, he said.

Essentials of both TV & radio from production, station management and programming standpoints are treated in new textbook, *Introduction to Radio & Television*, written jointly by U of Connecticut speech dept. head David C. Phillips, Wm. Esty agency's John M. Grogan and CCNY TV-radio supervisor Earl H. Ryan (Ronald Press, 423 pp., \$5).

Telecasting Notes: TV-radio should be as free to discuss controversial topics as are newspapers and magazines, in the opinion of nearly 9 out of 10 of the respondents to *Tide Magazine's* survey of "the country's 2200 top marketing executives," as reported April 24. Citing recent TV & radio discussions of McCarthyism, touched off by Edward R. Murrow's widely praised *See It Now* telecast (Vol. 10:11, 15), *Tide* said 10% of those responding thought controversial subjects should be limited to sustaining time, but only 2 respondents wanted TV-radio industry to prohibit such discussion and only one wanted tighter FCC censorship—although "quite a few admen indicated they would hesitate themselves to sponsor controversial programs" . . . Big Music Corp. of America has been quietly seeking to unload its TV film production, chiefly handled by subsidiary Revue Productions, so as to restrict telefilm activities henceforth to representation and distribution, reports *Hollywood Variety*. Prerequisite to any takeover would be exclusive representation. Revue's network shows: *Pride of the Family* and *Pepsi-Cola Playhouse*, on ABC; *Meet Mr. McNutley*, CBS. Spot shows: *Adventures of Kit Carson*, *City Detective*, *The World and I* (Joan Crawford), *Affairs of Ann*, *Soldiers of Fortune* . . . Survey of 273 TV and 1568 radio stations by Wallace A. Ross for *Sponsor Magazine*, published this week as 120-p. *Program Guide*, tabulates program specialties of individual stations, showing notably [in TV] that 47% of stations have farm service programs, 52% stressed play-by-play sports, 76% are equipped with kitchen sets for home economic shows, 10% program at least partly for specialized audience (foreign-language, Negro, etc.) . . . "What's the big ID?" captions reply by rep Joe Weed to critics of excessive TV commer-

cial who don't like station identifications and other forms of spots. He says: "Stations make no bones about it. The IDs are there to help make a profit in a business beset by high operational costs [and] are ethical, based on sound business practice and in good taste if the station adheres to its continuity acceptance principles. [They] can inform and entertain—and sell a sponsor's product or service. If the spot is in close proximity to network commercials, then network commercials are in close proximity to the spots. Both network and spot are essential for many stations' operations" . . . More rate increases: KERO-TV, Bakersfield, which raised base hour by \$50 on Jan. 1, now goes from \$250 to \$300 for Class A hour, \$50 to \$60 for min.; WTTV, Bloomington, Ind., hour from \$600 to \$800, min. from \$120 to \$150; KOIN-TV, Portland, Ore., hour from \$500 to \$600, min. \$100 to \$120; WCAN-TV, Milwaukee, hour from \$400 to \$500, min. \$70 to \$85; WKBN-TV, Youngstown, hour from \$300 to \$350, min. \$60 to \$70; KROC-TV, Rochester, Minn., hour from \$150 to \$200, min. \$30 to \$40. In addition, all raising hour from \$250 to \$300, min. from \$50 to \$60, are: WKJG-TV, Ft. Wayne; KSLA, Shreveport; WATE, Knoxville (formerly WROL-TV). And KGNC-TV, Amarillo & KFDX-TV, Wichita Falls, both raise hour from \$200 to \$250, min. \$40 to \$50 . . . Rep appointments: WMAZ-TV, Macon, Ga., to Avery-Knodel; KIVA, Yuma, Ariz., to Hollingbery; new WMSL-TV, Decatur, Ala., to Walker . . . New rep offices: Adam Young TV on May 1 moves to 477 Madison Ave., N. Y. (phone Plaza 9-1810) and opens new Houston office, 520 Lovett Blvd. (phone Justin 1601); Forjoe-TV, now at 580 Fifth Ave., N. Y. (phone Judson 6-3100).

SUBSCRIPTION TV has aroused almost no interest at FCC lately — despite current splurge of promotion, deals, speeches, trade press headlines, etc. Inquiry at Commission discloses no change in attitude that main job is getting stations on air and keeping them there. Right now, anything else in TV is considered subsidiary.

Commissioners and staff say they'd like to get into subject some day, but no one will guess when. They also remind that Congress has shown interest through Hinshaw Bill which would classify service as common carrier (Vol. 9:31, 41). There's little disposition to open matter while bill is pending.

Only when some uhf stations and grantees argued that subscription TV might help uhf did Commission show some interest—but not much. When FCC and Congress met recently (Vol. 10:10), subject didn't even come up.

FCC staff started boning up on fee TV many months ago but was assigned more urgent tasks later. Main emphasis at Commission today is on rendering final decisions in contested TV cases—area of greatest pressure from Congress.

Skiatron was in headlines last couple weeks because of deal with Matty Fox's Motion Pictures for TV (Vol. 10:13). Zenith has stepped up activity by proposing to test techniques over WOR-TV, New York (Vol. 10:16) and by sponsoring publicist Millard Faught in series of speeches. Paramount Pictures' International Telemeter recently reported results of first month's test with closed-circuit system in Palm Springs, Cal. (Vol. 10:8). FCC this week granted permission for the Zenith tests over WOR-TV, May 15 to Aug. 15.

Trade press reports on these activities frequently give impression that FCC hearing and decision on fee TV are imminent. Commissioners and staff say they'd like to get to it, but no one is lobbying for it within FCC—as ex-Comr. Robert Jones did for color and Comr. Frieda Henneck did for educational TV. General attitude: "Don't hold your breath. We have more urgent business."

Robert W. Sherwood, good journalist as well as great playwright and author, columning for Herald Tribune Syndicate's John Crosby, writes that "TV has helped to provide the theatre with what it needs most and for want of which it seemed dying: new playwrights." Last few years, he continues, have produced "a bonanza of young playwrights," and he cites some of the writers of current Broadway smash hits "who would not have had the essential training and sustenance had it not been for the labor provided for them by NBC, CBS, ABC and DuMont." For example: Robert Anderson, *Tea and Sympathy*; George Axelrod, *The Seven Year Itch*; Howard Teichman, co-author with George S. Kaufman of *The Solid Gold Cadillac*; Herman Wouk, *The Caine Mutiny Court Martial*; Samuel Taylor, *Sabrina Fair* and *The Happy Time*; John Patrick, *The Teahouse of the August Moon* and *The Hasty Heart*—all "alumni" of the scriptwriting stables. The vastly successful *Dial M for Murder* was first written by Frederick Knott for TV, as was Horton Foote's *The Trip to Bountiful*. Arthur Miller wrote for radio long before he came to glory with *All My Sons* and *Death of a Salesman*; Maurice Valency, who adapted *Ondine* and *The Madwoman of Chailot*, still writes TV dramas. "There are others," add Sherwood, "who have not quite yet arrived on Broadway, but who are moving fast in that direction; among them, Paddy Chayefsky and Arnold Schulman."

Hulbert Taft Sr. has retired as the editor and publisher of *Cincinnati Times-Star*, which with Taft family (including TV-radio gen. mgr. Hulbert Taft Jr., 12½%) owns WKRC-TV & WKRC, Cincinnati; WTVN, Columbus; 20% of WBIR, Knoxville, TV applicant. David S. Ingalls, of Cleveland, campaign mgr. for late Sen. Robert A. Taft and onetime Asst. Secy. of Navy for Aeronautics, now pres.-publisher.

Herbert Bayard Swope Jr., NBC-TV executive producer-director, will direct Norman Brooks' all-male play, *Fragile Fox*, for Oct. premiere on Broadway.

U OF ILLINOIS' projected WCLT, Champaign-Urbana (Ch. 12) got windfall this week when GE donated demonstrator model water-cooled 5-kw transmitter, which may make is possible for station to get on air before "late 1954" as last reported. GE this week got order for 20-kw transmitter for WCNY-TV, Carthage, N. Y. (Ch. 7), which will be shipped with 12-bay antenna and miscellaneous studio equipment in mid-June.

Shipped by GE this week were 35-kw transmitter, visual portion only, along with 6-bay antenna, to upcoming WDBO-TV, Orlando, Fla. (Ch. 6); new 5-kw transmitter with 12-bay antenna to KTNT-TV, Tacoma, Wash. (Ch. 11); 35-kw amplifier to KCMC-TV, Texas, Tex. (Ch. 6); 5-bay antenna to upcoming WINT, Waterloo, Ind. (Ch. 15); 4-bay antenna to upcoming CKCK-TV, Regina, Sask. (Ch. 2).

DuMont reports April 20 shipment of 25-kw transmitter with studio equipment to KGLO-TV, Mason City, Ia. (Ch. 3), due on air in May. RCA reports shipment April 22 of 10-kw transmitter to WJNO-TV, W. Palm Beach, Fla. (Ch. 5), and 1-kw March 21 to WMSL-TV, Decatur, Ala. (Ch. 23).

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

KGLO-TV, Mason City, Ia. (Ch. 3), plans test patterns first week in May, programming May 15 from new TV-radio building, reports exec. v.p.-gen. mgr. Herbert R. Ohrt. Its 400-ft. Truscon tower, with 100-ft. RCA 6-bay antenna, now is ready at Kensett (Ia.) site, 15-mi. north of city, with 25-kw DuMont transmitter due to arrive this week. Ownership interlocks with *Mason City Globe-Gazette*, KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. It will be interconnected CBS and DuMont affiliate. Base hour will be \$200. Rep will be Weed.

KXJB-TV, Valley City, N. D. (Ch. 4), now building 1085-ft. tower which it says is "tallest in upper midwest," expects to meet July 1 target, wires pres. John W. Boler, who also operates KCB-TV, Minot. It has ordered DuMont 25-kw transmitter, will have studios both in Valley City and Fargo. It plans Oct. 1 programming as interconnected CBS primary affiliate. Weed will be rep.

KGEO-TV, Enid, Okla. (Ch. 5), now plans June 1 tests, June 10-15 programming start, reports mgr. George Streets, who also is secy. & 18% owner of grantee Streets Electronics Inc. (appliances). It has 10-kw RCA transmitter on hand, has RCA 12-bay antenna promised for May 5, and Emsco 650-ft. tower scheduled to be ready by May 20. It will be ABC affiliate. Base hour will be \$225. Pearson will be rep.

KFXJ-TV, Grand Junction, Colo. (Ch. 5), waiting for FCC approval of new tower height, also having trouble with live camera facilities, still hopes to begin tests May 15, programming May 30, reports pres.-gen. mgr. Rex G. Howell. It will use 500-watt Gates transmitter purchased from KTVI, Nampa-Boise, Ida. formerly KFXD-TV), with 3-bay GE antenna on 340-ft. Aerial tower. It has already sold "substantial block" of evening time to local and regional accounts, plans to book NBC, ABC & DuMont shows on non-interconnected "per program" basis. Base rate will be \$100. Hal Holman will be rep.

KTRE-TV, Lufkin, Tex. (Ch. 9), got CP extension to July 1 recently, but hasn't set a target date, according to v.p.-gen. mgr. Richard Lewin. It has ordered RCA equipment, plans tower 666-ft. above av. terrain. Rep will be Venard, Rintoul & McConnell.

KVOL-TV, Lafayette, La. (Ch. 10), share-time grantee with KLFY-TV, which had early spring target, now hasn't date, reports gen. mgr. George H. Thomas. KVOL-TV hasn't reported a rep; KLFY-TV rep is Rambeau.

KVAN-TV, Vancouver, Wash. (Ch. 21), which had tentative April 15 target, is having difficulty in obtaining all essential equipment, now hasn't specific target, according to gen. mgr. Fred F. Chitty. It plans tower across Columbia River in Portland, Ore., on Healey Heights location to be shared with KPAM & KPFM, but Portland City Council must first act on protests by nearby property owners. It will use 5-kw DuMont transmitter, 16-bay RCA antenna. Transmitter house is ready, as are Vancouver studios in converted Coca-Cola plant. Owner Sheldon F. Sackett also is applicant for Ch. 2 in Oakland, Cal. Rep will be Bolling.

WMIE-TV, Miami, Fla. (Ch. 27), has ordered 1-kw RCA transmitter for Sept. 1 delivery, plans to get going in Oct. or Nov., reports pres. E. D. Rivers Sr., ex-Gov. of Georgia. Although building construction is still in planning stage, 400-ft. self-supporting tower with RCA antenna is scheduled for completion by Oct. Gov. Rivers also holds CP for WCTV, Thomasville, Ga. (Ch. 6), and owns 60% of WOBS-TV, grantee for Jacksonville, Fla. (Ch. 30). Rep will be Stars National.

WINT, Waterloo, Ind. (Ch. 15), with 12-kw GE transmitter in warehouse and ready for shipment as soon as transmitter house is completed, plans June 15 programming, reports pres. R. Morris Pierce. GE antenna was shipped April 19 to site, about 16 mi. north of Fort Wayne, where 800-ft. Stainless tower is scheduled to be ready about May 15. Other area outlet, WKJG-TV, Fort Wayne (Ch. 33), got on air last Nov. 14. WINT rep not yet chosen.

WMSL-TV, Decatur, Ala. (Ch. 23), didn't make April 25 target because of equipment delays, will not begin before June, reports mgr. Bill Guy. It will use 1-kw RCA transmitter with 380-ft. RCA tower & antenna. Base rate will be \$100. Rep will be Walker.

WBEC-TV, Pittsfield, Mass. (Ch. 64), has GE transmitter and antenna ordered for July delivery, but hasn't begun work on buildings or set completion date for 200-ft. Wind Turbine tower, reports gen. mgr. Wendell Budrow. Owned by *Pittsfield Berkshire Eagle*, it will be second station in area—WMGT, (Ch. 74), having begun last Feb. 5. Everett-McKinney will be rep.

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CBWT, Winnipeg, Man. (Ch. 4), will be CBC's fifth on air when it joins network on non-interconnected basis about June 1, reports CBC commercial mgr. W. E. Powell. It's first outlet for CBC's projected Prairie Region network which later will include privately owned stations in Regina, Saskatoon, Calgary, Edmonton. CBWT plant May tests of 10-kw RCA transmitter and 240-ft. tower. Base hour will be \$200.

CHCH-TV, Hamilton, Ont. (Ch. 11), won't make April 25 target, now plans start about June 1, reports gen. mgr. Ken Soble. RCA 10-kw transmitter is on hand, but Dominion Bridge firm, building 540-ft. tower, still has RCA-designed wavestack antenna to get in place. Owners are radio stations CKOC, CHML & CJSH-FM. Base rate will be \$300. Reps will be Adam Young (for U. S.) & All-Canada Television.

CHEX-TV, Peterborough, Ont. (Ch. 12), recommended April 6 by CBC, equivalent to TV grant, hasn't finalized construction plans or ordered equipment and expects to begin "sometime in Jan. 1955," according to H. S. Freeman, station supervisor for Northern Bestg. Co. Ltd. Owners are Sen. W. R. Davies and R. H. Thompson, but Northern Bestg., which operates their radio properties, is building CHEX-TV along with CKWS-TV, Kingston, Ont. (Ch. 11), which has fall target. Sen. Davies publishes *Peterborough Examiner* and *Kingston Whig-Standard*; Mr. Thompson is chain newspaper publisher. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

Experimenting with uhf booster (see p. 5), consulting engineer Ben Adler has .1-watt transmitter feeding Ch. 25 signal into single dipole atop his New Rochelle, N. Y. labs. Signals are received on high-gain antenna about 1000 ft. away, amplified in 60-db gain system, fed into single dipole and reflector mounted just a few feet behind the receiving antenna. Adler reports: "The system seems to operate perfectly under these conditions, with the boosted signal clear and noise-free for some distance beyond the booster. Comparative tests were conducted with the booster amplifier turned off, and the clear, noise-free boosted signal immediately dropped to an unusable, noisy signal received from the mother transmitter . . . We expect later to raise the booster system up to 70 ft. and make measurements over most of the New Rochelle area." Thereafter, whole system will be moved to point within Grade B contour of WICC-TV, Bridgeport.

Study of lighting and marking of high towers got underway this week when special ad hoc study group of Air Coordinating Committee's subcommittee on airdromes, air routes & ground aids held organizational meeting (Vol. 10:4-5, 10). Headed by T. G. Andrews, chairman of U of Maryland psychology dept., ad hoc group's members are: R. H. Clinkscales, CAB; John Rodgers, CAA; W. B. Hawthorne, FCC; Lt. Col. Marshall McGovern, Air Force; James A. Ausland, Army; Lt. Cmdr. E. S. Ogle, Navy. First phase of study will be to determine whether present standards are satisfactory. Industry trade associations will be invited to next meeting, probably in about 2 weeks. If group decides new rules are necessary, manufacturers, broadcasters and all other interested parties will be asked to participate.

Important aspect of FCC's TV hearings will be argued before Commission en banc April 29 when it hears debate over merits of requiring parties to agree on "points of reliance" before starting hearing. Counsel for many applicants have claimed the requirement to be virtually meaningless (Vol. 10:9), though FCC instituted practice believing it would sharpen issues, reduce trivia, speed hearings. Matter came to head when parties in two hearing—Miami's Ch. 7 and Charlotte's Ch. 9—submitted only general "points of reliance." FCC's Broadcast Bureau immediately urged that it insist on regular procedure. Commission decided to hear parties and Broadcast Bureau on oral argument.

Opposing 5-kw uhf "transmitter floor" (see p. 4 and Vol. 10:10-11, 15-16) in comments filed with FCC: RCA; DuMont; Joint Committee on Educational TV; WCOS-TV, Columbia, S. C.; WNAO-TV, Raleigh, N. C.; WTVP, Decatur, Ill.; WBTM-TV, Danville, Ill.; WELI-TV, New Haven, Conn. (CP); WCHA-TV, Chambersburg, Pa.; WKNY-TV, Kingston, N. Y. No comments were filed in favor.

Standard Electronics Corp., subsidiary of Claude Neon Inc., planning expansion of TV station equipment sales, appoints these new sales engineering district managers: Edward W. Stone, Chicago (for midwest); Clyde Rush, Los Angeles (Pacific Coast); Lew Pett, Los Angeles (No. Dakota south to and including Texas).

Power boosts and channel shifts: Gov. Lausche will push button April 25 to switch WNBK, Cleveland, from Ch. 4 to Ch. 3, with 100-kw ERP from new 905-ft. tower in Parma. KCCC-TV, Sacramento, Cal. (Ch. 40) next week increases transmitter power to 12-kw.

DuMont has issued revised 36-p. bulletin illustrating and listing its entire list of TV broadcast products, with prices on 480 items; it's available on request from TV transmitter dept., Clifton, N. J.

Japan imported 14,425 TV sets in 1953. Japanese industry manufactured record 1,407,110 radios last year.

MOST PARENTS approve of the TV programs their children watch. This was main finding of detailed survey made in New Haven for National Council of Churches of Christ in the USA by Yale Divinity School—and may come as refreshing surprise to those who have followed the surveys of "experts" which have consistently viewed-with-alarm the effects of kiddie shows.

Survey was preliminary report of extensive \$70,000 project on use and effect of TV-radio, to be published by U of Chicago Press. New Haven poll was based on random sampling of 3559 households, or 5% of all homes in area, with basic data coming from 650 families with both TV and children. Principal findings:

Of parents expressing their attitude, 69% "generally favored children's programs as they are"; 26% generally disapproved; 5% "favored some aspects of children's broadcasting and opposed others, without apparent bias toward either side." Children averaged 13 hours a week of TV viewing—about half the amount of time they spend in school.

Parents approving children's shows generally weren't the least bit critical—some 50% of those questioned giving such answers as "they're fine." Others said they kept the kids out of trouble. Many of the disapproving parents objected to number of westerns, and one-fourth of all objections were directed at "excessive violence." There were also complaints of lack of variety in programming—parents' suggested such "new" fields as classic literature, fairy tales, the Bible and science. Most objections came from wealthier and better educated families.

Note: Dr. John Q. Schisler, of Nashville, addressing annual meeting of Methodist Board of Education in Detroit April 1, said many TV programs are "objectionable from the standpoint of moral, ethical and religious content" and urged churches "to develop special TV programs for children."

NBC Souvenir Shop has been opened on mezzanine floor of studios in RCA Bldg. in line with plans to develop new fields of subsidiary rights and activities. Among articles it sells, all NBC-identified, are charm bracelets, pennants, pen & pencil sets, compacts, T-shirts, key rings, Howdy Doody toys, etc. Shop is staffed by guest relations dept., comes under Ted Cott, operating v.p. of radio network. He has also licensed manufacturers to make Pinky Lee items and J. Fred Muggs hand puppets. This week, also, CBS-TV announced that stores throughout country are now selling Winky Dinky Kits—4 color crayons, tinted plastic transparent sheets to cover the TV screen, erasing cloth—plugged on its *Winky Dinky and You* show, Sat. 11-11:30 a.m.; CBS itself previously handled them, sold more than 500,000, but has turned the manufacture and distribution over to Standard Toycraft Products Inc., Brooklyn.

Some 12,000 "public interest" programs occupying more than 3100 hours on air are carried weekly by TV stations, according to NARTB projection of survey conducted Jan. 11-17 by questionnaires. Only locally-originated non-network programs were tabulated. "Public interest" programs amounted to 20.2% of all non-network programs; 62% were sustaining, 38% sponsored. About 52% were broadcast during Class A evening hours, 31% in afternoon, 17% morning. Radio survey starts April 26.

Demon rum rears its ugly head again on Capitol Hill May 19-21 when House Commerce Committee under Rep. Wolverton (R-N. J.) holds hearings on long-pending bill introduced by Rep. Bryson (D-S. C.) to curb advertising of alcoholic beverages, including beer. Dries have been bombarding congressmen with petitions to hold immediate hearings on bill. Companion measure was introduced in Senate by Sen. Langer (R-N. D.).

Financial & Trade Notes: Sylvania's first quarter sales dropped to \$66,994,451, net income to \$2,121,487 (67¢ on 2,677,726 shares) compared with 1953's record first quarter sales of \$80,060,308 and net of \$2,773,243 (\$1.01 on 2,425,438). But pres. H. Ward Zimmer told stockholders at annual meeting April 21 that company feels 1954 will be at least as good as 1953. He said Sylvania's TV sales to distributors were only slightly lower in units than in first quarter 1953, but dollar volume was considerably less because of intense price competition and shift in consumer demand to lower-priced sets. Sylvania's lamp and photo-flash sales are well ahead of 1953 period.

Chairman Don G. Mitchell said company is in pilot production of 15-in. color tubes, but he couldn't predict when the industry would begin producing 21-in. When that size screen can be sold for about \$600, the mass color TV market will open up, he added—bringing a rush of business even greater than the early days of black-&-white. He estimated that probably fewer than 150,000 color sets will be built this year, selling from \$800 to \$1200.

Defense buying of electronic equipment this year, said Mitchell, may reach \$2.9 billion, up from \$2.8 billion in 1953—and assuming no hot war, it should reach annual rate of \$3.1 billion in 1957-59.

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American Broadcasting-Paramount Theatres Inc. reports estimated earnings of \$1,100,000 (25¢ a share) for first quarter, including \$1,039,000 from operations and \$71,000 capital gains. This compares with \$5,732,000 (\$1.42) same 1953 period, which included \$1,480,000 from operations and \$4,252,000 from capital gains—the 1953 results including earnings from \$6,000,000 sale Feb. 9 of WBKB, Chicago, to CBS. Said pres. Leonard Goldenson:

"Theatre grosses for the first quarter were close to 1953 levels for the same period. Theatre earnings, however, were off due primarily to continued high film rental costs and to the increase of approximately \$325,000 in depreciation charges over the first quarter of 1953 [which] resulted from the installation of new screen and sound equipment in many of our theatres. In addition, theatres in many of the smaller cities and towns, particularly in the South and Midwest, are feeling the effects of TV for the first time and their grosses and earnings have been adversely affected. As we mentioned in our 1953 annual report [see Vol. 10:15], we feel that, based upon our experience in other areas, an upward trend will take place in these communities as the novelty of TV wears off."

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Storer Broadcasting Co. reports first quarter profits of \$803,235 (70¢ a share) on 1,106,000 shares of common stock outstanding; profit before taxes was \$1,653,495. This compares with \$513,460 (44¢) after taxes and \$1,328,460 before taxes same 1953 quarter. For whole of 1953, Storer showed profit after taxes of \$1,985,677 (\$1.70 a share after preferred dividends) and estimated Federal income and excess profits taxes at \$3,947,675 (Vol. 10:11).

CBS business for first quarter ran ahead of same period last year, chairman Wm. Paley told stockholders meeting this week. He gave no specific figures, said they'd be issued next month. In first 1953 quarter, CBS earned \$1.03 a share on 2,340,896 shares. Stockholders voted to authorize directors to declare stock dividends in Class A & B stock at their discretion.

WJR The Goodwill Station Inc., Detroit, reports gross sales of \$780,271 during first quarter 1954 compared with \$714,708 same 1953 period. Net profit after taxes was \$118,075 (22¢ a share) vs. \$133,209 (25¢).

Muter Co.'s net income for first quarter was \$111,173 (16¢ a share on 694,784 shares outstanding) as against \$117,888 (18¢ on 661,825) same 1953 quarter.

TRANSFER DEAL whereby Kansas City's KMBC-TV and radio stations are to be sold to owners of time-sharing WHB-TV (see p. 1), involves sale of Midland Broadcasting Co.'s 52,000 shares of issued stock, of which pres. Arthur B. Church owns 20,000 shares; his wife Cicely, 17,500; daughter Mrs. Margaret C. Battison, 2500; daughter Mrs. Virginia Peters (wife of rep Preston Peters), 2500; Arthur B. Church Jr., 1875; Gerald L. Taylor, 2000; Dupuy A. Warrick, gen. counsel, 2000; George J. Higgins, station mgr., 1350. It's understood Higgins will remain with the stations.

Cook Paint & Varnish Co.'s WHB-TV call letters will be dropped in favor of KMBC-TV, and radio KMBC and KFRM, Concordia, Kan., will be retained—all as CBS affiliates. Radio WHB, which has grossed about \$600,000 annually, has been sold for \$400,000 cash, plus accounts receivable at time transfer is approved (expected to be about \$40,000), to Robert H. Storz and son Todd, who own KOWH, Omaha, and WTIK, New Orleans. The elder Storz heads an Omaha brewing company, is director of Omaha National Bank and Union Stockyards Co.

President of WHB Broadcasting Co. is Lathrop G. Backstrom, who with Cook Paint & Varnish Co, chairman Robert B. Caldwell negotiated the deals. Donald D. Davis, WHB v.p. & sales mgr., and John T. Schilling, v.p. & gen. mgr., will remain with the new company—management duties presumably to be apportioned to Davis, Higgins and Schilling.

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Transfers approved by FCC this week: (1) KBAK-TV & KBAK, Bakersfield, Cal. to *San Francisco Chronicle* interests (Vol. 10:16). (2) Radio WTIK, Durham, N. C., to owners of WCTC, New Brunswick, N. J., for \$110,000, following consolidation of WTIK & WDNC applications for TV. (3) Radio WLCS, Baton Rouge, La., for \$135,000 to local group headed by commercial mgr. A. Lamar Simmons, who becomes gen. mgr.—sale forced because former owners want to exercise option to buy 50% of WBRZ, Ch. 2 grantee in Baton Rouge, in partnership with Man-ship family (*Baton Rouge Advocate* and *State Times*). (4) Radio KFEL, Denver, for \$300,000 to KIMN Inc., owned by publisher A. L. Glassman of *Ogden Standard-Examiner*—the seller Gene O'Fallon quitting AM to devote entire interest to his KFEL-TV, Denver. Also announced was \$258,000 purchase of radio WHKC, Columbus, by TV station WTVN, Columbus; sellers are *Cleveland Plain Dealer* interests, and purchasers are *Cincinnati Times-Star* interests (Hulbert Taft Jr.) who bought the TV station last year from Edward Lamb for \$1,500,000 (Vol. 9:39).

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Stromberg-Carlson reports profit of \$571,553 (\$1.13 a share on 504,118 common shares outstanding) on sales of \$16,285,006 in first quarter of 1954, compared to \$576,300 (\$1.55 on 353,283 shares) on sales of \$13,339,203 same period year ago. Pres. Robert C. Tait attributed lower earnings to delays in production caused by rescheduling of 2 large electronics contracts. He predicted sales this year will exceed 1953 record of \$65,241,861.

General Electric stockholders approved 3-for-1 stock split at April 20 meeting in Schenectady, increasing to 105,000,000 the number of common shares. GE's first-quarter profits hit record \$48,029,000 (\$1.67 a share), 42% over \$33,849,000 (\$1.17) same period last year, while sales declined 8% to \$715,596,000 from last year's first-quarter record of \$777,819,000. Big increase in earnings was attributed to expiration of excess profits tax.

IT&T reports record 1953 consolidated net income of \$22,377,611 (\$3.12 a share) on all-time high sales of \$362,193,214, compared with 1952 net of \$22,147,753 (\$3.09) and sales of \$352,007,882.

FIRST BIG-SCALE PROMOTION OF COLOR: RCA launches its color merchandising program week of April 26 with full-page ads in Denver, St. Paul, Minneapolis & Washington newspapers inviting consumers to "see and order." These are first of introductory ads planned by May 15 in 38 cities equipped to receive color (full schedule on p. 15).

Eyes of the whole industry are focused on this first large-scale effort to merchandise color sets -- everybody looking for clues on selling techniques and consumer acceptance as guideposts for their own color plans.

Even as newspapers were processing RCA's first ads for Sun. April 25 release, RCA v.p. J. B. Elliott was telling American Assn. of Advertising Agencies at White Sulphur Springs April 23 his company had nearly sold out its first production run of 15-in. sets less than month after opening of production line. He didn't say how many sets that represented, but RCA has stated plans to produce 5000 of 15-in. and the same number of 19-in. color receivers this year (Vol. 10:13).

Promotion in 4 leadoff cities, which RCA said would be "general pattern" in other areas, consisted of 2 types of ads: (1) full-page institutional message prepared by factory and signed by local distributor; (2) various-sized tie-in displays by local dealers having color sets on their floors.

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All ads stress fact color sets are definitely for sale (though the \$1000 price is rather inconspicuously displayed), also play up black-&-white -- emphasizing compatibility. First institutional ad traces RCA development of monochrome TV, cites debut at New York World's Fair April 30, 1939. It says:

"The color tube electronically 'paints' all the color of the rainbow on the screen of the set. Imagine! TV pictures so true-to-life you can see the delicate skin-tones of actors and actresses...the flashing colors of ornate costumes as the dancers swirl across the stage...the vivid green of the baseball diamond."

Ad goes on to urge purchase also of RCA service contract to meet the cost of trouble calls. Price of set is in small type under a picture of set (model CT-100). Washington dealer ads play down price -- though NARDA's Mort Farr has urged dealers to display price prominently on floors as way of selling black-&-white (Vol.10:15).

Promotions vary in individual cities, depending largely on distributor. In New York, closed-circuit color programs will be beamed into RCA Exhibition Hall when sets go on display May 2. NBC-TV has set up color studio in hall, where Garroway's "Today" show originates, to transmit live programs, thus enabling consumers to see performers in person and to compare their images on color screens.

Special promotions are planned for dept. stores and other "heavy traffic" outlets. Titled "Festival of Color," promotion presents illustrated suggestions for tying in color sets with other depts. of stores, such as summer furniture, garden, clothing, etc. In addition, local TV-radio spot campaigns will also be used.

Washington dealers seemed divided on question of selling color sets. Several said they would strongly try to sell them, on basis of assurances that they could get more on reasonable delivery schedule. Others said they would discourage color sales now, using set for traffic-building and stimulating black-&-white sales.

Other manufacturers were also active in color promotions. Westinghouse put color sets in Baltimore April 23 with 7-column ad bearing this message: "Be the first in Baltimore to own a color TV set. Trade in your black-&-white set now." Motorola announced its first 100 color sets will be distributed by Colgate-Palmolive Co. as prizes in nationwide contest starting May 9, promoting Fab detergent.

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Elliott predicted color demand would exceed supply in 1954 and 1955, in his talk to admen. And he appealed to fellow manufacturers to support color programming "either directly or indirectly" as means of assuring color's growth with same speed

as black-&-white. Color success, he said, is entirely dependent on good programs.

"The total of our production accomplishment is not yet in the millions," he said, "but I anticipate that the output of color sets will grow in the same proportion as did black-&-white." With advent of color, he said, "we start all over again, for every family in the nation is a potential for color receivers."

Turning to tube sizes, he declared: "We knew, as everyone interested in the industry knew, that the trend in tube-size preference had been pointing toward the 17-in. and then 21-in. But we wanted to launch the industry as early as possible because we had deep faith in the public demand for color TV."

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TV production dipped to 108,752 week ended April 16, the lowest for any week since Feb. 12, down from 124,771 preceding week and 123,280 week ended April 2. It was 15th week of year, brought production for year to date to about 1,680,000, compared to approximately 2,565,000 turned out in corresponding period of 1953.

Radio production also went down, totaling 182,685 as against 198,461 turned out week ended April 9 and 180,726 week before. It brought 15-week production to approximately 2,967,000, compared to 4,450,000 in same period year ago.

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We inadvertently erred last week in breakdown of 21-in. production & sales by types of sets for year to date, though our basic theme that 21-in. consoles are biggest seller remains correct. The figures given for 21-in. actually referred to 24-in. The correct breakdown of 21-in. production shows consoles & tables each representing about 45%, combinations accounting for about 10%. However, in factory and distributor sales (and presumably retail sales, though no statistics are available), consoles lead tables by about 40% to 35%, with combinations about 25%. RETMA was source of original data, and mistake stemmed from misreading of statistics.

Trade Personals: Charles D. Hilles Jr., granted year's leave as IT&T gen. attorney, sworn in this week as special legal advisor to U. S. High Commissioner for Germany, Dr. James B. Conant . . . Benjamin R. Shute succeeds W. E. Miller, retired, as attorney in charge of Westinghouse legal dept. . . . Bruce A. Coffin, ex-CBS v.p. and ex-pres. of CBS-Hytron, elected chairman of Victoreen Instrument Co., Cleveland manufacturer of radiation detection instruments and color TV & electronic components; elected to board were his brother, ex-CBS-Hytron treas. Lloyd H. Coffin, and ex-CBS-Columbia pres. David H. Cogan . . . James B. Conkling, CBS v.p. & pres. of Columbia Records Inc., elected to board of Louis Braille Music Institute of America; Carl Haverlin, BMI pres., and Stanley Adams, ASCAP pres., appointed to advisory council . . . Edward C. Bonia, ex-Bendix Radio, recently head of own TV-appliances marketing firm, joins Emerson Radio as mgr. of dealer relations . . . Harry E. McCullough, ex-Crosley TV-radio sales mgr., named Magnavox merchandising consultant, specializing in radio & high-fidelity promotions with dept. stores . . . Francis D. Edes, administrative asst. to Raytheon TV-radio v.p. Henry F. Argento, elected asst. secy.-treas. of parent company, but will continue to head-quarter in Chicago . . . J. Roy Costello appointed Sylvania international div. controller . . . Allan Straus named export director, Olympic Radio, succeeding late Ernest Beyer . . . Bruce Morehouse, ex-Avco, named national merchandise mgr., Addison Industries Ltd., Toronto, makers of own TVs and Norge appliances . . . Joseph Hatchwell, DuMont mid-Atlantic sales mgr., named TV service director, succeeding Harold Schulman, now CBS-Columbia . . . Robert Starek promoted by Sylvania to asst. midwest sales mgr. . . . H. J. Mitchell promoted to Crosley-Bendix market development mgr. for home appliances . . . J. Leonard Cohen resigns as DeWald asst. sales mgr. to become sales mgr. of Shuratone Products Inc., Brooklyn (phonographs), replacing Irving B. Shurack, resigned . . . Hugh L. Overbey Jr.

appointed Channel Master district sales mgr. for South Carolina, Georgia & Chattanooga; Carlos L. Bailiff, for Alabama, Columbus, Ga. & Pensacola, Fla.; George McAlister, for rest of Florida . . . Don Larson resigns as Hoffman Radio merchandise mgr. . . . Joseph R. Horenstein, Nadine Electronics Co., N. Y. & ex-Motorola-N. Y., named managing director of new National Assn. of Discount Merchants, 551 Fifth Ave. . . . David D. Coffin, mgr. of Raytheon missile & radar div., named asst. v.p.

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Distributor Notes: CBS-Columbia appoints Appliances Inc., Atlanta . . . Hoffman Radio appoints Graybar, 421 E. Elm St., Lansing, Mich. (Walter Bronson, gen. mgr.) . . . DuMont appoints Mid-South Appliances, 601 W. Capitol St., Jackson, Miss., and Ramon Cuellar & Cia. Ltd., Bogota, Colombia . . . Capehart-Farnsworth appoints W. T. Crockett Co., Nashville, replacing Currey's Radio Service . . . Arvin appoints E. E. Pritchett Inc., Salt Lake City . . . Avco of Canada Ltd. appoints John B. Norton sales mgr. of Montreal & Quebec City branches . . . Emerson-New Jersey elects Murray Golden president.

A. Mack Seybold, RCA tube div. chemical engineer, wins ARRL award, including \$300 cash, for important contributions to elimination of TV interference caused by amateur radio signals; his selection was based on article "Harmonic Radiations from External Nonlinear Systems" in January, 1953 issue of QST. He's a "ham" himself (W2RY1), works in RCA Harrison plant.

Sam Poncher, pres. of Newark Electric Co., Chicago parts distributor, reported by April 20 *Retailing Daily* to be selling his 67% interest in Jackson Electronics & Television Inc. to pres. David Krechman. Following sale, he's expected to resign as exec. v.p. & treas. of Jackson.

Westinghouse centralizes showrooms in 9400-sq. ft. space on 11th floor of Chicago's Merchandise Mart, moving TV-radio & appliances from American Furniture Mart.

Topics & Trends of TV Trade: Summer plant shut-down schedules, released by RETMA this week after survey of its 373 members, include the following vacation periods thus far arranged with unions and employes in accordance with industry tradition:

Set manufacturers: Arvin, June 19-July 6; Avco, July 1-16; Bendix Radio, June 27-July 12; CBS-Columbia, July 1-15; Capehart-Farnsworth, July 2-19; DuMont, July 1-13; Emerson, June 27-July 10; GE, July 5-19; Hallcrafters, June 28-July 9; Hoffman Radio, July 16-30; Magnavox, June 25-July 9; Motorola, July 2-19; Olympic Radio, June 28-July 13; Packard-Bell, June 21-July 5; Philco, July 1-22; RCA, July 17-31; Raytheon, July 2-16; Stewart-Warner Electric, July 2-18; Stromberg-Carlson, July 5-19; Sylvania, July 19-Aug. 2; Wells-Gardner, July 2-16; Westinghouse, July 19-Aug. 5; Zenith, July 5-19. Admiral, not a RETMA member, hasn't announced its schedule yet, but usually closes down first 2 weeks of July.

Tubes: CBS-Hytron, July 2-16; DuMont, June 24-July 15; Eitel-McCullough, July 31-Aug. 14; Tung-Sol, July 19-Aug. 2. Among those not shutting down is Kimble Glass Co.

Components and others: Aerovox, July 4-12; Alliance Mfg. Co., July 3-19; American Condenser, July 5-19; American Phenolic, July 19-Aug. 2; David Bogen Co., July 5-19; Clarostat, July 4-11; Erie Resistor, July 5-19; Gabriel Co., July 30-Aug. 9; General Instrument (F. W. Sickles div.), July 18-Aug. 1; Hazeltine, July 26-Aug. 9; Machlett Labs, Aug. 2-16; Oak Mfg. Co., July 5-19; Quam-Nichols, June 26-July 11; Radio Condenser, July 19-Aug. 1; Sangamo Electric, July 16-Aug. 1; Weston Electrical Instrument, July 19-Aug. 2.

Among those not shutting down: Andrew Corp., Indiana Steel Products, JFD Mfg. Co., Mallory, Muter, Plamondon Magnetics, Sprague Electric, Telechrome.

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These are dates & places for introduction of RCA color sets between now and May 15 (see p. 15): April 25—Denver, Minneapolis, St. Paul, Washington. May 2—Baltimore, Boston, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Harrisburg, Pa., Huntington & Charleston, W. Va., Kansas City, New York, Omaha, Oklahoma City, South Bend. May 3—Houston, Newark, Jersey City, Trenton. May 7—Salt Lake City. May 9—Dallas, Hartford, Los Angeles, Milwaukee, New Haven. Dates are still to be determined for Johnstown & Lancaster, Pa., Philadelphia-Camden, San Francisco-Oakland, St. Louis, Tulsa, Wilkes-Barre, Wilmington & Youngstown.

Motorola sales are currently 45% in TV, 30% in communications & electronic products, 18% auto radios, 7% home & portable radios, according to tribute to company in April 16 *Printers' Ink*. Its big problem now is "to broaden the public's conception of Motorola from a maker of car radios to a leading electronics manufacturer of many products," says the article.

Picture Tube Mfrs. Assn. is new association formed by 10 independent TV picture tube makers, with offices at 1328 Broadway, N. Y. Jack Sonkin, Progressive Electronics, Yonkers, N. Y., is pres.; Jack J. Rosenburg, Greater Pittsburgh TV Co., secy.; Charles Hampson, General Electronics, Paterson, N. J., v.p.

RCA Victor Co. Ltd. starts construction of 45,000-sq. ft. addition to Prescott, Ont. plant, with annex to be devoted to TV-radio production; costing \$500,000, it's expected to be ready by fall.

Washington Woodcraft Corp., Washington, N. J. (TV cabinets) has filed Chapter XI petition in Federal court in Trenton, listing liabilities of \$544,313, assets of \$419,050.

NEWSPAPER publishers were urged this week by their association's retiring president to improve their product if they want to stave off what he called "competition" of TV for advertising revenue and reader's time. Advice came from George C. Biggers, publisher of *Atlanta Journal and Constitution* (Cox) and onetime director of *Journal's* pioneer WSB, in speech to American Newspaper Publishers Assn. convention in N. Y.

"Almost incredible" was way he characterized growth of TV—and he should know, for Cox newspapers operate not only WSB-TV, Atlanta, but WHIO-TV, Dayton, and are co-applicants for Ch. 7 in Miami. He called recent General Foods all-network 25th anniversary TV program an "atomic advertising bomb," declaring: "Think of it! \$750,000 spent in 1½ hours! Can you imagine an advertiser figuring such an expenditure in the newspapers of this country on a given day?"

He outlined 8-point program for self-improvement of newspapers: (1) Better editing, more local stories, more "how to do it" articles, features for teen-agers. (2) Livelier editorial pages "because this is one feature that TV hasn't got and never can have." (3) Better selling to advertisers. (4) Earlier delivery of newspaper. (5) Mechanical improvements to set type faster and print papers in greater quantities. (6) Co-operation of employes in preventing "feather-bedding" contracts. (7) More printing in color in view of approaching color TV. (8) Development of new features by syndicates.

He said color TV "is closer than you think . . . Next fall it may be common. When that comes about, newspapers must be ready to compete with color as well as black-&-white."

Biggers' forebodings notwithstanding, convention was told daily newspaper circulation and advertising broke records last year—circulation going to 54,472,286, national advertising to \$634,000,000, retail advertising to \$2.021 billion. In addition, some 70 representative publishers in the under-10,000 circulation category agreed unanimously that TV wasn't hurting newspapers. Robert E. Malik, *Shamokin* (Pa.) *News-Dispatch*, said "TV will no more usurp or displace newspapers than radio did."

ANPA voted full cooperation with Justice Dept. in preliminary investigation of advertising commission practices in TV-radio-newspapers (Vol. 10:6). NARTB is also cooperating fully.



Implosion of picture tube in home of Joseph Zeleznak family, Cleveland, was reported this week by UP and widely picturized in newspapers. No one was hurt, though safety glass was shattered while group was watching program. In early days of TV, industry was on tenterhooks for long time, fearing that even a few widely publicized implosions might raise havoc with sales. But such accidents have been so rare as to be almost unheard of, and there hasn't been a single case reported of home viewer injured by implosion.

Met opera's opening night Nov. 8, to be carried on theatre TV (Vol. 10:5), will be "gala performance of great scenes from favorite operas." The performance will be carried closed-circuit in theatres as joint benefit for Met Opera Assn. and local charities, and is first of 3 annual opening nights to be televised through Theatre Network TV Inc. Also via theatre TV, Ford Motor Co. will hold second nationwide sales meeting 11 a.m.-1 p.m. April 29, using theatres in 39 cities, via Box Office TV Inc.

Marciano-Charles heavyweight title fight June 17 in New York is latest to be sold exclusively to theatre TV, through Theatre Network TV—10th major bout carried in theatres, all through TNT.

J. WALTER THOMPSON Co has updated to Jan. 1, 1954 its last report (Sept. 1, 1953) on *Where The Sets Are*—but hasn't made it available yet for distribution outside its own organization and clients. It's the fourth such report since first was published Jan. 1, 1953, and undertakes to show the status of TV in the 312 top markets of the U. S., plus 27 others having TV stations but not among the 312, as delineated by JWT in the book *Population and Its Distribution*, published in 1951 by McGraw-Hill Book Co.

Like the earlier reports, this one tells only where the TV sets are, market by market, and does not purport to show total number of sets reached by individual stations — recognizing that station signals not only transcend market boundaries but in many instances overlap signals of other stations. The agency states that coverage information showing total sets that may be reached by the signal from any TV market is in preparation for use by its own TV timebuying depts.

We've secured permission from JWT to publish the Jan. 1, 1954 counts of TVs and percentages of households in the top 20 markets, omitting retail sales and other data in this as in previous reports (last one we published, for April 1, 1953, having been carried in our *TV Factbook No. 17* of July 15, 1953). These are the figures—the areas being defined according to U. S. Census Bureau and not purporting to be coverage areas:

New York, 3,358,269 TV homes, or 83.6% saturation; Chicago, 1,531,197 (85.3%); Los Angeles, 1,372,029 (78.5%); Philadelphia, 1,027,488 (90.2%); Detroit, 776,869 (80.1%); Boston, 725,836 (83.6%); San Francisco-Oakland, 473,170 (56.4%); Pittsburgh, 554,182 (84.6%);

Televised McCarthy-Army hearings were exciting drama, drew widespread editorial praise as valuable public service. But at week's end, after only 2 days of hearings, it began to look as if this show might run much longer than had been expected—and in view of fact TV audience was considerably smaller than had been anticipated, it won't be surprising to see at least one other network drop live telecasts and follow CBS's lead in filming hearing highlights for presentation in late evening. ABC, DuMont & NBC are carrying 10:30 a.m.-12:30 p.m. & 2:30-4:30 hearings live; CBS, with virtually a full daytime commercial schedule, carries 45 min. of filmed highlights at 11:30 p.m. Cost of live airings will run to many millions in pre-emptions, time, labor & equipment if hearings drag out. ABC & DuMont have virtually no pre-emption problems; between them, there is only one commercial network show during periods covered by hearings. NBC is losing most heavily, canceling good number of daytime shows. First Hooper ratings reported for TV hearings: In New York, 10 on first day, 12 second day, as compared for 32 for Kefauver crime hearings in 1951. Second day's hearings had rating of 8 in Chicago, 14 in Washington.

Two new applications were filed with FCC this week, making total on file 260 (41 uhf). Week's applications were for St. Louis, Ch. 4, by WTVI, Belleville-St. Louis (KWK received Ch. 4 grant this week), and for Mt. Cheaha, Ala., educational Ch. 7 (allocated to Munford), by Ala. Educational TV Assn. [For further details about these applications see *TV Addenda 18-P* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

Silence of President Eisenhower about FCC chairmanship left everyone baffled as Rosel Hyde's appointment for year expired April 18. In absence of official word, Commission followed provisions of Communications Act and unanimously voted Hyde acting chairman.

St. Louis, 446,722 (79.7%); Cleveland, 420,521 (89.8%); Washington, 399,328 (83.8%); Baltimore, 360,461 (86.5%); Minneapolis-St. Paul, 262,791 (72.5%); Buffalo, 306,889 (89%); Cincinnati, 272,316 (89.9%); Milwaukee, 245,881 (89.5%); Kansas City, 192,223 (64.5%); Houston, 181,638 (61.6%); Providence, 189,088 (82%); Seattle, 158,722 (59%).

Of the 319 other markets tabulated, only these had 85% or better TV saturation: Indianapolis, Worcester, New Haven-Waterbury, Albany-Troy-Schenectady, Bridgeport, Columbus, Rochester, Dayton, Allentown-Bethlehem-Easton, Akron, Toledo, Omaha, Syracuse, Johnstown, Salt Lake City, Wilmington, Reading, Davenport-Rock Island-Moline, Trenton, Erie, York, Binghamton, Hamilton-Middletown, O., Pittsfield, Mass., Springfield, O., Anderson, Ind., Kokomo, Ind., Long Branch-Asbury Park, N. J.

Highest saturation for any single town is shown for Rochester, N. Y., 94.2%; next Bridgeport, Conn., 93.2%; York, Pa., 91.3%. Runners-up, each with 91.1%; Indianapolis, New Haven-Waterbury, Columbus, Toledo, Syracuse, Reading, Trenton, Erie. Only others 90% or better: Davenport-Rock Island-Moline, 90.9%; Wilmington, 90.4%; Hamilton-Middletown, 90.4%; Philadelphia, 90.2%; Long Branch-Asbury Park, 90%.

Note: More conservative than CBS-Nielsen report on *TV Set Ownership by Counties*, full text of which we published as a Special Report last Feb. 27, the JWT grand total of TVs in U. S. is estimated at 27,000,000, or 56.6% of all U. S. homes. The CBS-Nielsen survey, dated Nov. 1, 1953, put total at 27,506,500, or 58%. The JWT survey of 339 markets embraces 83.7% of all TV homes for a grand total of 22,602,380 TVs, or 69.3% of saturation.

ABC's successful bid for NCAA college football games was that network's second big TV programming coup within a month—first being its long-term contract with Walt Disney productions (Vol. 10:14). NCAA TV committee and ABC made joint announcement April 23 after committee considered bids of all 4 networks. Amount of successful bid wasn't announced, but it was believed to be higher than the \$2,000,000-\$2,500,000 reputedly paid last year by NBC. ABC exec. v.p. Robert O'Brien said several sponsors are "interested," and games will be carried by at least 150 stations at total cost which will probably be "in excess of \$4,000,000." Under NCAA's 1954 rules, 13 games will be televised Sept. 18-Dec. 4, and schedule doesn't have to be determined in advance. Since inception of NCAA's "controlled TV" program, NBC-TV has been successful bidder for the games—with Westinghouse as sponsor in 1951, General Motors in 1952 & 1953.

Taking strong exception to examiner's decision favoring Mobile TV Corp. over WKRG for Mobile's Ch. 6 (Vol. 10:7), FCC's Broadcast Bureau stated flatly that WKRG should have the grant. It said that newspaper connection of Mobile TV Corp. would increase monopoly in news; that applicant "has not used other Commission grants in the best interests of Mobile"; that it has a director "who is not primarily interested in promoting TV's growth"; and that its dominant stockholders "are strangers to Mobile." Mobile TV Corp. is 24% owned by Edgar Stern Jr., 10% by Robert Swezey, both principals of WDSU-TV, New Orleans; Dwight Martin, pres. and 15% owner, is former v.p. of Crosley and General Teleradio.

One of last big hearings to be scheduled, for Pittsburgh's Ch. 4 (allocated to Irwin, Pa.), is due to start May 21. Five applicants are seeking the channel—WCAE, KQV, WLOA, Irwin Community TV Co., Wespen TV Inc.

Interconnected by AT&T this week was WNET, Providence, R. I. Due April 25 are WHO-TV, Des Moines; WDEF-TV, Chattanooga; WSEE, Erie, Pa.

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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PRESENT STATUS & PROSPECTS OF COLOR: Important symposium on color TV, conducted by Assn. of American Advertising Agencies at White Sulphur Springs' Greenbrier April 23 didn't get full attention it deserved in trade press -- largely because of deadlines.

Current "interim" period in color developments is so confusing that talks by NBC pres. Pat Weaver and CBS pres. Frank Stanton had unusual significance, merit the particular attention of everyone in telecasting, advertising and associated fields. What they said is so basic to the whole concept of colorcasting that we've reprinted the full texts of both talks as a Special Report herewith.

The talks on color set production and on network color rates -- by RCA's Joe Elliott and CBS's Jack Van Volkenburg, respectively -- were reported in essential detail last week (Vol. 10:17). Substance of Stanton's talk is that color may now be on "dead center" but the tube bottleneck will be broken before long; that the future of TV is color; that "the time is rapidly approaching when a substantial competitive advantage will attach to getting into color TV early." Essence of Weaver's remarks was that color is here now; that it will materially change advertising costs and concepts; that "the time [for advertisers] to start color TV is this fall."

UPTREND IN RATES: WCBS-TV'S \$6000 HOUR: Talk all they want about TV pricing itself out of market, admen face fact that station rates are constantly going up apace with increased coverage and sets-in-use. Boldest rate hike of them all was announced this week -- CBS's New York flagship WCBS-TV upping basic Class A hour (7-11 p.m. Mon.-Sat. & 6-11 p.m. Sun.) from \$4800 to \$6000. Other segments go even higher percentage-wise in Rate Card No. 14, effective May 15. For example, a 20-second station break (or 1-min. on sound film) goes from \$1075 to \$1500, and 10-second spots from \$550 to \$750. Current sponsors are given usual 6-month extensions at the old rates. (For digest of the new WCBS-TV rate card, see p. 7.)

This \$6000 hour is highest in TV, likely will spark other network keys, to say nothing of other stations, to raise their rates for same reasons: more coverage, more sets-in-use, more viewing, lower cost-per-1000 viewers. With its time largely sold out even for summer months, WCBS-TV also claims larger share of audience, which its rivals undoubtedly will dispute. J. Walter Thompson Jan. 1 count shows New York market area with 3,358,269 TV sets in 4,256,400 households, or 83.6% saturation -- and that doesn't purport to embrace whole TV service area by any means.

NBC's New York key WNBT, whose \$5500 Class AA rate (10:30-11 p.m. Mon.-Sat. & 6-7:30 p.m. Sun.) has been highest on record since last Dec. 1 (Vol. 9:48), can be expected to ponder another increase soon, as may other N.Y. stations. WNBT's Class A time (7-7:30 p.m. Mon.-Sat.) was then set at \$4250 per hour, \$750 for 20 seconds, \$350 for 10 seconds. Other N.Y. stations' highest hour rates are: WABC-TV, \$3100; WABD, \$2200; WOR-TV, \$1500; WPIX, \$1500; WATV, \$1000. (For digest of all U.S. and Canadian stations' rate cards, see our TV Factbook No. 18 of Jan. 15, 1954.)

Radio rates continue relatively static, by contrast, few changes being made and increases a rarity. None even approaches the rates of TV network flagships. The

highest radio rates on record are those of the networks' WCBS, New York, \$1350 per Class A hour (7-11 p.m.) and WNBC, New York, \$1200 (6-10:30 p.m.), with WOR at \$1200 from 6-10:30 p.m. and WABC at flat \$720 from 8 a.m.-10:30 p.m. Highest outside New York is Cincinnati's WLW at \$1080 from 6-10:30 p.m.

DuMONT COLOR TUBE & SCANNER IMPRESSIVE: Dr. Allen B. DuMont's well-known skepticism about imminence of color TV seems to have been dispelled. This week, he called in newsmen, telecasters, network and film folk to show them 2 developments he believes will provide a practical foundation for color.

These are a 19-in. color tube and a 16mm color film scanner.

Dr. DuMont foresees 19-in. color set at \$500-\$600 within 2-3 years, says it can be sold at \$1000 this year (price of currently offered 15-in.). With scanner, he sees means for stations to begin local programming immediately and inexpensively.

Though DuMont company is most eager to stress the scanner and its immediate availability, the interest of most observers inevitably gravitated to the tube.

Tube will sell for \$150-\$200 initially, go under \$100 eventually, Dr. DuMont said. Limited production is now underway and deliveries are scheduled for fall. He gave no indication of present or prospective rate of production. RCA hasn't fixed price for its 19-in. when commercial production starts; samples sell for \$315.

Reason he's finally getting hopeful about mass production of color, Dr. DuMont says, is that he believes there is now a method for making a large-screen set to sell at reasonable price eventually.

* * * *

Demonstrations were impressive. New devices were shown together -- scanner feeding signals to the tube. End results -- the pictures viewed -- were certainly as good as any we've seen. We're no experts in receiver production or scanner operation, but DuMont's presentation made it even clearer to us that color TV is going to flourish in an atmosphere of fierce, productive competition.

Tube is the shadow-mask type pioneered by RCA, modified by CBS-Hytron -- then further modified by DuMont. It employs 3 guns, triads of phosphor dots, and a pierced mask. Like CBS-Hytron, DuMont places dots on face of tube itself and puts a curved shadow mask behind it; dots are deposited photographically. RCA employs an assembly within tube, with a frame supporting flat screen and flat mask.

Where DuMont tube differs most significantly from the other 2 is in new gun. And an important feature of gun is close spacing between the 3 elements, plus electrostatic convergence -- making for simpler set circuitry, according to DuMont.

Specifications of tube: Round, glass, overall diameter 19 5/16-in., length 25 1/2-in. The picture dimensions are 16 9/16-by-12 7/16, giving area of 185 sq. in. Deflection is 60 degrees. DuMont says RCA's 19-in. has 160 sq. in., is 26 15/16-in. long; it didn't compare sizes with CBS, which claims 205 sq. in., because it hasn't received any sample yet. Lawrence 21 & 22-in. tubes, it says, have 155 sq. in.

Tube has 1,300,000 dots, each .012-in. in diameter. Holes in mask are all same size rather than tapered out from center as in RCA tube (Vol. 10:4). The mask weighs 7 1/4-oz. Overall weight wasn't given, but it's claimed to be less than RCA's.

Big picture is certainly desirable, no question about it. DuMont tube was also excellent in resolution, convergence and color fidelity. We haven't seen RCA's 19-in., which has as yet been shown only to licensees.

Much of result is attributed to new gun. "After all," says research v.p. Dr. T.T. Goldsmith, "we've had more experience with guns than any other organization in the world." A weakness of RCA flat-mask approach, he said, is that mask must be kept stretched, adding that a curved mask retains its shape without stretching. And distance between guns, he stated, has much to do with convergence problems.

Mask is made by etching holes, though DuMont is experimenting with method of building mask by electrolytic deposit. DuMont is also working on 21-in. rectangular color tube, both metal-coned and glass.

Tube created great industry interest, as expected, and DuMont is planning to show it to its patent licensees, others in the industry.

Interesting angle is Dr. DuMont's disparagement of Lawrence tube, despite Paramount Pictures' 26% ownership of DuMont and 50% ownership of Lawrence tube. Dr. Goldsmith says a major drawback of Lawrence tube is "complicated circuitry."

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DuMont's film scanner didn't excite popular attention, but telecasters who have seen it are greatly enthused. DuMont has been working on it for years, came out with monochrome version first (Vol. 8:14, 9:18), but with color always in mind.

Scanner uses principle of continuous motion, doesn't have shutter, sprockets, etc. It has flying-spot CR tube and photocells. It was so planned that monochrome versions (about 30 of them sold so far) can be converted to color.

Among many features claimed for scanner is new "masking" technique, the electronic equivalent of movie practice. Masking permits emphasis or de-emphasis of red, blue or green without otherwise affecting picture. As demonstrated, it is an extremely effective technique.

Scanner was shown with many kinds of film -- Kodachrome original, Kodachrome duplicate, Ansco, Eastman. To us, result was as good as any color movie. And network engineers and TV film folk on hand were definitely impressed.

Black-&-white version of scanner sells for \$8000. Converting it to color runs \$4500. Masking costs additional \$2200. DuMont made 16mm first, is now developing a 35mm -- though it believes only about 25 stations in country will want 35mm.

NARTB convention May 23-28 will provide real battleground for scanners. All manufacturers will be pitching for all they're worth -- because film scanners will provide cheapest means of programming in color locally. Philco showed a 35mm continuous color film scanner last year, is due to have 16mm at convention this year. RCA has come out in favor of a 3-vidicon color camera, rejecting continuous-motion principle. GE and Motorola have announced continuous-motion scanners.

Announcement of DuMont scanner also brought first word of DuMont's start in colorcasting. It begins in September with film on WABD, New York.

GRANTS DECREASE, SENATE UHF PROBE DEFERRED: FCC failed to issue any CPs this week, second grantless week since end of freeze. It did manage to squeeze out an initial decision, however, favoring Ch. 5 to KWHN, Ft. Smith, Ark., after dropout of competing George T. Hernreich. Commission cancelled 3 uhf CPs, bringing total turned in to 60; there have been 12 vhf grants surrendered.

Much of FCC's work was in defense of its vhf grants against attacks by uhf stations and grantees. Uhf folk, in turn, were busy preparing for Senate hearing which was again postponed -- this time to May 19-21 (see p. 12).

Two uhf CPs were surrendered voluntarily -- WSGN-TV, Birmingham (Ch. 42) and WJRE, Indianapolis (Ch. 26) -- while Commission rescinded CP for WSJL, Bridgeport (Ch. 49) for lack of prosecution.

A grant for Ch. 9 was in the works for Minneapolis, KEYD being set up for initial decision with dropouts of WDGY and WLWL.

On the uhf vs. vhf front: (1) FCC granted move of WSPA-TV, Spartanburg, S.C. to Paris Mt.; uhf grantee WAIM-TV, Anderson, will promptly appeal that action to the courts. (2) WTVI, Belleville, Ill. appealed to courts FCC's grant of Ch. 4 to KWK after merger (Vol. 10:17). (3) Still court-shy, FCC allowed WCAN-TV, Milwaukee, permission to intervene in hearing for Ch. 6 allocated to nearby Whitefish Bay.

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FCC's hearing procedure got going over in oral argument April 29 over the wisdom of "points of reliance" system (Vol. 10:17). Counsel for applicants in Ch. 7 Miami case and Ch. 9 Charlotte case told commissioners that pre-hearing haggling over the points were sheer waste of time, that hearings could be over with, or nearly so, by now had it not been for such beating around the bush.

FCC Broadcast Bureau asst. chief Joseph Kittner pointed out that President, Congress, courts and govt. agencies have for years searched for means of shortening hearings and asserted that FCC's procedures, while not perfect by any means, would certainly work if attorneys wanted them to.

XELD-TV & CMTV QUIT; NEW STARTER IN OKLA.: Only one new station went on air this week -- KTEN, Ada, Okla. (Ch. 10) -- as first of Mexican-licensed border stations closed down at Matamoros, across Rio Grande from Brownsville, Tex., and as Storer-owned CMTV, Havana (Ch. 11) suspended operations in preparation for liquidation.

Pre-freeze XELD-TV (Ch. 7), on air since Sept. 1951, formally announced cessation of operations on April 18 following "major breakdown" of its 100-kw diesel-powered main generator. The 44% devaluation of Mexican peso in relation to dollar, effective April 18, was final coup de grace because, as stated by mgr. Bert Metcalf, it brought "considerable trouble to clients on the Mexican side of the border and sufficient dollars could not be obtained" to enable continued operation.

Television del Caribe, as Storer station in Havana was known, began testing exactly year ago, managed by Al Shropshire of Storer staff, and is reputed to have been loser from start. Nominal license holder Manuel D. Autran, oldtime Cuban broadcaster, says new company will take over Ch. 11. Fact seems to be, however, that 5 stations in Havana are too many; competition was so keen that even Goar Mestre's CMQ-TV (Ch. 6) and CMBF-TV (Ch. 7) have been reported hard-pressed. Press reports say Cuban telecasters as whole are estimated losing more than \$100,000 a month.

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Economic woes of the Mexican border station, which headquartered in Brownsville, were first bruited last Feb. (Vol. 10:5) when it became certain that the rich Rio Grande Valley would have 2 U.S. outlets. They're KGBT-TV, Harlingen (Ch. 4) and KRGV-TV, Weslaco (Ch. 5), which took over basic network services XELD-TV had had to itself. Onetime big earner, XELD-TV declined gradually because it depends on American sponsors, who preferred to go on U.S. stations.

Founder Monte Kleban, ex-San Antonio radio executive, sold his interest in XELD-TV 2 years ago, continuing as consultant to new co-equal owners Romulo O'Farrill and Emilio Azcarraga, Mexico City TV-radio station owners and industrialists. Both have extensive plans for other TV stations in Mexico (see p. 177, TV Factbook No. 18) and O'Farrill is reported to have ordered equipment for Guanajuato (Ch. 12) and for Monterrey (Ch. 2) which presumably will now be delayed because the orders were in dollars and expected income would be in pesos.

Note: There are 2 other Mexican-licensed border stations now operating -- XETV, Tijuana (Ch. 6), deriving revenues from San Diego area, and new XEJ-TV, Juarez (Ch. 5), across from El Paso, projected as Spanish-language outlet (Vol. 10:17).

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KTEN, Ada, Okla. (Ch. 10), though city's 1950 population was only 15,955, is in rich south central part of state, 67 mi. from Oklahoma City, and opens up new TV area with its 25-kw RCA transmitter, 750-ft. Stainless tower. It began testing April 28, this week also got STA for microwave relay over which it expects to carry originations in 2-3 weeks from studios it's renting from KTVQ, Oklahoma City. Heading the project is Rev. C.C. Morris, 32.3%, who operated local radio KADA for 30 years, also owning KWSH, Wewoka, Okla. Bill Hoover is v.p.-gen. mgr., 32.3%; Brown Morris, 32.3%. Base rate is \$300, no network or rep yet reported. It's 387th station on air.

KTYL-TV, PHEONIX-Mesa (Ch. 12), which began just about year ago, was sold this week to owners of KTAR, Phoenix's longtime NBC radio outlet controlled by John J. Louis, of the Needham, Brorby & Louis ad agency, and headed by veteran broadcaster Richard O. Lewis. Consideration was assumption of \$150,000 in bank loans and of unpaid balance of \$101,242 owed DuMont. Studios will be leased from Harry L. Nace estate, but new owners will take over the rest of physical plant said to be valued at nearly \$500,000. Sellers besides Harry L. Nace Jr. (53.72%) include gen. mgr. Dwight Harkins, 35.86%, and treas. Lorenzo K. Lisonbee, 10.42%. They are not selling their radio KTYL.

In acquiring KTYL-TV, the Louis group presumably will withdraw from competitive hearing scheduled May 10 on applications for Phoenix's remaining Ch. 3. Other

applicant, Arizona Television Co., is 40% owned by ex-U. S. Senator McFarland and 10% by Edward Cooper, ex-aide to Senate Interstate Commerce Committee, now with Motion Picture Assn. Presumably the channel will go to them by default, but KTAR pres. Richard Lewis states KTYL-TV will retain NBC affiliation.

Reason for buying was not only price but eagerness of KTAR group to get into TV more quickly. Mr. Harkins and staff of KTYL-TV will be retained by KTAR, which is expected to change call to KTAR-TV. The KTAR group is already in TV, owning KVOA-TV, Tucson (Ch. 4) as well as radio stations KYUM, Yuma, and KYCA, Prescott. Station would be Phoenix's fourth, though two (KOOL-TV & KOY-TV) share time on Ch. 10 and are due to be merged shortly into one fulltime ABC outlet (Vol. 10:12, 15). The CBS outlet is Meredith's KPHO-TV (Ch. 5).

Personal Notes: **Orestes H. Caldwell**, veteran technical editor who was member of original Federal Radio Commission, has retired from editorship of Caldwell-Clements publications, becoming editorial consultant and leaving active management to **Maurice Clements**, his associate of 32 years . . . **David H. Deibler**, FCC attorney recently assigned to the renewal branch, Broadcast Bureau, who joined War Dept. as a clerk in 1917 and old Radio Commission in 1928, retired from Federal service as of April 30 . . . **E. V. Huggins**, Westinghouse v.p. of corporate affairs, under whose jurisdiction falls subsidiary Westinghouse TV-radio station operations, elected secy. of parent company . . . **Jack R. Poppele**, TV consultant & ex-engineering v.p. of WOR-TV & WOR, is most likely successor to **Leonard F. Erickson** as Voice of America director when latter returns to McCann-Erickson May 1 . . . **Charles R. Delafield**, CBC gen. supervisor, succeeds **Jean Desy**, now Canadian Ambassador to France, as director of the CBC International Service . . . **Frank Shakespeare Jr.** promoted to gen. sales mgr. of WCBS-TV, succeeding **George Dunham**, who on May 1 becomes gen. mgr. of WNBC-TV & WNBCF, Binghamton, N. Y. . . . **Mitchell Stanley** named mgr. of WFMJ-TV & WFMJ, Youngstown, succeeding **Len Nasman**, who has not announced future plans . . . **Graeme Fletcher**, KAKE program-news director, new gen. mgr. of upcoming KAKE-TV, Wichita (Ch. 10), succeeding **Jack Todd**, on leave . . . **Elihu Harris** quits as national director of adv. & promotion, Treasury savings bond div., to join Screen Gems Inc. as adv.-promotion chief . . . **John Donald Foley**, ex-WCBS, named director of CBS-owned TV stations promotion service, succeeding **David Luhmann**, now with Young & Rubicam . . . **Peter Robeck**, ex-KTTV and Consolidated TV Sales, named sales mgr., General Tele-radio film div. . . . **John E. North**, promoted from sales mgr. to v.p. & gen. mgr. of KEDD, Wichita . . . **Jean Paul King**, commercial mgr., promoted to gen. mgr. of KLAS-TV, Las Vegas . . . **Wm. E. Daley** promoted to sales mgr. of WTCN-TV, Minneapolis . . . **Thomas E. Arend**, ex-WNBK, Cleveland, named production mgr. of WMTV, Madison, Wis. . . . **Richard Linkroum** named producer of NBC-TV's 11 a.m.-noon *Home* series, replacing **Jack Rayel**, resigned . . . **Clifton Utley** back as acting news director, NBC Chicago, after long illness . . . **James C. Cole**, ex-gen. mgr. WFTV, Duluth, on May 12 becomes gen. mgr. of WDBX, Chattanooga . . . **David J. Bennett**, gen. mgr. of WTPA, Harrisburg, elected pres. of Pennsylvania Assn. of Broadcasters.

Strike against Philco was called for Mon. May 3 by 8000 workers represented by IUE-CIO, which would halt TV-radio-electronics production in Philadelphia, Croyden, Pa. & Sandusky, O. plants. Union demands include guaranteed annual wage, pay increases, extension of hospitalization benefits to include dependents. Company proposed one-year extension of contract, which expired at midnight April 30. No meetings of company and union officials were scheduled for weekend, and hopes of averting walkout appeared dim as we went to press.

Sen. Eva Bowring (R-Neb.) successor to late Sen. Dwight Griswold (Vol. 10:16), was named this week to fill his post on Senate Commerce Committee. Though Griswold was on communications subcommittee, that vacancy hasn't been filled by committee chairman **Bricker** (R-O.).

Power increases: KTTV, Los Angeles (Ch. 11), April 25 increased ERP from 31 to 110 kw from new 200-ft. tower atop Mt. Wilson. WHBQ-TV, Memphis (Ch. 6), April 26 boosted transmitter power from 10 to 50 kw.

Earliest network programming in history: Some stations in areas not observing Daylight Time now begin program day at 6 a.m. with NBC's *Today* or CBS's *Morning Show*.

Edward Lamb was high bidder for Tampa Bay area's first TV station, WSUN-TV (Ch. 38) along with radio WSUN (5-kw on 620 kc, ABC), when St. Petersburg City Council opened bids on city-owned commercial stations April 28—but whether he gets the stations may hinge on outcome of his current difficulties with FCC over alleged “communist” activity. He offered to pay flat \$476,000 for 20-year lease and assume \$390,000 in obligations, his bid with rentals adding up to \$2,265,000 over 20 years; he placed 30-day limit on offer. **Ted Mack's Original Amateur Hour Inc.** offered 25-year agreement adding up to \$1,154,500 over 25 years. Third bid by **Farris E. Rahall**, pres. of WFEA, Manchester, N. H., and owner of AM stations in Allentown & Norristown, Pa. and Beckley, W. Va., was disqualified because it lacked \$50,000 certified check required with each sealed bid; he offered \$400,000 cash and agreed to assume the \$390,000 obligations. Council meets May 6 to decide, its attorney still uncertain at week's end whether to advise city to await long-delayed FCC hearing on FCC charge against Mr. Lamb, who owns WICU & WIKK, Erie; radio WTOP, Toledo; radio WHOO, Orlando; and holds CP for WMAC-TV, Massillon, O.—besides being publisher of *Erie Dispatch* and owner of various industrial enterprises.

FCC approved takeover of WTVH-TV, Peoria (Ch. 19), along with radio WTVH (1-kw on 1590 kc, MBS), by *Peoria Journal Star* this week, total consideration for 91⅔% of stock being \$55,000 cash plus assumption of notes and obligations totalling \$155,000. Newspaper publisher, which recently merged morning *Star* and evening *Journal*, and headed by pres. **Carl P. Slane**, acquired the 52% of **Hugh R. Norman**, Davenport (Ia.) broadcaster, the 36% of **L. W. Hicks**, of Pittsburgh, and other holdings. Reason for selling is stated as transferors' inability “to continue the obligation of supplying the licensee with the additional capital required for the operation of its stations.” Difficulties facing the stations are shown in financial statements showing total liabilities of \$324,770 (\$174,478 current, \$214,260 long-term). Assets include \$250,126 net value of plant as of March 31 (\$225,078 TV, \$17,356 radio, \$7691 land), \$31,416 accounts receivable, \$31,614 charged against costs of securing CP and license for TV. Stations' operating statement for first 3 months of 1954 shows net loss of \$40,677, of which \$31,331 is charged against TV, \$9345 against radio.

Time Inc.'s proposed purchase of KLZ-TV & KLZ, Denver (Vol. 10:11, 15), is protested in petition filed this week by Denver Television Co., unsuccessful applicant for the Ch. 7 grant in FCC decision of June 23, 1953. Law firm of **Arnold, Fortas & Porter** (Harry Plotkin handling case) asks reinstatement of Ch. 7 application and grant to it in lieu of grantee **Aladdin Radio & TV Inc.** on grounds that TV station has been on the air only 4 months (it started Oct. 27, 1953) and was sold to a company which was never an applicant and which it claims it could have defeated in competitive hearing. Unsuccessful applicant, **Wolfberg** theatre interests, also asserts **Aladdin** net worth is stated as \$650,000, whereas the stations are being sold for more than \$3,500,000. Stockholder **Harry Huffman's** reason for selling, illness, was just as apparent last Oct. as now, it's claimed, and pres. **Hugh B. Terry**, also ill, has been asked to remain as gen. mgr. Stockholders **J. Elroy McCaw** and **Theodore R. Gamble** (20.36% each) are not connected with operation. Case is without direct precedent, may open FCC inquiry into whole question of TV-radio station sales deals made soon after grants.

Guy P. Gannett, 72, pres. & chief owner of WGAN-TV & WGAN, Portland, Me. and radio WGUY, Bangor, and publisher of *Portland Press Herald* and *Evening Express*, *Kennebec Journal*, *Waterville Sentinel*, died April 24 in N. Y. of heart ailment.

MILLION-WATT UHF stations are still at least a year off—but that isn't stopping operators and grantees from assuring themselves a good place in line by placing their orders for the high-power transmitters. Manufacturers aren't soliciting the orders yet, because they can't give definite answers to customers' most important questions—when? and how much? General Electric has about half-dozen unsolicited orders for its projected "60-kw" uhf transmitter (Vol. 10:4), although the klystron tube that will probably power it is still in development stage. Orders are being accepted on contingent basis to establish priority. GE officials informally estimate complete 60-kw transmitter will cost about \$225,000, won't even make a guess at probable cost of 60-kw amplifier. As to timing, nobody expects first high-power unit before mid-1955 at the earliest—and GE isn't due to get Varian Associates' first 60-kw klystron until next fall or later.

No new-station shipments were reported by any of the manufacturers this week. However, RCA reported April 27 shipment of 50-kw amplifier to WNHC-TV, New Haven (Ch. 8) and April 28 shipment of 25-kw transmitter to WJIM-TV, Lansing (Ch. 6). GE had one new order—for delivery within 30 days of a 12-kw amplifier to KEDD, Wichita (Ch. 16).

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

WTHT, Wilmington, N. C. (Ch. 3) has ordered 5-kw DuMont transmitter, now plans tests about Aug. 15, programming in Sept., reports 25% owner Milton Hammer, who also produces TV show titled *Washington Spotlight*. Ninth floor of downtown TV Bldg. (formerly Trust Bldg.) is being remodeled for studios & transmitter. Its 143-ft. tower with RCA superturnstile antenna will be on roof, 104-ft. above street. Rep not yet chosen.

WDBO-TV, Orlando, Fla. (Ch. 6), with visual part of 35-kw GE transmitter & 6-bay antenna on hand, expects to begin tests in mid-May. It's in process of side-mounting FM antenna on 584-ft. tower, which will also carry TV antenna and be used for AM daytime operation. AM directional operation at night will be from nearby 370-ft. tower. WDBO-TV will be CBS primary interconnected, will also feed from other 3 networks. Base rate will be \$200. Blair will be rep.

WTIK-TV, Durham, N. C. (Ch. 11), call letters to be changed to WTVD (Vol. 10:14), has 700-ft. Kimco tower due for completion by July 24, or 100 days after signing contract. Klein Iron & Metal Co., tower manufacturer, has pledged liquidated damages of \$100 daily for each day's delay beyond completion. Station plans Sept. start with DuMont equipment. Rep will be Headley-Reed.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12), has 808-ft. Truscon tower scheduled for delivery about June 18, is negotiating for 12-bay antenna, expects to get on air by Aug. 1, reports pres. Oscar C. Hirsch. Other equipment not reported. It will be primary interconnected CBS. Rep will be Pearson.

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CFCM-TV, Quebec City, Que. (Ch. 4) now is shooting for tests during third week of May, plans 35 hours of programming weekly at the beginning of June, writes mgr. & program director Claude Garneau. It will use 500-watt DuMont transmitter in suburban Ste. Foye and 400-ft. tower manufactured by local Cobra Industries Inc. RCA 3-bay superturnstile antenna is scheduled to be ready around May 15. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. CFCM-TV base rate will be \$200. Reps will be Weed (for U. S.) and Jos. A. Hardy & Co.

Network Accounts: Oldsmobile signed this week to sponsor Academy Awards presentations again next March on NBC-TV, heading off movement for motion picture industry backing of 2-hour telecast due to criticism that Oldsmobile over-commercialized it this year. Meeting of top movie executives to consider sponsorship was cancelled after Oldsmobile notified NBC it was renewing option . . . Cudahy Packing Co. (Old Dutch cleanser), in first network sponsorship, buys 4 segments of NBC-TV's *Show of Shows* starting May 8, and 15 weeks of *Saturday Night Revue* starting June 12, Sat. 9-10:30 p.m., thru Young & Rubicam . . . National Wholesale Jewelers Assn. sponsors *Your Night of Jewels* on DuMont starting in Sept., date & time not yet decided, thru Lewin, Williams & Saylor; program will have 6 partic. segments for non-competitive jewelry manufacturers . . . Best Foods Inc. to sponsor Wed. 4:45-5 portion of *Robert Q. Lewis Show* on CBS-TV starting May 5, Mon.-thru-Fri. 4:30-5 p.m., thru Dancer-Fitzgerald-Sample . . . Bymart-Tintair Inc. buys 1 partic. May 10 on NBC-TV's 7-9 a.m. *Today*, thru Erwin, Wasey & Co. . . . United Steelworkers of America orders 93 stations on DuMont for speech by its pres. David J. McDonald Wed. May 5, 9:15-9:30 p.m., thru Wiltman & Callahan, Pittsburgh . . . Admiral renews sponsorship of Bishop Sheen's *Life Is Worth Living* for 3rd season on DuMont starting Nov. 2, Tue. 8-8:30 p.m., thru Erwin, Wasey & Co. . . . Pepsi-Cola renews *Pepsi-Cola Playhouse* on ABC-TV, Fri. 8:30-9 p.m., thru Biow . . . NBC-TV planning to devote 3-5 p.m. to soap operas in fall, with Procter & Gamble reportedly signed for two 15-min. programs . . . DuMont starts boxing bouts from New York's St. Nicholas Arena May 17, Mon. 9:30 p.m. to conclusion, on co-op sponsorship basis.

More professional football will be televised this year than last, as result of new agreement between National Football League and DuMont Network, which will carry the schedule for 4th consecutive year. Program for this fall: (1) Sun. afternoon "game of the week" to be carried nationally on 50-100 stations Sept. 25-Dec. 11. (2) National Sat. afternoon games Dec. 4 & 11. (3) Sat. night games on regional station lineups. More than 60 games will be shown either nationally or regionally, pattern being same as last year except for the 2 added Sat. afternoon games—with all games again blacked out in immediate area in which they are being played. DuMont sports director Thomas J. McMahon hailed last year's telecasts as "boon to home game attendance," pointing to 5% increase in attendance over 1952 for entire league. Meanwhile, Big Ten, which had opposed NCAA's football control plan and even made veiled threats to go "on its own" in televising its games, this week "reluctantly accepted" NCAA program of televising selected national games over ABC network (Vol. 10:17). Neither ABC nor DuMont has yet announced football sponsors—although General Motors and Westinghouse are reported to be the leading contenders for \$4,000,000-plus college football package.

Interconnected to AT&T network lines last week end: WDEF-TV, Chattanooga; WHO-TV, Des Moines; WSEE, Erie, Pa. Scheduled for May 1 hookup were WTTV, Bloomington, Ind. (replacing private microwave); WRBL-TV, Columbus, Ga. (replacing off-air pickup); WDAK-TV, Columbus, Ga. Canadian Bell this week announced construction is under way on 1200-mi. microwave route linking Toronto and Winnipeg, capable of handling TV, due for completion late in 1956.

Birmingham's WABT (Ch. 13) and WBRC-TV (Ch. 6) swap network affiliations on or before next July 4 by arrangements concluded this week. Also switching are their AM counterparts, WAPI (10-kw day & 5-kw night on 1070 kc) and WBRC (5-kw on 960 kc). WBRC-TV thus becomes last of the 5 Storer stations to affiliate with CBS.

Telecasting Notes: **Billboard**, which covers the TV film trade quite authoritatively, seems to persist in belief that Howard Hughes' RKO will soon release at least half of the 750 or more of its old feature films to TV, some maybe by the fall selling season. Reporter Sam Chase quotes "traders" as reasoning that Hughes might recoup nearly all the \$23,000,000 evaluation of RKO stock by releasing, say, 350 of the films which it's estimated could fetch \$60,000 each over 3-year span . . . **Other Hollywood majors** have kept vaults shut tight from TV because they felt they might get more out of re-releases to theatres and, more important, because of fear of offending theatre exhibitors. But Chase says these reasons are less applicable with the coming of CinemaScope, Vistorama and other big-screen techniques, so that "ordinary non-smash old-dimension pix no longer are in such big demand for reissue to theatres" . . . If Hughes, with his reputation as a "maverick," does pull the plug, he may well force the other majors to follow suit and release at least part of their backlog to TV . . . Live programs are giving way to film shows on all 7 Los Angeles stations, more and more "being axed in favor of the half-hour vidpix," reports Hollywood's *Daily Variety*; reason is "strictly economics." Only station with as high as 75% live, survey shows, is KHJ-TV—but that's now because of baseball; normally, it's 51% film, and even CBS's KNXT runs 70-80% film if you count in kines . . . Third edition of *Directory of Free TV Film* (416 pp.), listing thousands of "public relations films" available to TV stations, has been published by Broadcasting Information Bureau, 353 Fifth Ave., N. Y. (Judy Dupuy) . . . Old Biograph studios on E. 175th St., New York, closed since 1929, will be reactivated in June

by new Biograph Film Studios Inc. to produce TV and other films . . . CBS-TV's *Studio One* (Westinghouse) wins Edgar Allen Poe Award of Mystery Writers of America for its production of "Crime at Blossoms," adapted by Jerome Ross and adjudged best TV mystery of 1953 . . . **More honors for CBS advertising art:** 6 posters, created for on-screen promotion of CBS-TV programs by graphic arts director Georg Olden, selected for inclusion in 1954 International Poster Annual, published in Switzerland; 4 will go to permanent poster collection of Stedelijk Museum, Amsterdam . . . **Elaborate commercial:** 6-room prefabricated house was constructed in ABC-TV's New York studios in 6 hours for use in 6 minutes of commercials on *U. S. Steel Hour* April 27; the 1600 pieces were shipped from New Albany (Ind.) factory in 47 boxes, set up by stagehands with basic hand tools . . . **Golf tournaments,** planned and conducted exclusively for TV, will be presented weekly on WNBQ, Chicago, Tue. 11-12 midnight, direct from Tam O'Shanter Country Club starting June 1, pitting 2 top pros and 2 amateurs against each other in 5-hole tourneys . . . **Golf lessons via TV** is new weekly half-hour feature on WTRI, Albany, featuring area pros, filmed and live . . . **Free Class A time,** 15-min. each, being given to all candidates for Senator, Governor or Congressmen on equal basis by Iowa State College's commercially-operated WOI-TV, Ames . . . **DuMont signs 2-year contract** with London Sporting Club Inc., paying \$12,500 per bout, to put on its Mon. night fights from St. Nicholas Arena, N. Y. . . . **Rep appointments:** upcoming WLOS-TV, Asheville, N. C. (Ch. 13) to Venard, Rintoul & McConnell; WGRB, Buffalo (Ch. 2), to Headley-Reed.

HIGHEST RATES in TV are those of CBS's New York key WCBS-TV, whose Rate Card No. 14 becomes effective May 15 (see p. 1), exactly 8 months after last rate card was published. Gen. mgr. Craig Lawrence announces also that discount structure remains same, namely, 5% on 26-week or longer program schedules, 10% on 52-week; 2½% on 26 or more announcements, 5% on 52. Current advertisers are given 6-month extensions at present rates (for digest of Rate Card No. 13, see p. 113, *TV Factbook No. 18* of Jan. 15, 1954). This is a digest of the new rates:

DIGEST OF RATE CARD NO. 14 — (May 15, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	Min.	10 Sec.
Class A (Group I)—7:30-10:30 p.m., Mon.-Sat.; 6-11 p.m., Sun.						
\$6000.00	\$3600.00	\$2400.00			*	*
Class A (Group II)—7-7:30 p.m.; 10:30-11 p.m., Mon.-Sat.						
5500.00	3300.00	2200.00				*
Class B—6-7 p.m., Mon.-Sat.; 11-11:15 p.m., dally.†						
3750.00	2250.00	1500.00	1250.00	1125.00	750.00	375.00
Class C—9 a.m.-6 p.m.; 11 p.m.-midnight, dally.‡						
2500.00	1500.00	1000.00	833.33	750.00	500.00	250.00
Class D—Sign-on-9 a.m.; midnight-signoff, dally.						
1250.00	750.00	500.00	416.67	375.00	250.00	125.00

* Class A announcements are subdivided into Group I—7:59-10:30 p.m., Mon.-Sat., 7:29-11 p.m., Sun.; Min. \$1500, 10-Sec. \$750. Group II—6:59-7:59 p.m., 10:30-11 p.m., Mon.-Sat., 5:59-7:29 p.m., Sun.; Min. \$1100, 10-Sec. \$550.

† Announcements only.

‡ After 11 p.m., 5-min. programs or longer, Class C rate prevails 11 p.m.-midnight; Min. or less, Class B rates prevail 11-11:15 p.m.; Class C rates 11:15 p.m.-midnight.

As Army-McCarthy hearings dragged on through seemingly interminable miasma of side issues and legal quibbling, more and more local stations began returning to regular daytime programming, even when hearings were available to them through ABC or DuMont. Despite "deluge of protests" committee Chairman Mundt (R-S. D.) said he received after NBC cancelled live coverage, that network stuck to its decision to carry only filmed highlights at 11:15-midnight, as did CBS from outset (Vol. 10:17). NBC said its 2 days of live coverage cost it more than \$125,000 in commercial revenue. Despite declining

public interest in hearings, some western TV stations were bitter about unavailability of live show via microwave or coaxial. In terms of showmanship, critics agreed hearings couldn't be compared with 1951 Kefauver crime investigation, April 28 *Variety* headlining its critique "Army-McCarthy Speaktacular; All-Star Cast Needs a Script." *New York Times'* Jack Gould advised Senators not to worry too much about their comparatively modest Hooper ratings: "With any new daytime drama on TV, the first few months are always the hardest." Live telecast of hearing Fri. April 30 got Hooper rating of 9 in New York, as opposed to 12 the preceding Friday (Vol. 10:17), 18 in Boston compared to 30 the week before. First rating announced for Milwaukee, in McCarthy's home state, was 7 on April 30—comparatively high considering live hearings were carried only on uhf WOKY-TV.

Rio de Janeiro gets its second TV outlet as result of final govt. grant March 26 of Ch. 13 to the Radio Record TV interests, headed by prominent broadcaster J. B. Amoral, who also operates Ch. 7 station in Sao Paulo, Brazil. Since GE equipment is already on hand, construction won't take long after final decree, reports technical director Charles G. Lacombe, onetime GE engineer in Schenectady. Ch. 13 previously had been assigned Radio Maua. According to Mr. Lacombe's report to *Television Digest*, President Vargas has also consented to construction of Ch. 4 outlet by Assis Chateaubriand's Radio Guarani (PRH-6) in Belo Horizonte, and the big TV-radio-newspaper magnate has secured authorization to spend equivalent of \$362,000 U.S. dollars for equipment. Senator Chateaubriand also owns the only station in Rio, Radio Televisao Tupi (Ch. 6), and one of the 3 outlets in Sao Paulo, Radio Difusora de Sao Paulo (Ch. 3, due to shift to Ch. 4). [For other CP holders in Brazil, see Vol. 10:12.]

New Mississippi libel law, in advance of political campaigning, relieves TV-radio stations of responsibility for defamatory remarks made on air by anyone other than station owner or employe.

PRICE TREND VAGUE, COLOR MOVING SLOWLY: Raytheon broke with 17-in. metal table at \$140, \$150 & \$160 this weekend, matching prices of Crosley's "Super V" which stirred market recently (Vol.10:7,13). Raytheon also went below general industry level with 21-in. table at \$170. Both sizes embody vertical chassis, come in 8 colors.

Thus the industry's over-all price trend, only month or so before marts and conventions where new models are to be introduced, seems to have no pattern at all -- few willing to say whether trend will be up or down, or both ways.

Trade remains full of contradictions. For example, even as Raytheon followed Crosley in bringing out the cheaper sets, Emerson raised its 21-in. table this week from \$180 to \$200. Pres. Benjamin Abrams told us no significance should be read into the increase other than fact that "this particular set was underpriced, so we took steps to correct it." But some thought Emerson was testing market to find out if it could absorb higher prices before introducing new line in June.

Both new Raytheon sets are called "Challenger." The 17-in. contains almost same features claimed for Crosley's. Raytheon, like Crosley, stresses portability, says set weighs only 46 lbs. (vs. Crosley's 53). Raytheon cabinet is only 17½-in. wide, or a mere half-inch wider than picture tube. Controls are on top of the set. Doubled audiopower is claimed. "Slip-on" jackets in various colors can be had to cover sets to fit in with decor of room.

If Raytheon sets sell as well as Crosley's are reported to be selling, and if there's profit in them that Crosley claims for itself and its distributor-dealers (Vol. 10:13), other manufacturers may well decide to bring out lower-cost price leaders in June lines. Most manufacturers are uncommunicative about plans these days, awaiting distributor showings. It's reported Philco will announce a few new models in week or so -- some priced lower than comparable sets, others higher.

* * * *

RCA's first week of color merchandising, in leadoff 4 of 38 cities which will get color sets by May 15, produced no startling results -- RCA spokesman saying movement was "up to expectations, better than we thought in some areas, not as good in others." Of about 100 sets shipped to dealers, at least 15 were reported sold (at \$1000 list) in first 4 days in Washington, Minneapolis, St. Paul & Denver -- and dealers in those cities reported many more prospects were lined up, with more sales likely to be made when network color programming resumes next week. Lack of color programs was chief complaint of dealers in the 4 cities.

Minneapolis-St. Paul distributor F.C. Hayer reported: "We didn't do a big sales volume from dealer to consumer, but at least we were able to answer the oft-repeated question: 'When will color be available?' We showed it to 'em this week." He said appliance stores, most of them open evenings, attracted far greater traffic than dept. stores, most of which close at 6 p.m. He described himself as "pleased" with initial sales effort, looked for greater volume next week.

A Washington dept. store reported sale of 3 sets first 2 days to "folks who just wanted to be among the first in town to have a color set -- big entertainers who are planning to have parties on nights when they program in color."

Sets aroused lots of questions from customers as to when price would come down, when screens would be larger, etc. However, dealers we spoke to differed on whether black-&-white sales were stimulated. A few said it was difficult to trace black-&-white sales to traffic induced by curiosity about color.

Twenty-one more cities get RCA color sets week of May 2, heralded by institutional & dealer ads, as in first 4 cities (Vol. 10:17). [New schedule on p. 10.]

Westinghouse reports 50-60 color sets sold to consumers in 15 major markets where they've been offered since March 1. First 2 weeks of March were devoted to N.Y. market, where 100 sets were shipped. Westinghouse was first to put color set

on market. TV-radio mgr. T.J. Newcomb commented: "The color merchandising problem now revolves around color programming. When more programs are shown, more color sets will be sold. It's as simple as that."

Crosley v.p. Leonard F. Cramer said color production start has been delayed beyond Aug., added Lawrence one-gun tube has been drastically improved but radiation problem is yet to be solved. Stromberg-Carlson gen. mgr. C.J. Hunt said color output would begin May 1 on "very limited schedule," its set also retailing at about \$1000. Emerson's Ben Abrams admitted very few color sets have been leased under his rental plan in last 6 weeks (Vol. 10:11) but said he would continue rentals until a larger size is in mass production. And Zenith pres. E.F. McDonald said his company will not market color set until one-gun tube is perfected (see p. 11).

* * * *

TV production totaled 109,619 week ended April 23, compared to 108,752 units preceding week and 124,771 week ended April 9. It was year's 16th week and brought production for year to date to about 1,790,000, compared to approximately 2,705,000 turned out in corresponding period of 1953.

Radio production totaled 178,752, compared to 182,685 week ended April 16 and 198,461 in week before. It brought 16-week production to about 3,145,000 vs. about 4,628,000 turned out in same period year ago.

Final first-quarter TV output figure was 1,447,110, of which 337,429 (23.3%) were uhf-equipped, according to RETMA report. This compared with 2,259,943 sets in first quarter of 1953 and 1,324,831 in 1952. For March alone, TV production was 599,606, of which 124,855 (20.8%) were uhf-equipped. Total factory output of uhf sets for 1953 and first 3 months of 1954 was 1,796,904 out of total of 8,661,897. Uhf sets turned out in 1952 bring total uhf to well over 1,800,000 units to date.

Radio production in first quarter of 1954 totaled 2,581,565 units, compared to 3,834,784 in first 1953 quarter and 2,668,197 in 1952. For March alone, radio output totaled 940,352. Here's RETMA final monthly breakdown for quarter:

	PRODUCTION		RADIO PRODUCTION BY TYPES			
	Total TV	Total Radio	Home Sets	Portables	Clock	Auto
January.....	420,571	871,981	271,036	46,571	159,932	394,442
February.....	426,933	769,232	233,063	98,275	105,933	331,961
March (5 wks)	599,606	940,352	244,110	206,130	119,863	370,249
TOTAL.....	1,447,110	2,581,565	748,209	350,976	385,728	1,096,652

Trade Personals: Norman C. Owen, Webster-Chicago sales v.p., elected pres., succeeding R. F. Blash, who remains as chairman; Peter Jensen, chairman of Jensen Industries, elected Webcor director . . . Frank Folsom, RCA pres., flies to Madrid May 13 to dedicate new RCA plant, goes to Rome May 21 to inspect TV-radio-phono operations, returns about June 1 . . . Benjamin Abrams, pres. of Emerson Radio, addresses Sales Executive Club of N. Y. on "New Miracles in Electronics" at Hotel Roosevelt, May 4 . . . Raymond B. George, Philco v.p. of merchandising, assumes charge of all Philco advertising, sales promotion & merchandising campaign, with new gen. adv. mgr. Morgan Greenwood reporting to him . . . Wm. B. Anderson named asst. to Westinghouse consumer products v.p. J. M. McKibbin . . . Robert L. Klabin, gen. mgr. of General Instrument Co.'s F. W. Sickles div., elected v.p. & gen. mgr. of new Elizabeth div. . . Ben Z. Kaplan resigns as CBS-Columbia national sales coordinator to become v.p. & gen. mgr. of House of Louis Feder Inc., N. Y. (theatrical costumes) . . . C. M. Granger promoted to Bendix Radio gen. factory mgr. in charge of all mfg. depts., replacing H. C. Harr, resigned; Kenneth Brown promoted to TV service mgr., replacing L. D. Shiplett, resigned . . . John V. Deacon promoted to mgr. of adv. & sales promotion, Westinghouse Electric International Co. . . . Ted Martin Jr. gets unspecified special sales assignment for RCA tube div., succeeded as southeastern sales mgr. by Lysle O. Shanafelt . . . J. B. Anger, Motorola sales training mgr.,

appointed asst. sales mgr. for radios, succeeded by George Halsted . . . Ralph C. Seiler, ex-West Coast Electronics Corp., named asst. sales mgr., Triad Transformer Corp., Venice, Cal. . . . Elliott H. Ruttenberg, ex-Raytheon, named price administrator of National Co., Malden, Mass. . . . Herbert B. Nichols, ex-Christian Science Monitor, named mgr. of public information, GE research lab, Schenectady . . . Judson S. Sayre, ex-Avco, RCA & Montgomery Ward, now pres. of Norge div., Borg-Warner Corp.

Robert C. Sprague, Sprague Electric Co., chairman of RETMA, was selected this week to receive RETMA's annual Medal of Honor at convention June 17 in Chicago's Palmer House. Meeting jointly with Canadian RTMA at Niagara Falls, Ont., RETMA board also set up policy committees for guidance on tax and uhf problems, with personnel not yet chosen. RETMA engineering dept. was authorized to set up independent certification laboratory for testing receivers to conform to FCC standards on spurious radiation. GE's Dr. W. R. G. Baker was authorized to report to FCC on those manufacturers who were complying with spurious radiation standards (for full text of standards, see *Television Digest's* Special Report of April 17).

Mort Farr, NARDA chairman & owner of retail appliance stores bearing his name in Upper Darby, Pa., wins Brand Names Foundation's retailer-of-the-year award in electrical appliance store category.

Topics & Trends of TV Trade: New shorter picture tubes, making possible more compact cabinets, will show up in fall lines of some TV makers—including at least one of the top four. The new type 17 & 21-in. tubes, due to be made by all tube makers, use 90-degree deflection angle, as opposed to 70 degrees in current models, and will be 2-3 inches shorter. Current 24 & 27-in. tubes also have 90-degree deflection.

There's nothing like unanimous agreement among set makers as to the role the new tubes will play next fall. All are studying them, but there are disadvantages along with the obvious advantages. Associated components for new tubes will cost somewhat more than for conventional tubes—and, as one big manufacturer said: "The big problem is engineering-wise whether it's good business to change over our production lines to the new circuitry at this time." Corning Glass says it is ready to supply tube makers with production quantities of bulbs for the 90-degree tubes.

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Distributor Notes: Admiral establishes Washington factory branch, effective May 10, leasing premises of distributor Mid-Atlantic Appliances, 2046 West Va. Ave. NE; latter will handle Admiral appliance sales to building trades . . . Motorola appoints McClain & Pleasants Inc., Charlotte (Enloe McClain, pres.), replacing Carolina Appliance Co. . . . CBS-Columbia appoints Judson C. Burns, Philadelphia (Charles J. Goodmanson, gen. sales mgr.), replacing S. S. Fretz Jr. Inc.; H. Leff Electric Co., Cleveland (CBS-Columbia) names L. O. Braun major appliance sales mgr. . . . Dorfman Distributing Co., N. Y., relinquishes Raytheon line, new distributor not yet appointed . . . Appliance Wholesalers, Portland, Ore. (Philco) appoints J. R. Keefer appliance sales mgr. . . . Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) appoints Wm. L. Shearer appliance sales mgr., replacing Vincent J. Cooney, resigned . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints David Stern appliance sales mgr. . . . Zenith-New Jersey appoints John H. Hocter sales mgr., replacing Richard B. Dreazen, resigned.

Color Trends & Briefs: NBC-TV is stepping up color programming schedule little by little, this week announced more summer shows. Most interesting is 13-city tour by mobile unit, starting first or second week of June and running 13 weeks. Goal is to feed *Today* and *Home* programs three 10 or 15-min. segments from each city. NBC crew is out now, scouting cities to determine best spots for remotes in each.

Ten of the 13 cities have been disclosed: New York, Chicago, Milwaukee, St. Louis, Cleveland, Dayton, Columbus, Pittsburgh, Baltimore, Washington.

Additional programs, not previously reported, are *Ding Dong School* across-the-board May 17-21 and *Martin Kane* May 20.

A substantial increase in summer schedule is in works, should be announced shortly. A big reason for it is grouching of RCA dealers and distributors that paucity of programming makes demonstrations of color sets almost impossible.

Fall series of 90-min. "spectaculars" (Vol. 10:13) gains momentum—but with ultimate weight to be determined by extent of sponsorship. Max Liebman, famed producer of *Show of Shows*, is now assigned 20 of the big shows, and Leland Hayward is set for 13. Plan is to have 3 a month, add a fourth if sold.

* * * *

Delivery of its first color tube to a distributor—American TV Inc., New Haven—was reported by Raytheon. Tube is 15-in. model 15GP22, built in Quincy plant.

Indicted in alleged \$2,000,000 coin-operated TV swindle April 27 were Preview Television Corp. and United States Sign Corp., Chicago, and American Institute of TV Manufacturers, Washington, along with 14 individuals. The 13-count mail fraud indictment was returned before Chicago Federal grand jury after U. S. attorney Robert Tiekens said postal inspectors had received about 400 complaints from alleged victims. Operators of "Preview" scheme, according to indictment, contacted motels and hotels, offering to install coin-operated TV sets with Preview device to give guests 4 minutes of free viewing as inducement to deposit 25¢ to see remainder of half-hour show (Vol. 8:40). U. S. attorneys said that while more than \$2,000,000 worth of franchises and equipment were sold, very few Previewers and sets were delivered, hardly any Previewers worked, and no investor got any return for his money. Preview TV Co. is now bankrupt (Vol. 9:26), as is Transvision Inc., New Rochelle, N. Y., which made Previewer equipment but wasn't involved in indictment (Vol. 9:39,41). American Institute of TV Manufacturers is organization which set itself up 2 years ago as "new TV trade organization" (Vol. 8:24) and quietly folded up about a year later. It claimed to own Preview patents. Individuals indicted—each facing maximum of 65 years in prison and \$22,000 fine if convicted: Previewer pres. Bruce Hantover, Houston; American Institute pres. Wm. F. Robichaud, Washington; U. S. Sign pres. Nathan James Elliott, Chicago (also known as J. Matt Thompson and reportedly held in New York on another mail fraud count). Also indicted were these former Preview officials and salesmen: Dana J. Maxim, Blanchel A. Murrelle, Earl C. Raphael, Milton G. Severinghaus (onetime Preview pres.), Cyrus Simmons, Lyman B. Jones and Edward C. MacReady, all of Chicago; Eugene R. Flitcraft, Oak Park, Ill.; Dell W. Kettering, Monmouth, Ill.; John Ponsaing, Oakland, Cal.; Herman J. Rodnick, Los Angeles.

Capehart Argentina S.I.A.C. has been formed in Buenos Aires to manufacture TV & radio receivers, phonographs, CR and other tubes, its capital supplied 50% by IT&T and 50% by Argentine industrialists.

RCA's schedule for introduction of color sets between now and May 15, as revised (see story p. 8): May 2—Baltimore, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Huntington & Charleston, W. Va., Kansas City, Milwaukee, New York, Omaha, South Bend, St. Louis. May 3—Houston, Newark, Jersey City, Oklahoma City, Trenton. May 7—Salt Lake City, San Francisco-Oakland. May 9—Boston, Bridgeport, Dallas, Ft. Worth, Harrisburg, Pa., Hartford, Los Angeles, New Haven, Providence, Springfield, Mass., Stamford, Conn., Waterbury, Conn. Dates are still to be set for Johnstown & Lancaster, Pa., Philadelphia-Camden, Tulsa, Wilkes-Barre, Wilmington, Youngstown.

Color kines were shown by NBC-TV for first time when color coordinator Barry Wood demonstrated them to convention of American Women in Radio & TV in Kansas City April 23. They were recorded on 35mm color negative film, prints made by optical reduction onto 16mm color positive film. Quality was termed excellent; drawback is cost.

With daily hour color show (Vol. 10:17), WKY-TV, Oklahoma City, is now carrying more color than all networks combined—and mgr. P. A. Sugg plans to add even more soon. Only other non-network-owned station with live cameras—WBAP-TV, Ft. Worth—is busy installing them, will announce program schedule shortly.

Fourth hospital to get CBS closed-circuit color system is St. Francis, Long Island. Other 3 are Universities of Pennsylvania, Kansas, Chicago. More are scheduled.

Full Texts of Speeches

Color Television Appraised by Network Presidents

Present Status and Immediate Prospects

Symposium Talks by CBS President Frank Stanton and NBC President Sylvester L. Weaver Jr.

At Annual Convention of American Assn. of Advertising Agencies, White Sulphur Springs, W. Va., April 23, 1954

"How It Looks to Me"

By FRANK STANTON, President, CBS

THE DRAMATIC VALUES and greater impact of color television are such as to tempt me to repeat what others have already said about this exciting new medium of mass communication. Great as television is today, and I believe it has already demonstrated its amazing powers to inform and entertain, the fact is that we see the world on the end of the picture tube solely in the gray scale of values from black to white. I am told this is also the way a dog sees the world — in only black and white. I don't think this should happen, even to a dog.

With respect to television, at least, we have been living in a dog's world. As a series of printed letters or as an articulated sound on the radio or as a combination of the two on black-&-white television, *blue*, for example, is nothing more than a word. On the color tube, *blue* is precisely the *blue* it is—and the *blue* you see. Color television wholly eliminates the complex process by which you take a black-&-white image into the dark room of the brain and print the true color picture which the eye actually sees. Thus color television adds speed and clarity, greater impact and more information, to every image. And curiously enough, color adds a lifelike third-dimensional depth quality to television. Putting it another way, color tells more in less space.

You have heard each of the previous speakers present a specific analysis of the component factors involved in color television, namely, the economics of color broadcasting, the problems of programming and production, and the manufacture of tubes and receivers. I have been given the assignment of summarizing the present situation. . . .

Key to the Lock Is Color Tube

Right now it looks to me as though it is on dead center. Color television is in a locked-in situation because of the interdependence of the problems of the manufacturer, the broadcaster, and the advertiser.

In my judgment, the key to the lock is the color tube. Insofar as the set is concerned, today's television market is conditioned by two things: size and efficiency of the picture tube and the price of the receiver. Despite the far more compelling aspects of color, it is unrealistic, I think, to expect today's viewer or potential viewer to be satisfied with anything less than these standards in an instrument which sells at a price much higher than he has been accustomed to pay. The receiver manufacturer is clearly alert to this condition, and in the absence of a color picture tube of size and price comparable to the 17 & 21-inch black-&-white tube, he will be slow to get production rolling. Production schedules for color receivers have had to be revised downward pending the development of larger tubes.

It may be interesting to examine why the cost of a color receiver is so high. There are two elements involved.

(Continued on Page 3)

"The Time to Start Is This Fall"

By SYLVESTER L. WEAVER JR., President, NBC

THIS IS A GREAT occasion, because it is the birth of another revolution. This one is named color television, and most of you know something about it already. At least, some 36 agencies have already held color clinics, and demonstrations, and testing periods with NBC during our introductory year. We have produced with most of you most of the shows on the NBC schedule, from simple ones like *Ding Dong School* to complex ones like the 90-minute *Show of Shows*. We have tested and done commercials with something over 200 products advertised on NBC. We have learned that the only difficult thing about color is the black-&-white picture, which most viewers will be watching, and NBC has had long experience in compatible color.

Information about what we have learned is available to all of you . . . all we know is available to all of you. This includes production experience, designing and costuming and all other staging and lighting lore. It includes all we have learned about kinescoping, film characteristics for color filming needs. I do not wish to waste all of your time with specifics which each of you can get from NBC, nor do I wish to summarize that type of knowledge that we now have.

In the few minutes available, I would like to make you think about color as a new force in television and in selling, because the advertising agencies of our economy have more influence than any other factor in the shaping of its future.

Color in television brings reality to every home, creates a magic door out into the real world and the world of entertainment that is exactly the same as physically viewing the event in person. The power of television, and of color television, is so great that it creates a need for the whole new sense of dedication by all of us concerned with communications in modern society.

Color, and the millions of homes that will add both color and black-&-white television, cannot help but mean increasing costs to use national television.

Costs and Changing Advertising Concepts

Five years ago, I stood in this very room to make my first talk to NBC affiliates, having just come from your business—the agency field. I evaluated the future of television from my client and agency experience, essentially as an advertising and marketing man. I told the stations that the patterns which had made them rich in radio broadcasting would fail in television, that they must unlearn their broadcast ritual if they were to develop television properly, for television was a communications instrument more important to mankind than the invention of type.

This morning we again have a new force in our hands—color television. But my 1949 questions and answers are good again for color television. These were the principal 1949 Greenbrier questions and I quote:

(Continued on Next Page)

Weaver—(Continued)

"First, how are our smaller clients going to afford to enter, and all our clients afford to stay in, television? How many advertisers are there who can pick up a tab for several million dollars on one advertising operation?"

"Next, how can the small advertiser get into attractive, glamorous nighttime television that will reach virtually everyone with a set and their thirsty friends?"

"How can we take the circulation risk out of television for agencies and clients? It was bad enough in radio to lay an egg, and have to settle for an under ten rating with a high cost show, but how can our backers survive the much higher cost of picking up a neat 2 Nielsen in television?"

Will not the cost rise for color and more circulation necessarily continue the pattern that has served so many so well in black-&-white television? Will not the insert-type programs, like *Today* and *Home*, be more attractive to more buyers? Is it not obvious that costs will rule out the alternate week sponsorship device for a whole category of budgets just as black-&-white TV costs ruled out the radio pattern of single sponsorships?

The Facts of Economic Life

And these changes are not being forced on the medium, except by the facts of economic life. If you want a great national television service, its costs must be broadly distributed, and the programming must be sold in a way that responds to the many different needs of the many different advertisers. This need not rule out program sponsorship for the big companies who can divide up the time among their own products, but it does mean that the network must serve the same role for smaller advertisers. All-night speculators, 5-second billboards, 365-day continuity, once-a-year explosion—you name it and we'll have it, in color.

The reason this subject is vital to you is simple. It is true today, and will be truer in the future with color, that the television campaign of an advertiser will determine his share of market in television homes. The so-called magazine concept merely means that one does not sponsor one program with all one's funds, but spends for those values one needs—whether personal selling, blue chip association, highly visible advertising, tremendous frequency, or tremendous conversation-piece quality. Whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or how small his budget.

From my first days at NBC, as my 1949 questions indicated, we built advertising values aimed at the whole range of national advertisers, even though we set up discounts and other incentives to make the big advertisers as happy in television as in radio. We also built an operation in which no time would be sold in the old radio franchise sense, because we knew that programming had to be a far more incisive factor than in radio, for the simple reason that the great facilities advantages of 50-kw clear channels did not exist.

All major shows on NBC were multiple sponsored, the key pivots of the program schedule which reassured NBC program leadership.

Color on a National Basis

We started at NBC on the basis that any national advertiser should be our potential client, that we should devise patterns to take care of any and all advertising needs. We started also on the basis that every human being was our viewer, and that in addition to finding hits in the great entertainment categories of drama and comedy and extravaganza, etc., and in news and information shows, we should devise special television attractions to offer inducements for non-viewers to view.

Because all advertisers must have it, and because it is equitable that they do have it, color television on a national basis will be available to them.

Because it is vital that the power and influence of tele-

vision be extended to our society, in all its segments, and with all its varied interests, so color television will be developed in a form that enables a network to offer program innovation, specialized programming and right-of-way scheduling. Only thus can we be sure that the instrument is not depressed to a toy status, a feeder of pale carbon copies, offensive to no one, and fighting for the larger share of the sets which a half of our people surrender themselves to, moving from channel to channel to find escape.

Advice to Advertisers: Be Ready This Fall

When it comes to color television, this year, I have this counsel:

First, the color television campaign will determine the share of market of most consumer goods in color television homes and this will start within this coming year. To those companies which need effective advertising to survive—all package goods trademark brand items—I say *the time to start color television is this fall*. And the place to get the money is from management as extra money to insure that the company learns how to use the most vital new force in its history, and at once.

Second, if you have any clients whose success is largely dependent on the elan and spirit of its selling, dealer and distributor organization, then color television can make new leaders before the year is out. For even the few thousand sets now coming into the market are still enough to permit dealer color television demonstration meetings, and prospect color television parties, and other obvious demonstrations. This kind of color power to sell goods *NOW* is part of the broader power of color as the new thing, the new-talked-about, exciting, all-interest-focusing conversation piece of the American scene.

There are many companies who will need color because they are expected to lead and they must lead; and therefore they must be in color or suffer grave loss of standing and prestige within their own trade groups. There are many more companies who will see in color a way to excite their own overall organizations . . . to give them a chance at leadership which may have slipped out of their hands.

"Go to Color With Present Shows"

So, I recommend that all major advertisers go to color with their present shows if they can get the facilities, this fall, to learn and to insure their prestige as leaders. And I recommend using new selling punch right now—selling with color even before color is a circulation factor—for those with new programming developed especially for color, and for the promotion possibilities of such special programming.

We hope to have at least one such program a week from NBC, programmed on a once-a-month basis, replacing regular programming on a right-of-way premise.

Television is too great and too powerful to be shackled with chains of custom and usage from radio. We must serve all segments and all interests in our population, and there must be an overall program control that makes the rules in the interest of public service and all-segment population service. This is the business of the networks. If our service dwindles, you will use less of it, or pay less for it. That's the end of your responsibility. If we cater to the heavy viewers with a flood of trivia, as accused in some quarters, we cannot look to you, or to the advertisers large or small, for your jobs are rightly defined by your interest—the sale of the goods and services of your clients. It is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet.

The kind of programming we will do in color this fall will sell color sets just as our program innovations in 1949 and 1950 sold black-&-white sets. Color is here to stay, and it's very much later than you think.

The first is the higher cost always encountered with the development of a new product. New types of components are required and these must be expensive until they are produced in great quantities.

The second expense factor is the inherent complexity of the circuits involved in color television. The black-&-white broadcast standards set up by the Federal Communications Commission were designed for the most efficient possible use of the limited spectrum space required by the type of information to be transmitted—namely, the black-&-white signal. In order to provide a color signal, it was necessary to fit and squeeze additional information into the nooks and crannies of the standard black and white signal in such a way as not to disturb reception on black-&-white sets. This great engineering achievement was accomplished at the expense of adding considerable complexity to the circuitry. As a result, we now have a color television system capable of delivering an excellent color picture that can be received in color on color sets and in black-&-white on ordinary receivers; but the equipment, both transmitting and receiving, is complex and expensive.

Present color sets require a minimum of 35 tubes compared with about 20 tubes for black-&-white sets. The color set also involves twice as much hand work in assembly, and uses components, some of which cost ten times as much as their black-&-white counterparts. However, the history of black-&-white television affords an encouraging example of the possibility of simplification of circuitry and the reduction in the cost of the components. Once the initial hurdle of consumer acceptance is overcome, we shall be well on the way to a reduction of the costs of television receivers.

Present Hogtie: Few Sets, Limited Programming

In the absence of a substantial set population, the broadcaster finds it practical to undertake only limited programming. And finally, for the same reason the advertiser who is primarily interested in circulation is reluctant to experiment with color television advertising.

This essentially is the nature of the present hogtie, with each group looking to the other to loosen it. Although I have indicated that, in my opinion, the development of a satisfactory picture tube lies at the heart of the problem, I should say that there are presently in the process of development and production various tubes which, according to their proponents, promise to fulfill the necessary conditions of size, performance and price. I can tell you of at least one such tube—the CBS-Colortron “205”—so named because its picture area is 205 sq. in. This is contrasted with the 99-sq.-in. picture area of the color sets now being offered commercially. Because of the simplicity of construction of the “205,” it offers not only a larger picture than has been commercially available up to now, but also presents the opportunity for more economic production.

I am persuaded that the commercial availability of the CBS-Colortron “205” in large numbers in the second half of this year will get the production of color sets off dead center and initiate the process of consumer acceptance and cost reduction that will rapidly lead to mass output. The importance of the “205” is that it is superior in performance and economy of construction to other tubes potentially available this year.

With our new CBS-Hytron picture tube plant at Kalamazoo nearing completion, we are in an excellent position to proceed on large scale manufacture of color picture tubes. That plant will be the world's most modern facility for the production of picture tubes, both color and black-&-white. It will double our picture tube production capacity.

However, I would like to emphasize at this point that in holding out the merits of the CBS-Colortron “205,” I do not wish to imply that we will not go along with any other tube that fulfills the requirements of size, picture

quality and price. Our relationship to the problem of the color tube is the same as our relationship was to the problem of a satisfactory color television system. CBS' fundamental position, stated publicly in 1949, toward a color television system was that we would “support any system which best suits the problem, no matter by whom invented, no matter by whom suggested.” This position applies equally to the color tube.

Uncertainty Among Manufacturers

At the same time, the mere appearance of such a tube is not sufficient in itself to enable the set manufacturer to go full steam ahead. What is primarily required is the settlement of the question facing the manufacturer as to which tube will be generally adopted by the industry. At this moment the leading tube manufacturers, including our own tube division as I have indicated, are engaged in the development and production of picture tubes holding out this promise. It is therefore understandable, I think, that a certain degree of confusion should exist among the receiver manufacturers concerning which of these tubes they should commit their investment to. Nor should we minimize the cost of this investment to the set manufacturer. Tooling-up and getting production started on a mass level can run to several millions of dollars.

The uncertainty which receiver manufacturers face was articulated recently by Dr. W. R. G. Baker, chairman of the National Television System Committee, who declared: “If the proponent of each type of tube takes the position that he can lead the industry out of the wilderness of confusion, then perhaps we have too many leaders . . . A half dozen or more manufacturers are well on the way in developing other tubes using different principles or variations, each claiming points of superiority in performance or cost. The net result is a ‘technological dilemma,’ with corresponding confusion among the set makers as to which way to head their future set design.”

A variant of this reaction was expressed by William Balderston, president of the Philco Corp., who stated that before mass production can be achieved in color television, a vastly simplified color tube eliminating complicated internal assembly has to be developed. As contrasted with Dr. Baker, Mr. Balderston suggested that there were at the present time no leaders in the field rather than too many, and went on to predict his confidence in the ultimate development of the type of color tube he had in mind.

Color Needs Coordinated Industry

The major implication that flows from these circumstances seems to me obvious. Once a tube is developed which satisfies the criteria of size, efficiency and price, there is a clear need for coordinated action among the different branches of industry involved if further deadlocks in color television are to be avoided. This cooperative action is mandatory if only out of self-interest, since it is these three groups—the set manufacturer, the broadcaster and the advertiser—who have the largest stake in the tremendous potential which color television affords.

Once the manufacturers are in a position to produce sets, it is of the utmost importance for them to get together on a comprehensive campaign to promote the sale of color television receivers. We know that there is a tremendous public interest in color television. The explosive growth of black-&-white television speaks for the public's appetite for television per se. And the public has been pre-sold on color for a long time through the movies, through photography, through the 4-color content of magazines, which all reflect the world of color in which we live.

Selling color television to the public, as you well know, not only involves telling them about it through advertising messages, but actually demonstrating it to them through programs. This is where the broadcaster must come in and expand his production and programming

(Continued on Next Page)

efforts. I would think such an effort would look forward in the near future to an over-all color schedule which would provide an even distribution of color programs throughout the week.

This programming would include both daytime and nighttime broadcasts scheduled in such a manner as to minimize duplication in order to achieve the maximum possible audience for each color program. The existence of such a schedule should be of great benefit not only to the consumer, but to the dealer and service man as well. It should give considerable momentum to public interest in color and provide reassurance to the agencies and advertisers that color is being launched in the most systematic and effective manner.

It is clearly to the advertiser's long-term interest to supplement the efforts of the manufacturer and broadcaster during this transitional period by getting his programs into color wherever and whenever possible. Even now, the advertiser's interest will be served by the lead in knowledge and skills to be gained through such participation. The time is rapidly approaching when a substantial competitive advantage will attach to getting into color television early.

Burden on the Broadcasters

I recognize that for the present the main burden of color programming must fall on the shoulders of the broadcaster. The heads of the two leading television networks have already outlined their plans for spearheading this exciting new service. By fall of this year, over 100 stations will be equipped and ready to carry these programs. I also recognize that my proposal for coordinated action on the part of the set manufacturers does not resolve the fundamental problem of producing a type of color tube which will earn the support of a substantial part of the industry. I believe this is still the primary knot that has to be untied. Precisely how much longer it will take to untie it I am unable to say, but I suspect it will be sooner than most people think.

In short, this is how it looks to me: we have gone through a long and expensive period of technological development and have brought out of the laboratories a workable television system capable of delivering color pictures of exceptional quality, while still permitting 30,000,000 sets now in the homes of the American people to receive a high quality black-&-white picture. And I am particularly proud of the hand CBS has had in this joint achievement.

This development has opened the way to the greatest and most revealing medium of entertainment and information the world has known—a prospect which in turn leads to what Jack Van Volkenburg has previously described as "the ultimate in advertising value."

Let me say categorically that there is no doubt in my mind that the time will come when all television will be in color. I have been asked to give you a timetable for its arrival. I regret to say there is no timetable, since there is no inexorable rate of progression toward the moment

that I regard as certain. You don't invent by the clock or calendar.

The history of invention reveals that for those developments which have had broad social importance, two stages can be recognized. The first, or laboratory stage, includes that group of inventions which enable the machine to function. The second, or commercial stage, involves that group of inventions which transforms the machine from its primitive, rudimentary form into an efficient, high-performance, and universally employed device.

The automobile is an example of this type of evolution. The first, or laboratory stage at the turn of the century, brought forth an internal combustion engine installed in a buggy. Today the automobile is still an engine and a buggy, but with certain notable differences—the pneumatic tire, the four-cycle engine, the self-starter, the shock-absorber, the geared or hydraulic drive, and the automatic transmission. All of these differences emerged during the second, or commercial stage of development.

It is well to remember that color television is right now only on its way out of the laboratory. It has probably been carried farther in the laboratory than any invention of comparable significance. It can now be expected to enter the same process of improvement and cost reduction that has historically characterized such devices as the automobile and radio after they entered the commercial stage.

Commercialization Apace With Improvement

It is for these reasons, therefore, that I have emphasized the necessity for coordinated activity on the part of the various branches of the television industry. For it is through the interaction of these forces—the commercial as well as the technological—that color television can reach its full maturity. And by its full maturity, I mean its maturity as an electronic mechanism, as a medium of entertainment, information and commerce, and as an essential feature in the life of the family.

As I have previously said, because the universal adoption of color television by the American public still awaits further technical development there is a natural human tendency to suspend action until perfection is achieved. This implies a misunderstanding of the process of technical improvement. At this stage this process becomes concurrent with the commercialization of color television. The one feeds upon the other. And as commercialization emerges the process of technological improvement becomes self-propelling.

We cannot expect to bring forth color television in its ultimate stage of perfection at one fell swoop, like Athena sprung full-grown from the forehead of Jupiter. What we can hope for, and what we are on the threshold of achieving, is a degree of performance and reliability that makes the widespread acceptance of color television inescapable. The acceleration of this end-result is likewise inevitable if only because of the inherent appetite of the public for color television, the technical probability of satisfying that appetite, and the contribution which color television will make to our national economy.

Electronics Reports: Another offspring of the transistor, a "solar battery," has made its debut, introduced by Bell Labs, originator of the transistor. New device is extremely simple looking—consisting of thin strips of silicon measuring about 3-in. by ½-in. Operation is simple, too: shine any light source on it and electric current begins to flow.

Bell Labs officials wouldn't predict when, if ever, solar batteries would be useful for the home. However, they'll soon be employed usefully with transistorized phone system in Americus, Ga. (Vol. 10:11), may eventually be used with low-power mobile transmitters and receivers. They were demonstrated powering tiny 100-mc FM transmitter.

Unit demonstrated at Murray Hill, N. J. labs and at Washington's National Academy of Sciences had 10 silicon strips. Rate of power delivery is about 50 watts per sq. yd. of silicon surface. Bell engineers state battery with area equivalent to roof of average house could probably supply enough electricity for the home.

Disadvantage of solar battery is its dependence on sunlight. It's expected, however, that it will be employed economically for some purposes in conjunction with storage batteries and other conventional sources of current.

Battery converts 6% of light energy into current, is believed to have potential of 10%—figures which compare favorably with efficiency of gas and steam engines. Previous photoelectric devices achieved up to 1%.

Heart of Bell's contribution is development of gas diffusion technique for introducing exact amounts of impurities, such as boron, into surface of silicon wafers.

At this stage of development, device produces several million times as much current as does RCA's "atomic battery" which develops one-millionth of a watt (Vol. 10:5). Another difference is that the RCA battery has a "half life" of 20 years (i.e., loses half its power in 20 years of use) whereas life of Bell battery has no predictable limit. An obvious advantage of the "atomic" approach is that it would be round-the-clock, independent of sunlight.

* * * *

Radar-Radio Industries of Chicago Inc., association formed during World War II and reactivated during Korean war for liaison between govt. agencies and Chicago area electronics makers, goes on "standby" basis. Leslie Muter continues as president, and group's directors will serve as "emergency committee."

Raytheon's new \$2,000,000 electronics lab at Bedford, Mass., for advanced development of military equipment, was formally opened this week.

Westinghouse closes Sunbury, Pa. TV-radio assembly plant Aug. 27, all production now consolidated at Metuchen, N. J.

Sylvania Electric (Canada) Ltd. starts TV production May 15 in temporary quarters at Dunnville, Ont. pending completion of 60,000-sq. ft. factory there about Aug. 1.

Armed Forces Communications Assn. convention will be held in Washington, May 6-8.

Even while DuMont was hailing new 3-gun color tube (see p. 2), Zenith pres. E. F. McDonald was telling annual stockholders meeting in Chicago that 3-gun tube is a "Rube Goldberg contraption" and that Zenith would wait for 1-gun tube before offering color sets to public. McDonald said RCA is "attempting to strong-arm the introduction of color" quickly because it's having trouble signing up manufacturers for patent renewals. This week, RCA distributed brochure designed to emphasize importance of its patents, listing specific ones of significance to tubes, radio receivers, monochrome & color picture tubes and receivers, transistors, transmitters, etc. RCA and Zenith have been litigating since 1948 over latter's refusal to pay patent royalties.

Financial & Trade Notes: Zenith Radio reports first-quarter profit and sales way down from comparable period of 1953, pres. E. F. McDonald blaming "narrow margins" on low-priced TVs. He said he hoped fall prices will become "firmer" and demand for higher-priced TVs & radios will increase. Earnings were \$827,521 (\$1.68 a share) on sales of \$29,335,190, compared to \$2,109,461 (\$4.28) on \$47,898,773 in first quarter of 1953 and \$1,083,242 (\$2.20) on \$25,755,332 in 1952. For all of 1953, Zenith profit was \$5,631,701 (\$11.44) on record sales of \$166,733,276 (Vol. 10:12). At annual stockholders meeting, gen. counsel Joseph S. Wright was elected director, succeeding late Irving Herriott.

Standard Coil Products Co. reports 1953 sales of \$89,270,964, new record, and net profit of \$2,972,481 (\$2.02 a share on 1,470,000 shares of common) after \$4,790,000 income and excess profits taxes. This compares with \$65,990,177 sales, \$2,861,290 (\$1.95) net profit, \$4,275,000 taxes in 1952. Production of TV tuners last year totaled 2,900,000 units, annual report claiming more than 40% of sets-in-use now utilize Standard Coil tuner. Backlog of orders at end of 1953 totaled \$39,200,000.

Hoffman Radio reports net profit of \$470,238 (81¢ a share) on record sales of \$14,147,572 in first quarter, compared to \$476,647 (82¢) on \$13,849,974 in first quarter of 1953. Pres. H. L. Hoffman noted that dollar value of TV deliveries in first quarter was 11% below year ago, though unit sales showed virtually no decline. He said first color sets, being shipped this month, are for display purposes only.

Olympic Radio reports profit of \$58,072 (13¢ per share) on sales of \$4,860,015 in first quarter of 1954. Company didn't issue quarterly reports last year but profit in first 6 months of 1953 was \$21,115 (5¢) on sales of \$7,628,352. Pres. Morris Sobin attributed improvement to more stabilized market, concentration on lower-priced TVs, expansion of radio & air conditioner production.

Packard-Bell reports sharp decline in profit & sales for 6 months ended March 31—earnings being \$328,647 (48¢ a share on 688,000 common shares outstanding) on sales of \$11,118,097, compared to \$965,748 (\$1.64 on 588,000 shares) on sales of \$19,467,477 in comparable period year ago. Regular 25¢ quarterly dividend was omitted.

General Precision Equipment Corp. reports first-quarter profit of \$1,055,648 (\$1.48 a share on 653,591 common shares outstanding) on sales of \$23,489,132, compared to \$664,910 (\$1.01 on 646,087 shares) on \$20,116,987 in first quarter of 1953.

P. R. Mallory & Co. reports net income of \$390,998 (50¢ a share) on sales of \$14,664,955 in first quarter, compared to \$907,588 (\$1.49) on \$19,479,600 in first 1953 quarter.

Webster-Chicago Corp. reports profit of \$205,945 (41¢ a share) on sales of \$6,899,586 in first quarter, compared to \$184,773 (37¢) on \$6,945,058 in same 1953 period.

Erie Resistor Corp. reports net income of \$595,511 (\$2.02 a share) on sales of \$12,845,735 in 1953, compared to \$450,333 (\$1.02) on \$10,750,936 in 1952.

Clarostat Mfg. Co. net income for 1953 was \$247,555 (59¢ a share) vs. \$235,282 (56¢) in 1952.

Dividends: Zenith Radio, 50¢ payable June 30 to stockholders of record June 11; Magnavox, 37½¢ payable June 15 to holders May 25; P. R. Mallory, 50¢ June 10 to holders May 19; Standard Coil Products Co., 25¢ May 18 to holders May 5; Servomechanisms, 10¢ May 17 to holders May 3; Howard W. Sams & Co., 10¢ May 10 to holders April 29; Westinghouse, 50¢ June 1 to holders May 10; Stewart-Warner, 40¢ June 14 to holders June 5; Aircraft Radio, 10¢ May 24 to holders May 7.

Network TV-Radio Billings

March 1954 and January-March 1954

(For February report see *Television Digest*, Vol. 10:14)

FIRST QUARTER network TV billings jumped to record \$74,455,976 from \$51,638,178 same 3 months of 1952, reports Publishers Information Bureau. Network radio dropped slightly—from \$41,202,026 in 1952 period to \$39,412,522 in 1953.

In TV, CBS retains its lead, having edged out NBC in March as in preceding 2 months of this year. Its March billings were \$11,379,631 vs. NBC's \$11,058,748, ABC's \$2,696,244, DuMont's \$1,185,586—total of \$26,320,209 comparing with \$18,521,246 in 1953. For quarter, CBS total is \$32,058,441 vs. NBC's \$30,678,994, ABC's \$7,979,190, DuMont's \$3,739,351.

In radio, only MBS showed March ahead of 1953—but declines of others were slight. CBS continued lead, with \$5,471,773. For quarter, the 4 radio networks were down from \$14,662,394 in 1953 to \$13,907,103 in 1954. The full PIB report:

NETWORK TELEVISION

	March 1954	March 1953	Jan.-Mar. 1954	Jan.-Mar. 1953
CBS	\$11,379,631	\$ 7,739,812	\$32,058,441	\$21,445,060
NBC	11,058,748	7,998,131	30,678,994	22,478,798
ABC	2,696,244	1,728,446	7,979,190	4,814,370
DuMont	1,185,586	1,054,857	3,739,351	2,899,950
Total	\$26,320,209	\$18,521,246	\$74,455,976	\$51,638,178

NETWORK RADIO

CBS	\$ 5,471,773	\$ 5,527,290	\$15,402,702	\$15,355,271
NBC	3,639,278	4,342,082	10,208,000	12,416,239
ABC	2,764,547	2,797,544	8,089,938	8,010,829
MBS	2,031,505	1,995,478	5,711,882	5,419,687
Total	\$13,907,103	\$14,662,394	\$39,412,522	\$41,202,026

NETWORK TELEVISION—January-March 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157*	9,503,309	23,079,319*
Mar.	2,696,244	11,379,631	1,185,586	11,058,748	26,320,209
Tot.	\$7,979,190	\$32,058,441	\$3,739,351	\$30,678,994	\$74,455,976

NETWORK RADIO—January-March 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$2,830,654	\$ 5,173,757*	\$1,896,925*	\$ 3,391,873	\$13,293,209*
Feb.	2,494,737	4,757,172*	1,783,452*	3,176,849	12,212,210*
Mar.	2,764,547	5,471,773	2,031,505	3,639,278	13,907,103
Tot.	\$8,089,938	\$15,402,702	\$5,711,882	\$10,208,000	\$39,412,522

* Revised to April 26, 1954.

Television Advertising Bureau being projected as counterpart of highly effective ANPA Bureau of Advertising got 8 more supporters this week, all of whom were immediately added to organizing committee named last week under KTTV's Richard A. Moore, temporary chairman (Vol. 10:17). Purpose is to set up agency for intensive sales, advertising & promotion effort, to develop new sources of revenue and new sales techniques, to service agencies & advertisers. New members: James H. Bone, WNEM-TV, Saginaw, Mich.; James C. Hanrahan, WEWS, Cleveland; Stanley E. Hubbard, KSTP-TV, St. Paul; Vernon A. Nolte, WHIZ-TV, Zanesville, O.; L. H. Rogers, WSAZ-TV, Huntington, W. Va.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Henry W. Slavick, WMCT, Memphis; Victor A. Sholis, WHAS-TV, Louisville.

Two applications for New York City's Ch. 31 are out of running, leaving city-owned WNYC free to get grant if it still wants channel. New WNEW owners (Vol. 10:16) have indicated they will drop uhf application, and this week WHOV-TV Inc., formed by Ralph Weil's WOV and Fortune Pope's WHOM, have stated they are pulling out because of "insurmountable" economic problems involved in starting a uhf station in N. Y.

SENATE UHF hearings were postponed this week to May 19-21, while uhf stations' "operation united front" (Vol. 10:16) gained further support from uhf operators. Second postponement, like the first (from Apr. 27 to May 4) was due to length of Army-McCarthy hearings, currently occupying most of the time of subcommittee Chairman Potter (R-Mich.). No further postponement is likely—even if McCarthy dispute drags on beyond May 19.

Two of the 3 groups preparing testimony for uhf hearings got together this week, when Leon Green of KNUZ-TV, Houston, joined UHF Industry Coordinating Committee, headed by Harold Thoms, WISE-TV, Asheville, N. C. (Vol. 10:16-17). Green had previously called meeting of uhf operators in Washington for day before the scheduled hearings.

Coordinating Committee now has some 50 station members, is shooting for at least 75 before start of hearings. This week it engaged economic consultant Melvin Goldberg, onetime exec. secy. of UHF TV Assn., to help prepare testimony—and called mass meeting of uhf operators for May 18 in Washington. UHF TV Assn. still plans to appear before subcommittee as separate entity, though most of its members have joined Coordinating Committee.

Meanwhile, the search for measures to help uhf continues. Beverly Hills (Cal.) attorney Joseph Brenner submitted 4 petitions to FCC: (1) To require networks to have one-third of their affiliates in uhf band after one year, one-half within 2-year period. (2) To authorize subscription TV, for uhf stations only. (3) To permit stereophonic sound transmission, for uhf stations only, by authorizing multiplexing of sound channels. (4) To permit uhf stations to provide music along with test patterns, slides or other unrelated video signals.

FCC this week turned down petition by uhf WITV, Ft. Lauderdale, Fla., to permit it to broadcast audio of McCarthy-Army hearings while carrying test pattern. Comr. Sterling dissented and voted for approval.

Bill to ban newspaper control of TV-radio stations in cities of 100,000 or more (S-3350) was introduced this week by Sen. Johnson (D-Colo.) and referred to communications subcommittee of Senate Commerce Committee. Measure would prohibit TV or radio station ownership by "any person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population [and by] any corporation of which any of the capital stock is owned of record or voted by a person who publishes or has a substantial interest in or exercises control" over such a newspaper. Its chances of passage are regarded as virtually nil.

Week's only TV application was for Parma-Onondaga, Mich., Ch. 10, by Booth Radio & TV Stations Inc. (John L. Booth, pres. & principal owner), grantee of Battle Creek's WBKZ-TV, which went off air last week (Vol. 10:17), and Saginaw's WSBM-TV, and owner of AM stations in Flint, Detroit & Saginaw. Booth has contracted to buy WIBM, Jackson, Mich., also applicant for Parma Ch. 10. Applications pending now total 256 (40 uhf). [For further details see *TV Addenda 18-Q* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with *Addenda to date.*]

Deadline for comments on FCC's 5-kw uhf transmitter "floor" proposal (Vol. 10:10-11, 15-17) has been extended from April 16 to May 17, on request of NARTB. Deadline for countercomments is now May 27.

H. Gifford Irion, FCC hearing examiner, is author of a novel titled *Windward of Reason*, being published by Dial Press May 20.

Television Digest

with **ELECTRONICS REPORTS**

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FEW NOW HURRYING; WEEK'S SOLE STARTER: Only 41 new stations have gone on air in the 15 weeks of 1954 to date and an even dozen have quit -- and we're now more convinced than ever that 100 for all this year is liberal estimate. In other words, only about 60 more 1954 starters; and no telling how many more giving up the ghost.

Even 60 is stretching prospects a bit, as we see them at this writing, for the simple facts are that (a) very few one-station markets of any size remain; (b) without network affiliations in view, many enterprisers are taking a second longer look; (c) uhf CP holders aren't hurrying -- indeed, more have adopted a wait-&-see policy than are building or have even ordered equipment; (d) the economics of TV, as evidenced by number still in red or quitting, simply do not conduce to low overhead and easy pickings (as in smalltime radio) or getting-rich-quick (as in earlier TV).

The 100 new stations for this year would compare with 231 last year, 17 in 1952 (after midyear lifting of freeze) and 108 pre-freeze. They would come from the 196 commercial & 24 educational CPs presently outstanding plus those the FCC grants rest of year. As of now we count only 252 applications pending, mostly in conflict and many to be dropped -- the residue of a peak of 777 in Dec. 1952. New applications are a rarity nowadays; mergers or dropouts are more commonplace.

Our own carefully kept records show that of the 220 CPs outstanding, only about 80 have reported target dates within the year. Yet only 18 are known to have equipment on hand while 45 have stated they ordered equipment. That would indicate at least 62 building or preparing to build -- but the fact is that 31 are uhf and a mere 5 of these actually have equipment on hand.

List of the CPs reporting 1954 targets will be found on p. 4.

* * * *

KGLO-TV, Mason City, Ia. (Ch. 3) was the only new starter this week, bringing total to 384 now on air -- after subtracting 3 more uhf stations (see p. 2) and taking into account merger of 2 halftime stations in Phoenix (see p. 14). KGLO-TV began testing May 5, begins programming May 15 with CBS & DuMont affiliations. It's second outlet in rich farm area, first having been KMMT, Austin, Minn. (Ch. 6), 37 mi. away, which began last July. DuMont 25-kw transmitter and 400-ft. Truscon tower are 15 mi. north of city so as to cover "Golden Triangle Area" formed with Austin & Albert Lea, Minn. Ownership (Lee Radio) interlocks with Mason City Globe-Gazette and KHQA-TV, Hannibal, Mo. Herbert R. Ohrt is exec. v.p. & gen. mgr.; Walter Rothschild, national sales mgr.; Roger Sawyer, chief engineer. Base rate is \$200. Rep is Weed.

FIRST ROUND OF TV PROCESSING ALMOST OVER: The granting of uncontested applications and scheduling of hearings has progressed so far at FCC that mere 32 applications in 9 cities remain to be set for hearing.

The trickle of grants nowadays comes almost solely from hearings that are cut short after competitors drop out, usually after merger agreements. This week's sole CP, Ch. 2 to Murray Carpenter & Associates in Bangor, Me. was achieved that way. The

same goes for initial decision for Ch. 36 to Fergum Theatres in Mansfield, O. And another CP is in the works for Ch. 5 in Hastings, Neb. to ex-Sen. Fred Seaton's Seaton Publishing Co. after the dropout of Strand Amusement Co.

Preponderance of applications pending are vhf -- 214 currently on file, compared with mere 38 uhf. Greatest interest is in the fiercely competitive vhf hearings which have been completed and await final decisions. With addition of more experienced attorneys to group preparing decisions -- Office of Opinions & Review -- Commission promises results soon. Major decisions are expected in next few weeks.

The 9 cities to be set for hearings are: Beckley & Bluefield, W.Va., Parma, Mich., San Francisco-Oakland, Boston, Orlando, Toledo, Washington, Los Angeles.

Hassle over hearing procedures, involving how much detail parties must submit in their pre-hearing "points of reliance" (Vol.10:18), was settled by FCC this week when it ruled substantially in favor of contestants and against its Broadcast Bureau, saying that matter will be left to discretion of examiners. Comr. Hennock issued separate concurring opinion stating that decision so relaxes rule that the points of reliance should be abolished altogether.

On allocations front, Commission finally assigned Ch. 21 to Huntington, Ind.; reserved Ch. 5 for education in Weston, W.Va.; substituted Ch. 53 for Ch. 23 in Fitzgerald, Ga. Little or no objection to the proposals had been filed.

15th STATION OFF AIR, 72nd CP RETURNED: You can expect quite a few more of today's 126 uhf stations to leave air next few months -- and perhaps a few more vhf. That is, unless some near-miracle occurs to alter the economic climate around many of them.

We know of a dozen or more uhf stations struggling with fateful decisions -- but we must add hastily that we know of many successful uhf operations. Latter go their way quietly, some even reluctant to tell their "success stories" to upcoming Senate committee hearings. But the limelight now seems to be on "casualties."

Atlantic City's WFPG-TV (Ch. 46), second oldest uhf station, this week became latest casualty, following close on suspension of operations of WTAC-TV, Flint, Mich. (Ch. 16) and KFAZ, Monroe, La. (Ch. 43), both of which went off air May 1.

To date, 15 stations have gone off air or announced they will go off -- 13 of them uhf, 2 vhf -- not counting those which suspended and later returned. Twelve of the 15 left air since March 1, but only 5 surrendered their CPs -- the others hoping to return if conditions become more favorable.

Total of 72 grantees have surrendered CPs since freeze -- 60 uhf, 12 vhf -- including the 5 which were on air. Latest to ask cancellation of grant is WCBI-TV, Columbus, Miss., which relinquished Ch. 28 CP to apply for Ch. 4 there.

Atlantic City station decided to give up the ghost after 17-month struggle against inroads of Philadelphia's 3 pre-freeze vhf stations in resort community 56 mi. from Quaker City. WFPG-TV began Dec. 21, 1952 with 4-network interconnection. But pres. Fred Weber says it lost 33 half-hour programs since last summer, the most crushing blow being power increases of his vhf rivals. WFPG-TV signs off May 17.

Flint's WTAC-TV had competition from Detroit's 3 vhf outlets 57 mi. away, and went off air May 1 after losing minimum of \$10,000 a month since it began operation Oct. 28, 1953, according to veteran broadcaster v.p.-gen. mgr. H. Allen Campbell.

Monroe's KFAZ also suspended May 1, gen. mgr. John Ferguson telling FCC it lost "well over \$100,000" since Aug. 11, 1953 debut. KFAZ has petitioned Commission to substitute Ch. 13 for 43 in Monroe, so it can "compete effectively" with local competitor vhf KNOE-TV (Vol. 10:16).

* * * *

Stations which have left air permanently, relinquishing CPs (in chronological order): WROV-TV, Roanoke, Va. (Ch. 27), July 18, 1953 (station's owners are now in hearing for Roanoke's Ch. 7); WBES-TV, Buffalo, N.Y. (Ch. 59), Dec. 18, 1953; KCTY, Kansas City (Ch. 25), March 1, 1953; WOSH-TV, Oshkosh, Wis. (Ch. 48), March 22, 1954; KRTV, Little Rock, Ark. (Ch. 17), March 31, 1954.

Those which suspended, but still hold CPs (in addition to the 3 reported this week): KFXD-TV, Nampa, Ida. (Ch. 6), Aug. 12, 1953 (station sold and call letters

changed to KTVI, Boise); KFOR-TV, Lincoln, Neb. (Ch. 10), March 13, 1954 (owner John Fetzer planning to switch his KOLN-TV to Ch. 10 and dispose of KOLN-TV's Ch. 12 equipment); WIFE, Dayton, O. (Ch. 22), March 13; WACH, Newport News, Va. (Ch. 33), March 26; KACY, Festus-St. Louis (Ch. 14), April 2; WKLO-TV, Louisville (Ch. 21), April 20; WBKZ-TV, Battle Creek, Mich. (Ch. 64), April 23.

DuMONT's APPROACH TO PROBLEMS OF UHF: Greatly dependent on uhf, DuMont Network is likely to make one of most vigorous presentations at Senate hearing now set for May 19-21. This week, Dr. Allen DuMont summed up for us his views on status of uhf and what should be done about it -- a preview of his Senate testimony.

"If uhf isn't taken care of," he said, "we won't have 4 networks." Basic error, he stated, was in FCC's allocation plan which intermixed vhf and uhf channels in same cities. "What could have been accomplished by allocation," he said, "must now be done by regulation. The allocation plan we submitted to FCC in 1949 would have prevented what has happened. The situation has developed just as we warned it would if vhf and uhf weren't separated. However, it's too late to try to change the allocation plan now."

What regulation can now cure the problem? "Since the answer is 90% in programs and in networks," Dr. DuMont said, "the FCC should require stations to share the networks equally." A formula should be adopted, he said, whereby no station can carry more than one network in any market with 4 or more stations; at other extreme, stations in one-station markets should be prohibited from carrying any network more than 25% of the time. Two-station and 3-station markets would be in proportion.

DuMont's proposal isn't new. During 1948-52 freeze, FCC began rule-making along those lines, supported by both ABC and DuMont, in attempt to distribute equally among the 4 networks the few stations and limited cable facilities. Opposition was too strong, however, and Commission quietly pigeonholed idea.

Casting about for means of helping uhf, FCC has again been giving thought to the idea. Among many proposals considered, Commission seems to regard this one as about half-way between the impossible (e.g., move everyone to uhf) and the insignificant (e.g., require uhf stations to use 5-kw transmitter as minimum).

"There's too much talk about technical aspects -- about receivers and transmitters," Dr. DuMont said, "but those problems are minor. Programs are the thing." He believes there are 4 basic facts of station-network economic life:

- (1) Networks are essential to all stations, whether vhf or uhf.
- (2) Number of networks is determined by number of stations per city. Top 100 markets can support 4 stations each.
- (3) Stations must have at least 100,000 population for support.
- (4) Networks must have "competitive clearances" and 5 stations of their own.

With only 2 strong networks, Dr. DuMont said, competitive situation in other businesses is also affected because CBS and NBC are sold out while ABC and DuMont can't clear sufficient stations. Thus, he stated, sponsors who climbed aboard NBC or CBS at an early date have decided advantage over competitors now seeking TV time. Dr. DuMont said that one advertiser cancelled plans to spend \$40,000 weekly on TV because of inability to get clearance on enough stations.

There's no telling what will come of proposal: It failed to get through FCC when Commission was headed by Wayne Coy and was much more inclined to regulate. On the other hand, there weren't a lot of desperate uhf stations then.

MICROWAVE CP SPARKS COMMUNITY ANTENNAS: Accelerated expansion of community antenna systems was foreshadowed by FCC's action this week in granting specialized microwave to J.E. Belknap & Associates, Poplar Bluff, Mo., to feed TV station signals from Memphis to community systems to be built in Poplar Bluff and Kennett, Mo.

Situation became complicated immediately in Memphis case when city's 2 stations served notice that they wouldn't consent to use of their signals by community systems. In other places, however, where stations regard systems as tools for extending their service areas, Commission's action opens new towns to community sys-

tems -- because microwave can supply adequate signal from long distances, whereas out-of-the-air pickups had been too weak to be useful.

Community operators say they're little concerned with stations' objections. Ever since Belknap first filed with Commission 2 years ago, many have marked time waiting for FCC action, and National Community TV Assn. pushed vigorously for approval. It's expected that applications similar to Belknap's will begin to flow in from now on. At least half dozen are in preparation.

Two systems are now fed by Bell System microwave -- in Casper, Wyo. and Reno, Nev. (Vol.10:3) -- but Belknap's is first to be granted to anyone but Bell. Initially, Belknap proposes to feed one channel, via 2-hop microwave using regular common carrier frequencies in 6000-mc band. Later, it's expected Belknap can get more frequencies to supply more channels simultaneously.

Belknap told FCC its tentative rates are \$2500 per community system per month. It estimates cost of microwave, plus working capital, at \$143,000.

Whether or not Memphis stations can stop Belknap microwave, when built, from serving community systems, is in the laps of the courts -- if stations choose to take it there. Presumably, objections will be made to FCC first. WMCT counsel Paul Segal stated: "Stations can't allow that kind of pirating of programs."

Position taken by Memphis stations is that they have no authority to grant anyone else right to distribute and charge for their programs. Whole matter gets into the never-never land of property rights, union contracts, talent arrangements, etc. -- and there are no clear-cut court rulings as yet.

FCC said that approval would hurt no one, in making the grant, and that no other common carrier had objected to it. It warned against fly-by-nights entering the business, however, by stating:

"The Commission is concerned about the expenditures of the individual members of the public who may purchase TV sets in reliance upon an expectation of continuity of the contemplated service. We deem it our duty to see that these users are assured of such continuity of service for a reasonable period of time sufficient, at least, to guard against an early obsolescence of their sets."

Commission was also cautious about whole question of its authority over systems, noting: "The Commission is not making any express or implied decision as to the existence or extent of any jurisdiction it may have with respect to the installation and operation of any [community TV] systems." FCC approval was unanimous.

MORE CPS for new TV stations will inevitably be granted by FCC—but, as of now, only 78 of the 220 CPs outstanding having reported in response to questionnaires that they expect to go on the air sometime during 1954. Yet a checkup with equipment makers shows only 18 of these have transmitter equipment already on hand and only 45 others have reported they have actually placed orders for equipment. Hence our conclusion that

not more than 60 will reach the air during the remainder of the year (see p. 1)—though it's possible this number might increase through more grants to enterprisers really eager to get going, and perhaps a few "sleepers" among the non-reporting grantees. These CP holders have thus far reported 1954 target dates; as usual, we caution you to discount dates given by a month or more and realize that in some cases the stations probably won't ever be built:

- WMSL-TV, Decatur, Ala. (Ch. 23). June*
- WSFA-TV, Montgomery, Ala. (Ch. 12). Oct.*
- WSLA, Selma, Ala. (Ch. 8). Nov.-Dec.*
- KHOF, Stockton, Cal. (Ch. 13). July*
- KFXJ-TV, Grand Junction, Colo. (Ch. 5). May*
- WGTH-TV, Hartford, Conn. (Ch. 18). Spring*
- WNLC-TV, New London, Conn. (Ch. 26). Fall*
- WOBS-TV, Jacksonville, Fla. (Ch. 30). Fall*
- WMIE-TV, Miami, Fla. (Ch. 27). Oct.-Nov.*
- WDBO-TV, Orlando, Fla. (Ch. 6). May*
- WJNO-TV, West Palm Beach, Fla. (Ch. 5). June*
- WQXI-TV, Atlanta, Ga. (Ch. 36). Fall*
- KIFT, Idaho Falls, Ida. (Ch. 8). Fall*
- KISJ, Pocatello, Ida. (Ch. 6). By summer
- KWIK-TV, Pocatello, Ida. (Ch. 10). Sept.*
- KLIX-TV, Twin Falls, Ida. (Ch. 11). Aug.*
- WTTW, Chicago, Ill. (Ch. 11). Oct.*
- WISH-TV, Indianapolis, Ind. (Ch. 8). July*
- WTHI-TV, Terre Haute, Ind. (Ch. 10). June*
- WINT, Waterloo, Ind. (Ch. 15). June*
- KAKE-TV, Wichita, Kan. (Ch. 10). July*
- WNOP-TV, Newport, Ky. (Ch. 74, Cincinnati). Fall
- KALB-TV, Alexandria, La. (Ch. 5). Aug.-Sept.*
- WERZ, Baton Rouge, La. (Ch. 2). Sept.*
- KPLC-TV, Lake Charles, La. (Ch. 7). July*

- WCKG, New Orleans, La. (Ch. 26). Fall
- WCNO-TV, New Orleans, La. (Ch. 32). June*
- WMTW, Poland-Lewiston, Me. (Ch. 8). July*
- WITB-TV, Baltimore, Md. (Ch. 72). Summer*
- WTFL, Baltimore, Md. (Ch. 18). Summer*
- WTBO-TV, Cumberland, Md. (Ch. 17). Summer*
- WBOC-TV, Salisbury, Md. (Ch. 16). May*
- WGBH-TV, Boston, Mass. (Ch. 2). Oct.*†
- WHEF-TV, Brockton, Mass. (Ch. 62). Fall
- WTEV-TV, New Bedford, Mass. (Ch. 28). June-Aug.*
- WBEC-TV, Pittsfield, Mass. (Ch. 64). Summer*
- WAAB-TV, Worcester, Mass. (Ch. 20). Sept.*
- WBCK-TV, Battle Creek, Mich. (Ch. 58). Summer*
- WAGE-TV, Marquette, Mich. (Ch. 6). Oct.
- WSBM-TV, Saginaw, Mich. (Ch. 51). Winter*
- WPBN-TV, Traverse City, Mich. (Ch. 7). May
- KFVS-TV, Cape Girardeau, Mo. (Ch. 12). Aug.
- KSWM-TV, Joplin, Mo. (Ch. 12). Aug.*
- KETC, St. Louis, Mo. (Ch. 9). June*†
- KDRO-TV, Sedalla, Mo. (Ch. 6). Summer*
- KGVO-TV, Missoula, Mont. (Ch. 13). June.
- WBLD, Bloomingdale-Lake Placid, N. Y. (Ch. 5). Summer
- WGRB, Buffalo, N. Y. (Ch. 2). June*
- WCNY-TV, Carthage, N. Y. (Ch. 7). Summer*
- WHCU-TV, Ithaca, N. Y. (Ch. 20). Fall
- WFRB, Utica, N. Y. (Ch. 19). July

- WLOS-TV, Asheville, N. C. (Ch. 13). Aug.*
- WUNC-TV, Chapel Hill, N. C. (Ch. 4). Sept.*
- WTIK-TV, Durham, N. C. (Ch. 11). Sept.*
- WNSC-TV, Gastonia, N. C. (Ch. 48). Summer
- WCOG-TV, Greensboro, N. C. (Ch. 57). Dec.*
- WTHI, Wilmington, N. C. (Ch. 3). Aug.*
- KXJB-TV, Valley City, N. D. (Ch. 4). July*
- WCET, Cincinnati, O. (Ch. 48). June**
- WHK-TV, Cleveland, O. (Ch. 19). Summer
- WIMA-TV, Lima, O. (Ch. 35). Summer*
- KGEO-TV, Enid, Okla. (Ch. 5). June*
- KTVX, Muskogee, Okla. (Ch. 8). Summer*
- WFMZ-TV, Allentown, Pa. (Ch. 67). By summer*
- WCMB-TV, Harrisburg, Pa. (Ch. 27). July*
- WBTW, Florence, S. C. (Ch. 8). Sept.*
- WDXI-TV, Jackson, Tenn. (Ch. 9). July*
- WLAC-TV, Nashville, Tenn. (Ch. 5). June*
- KVDO, Corpus Christi, Tex. (Ch. 22). May*
- KLIF-TV, Dallas, Tex. (Ch. 29). Aug.*
- KELP-TV, El Paso, Tex. (Ch. 13). June*
- KLTV, Tyler, Tex. (Ch. 7). Aug.*
- KUTV, Salt Lake City, Utah (Ch. 2). Aug.*
- WMVT, Montpelier, Vt. (Ch. 3). Summer*
- KUOW-TV, Seattle, Wash. (Ch. 9). Sept.*
- WCBS-TV, Charleston, W. Va. (Ch. 8). July*
- WKBT, LaCrosse, Wis. (Ch. 8). June*
- WMBV-TV, Marinette, Wis. (Ch. 11). July-Sept.*
- KFIF, Fairbanks, Alaska (Ch. 2). Spring*

* Equipment reported on hand or ordered. † Educational station.

Telecasting Notes: That profound student of affairs and formulator of public opinion, Walter Winchell, in his newspaper column this week quotes "west coasters" who were "robbed" of the "live" versions of the Army-McCarthy hearings as making these keenly apperceptive observations: "One major network which dropped the show after 2 days (except in editing highspot films) is headed by a General!" "Another major network is headed by a Colonel" . . . But, says Winchell on his own: "ABC, which carries the live drama farce on its basic network to Omaha, has no landlords with high Army or Navy stripes. The main reason the Coast was dropped by ABC: 'Not enough folks get up at 7:30 a.m. to hear or see the thing. And the cost to Los Angeles (ABC alone) was \$8000 daily, just for the cable over the mountains. This does not include cost of crews, etc.'" . . . For more on Army-McCarthy telecasts, see below . . . Reasons stated by NBC Chairman Sarnoff in refusing to accept oilman H. L. Hunt-underwritten Facts Forum: "The NBC has consistently maintained the policy of retaining supervision and responsibility for the production of all programs of news, news analysis and commentary broadcasts over its facilities" . . . "Lack of vision, not television" was blamed for declining business in nation's taverns by Continental Distilling Corp. v.p. R. Robert Smith, addressing recent convention of National Licensed Beverage Assn. He assailed tendency to blame troubles on TV, and National Distillers Corp. v.p. B. C. Ohlandt suggested: "You can't ignore [TV] but you can fight it [by offering] your customers a counter-attraction to win their patronage back" just as the movie industry is trying to combat inroads of TV with new techniques . . . But bar owner in Philadelphia is quoted in *Wall Street Journal* May 5: "TV hurts us; it takes people's minds off their drinking." He was contrasted with Dallas barman who said "we're selling more beer" as result of noonday crowds coming to watch Army-McCarthy hearings . . . Nielsen reports TV viewing up to 5 hours, 46 minutes daily in U. S. homes in Sept.-Jan. survey period. Radio listening in TV homes: 1 hour, 46 minutes daily . . . More surveys: National Nielsen ratings rank CBS-TV's *I Love Lucy* No. 1, NBC-TV *Dragnet* No. 2 for 2 weeks ending April 10, reaching 16,304,000 & 15,321,000 homes, respectively. But American Research Bureau's April report rates *Dragnet* at top, *Lucy* second . . . New WHO-TV, Des Moines, which began operating April 15 claims (with probable justification) that it's first station ever to operate on 18-hour-a-day schedule from very start . . . WMT-TV, Cedar Rapids, raises base hour from \$300 to \$400, min. from \$60 to \$80.

Maybe McCarthy-Army hearings aren't "another Ke-fauver"—maybe the endless wrangling and quibbling is quite dull compared to the grilling of Greasy Thumb Guzik and Frank Costello—but nevertheless a substantial portion of public is watching intently, and audience seems to be growing. After sagging last week, Trendex ratings for the live hearings (on ABC-TV & DuMont) rose to 10.4 in New York for Tues. & Wed. sessions, with city's daytime TV audience more than 50% bigger than normal. In Washington, where WMAL-TV reinstated live coverage after dropping it temporarily last week, Tue. afternoon session got Trendex rating of 17.9, Wed. morning 11.9. Because only ABC & DuMont are carrying live hearings (east of Omaha only), they're exclusively on uhf stations in some cities, and trade reports indicate conversions are getting healthy boost. Meanwhile, as all other steps to speed up hearings failed, Senate committee members this week explored possibility of curtailing TV coverage. Most of them agreed this would cut out much of the speech-making and politicking, but none would go on record as favoring restrictions on live TV.

Personal Notes: Richard W. Miller appointed asst. v.p., AT&T Long Lines Dept., handling revenues and regulatory matters . . . John W. Davis, mgr. of Chicago office of Blair-TV Inc., elected v.p. . . . Albert G. Hartigan, from *Ted Steele Show*, appointed asst. program mgr., WPIX, N. Y. . . . Don L. Chapin, ex-WLW & WKRC-TV, Cincinnati, appointed director of national sales of Tri-State Network comprising WKRC-TV; WHIO-TV, Dayton; WTVN, Columbus—with headquarters in N. Y. . . . Joe Fisher, ex-ABC Chicago & Free & Peters, on May 17 joins upcoming KHOF, Stockton, Cal. (Ch. 13), as sales mgr.; station is due on air in July, is controlled by H. Leslie Hoffman, the TV-radio manufacturer, has A. E. Joscelyn as operations mgr. . . . Howard W. Maschmeier, ex-gen. mgr. of WPTR, Albany, named exec. asst. to Roger W. Clipp, gen. mgr., WFIL-TV & WFIL, Philadelphia . . . Bert Hauser, Mutual v.p. in charge of cooperative program dept., also heads new development div. for exploring new fields of subsidiary rights & activities of TV-radio properties . . . Don Rosenquest, ex-CBS-TV Hollywood, named operations & traffic mgr., KNXT, Los Angeles, replacing George Faust . . . Harry B. Shaw, sales mgr. of WSJS-TV, Winston-Salem, elected chairman of management board for TV-radio and associated Gordon Gray newspapers . . . Robert Rierson promoted from radio WBT to program-production director of upcoming WBTW, Florence, S. C. (Ch. 8) . . . J. Elroy McCaw elected pres., Washington State Broadcasters Assn. . . . Charles M. Kebbe, ex-NBC, appointed TV-radio casting director, Ted Bates & Co. . . . Jerry Lee resigns as commercial mgr. of KBTW, Denver, to join KABC-TV, Los Angeles . . . Norman Mathews, TV-radio commercial production mgr. of Dancer-Fitzgerald-Sample Inc., named v.p.

Edward Lamb intensified fight against allegations that he falsely denied alleged past pro-communist affiliations (Vol. 10:13,15) by taking ads in newspapers and magazines, offering \$10,000 to anyone—"whether stooges or unscrupulous competitors, persons on or off a government payroll"—who can prove he made any such false statements. At stake are his licenses for TV station WICU, Erie, and several AM stations. FCC had sent Lamb letter informing him license renewal couldn't be made because of the allegations and that hearing appeared necessary. Lamb answered with detailed denial, now waits for Commission to schedule hearing or drop case. Ad reads, in part: "We all realize that in these troubled days, there is abroad in our beloved land a growing list of persons who may be induced to bear false witness against their neighbors. These character assassins, informers, professional witnesses, purveyors of evil, all seem to function best when financial rewards are dangled before them." Lamb's counsel and exec. v.p., former Attorney General J. Howard McGrath, issued statement suggesting that "legal action" may be started against "certain persons on the FCC" if it refuses to identify the "anonymous accusers" or to give Lamb public hearing. At FCC, there's perceptible reluctance to talk about case or indicate when hearing may be held; it's understood proceeding has been sparked by Comr. Doerfer.

Emblem for 30 years service with FCC and its predecessors will be awarded Comr. George Sterling at presentation May 10 by chairman Hyde. Three staff members will also get 30-year pins (James A. Pearson, Kenneth G. Clark, Anna L. Poloske) while 41 will receive 10-year pins.

Wm. D. L. Starbuck, 68, who served on old Federal Radio Commission from 1929-34, died at his home in New York May 2. He had been practicing patent law since he failed of reappointment when President Roosevelt set up FCC in 1934.

Network Accounts: Impressive commercial start for NBC-TV's women's-angle *Home* series (Mon.-thru-Fri. 11 a.m.-noon) is reflected in network's tally of \$2,112,000 gross time sales chalked up in 2 months program has been on air. Average gross for *Home* commercial is \$6250 (\$2450 for program-production, \$3800 for time). Latest *Home* sponsor is H. J. Heinz Co., which ordered 78 partic. at rate of 3 a week, beginning in Sept., representing \$500,000 volume . . . Hazel Bishop Co. buys first NBC-TV color "spectacular" Sept. 12, Sun. 7:30-9 p.m., thru Raymond Spector Co. . . American Chicle Co. buys 20 min. of new *Sid Caesar Show* on NBC-TV in fall, Mon. 8-9 p.m., thru Dancer-Fitzgerald-Sample . . . Scott Paper Co., for 3rd straight season, to be one of sponsors of *Omnibus* on CBS-TV starting Oct. 17, Sun. 5-6:30 p.m., thru J. Walter Thompson . . . Van Camp Sea Food Co. (White Star tuna) to be alt. sponsor (with Swanson's frozen foods) of *Name's the Same* on ABC-TV starting June 1, Tue. 10:30-11 p.m., thru Brisacher, Wheeler & Staff, San Francisco . . . Procter & Gamble buys two 15-min. serials on NBC-TV starting July 5, 3:15-3:30 & 3:45-4 p.m. on alt.-day basis; also continues to sponsor *Three Steps to Heaven* on NBC-TV 10:45-11 a.m., thru Benton & Bowles . . . Simoniz Co. buys Tue. 2:15-2:30 p.m. portion of *Garry Moore Show* on CBS-TV starting June 1, will sponsor Fri. 10-10:15 a.m. portion starting July 6, when show moves to Mon.-thru-Thu. 10-10:30 & Fri. 10-11:30 a.m., thru Tatham-Laird Inc. . . Pall Mall drops alt. sponsorship (with Sherwin-Williams Paint Co.) of *Ray Bolger Show* on ABC-TV, will be alt. sponsor (with Dodge) of *Danny Thomas Show* on ABC-TV starting July 18, Sun. 6:30-7 p.m., thru BBDO . . . Army drops *Stars on Parade* on 67 DuMont stations & *Talent Parade* on 119 ABC-TV outlets after House reduced its recruiting appropriation by \$200,000; though time was donated by stations, Army had paid estimated \$340,000 production costs . . . Gillette to sponsor Preakness Sat. May 22, 5:30-6 p.m., and Wood Memorial from Belmont Park Sat. June 12, 4:30-5 p.m., on CBS-TV, thru Maxon.

FCC Comr. Robert E. Lee, speaking to Industrial Communications Assn. Conference in Washington May 5, gave his philosophy of regulation: "Once the determination of the radio licensee has been made, I believe that govt. interference must be kept to the utter minimum and the true economic forces be permitted to solve the day-by-day problems that arise. In my concept of free enterprise I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation. In my experience with the appropriations committees of Congress I was frustrated from time to time when the proponents of free enterprise, balanced budgets and low taxes would importune Congress to make an exception for something they were personally interested in. We used to refer to this as 'economy in Govt. at the expense of the other fellow.'"

Six more major station executives have joined organization committee for projected new Television Advertising Bureau (Vol. 10:17-18), which plans first meeting in Chicago's Palmer House May 14 with newly selected legal counsel, Neville Miller, onetime NAB president. New members, bringing total to 30: Chris Witting, Westinghouse stations; Don Davis, WHB-TV, Kansas City; Charles Crutchfield, WBTV, Charlotte; Jack Harris, KPRC-TV, Houston; Edwin K. Wheeler, WWJ-TV, Detroit; Joe Higgins, WTHI-TV, Terre Haute (due on air in June). Final organization is expected to be set up at meeting during NARTB convention in Chicago, May 23-27.

Jack R. Poppele, TV consultant & ex-engineering v.p. of WOR-TV & WOR, appointed to \$14,800 job as Voice of America director, headquartering temporarily in N. Y.; he takes office May 10.

Station Accounts: Do-it-yourself craze has real local program possibilities, if artisans or hobbyists can be enlisted to do their stuff. Cleveland's WNBK already has local lumber company and savings & loan bank sponsoring new *Walt's Workshop*, Thu. 7-7:30 p.m., conducted by vocational instructor Walter Durbahn . . . Toy Guidance Council, whose 79 major toy-maker members have set up \$1,300,000 public relations program, including TV show on 40 stations from Sept. to Xmas, to be backed up by additional \$10,000,000 worth of advertising by manufacturers, wholesalers & retailers; Council's agency is Friend-Reiss-McGlone, N. Y. . . Emerson Radio, plugging "install-it-yourself" theme, will use TV-radio spots in national drive for its new air conditioners, thru Grey Adv. . . American Bakers Assn. has had *Keep Your Balance* filmed by Kling Studios, Chicago, as first of series . . . Among other advertisers reported using or preparing to use TV: Turner Hall Corp., New York (Admiracion shampoo), thru Kieswetter, Baker, Hagedorn & Smith, N. Y.; Chester H. Roth Co., New York (Esquire Expando socks), thru Ross Roy, N. Y.; Cities Service Co., New York (gas & oil), thru Ellington & Co., N. Y.; Williamson-Dickie Mfg. Co., Ft. Worth (Dickie work clothes), thru Evans & Associates Adv., Ft. Worth; Solarine Co., Baltimore (floor wax & polishes), thru Courtland D. Ferguson, Baltimore; Potato Advisory Board, Bakersfield, Cal. (California white summer potatoes), thru McCarty Co., Los Angeles; Roselux Chemical Co., Brooklyn (Rose-X bleach), thru Lawrence C. Gumbinner Adv., N. Y.; Grimshaw Nurseries, Hayward, Cal. (mail order nursery), thru Ad Fried Adv. Agency, Oakland, Cal.; Douglas Labs Inc., Miami (Copperstone sun tan oil), thru Flakenhainer Adv. Agency, Beverly Hills, Cal.; Wolco Products Inc., Hartford, Conn. (Hi-Shine wax shoe polish), thru Hicks & Greist, N. Y.; Yardley of London Inc., N. Y. (perfume & cosmetics), thru N. W. Ayer, N. Y.; Taylor-Reed Corp., Glenbrook, Conn. (Spandy disinfectant), thru Lewin, Williams & Saylor, N. Y.; B. Cantor, Philadelphia (personalized license tags for bicycles & toys), thru Solis S. Cantor Adv. Agency, Philadelphia; Good Grooming Products Co., Detroit (Wisp stick hair dressing), thru Lawrence C. Gumbinner Adv., N. Y.; Diced Cream Co. of America, Los Angeles (licensors of package ice cream), thru Factor-Breyer, L. A.; Bev-Rich Products Inc., Philadelphia (beverages), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Frozen Food Factors Inc., Atlanta (Thrif-T-Pak & Sweet Frost frozen foods), thru Thompson-Frankel Adv., Atlanta; Harco Pharmaceutical Co., Newark (Leopard spot remover), thru BBDO, N. Y.; Oswego Soy Products Corp., Oswego, N. Y. (Fenalon plant food), thru Wagar Assoc., Oswego.

Gannett Newspapers purchased J. P. McKinney & Son Inc., newspaper representatives, effective April 22—but that does not in any way affect Everett-McKinney Inc., the TV-radio rep, whose president is Max M. Everett. TV-radio firm is offshoot of J. P. McKinney & Son, but became independent in 1949. It was half owned by Ray McKinney; after his death a year ago, Mr. Everett purchased his stock to become 100% owner. The Everett-McKinney list comprises 28 radio stations, 10 TV stations and 2 CP holders for TV, including all Gannett outlets. Powell Ensign is exec. v.p.

Standard Oil of Indiana, heavily in TV-radio spots, moves its account from McCann-Erickson to D'Arcy Adv. end of Oct. in switch involving estimated \$5,000,000 in annual billings. It ends Esso's 25-year association with McCann-Erickson.

Documentary film summary (16mm, 45-min.) of Murrow-McCarthy controversy has been released by Freedom House for rental through Association Films, 347 Madison Ave., N. Y.

ALL TRANSMITTER makers will have exhibits at NARTB convention in Chicago's Palmer House, May 23-27. None reported any shipments or orders this week, some saying they were too busy with preparations for convention. Transmitter manufacturers exhibiting in Chicago: Continental Electronics (whose transmitters are marketed by General Precision Laboratory), DuMont, Federal, Gates, GE, RCA, Standard Electronics, Willys Motors (new electronics div.).

Other equipment manufacturers and distributors exhibiting at convention: Adler Communications, Alford Mfg. Co., Allied Radio, Altec Lansing, Ampex, Andrew Corp., Berlant Assoc., Blaw-Knox, Caterpillar, Century Lighting, Collins, Conrac, Dage, Electro-Voice, Elgin Metalformers, General Communications, Gray, Houston-Fearless, Hughey & Phillips, Ideco, IBM, Kay-Lab, Kliegl, Universal Stage Lighting, Machlett Labs, Musicolor, Phelps Dodge, Philco, Prodelin, Raytheon, Rust Industrial, Paul Schafer, Telechrome, Teleprompter, TV Specialty, Tel-Instrument, Tower Construction Co., Graybar.

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

KETC, St. Louis (Ch. 9, educational) has its 5-kw RCA transmitter on hand, but still has only tentative June target, reports gen. mgr. Richard J. Goggin. Ideco tower has been dismantled and moved to new site between St. Louis U High and Oakland Stadium, where foundation work begins soon. With completion of tower & antenna installation expected about mid-June, specific target won't be announced until "we are very certain there will be no substantial delay." Victor Duncan will be film supervisor; Vincent Park, producer-director; Wesley Eckhart, stage mgr.

WTLC, Champaign-Urbana, Ill. (Ch. 12, educational), first planning late 1954 start, hasn't ordered antenna yet, now hasn't a target date, reports director Frank E. Schooley. The 5-kw transmitter donated by GE (Vol. 10:17) has arrived and will be temporarily installed atop Memorial Stadium in Champaign. The Blaw-Knox FM tower purchased last year from WTMJ, Milwaukee, will not be used until permanent transmitter site is chosen.

Nashville's WLAC-TV (Ch. 5), last reported due in June but probably delayed, will be 50% owned by Casualty Insurance Co. of Tennessee, 25% by Tom Baker Jr. and 25% by Alvin Beaman as result of \$312,000 sale by latter 2 of their radio WKDA, Nashville (250-watts on 1240 kc) completed last week by Blackburn-Hamilton. This enables them to exercise option on half of WLAC-TV under consolidated application granted by FCC last Aug. They will not, however, own any of radio WLAC. They sold WKDA to John Kluge group, who also own stations in St. Louis, Orlando, Fla. & Silver Spring, Md. WLAC-TV has had transmitter since last Feb., expects to have Ideco tower ready by May 15. Baker and Beaman, with Roy V. Whisnand, recently also sold their WCOP, Boston (5-kw on 1150 kc) to financier John Fox, publisher of *Boston Post* (Vol. 10:13).

Hearing between CBS and Zenith for Chicago's Ch. 2 opened officially with conference May 7 before examiner Herbert Sharfman. June 4 was set for exchange of points of reliance, June 7 for continuation of hearing conference. Gerald Hadlock participated in conference for FCC Broadcast Bureau; Leon Brooks, for CBS; Robert Seaks, of Wheeler & Wheeler, for Zenith.

GE is now selling 12-kw uhf klystron power tubes, at \$10,000 list. The telecasting tubes formerly were available only on a rental basis. Stations now may either lease them or buy them outright—as initial equipment or for replacement. Six types cover uhf band.

WQXL-TV, Louisville (Ch. 41), will be delayed from expected start this spring, reports owner Robert W. Roundsville, who states he's now building WQXI-TV, Atlanta (Ch. 36). He also holds CP for WQXN-TV, Cincinnati (Ch. 54). Earlier in year, he ordered 3 complete uhf station packages, with Continental 1-kw transmitters, from GPL (Vol. 10:7) but deliveries have not been reported. Targets then announced were early summer for Cincinnati, October for Atlanta. Forjoe is to be rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not reported.

WSBM-TV, Saginaw, Mich. (Ch. 51), now has "winter of 1954" as tentative target, reports pres. John L. Booth, operator of radio stations WJLB, Detroit, and WBBC, Flint. His WBKZ-TV, Battle Creek (Ch. 64), went dark last April 23, but hopes to resume on June 1 after increasing power and height (Vol. 10:17). WSBM-TV rep will be Pearson.

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CBWT, Winnipeg, Man. (Ch. 4), with 10-kw RCA transmitter on hand, plans tests during latter May, programming as non-interconnected affiliate on May 31, reports regional information representative J. S. Bricken-den. Dominion Bridge built 240-ft. tower, now is installing RCA 6-bay superturnstile antenna. CBWT will be CBC's fifth on air, first outlet for projected Prairie Region network which later will include privately-owned stations in Regina, Saskatoon, Calgary, Edmonton. Base hour rate will be \$200.

CKWS-TV, Kingston, Ont. (Ch. 11), plans early fall start, has 10-kw transmitter and other RCA equipment ordered for July delivery, according to J. M. Davidson, asst. to pres. of Northern Bcstg. Co. Ltd. Transmitter in Bath, 12 mi. west of Kingston studios, will connect via microwave. Its 400-ft. RCA tower will be topped with 12-slot Wavestack antenna. Northern Bcstg. operates radio CKWS, also will operate TV for owner Brookland Co. Ltd., also owners of CHEX, Peterborough, Ont., which got green light for TV on April 5 from CBC. Brookland is 51% owned by Senator W. Rupert Davies (*Kingston Whig-Standard*), 49% by Roy Thomson, chain newspaper publisher. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

Of 9 civilian aircraft crashes with TV-radio towers in last 4 years, only 2 involved towers over 500-ft. tall. CAB made this report May 7 at first working meeting of ad hoc study group on marking & lighting of high towers, appointed by Air Coordinating Committee's subcommittee on airdromes, air routes & ground aids (AGA). Meeting with group, in addition to governmental representatives, were NARTB engineering mgr. A. Prose Walker & attorney Robert Church, and Robert Kennedy for Assn. of Federal Communications Consulting Engineers, as well as representatives of aviation trade groups. Group also heard report from National Bureau of Standards indicating virtual impossibility of marking high towers in daylight to give adequate warning to pilots under adverse weather conditions. They meet again May 20 or 21 to continue initial phase of engineering study—whether present lighting and marking standards are adequate.

North Dakota will get live network service next fall when AT&T completes new microwave route from Minneapolis to Fargo. Long Lines Dept. filed application with FCC this week to construct the 227-mi. route. Meanwhile, AT&T added to its list of interconnected stations this week by hooking up WRBL-TV & WDAK-TV, Columbus, Ga.; WTTV, Bloomington, Ind. (replacing private link); KNUZ-TV, Houston. Scheduled for interconnection next week end are WBTM-TV, Danville, Va.; KGLO-TV, Mason City, Ia.; WDBO-TV, Orlando, Fla.; WGAN-TV, Portland, Me.; WKNY-TV, Kingston, N. Y.

LABOR AND PRICE ENIGMAS WORRY TRADE: Pressure from labor, even while public has become accustomed to lower prices for TV-radio receivers, have trade leaders full of worries as they prepare for fall-winter market clouded with uncertainties. While some, like RCA's Gen. Sarnoff, continue to pound away at theme that this is merely a transition period before color gives trade "surest promise for prosperity," hard-headed merchandisers are concerned about immediate problems -- not the least being how to keep black-&-white set sales up, while earning reasonable profit thereon.

Intensely price conscious, the industry continued to feel its way cautiously toward hazy horizons this week -- studying market reports closer than ever before, scrutinizing all information about competitors' plans, watching what Philco pres. Wm. Balderston called an "unjustified" strike at his 10 TV-radio-electronics plants (see p. 11) and its possible impact on themselves. Spokesman for one company (not Philco) epitomized thinking of many manufacturers with this observation:

"The public is demanding lower prices but the pressures in the industry are for wage increases, and this is not a high-gross business we're in. We've already scratched the bottom on our prices and with labor demanding 5-8¢ more an hour, it would be like squeezing blood out of a turnip."

* * * *

Seasonal trade slump has begun to set in, though first reports indicate it won't be as bad as last year, due largely to planned production & lower inventories. On basis of preliminary reports, RETMA spokesman says April factory sales were less than the 560,000 sold in March but more than the 410,000 sold in April 1953. Likewise, distributor sales in April were less than the 580,000 in March but more than the 390,000 in April 1953. End-of-April TV inventories at all levels were about 1,600,000, compared to about 1,900,000 at end of April 1953 -- regarded as "quite healthy" by some and "too low" by a few others.

Retail sales for first 3 months (13 weeks) totaled 1,780,795, or almost identical to 1,780,899 in first quarter of 1953, though production in first quarter this year was only 1,447,110 compared to 2,705,000 in first quarter of 1953.

Chief virtue of first quarter was clearance of inventories, even though the profit in many cases didn't come up to expectations. Motorola's Paul Galvin stated whole industry's end-of-quarter position quite well in May 3 letter to stockholders:

"We were very cautious going into the first of the year on production of TV receivers because of the inventory position of the industry and not knowing the specific effect of the color TV situation on black-&-white. Consequently, our sales of TV receivers were considerably less than the first quarter of last year. Quite a number of the other manufacturers did the same thing to the end that there were about 400,000 more sets sold at the retail level than were made at manufacturer's level.

"Apparently, the public is becoming more familiar with the actual situation relative to color TV receivers going to be very small in quantity, small in picture size and high in price and have, consequently, gone on to enjoy more black-&-white TV. At the same time, we have reduced our projection of color TV production for 1954. Apparently, until a satisfactory large color TV picture tube is made available at a reasonable price, production of color TV sets will be very limited."

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Only thing definite about price policies thus far seems to be their utter indefiniteness. If they have definite plans, all companies are keeping them closely guarded. Nearly all would like to raise prices, especially those who blame lower profit margins for first-quarter earnings decline. But dare they risk upping prices now? That question underscores all present uncertainty in the trade. And being uncertain themselves, manufacturers are exercising great caution in their comments.

Note of caution was manifest in all replies to our queries to manufacturers,

large and small -- though an RCA spokesman forecast "a darn good second half" for that company. He based this on low inventories and what he called a "minimum of confusion now about color" in view of fact consumer curiosity is being satisfied by the color sets now being shown on dealer floors.

RCA plans to show full line to field reps at Atlantic City meeting June 7. No public statement could be extracted as to what models line will contain or at what price. But it won't be surprising to see RCA back with 17-in. and some 24-in. models and with a diversified line that includes plenty of furniture choices.

Admiral spokesman also foresees price rises, but emphasizes that its plans won't be finalized until just before mid-June distributors convention in Chicago. He said Admiral's line probably would contain 17, 21, 24 & 27-in. models.

Philco officials couldn't be reached for comment due to strike. Tight-lipped even when in full production, Philco is even more of an enigma now -- but last word was that it planned to introduce several new models before its June convention.

Motorola has a tentative 2-point price program. It wants to keep its 17-in. price leaders "competitive" -- i.e., around \$170 -- while raising lists on step-up models offering greater profit margins. But sales v.p. Ed Taylor says this program "can be upset by the prices and discounts of our competitors." Motorola plans to resume output of 24-in. on limited scale, will show them at marts.

Emerson's Ben Abrams, who has heretofore put great stock in low-priced 17-in. models (with leader selling for \$150), tells us he's considering raising prices down the line in new models to be introduced in month or so. And he's also studying the possibility of dropping or sharply reducing production of 17-in. models, which he says "don't amount to a great percentage of our business any more." Like others, he stresses fact he's playing it by ear and plans could change from day to day.

DuMont plans some lower-priced receivers in new line. W.H. Kelley, marketing v.p., says new models "won't be lowest in industry by any means but they'll be a little more competitive." After all, we're about \$60 higher than our competitors on many models." He emphasized wood quality won't be sacrificed in cheaper sets.

GE's Dr. W.R.G. Baker said he looked for price line to hold firm, with strong possibility prices will be raised before year is out. And H.L. Hoffman, pres. of Hoffman Radio, said demand for "quality" models has held up nicely, but that low-end offerings like Crosley's have started to cut in. He didn't indicate his future plans, merely said: "It's as you stated it last week -- a market without pattern."

Crosley is reported to be bringing out 21-in. version of "Super V" in June, price unknown. Crosley spokesman says only that "no full line" is planned, hinted that conventional models will be shown. He said plans for 21-in "Super V" were only temporarily shelved in March, added that market for 17-in. is still very good and is still requiring double shifts at plant. However, cutback in production is planned toward end of May, for reasons unexplained. It's no secret that the 17-in. "Super V," selling for \$140-\$160 (Vol.10:13) had some set makers quite uneasy for a time.

Zenith will introduce line in latter July, meanwhile has simply informed its distributors it won't compete with very lowest prices in industry.

* * * * *

TV production totaled 120,687 week ended April 30, compared to 109,619 units preceeding week and 108,752 week ended April 16. It was year's 17th week and brought production for year to date to about 1,910,000, compared to about 2,840,000 in same period of 1953. April output was about 460,000 vs. 567,878 in April 1953. Output of radios, excluding auto radios, totaled 86,461 week ended April 30. RETMA said auto radio data was incomplete, will be reported next week.

Fast-growing Canadian TV market should find 1,040,000 homes with sets by end of 1954, representing 25% of total wired homes in Dominion and 32% of wired homes in areas where TV reception will be available. So predicted John D. Campbell, Canadian Westinghouse consumer products v.p., in address this week to Assn. of Canadian Advertisers in Toronto. He said stations due to go on air this year will open up potential market of 762,000 addi-

tional wired homes in which "satisfactory" signal is received and 1,600,000 more homes in "fringe" areas. Sets-in-use by end of 1954 will represent consumer investment of over \$350,000,000, he said. In a longer-range prediction, James P. Gilmore, CBC national TV coordinator, estimated 80-90% of all Canadian homes will have sets in 5-10 years. He spoke to annual meeting of Canadian Retail Federation at Scarborough, Ont.

Topics & Trends of TV Trade: TV and automobiles, whose production curves have followed striking parallels in past (Vol. 8:45, 9:9, 10:16), continue to run relatively close in first 4 months of 1954. TV production for the period is estimated by RETMA at about 1,900,000; auto-truck output for first 4 months is estimated at about 2,300,000 by Automobile Manufacturers Assn.

Though auto-truck output is running ahead of TV in units produced, it's explained that second quarter of year is usually busiest for autos, rather slow for TVs; former depends on good spring weather, latter banks heavily on Xmas season. However, it's estimated by economists that each industry will turn out 6-6,500,000 units this year.

Both industries show parallels in retail sales for first 3 months—TVs 1,780,795, auto-trucks estimated at 1,920,000. Both industries also report appreciable declines in inventories during first quarter.

Economists offer no generally acceptable explanation of the curious phenomenon, and neither do we. But there's consideration that TV has become as essential in home as automobile. And for the future, there's added consideration that 2 sets in home are bound to become much more common than 2 cars. Here's latest month-by-month breakdown of both industries:

	TV	Auto
January	420,571	554,210
February	426,933	529,121
March	599,606	626,987
April (est.)	460,000	529,000
Totals (est.).....	1,900,000	2,300,000

* * * *

Distributor Notes: Raytheon appoints J. R. Enright Co., 7040 Wisconsin Ave., Washington . . . Packard-Bell appoints Oscar Hammons Co., San Francisco, replacing John E. Amberg Co. . . . Stromberg-Carlson appoints Tower-Binford Electric & Manufacturing Co., 12 S. Fourth St., Richmond, Va. (W. T. Buckner, v.p.) . . . RCA Victor Distributor Corp., Buffalo, appoints Herman R. Granite gen. sales mgr. . . . Krich-New Jersey, Newark (RCA) appoints George Getz district mgr., announces resignation of merchandising director Sy Radzwiller, who joins Grey Adv. . . . Tri-City Distributors, Tampa (Sylvania) elects Sumner Swanson pres. & gen. mgr.; F. B. Connelly Co., Portland, Ore. (Sylvania) appoints Eldon N. Dean v.p.-gen. mgr. . . . Illinois Appliance Inc., Peoria (Sylvania) appoints Kenneth O. Schultz sales mgr. . . . Cladco Distributors Inc., Buffalo (Hallicrafters) appoints Robert W. Cook gen. mgr. . . . Westinghouse Electric Supply Co., Newark, announces resignation of TV-radio sales mgr. John G. Parsons . . . Canadian Admiral appoints J. Albert Reed sales mgr. Montreal branch.

TV prices for equivalent screen size have dropped 84.5% in last 7 years, says *Tele-Tech*, which notes that in 1947 a 10-in. set sold for \$375 whereas a brand-name 21-in. now sells for under \$225 (several under \$180). Thus, it's reasoned, the consumer paid \$5.95 per sq. in. of picture in 1947, now (at \$225 price) pays only 92¢. On basis of investment in initial equipment, *Tele-Tech* figures a TV set gives entire family a full week of entertainment & education for trifling 50¢.

U. S. Census of Manufacturers reports manufacturers' sales of home TVs amounted to \$1,188,000,000 in 1953, with home TVs accounting for 74% of all sales of TVs, auto radios, phonographs, record players. Total sales of TV & radio sets, along with phonos, came to \$1,599,634,000.

Capehart-Farnsworth is out with 17-in. table in wood cabinet with mahogany finish to retail at \$160. Called "Trenton," it's available with uhf at \$200. Conventions are at Ft. Wayne June 7, San Francisco June 28.

BOOM IN TV in West Germany finds Philips, Telefunken and Siemens in there pitching for market, as in South America (Vol. 10:12), with U. S. receiving sets practically non-existent except as they're occasionally brought in by Americans. With stations now on the air in Berlin, Frankfurt, Hamburg, Hannover, Cologne, Langenburg and Mannheim-Heidelberg out of 27 projected (see *TV Factbook No. 18*), no less than 19 domestic TV-radio manufacturers are already in the field.

During 1953, they produced 54,475 sets as against 4664 in 1952. During the first quarter of this year, it's estimated nearly 30,000 will be produced, and for the whole year approximately 200,000. Adoption of mass production methods means also that the Germans are looking to the export market, including other countries of Europe, South America and possibly the U. S.

The German companies now reported making TVs: Grundig Radio Werke, Furth, Bayern (said to be the leader); Deutsche Philips, Hamburg; Telefunken, Hannover; Siemens & Halske, Karlsruhe; Balupunkt Elektronik, Berlin-Wilmersdorf; Continental Rundfunk, Osterode Harz; Graetz Radio, Altena, Westf.; Korting Radio Werke, Grassau, Chiemgau; W. Krefft, Gevelsberg, Westf.; Loewe Opta, Frankenwald; Lorenz-Radio, Stuttgart; Metz Apparatefabrik, Furth, Bayern; Nora-Radio, Charlottenburg; Norddeutsche Mende Rundfunke, Bremen; Schwarzwald Apparate bau Anstalt, Villingen Schwarzwald; G. Schaub, Pforzheim; Tekade Radio, Nurnberg; Tunfunk, Karsruhe; Wego-Werke, Freiburg.

Note: Colombian Govt., which has ordered \$300,000 worth of equipment for new Ch. 7 Radio Difusa National in Bogota from DuMont and \$90,000 worth from Siemens (Vol. 10:12), has just closed bids on 400 receivers, of which 300 are to be 21-in. and 100 to be 17-in. types. They're to be placed in public places, schools and educational centers. U. S. firms entered bids but Philips of Holland, which has projected new 27,000-sq. ft. TV-radio and communications apparatus factory in Bogota, was the successful bidder. Govt. has decreed unrestricted importation of receivers, free from customs duties.

Why not require all color sets to include uhf tuners? This question, propounded editorially in April 30 *TV Guide*, was seconded by Sen. Bridges (R-N. H.) in letter to FCC Chairman Hyde, which he placed in *Congressional Record* May 5 along with text of editorial. Only one major manufacturer specifies vhf-uhf tuners for all its color sets, editorial notes, adding: "This is a golden opportunity, perhaps the only opportunity that ever will arise, to put over uhf TV." Bridges told Hyde the suggestions seemed to be "worth consideration by your Commission" and bound to benefit viewing public. Sources close to Senate Commerce Committee predicted issue of uhf-equipped color sets would come up in communications subcommittee's hearings on uhf beginning May 19.

Zenith pres. E. F. McDonald and Chicago adman Hays MacFarland listed among those attending Chicago meeting June 7, called by *Chicago Tribune* publisher Col. Robt. R. McCormick, to found organization called "For America" to combat "supernationalism and interventionism"—interpreted by some as a third party movement. Gen. Robt. E. Wood, ex-Sears Roebuck, and Clarence Manion, dean of Notre Dame Law School, were named co-chairmen, with ex-Sen. Burton K. Wheeler on organizing committee.

Los Angeles chapter of Representatives Inc. has released new 36-p. directory of membership, along with list of some 500 manufacturers represented and product index; it's primarily for use by manufacturers, govt. agencies, purchasing agents, jobbers. Copies are available without charge from Dr. Ralph Power, exec. secy., 767 Castelar St., Los Angeles 12, Cal.

Trade Personals: Henry C. Baker, vacationing in Florida since latter March, returned May 7 to his post as v.p. & gen. mgr., RCA Victor home instruments div. . . Wm. E. Boss, RCA TV market development mgr., elected RCA Distributing Corp. v.p. in charge of Buffalo-Rochester branches, replacing Walter Rose, resigned . . . Ross D. Siragusa, Admiral pres., won winter Miami fishing tournament with 593-lb. blue marlin . . . Edward R. Stevens, International Resistance Co. v.p.-treas., elected pres. of Los Angeles subsidiary Ireal Industries, formerly Gorman Mfg. Co., succeeding Henry C. Gordon, resigned . . . Matt Little, pres. of Quam-Nichols, resigns as chairman of RETMA parts div. because of ill health, succeeded temporarily by R. G. Zender, Lenz Electric Mfg. Co. . . Brig. Gen. David Sarnoff, RCA-NBC chairman, received citation May 5 for contributions to world brotherhood at annual goodwill dinner of Mass. Committee of Catholics, Protestants & Jews . . . Tom Mason resigns as Avco gen. sales mgr. for all Crosley-Bendix products . . . Linwood G. Lessig, ex-J. Walter Thompson, joins Al Paul Lefton Co. as technical director of electronics to continue working on RCA account . . . James P. Cody, ex-Motorola communications div. adv. mgr., elected v.p., Burton Browne Adv. Agency, Chicago . . . Michael H. Cogan, founder & ex-pres. of Symphonic Radio & Electronic Corp., Boston, resigns as adviser, severing all connections with firm . . . Philip H. Weil, ex-GE Supply Co., Milwaukee, heads new GE southwestern sales district, headquartering in Dallas . . . J. P. Driscoll, Sylvania electronic products sales mgr. in Chicago, transferred to mid-east district, Buffalo; T. R. Swenson shifted from N. Y. to northeastern district, Boston . . . J. Steven Katonah appointed DeWald field sales mgr., re-

placing J. Leonard Cohen, resigned . . . Dalton A. O'Connor, Magnavox asst. sales mgr. in southern New England, takes over eastern N. Y., western Mass. & Vt. in territorial realignment, replacing O. H. Bahlander, resigned; Leon Schachere expands territory to include all of Long Island district, replacing Robert Klupper, resigned . . . Dale Kelly, ex-Sparton, named CBS-Columbia California district mgr., San Francisco . . . W. H. Rinkenbach promoted to eastern sales mgr., Capehart-Farnsworth commercial products div., succeeding H. J. Tait, on leave of absence; Walter Law appointed northwest TV-radio sales mgr. . . . Daniel Echo heads new DuMont sales office for industrial CR tubes, Clifton, N. J.; Robert H. Dolbear, ex-Bendix, heads multiplier phototube sales office, Passaic . . . Albert G. Peifer named mgr. of low voltage vacuum tube development, Federal Telecommunication Labs (IT&T) . . . R. E. Holbein promoted to Bendix Radio service parts mgr. . . . Wm. F. Boyland named chief electronic engineer, Magne-cord Inc. . . . Franklin H. Donnell appointed finance v.p., Consolidated Engineering Corp., Pasadena, Cal. . . . James J. Tynan, ex-gen. sales mgr., Raytheon equipment div., now v.p. in charge of marketing, Harvey-Wells Electronics.

Maurice S. Despres, 53, Admiral director & founder-president of Dale Distributing Co., its former N. Y. & New Haven distributor, died May 2 in N. Y. after long illness. When Admiral was founded in 1934, Mr. Despres became its N. Y. distributor, remaining until factory branch was established in 1952. During World War II he was War Production Board's national director of consumer durable goods and before that was N. Y. regional director of OPS consumer durable goods section.

STRIKE at Philco's 10 TV-radio-electronics plants in Philadelphia, Croyden, Pa. & Sandusky, O. entered second week as we went to press, with likelihood negotiations with Local 101 (IUE-CIO) would be resumed next week. Philco was granted court injunction May 7 to prevent mass picketing by some 8000 production workers, thus enabling unorganized administrative & supervisory personnel to enter plants.

No meetings of company and union have been scheduled, but pres. Wm. Balderston offered to resume talks after injunction was granted. Union seeks guaranteed annual wage, unspecified wage increases & extension of fringe benefits. Philco offered extension of current one-year contract without change.

On another labor front, some 8700 members of IUE Locals 103 & 110 staged mass meeting May 4 to enforce their demands for undisclosed wage increases at RCA's Camden plant, producing govt. & communications equipment, broadcast equipment, TV apparatus, etc. RCA reportedly offers no wage increase.

GE, also in wage negotiations with IUE, rejected guaranteed annual wage proposal because "it would Federalize or wreck the state unemployment compensation systems." Company said union proposal is simply means of asking company to provide "private supplement" to state unemployment compensation, and that any workers laid off had access to unemployment rights.

George W. Bailey, IRE executive v.p., wartime aide to Dr. Vannevar Bush and 1940-53 pres. of ARRL & International Amateur Radio Union, was elected pres. of Armed Forces Communications Assn. at board meeting during convention in Washington, May 6-7. Elected v.p.'s were: Maj. Gen. G. A. Blake, chief of Air Forces Communications; Maj. Gen. G. I. Back, chief of Army Signal Corps; Rear Admiral W. B. Ammon, chief of Naval Communications; W. W. Watts, RCA v.p.; Rear Admiral Ellery W. Stone, American Radio & Cable Co.

SOME PATENT license extensions have already been signed by RCA licensees, Chairman Sarnoff reported at annual stockholders meeting May 4 where he expressed confidence that "substantially" all others will be extended for the usual 5 years beyond 1954. Before distributing new booklet detailing RCA research, inventions and patent policies, Gen. Sarnoff stated:

"RCA has previously granted to others several hundred patent licenses and the majority of them run to the end of 1954. By mutual agreement, these licenses can be extended for a further period of years. A substantial number of the license agreements have been signed and extended for a period of 5 years beyond 1954. In view of the great value to our licensees of their right to use the inventions covered by these licenses, we feel confident that by the end of this year, substantially all of the remainder will also extend their agreements."

To a stockholder inquiring about Zenith pres. E. F. McDonald's widely publicized description of the RCA 3-gun color tube as a "Rube Goldberg" (Vol. 10:18), Gen. Sarnoff observed that Mr. McDonald is in error in stating he intends to wait for a one-gun tube as yet non-existent. Said Sarnoff: "Some like to take the ride after the wagon starts rolling. When color TV is rolling, you'll see McDonald join the bandwagon just as he did in black-&-white, except that he doesn't want to pay RCA royalties on its inventions." He referred to fact that Zenith has been only major company consistently holding out against payment of patent royalties to RCA, subject of protracted litigation still pending adjudication in the Federal courts.

About \$5 billion retail sales in home appliances are foreseen in 1960 by R. H. Huston, Frigidaire asst. sales mgr.—representing 50% increase over last year's volume. Addressing retail sales conference in Dayton, he predicted retail sales of clothes dryers in 1960 would be up 192% over 1953, food freezers up 55%, electric ranges 49%, refrigerators 34%, automatic washers 22%.

Color Trends & Briefs: Color film seems destined to play much more important role in early stages of color-casting than monochrome film did to black-&-white telecasting. That's impression gleaned from this week's convention of Society of Motion Picture & TV Engineers in Washington where RCA exec. v.p. W. Walter Watts, electronics products div., reported that RCA's 3-vidicon color camera will be delivered late this year and that it held out these prospects:

"For exhibitors, its use in bringing color trailers into the home will offer an unbeatable form of exploitation. To the broadcasters, it will make available what we think is the best and most efficient method of handling the film subjects which will constitute a very substantial part of color program schedules."

Thomas G. Veal, Eastman Kodak, chairman of SMPTE's TV committee, is equally sold on color film. He told us: "I'm thoroughly convinced that color film will be easier to use than live pickups. And it will provide better definition than live."

Mr. Veal said he based his views on "problems inherent in the use of a 3-tube camera." He stated that "the registration requirements of the live camera are extremely precise" compared with continuous-motion flying-spot scanner—a version of which Eastman has developed. Eastman scanner was described at convention by developer Otto Wittel. It will be demonstrated at NARTB convention in Chicago May 23-28, offered to telecasters at that time. Mr. Veal didn't indicate price.

Mr. Veal said, "I'm not quarreling with RCA's approach"—the 3-vidicon setup—and "it's up to the telecasters to weigh economics and performance," inasmuch as RCA camera can be used with existing projectors after slight modification.

So important is color film considered that Mr. Veal's committee acted to develop a color test reel for stations, manufacturers, etc., incorporating film processes of Technicolor, Ansco, Eastman and DuPont. Each will supply film and SMPTE will put it together, offer it to industry at a fee—its customary practice with test reels.

SMPTE is working with RETMA group under CBS's W. B. Whalley. A joint committee will be established and goal is to have film ready this fall. Both 16mm and 35mm will be available.

NARTB convention certainly shapes up as color feast, technically. Color will dominate both sessions and exhibits (Vol. 10:14). Just this week, RCA reported it will demonstrate "a complete color station" feeding shows to a viewing room.

DuMONT'S 19-in. color tube has aroused intense interest all through the industry since first revealed last week (Vol. 10:18), will be shown to set manufacturers and tube licenses May 10-11 at Clifton, N. J. plant, sampled to customers shortly thereafter. Production will be geared to demand, said Dr. DuMont, but regardless of demand it will go into DuMont's own sets starting in fall. It's called the "Chroma-Sync Teletron," will sell for \$150-\$200 initially, go under \$100 eventually.

First RCA color sets, selling at \$1000 (with dealer markup disclosed at about 33%), were reported moving slowly in the 25 markets where introduced (Vol. 10:18). Sales figures weren't divulged, but Chairman Sarnoff told May 4 stockholders meeting that 4000 had been delivered thus far; that on basis of orders from distributors RCA expects to be oversold on its first production run of 15-in., originally reported at 5000; that RCA has been making color tubes at rate of 2000 per month since Feb. and will have 19-in. sets on market this fall.

He reiterated previous color output predictions, estimated about 50,000 color sets this year, several hundred

LIVE COLOR inaugural at WBAP-TV, Ft. Worth, is scheduled for May 15—a 3-hour program starting at 3 p.m. so that stores in Ft. Worth and Dallas will have ample time to demonstrate sets. Nine stores will produce the show which will consist primarily of styles, although there will also be livestock exhibitions. Participating stores: Everybody's, Leonard's, Stripling's, Meacham's, Seven-Eleven Stores, Monnig's, Cox's, The Fair, Skillern's Drug Stores. Describing arrangement, station director Harold Hough wires:

"We are not charging the 9 stores for the time used in our tee-off program. However, they're furnishing talent and paying all costs of individual production. We are holding in abeyance establishing a color rate structure until we are more thoroughly versed with costs of production.

"There will be approximately 100 sets in the 2-city and outside area. Admiral just shipped in a carload here yesterday. The bulk of the sets seem to be RCA, Westinghouse and Admiral."

WBAP-TV has 2 RCA color camera chains. Besides network-owned stations, only other station with cameras is WKY-TV, Oklahoma City (Vol. 10:18). Quality of WKY-TV's color, incidentally, "is better than some of ours," according to NBC-TV color coordinator Barry Wood.

* * * *

NBC color mobile unit, which will feed inserts to *Today* and *Home* shows starting in June (Vol. 10:18), will cover Syracuse, Rochester, Boston & Philadelphia in addition to the 10 cities reported last week. Another program addition, to be carried only by WNBT, New York, is Richard Willis' *Here's Looking at You* 1:30-2 five days a week for "a few weeks," starting May 24. NBC reports attendance of more than 50,000 so far at color demonstrations in RCA Exhibition Hall in New York.

Houston-Fearless Corp., Los Angeles maker of TV booms, dollies, cranes and processing & developing equipment, and interrelated with Houston Color Film Laboratories Inc., Burbank, has purchased control of Color Corp. of America (formerly Cinecolor Corp.) from Donner Corp., Philadelphia investment firm. Houston-Fearless does about \$6,000,000 business a year, Houston Color Film Labs \$1,500,000, Color Corp. \$2,500,000.

Three kinds of color tubes are diagrammed on 28x17-in. wall chart issued by Sylvania. Printed in color, chart shows salient features of planar-mask (RCA), curved-mask (DuMont & CBS-Hytron) and grid (Lawrence) types of tubes.

thousand in 1955, about 1,750,000 in 1956, 3,000,000 in 1957, 5,000,000 in 1958.

Emerson's Ben Abrams told N. Y. Sales Executives Club this week that in about 5 years 30-40% of all production will be in color, with output of 2,000,000 of them annually by then. And illustrating great interest in color, RCA's Wm. E. Boss revealed his company has sponsored 67 color service clinics since Jan., attended by some 40,000 servicemen, and promised more of them.

Picture tube sales in first 3 months totaled 1,962,864 units, valued at \$41,995,088, down from 2,798,921 at \$67,696,464 sold in first 3 months of 1953, reports RETMA. Some 76% were 19-in. and larger. In March alone, 759,468 picture tubes worth \$15,904,687 were sold, compared to 645,715 at \$13,916,478 in Feb. and 974,154 at \$23,772,801 in March 1953. Receiving tube sales in first 3 months totaled 76,385,978 worth \$56,862,951, down from 122,058,756 at \$82,955,367 in first 3 months year ago. March sales were 29,063,484 at \$22,130,627 vs. 25,189,147 at \$18,319,819 in Feb. and 44,691,200 at \$29,978,827 in March 1953.

Electronics Reports: Military electronics might run \$50-100 billion a year in event of an all-out war—or 10-20 times today's military & civilian electronics production combined. So said Brig. Gen. Preston Corderman, chief of Signal Corps engineering & technical div., at opening session of this week's Electronics Components Symposium in Washington, sponsored by AIEE, IRE, RETMA & WCEMA. He pointed out that electronics production base expanded from \$500,000,000 in 1940 to \$4.5 billion in 1944 and nearly \$6 billion today, and added: "Reliance on electronics is now so great that it has reached the stature of a weapon and takes its place with men, food and ammunition as a factor determining the capabilities and effectiveness of our forces." He urged the 1200-plus engineers & executives attending conference to develop new technical approaches to electronics systems through basic research, to strive for simplification and cost reduction in equipment, and to aim at automatic production of equipment, using minimum of critical materials.

Two military applications of TV were demonstrated this week at Armed Forces Communications Assn. convention in Washington. Navy unveiled its Instructional TV System (I-TV-S)—a complete audio-video-&-lighting system designed by Office of Naval Research's Special Devices Center at Sands Point, L. I. Portable by means of large casters, I-TV-S is specifically designed for maximum utility in training servicemen. The pilot model demonstrated had specially designed image orthicon camera, consoles and monitors assembled into single 400-lb. unit, can accommodate more than 100 TV receivers connected by cable, gives pictures of "broadcast quality." A Navy spokesman said system could be mass-produced for \$15,000-\$20,000. Signal Corps demonstrated "tactical TV" using Dage vidicon cameras, and displayed dioramas demonstrating use of portable TV cameras and transmitters carried "peepie-creepie" style by patrols scouting enemy territory, beaming picture to command post.

Bell Labs' long range planning is subject of article in May *Fortune*, covering color transmission, long-distance dialing, etc. Regarding a telephone with TV, it says: "Dr. Ralph Bown, v.p., of Bell Labs, feels that the use of vision on the phone is as little appreciated today as the use of speech was when Bell invented the thing three-quarters of a century ago. 'People used to ask who'd want to talk into a tin box,' he says. 'Today they can hardly get along without it, but they ask who needs TV with his telephone. But in today's world, sight & sound go together. Some form of vision with the phone is inevitable.'"

Pushing industrial TV as mass item, RCA has had 3 teams comprising engineer and salesmen on month-long barnstorming tour of 40 cities, where they are presenting clinics on use of \$995 "TV Eye" system for parts distributors. Among uses suggested to distributors for low-cost industrial TV: training & instruction, property protection, merchandising & promotion display, accommodation of overflow crowds, TV & stage rehearsals, tie-in use with community and other multiple antenna systems.

General Precision Equipment Corp. has acquired 95% of stock of Link Aviation Inc., Binghamton, N. Y. manufacturer of aircraft trainers (Vol. 10:12). Link's sales last year were \$20,749,000, net profit \$863,000.

Stanley Warner Corp., the Fabian chain of about 300 movie theatres acquired early in 1953 from Warner Brothers Pictures Inc., has purchased International Latex Corp. (rubber products) in move to diversify that began recently when charter was altered to permit 50% acquisition of WTRI, Schenectady. Stanley Warner paid \$15,000,000 cash for 100% of International Latex, financed by 6-year loan from group of 6 banks headed by First National of Boston.

Financial & Trade Notes: "A good volume of business for the year 1954 as a whole" was forecast for RCA by Chairman Sarnoff at annual stockholders meeting May 4, attended by 916 stockholders, at which he reported record sales and earnings for first quarter 1954. Total volume was \$226,609,000, net profit \$10,066,000 (66¢ a share), which compare with \$208,007,553 sales and \$9,293,141 net profit (61¢) for same 1953 period. The 1954 quarter thus was up 9% in sales, 8% in profit.

Gen. Sarnoff pinned RCA's expectation of \$1 billion volume on color TV, which he said offers the industry its "greatest stimulus for progress and the surest promise for prosperity." He noted that over the last 10 years RCA's volume of business has jumped from \$295,000,000 a year to \$853,000,000, its net profit after taxes going from \$10,192,000 to \$35,022,000 a year, its net working capital from \$115,336,000 to \$228,941,000.

TV accounted for nearly 50% of RCA's total volume in last 7 years, was 54% over last year, he said. Govt. sales were about \$55,000,000 first quarter, or about 24% of total volume; international business continued to increase; sales of home appliances (air conditioners & ranges) were 75% ahead and profits nearly double. Summary of the RCA quarterly report for quarter ended March 31:

	1954	1953	1952
Products & services sold	\$226,609,000	\$208,007,553	\$163,871,331
Net before income taxes	20,470,000	20,456,141	14,841,520
Net profit after taxes	10,066,000	9,293,141	7,076,520
Number common shares	14,031,016	14,031,903	13,881,016
*Earned per common share	.66	.61	.45

* After preferred dividend requirements.

* * * *

Motorola first-quarter profit & sales declined sharply from first quarter of 1953—earnings being \$1,644,084 (85¢ a share) on sales of \$48,006,800, compared to \$3,174,208 (\$1.64) on \$64,859,867 year ago and \$2,238,135 (\$1.16) on \$38,853,095 in first quarter of 1952. Pres. Paul V. Galvin said first-quarter results do not reflect Motorola's expectations for rest of year and second half of 1954 should be "relatively more satisfactory." Industry spent first quarter working off excess inventory, he said, citing fact that retail TV sales exceeded production by 400,000, thus creating "a much healthier situation." He increased his estimate of black-&-white retail sales this year from 5 to 6 million and reduced by unspecified amount his earlier estimate of 100,000 color production.

Allen B. DuMont Laboratories Inc. earned net profit of \$508,000 (20¢ a share on 2,361,054 shares outstanding) on gross income of \$19,770,000 for first 12 weeks of this year, down from \$945,000 (39¢) on gross of \$24,187,000 for same 1953 period. Results for remaining 3 periods, Dr. DuMont told stockholders meeting May 3, should compare more favorably with 1953 though next few years may mean rough going because of transition to color TV. He predicted mass production of color TV sets within 2 years, citing advantages of own new 19-in. tube and prospect of 21-in. rectangulars (Vol. 10:18). For all 1954 he estimated sales will be 10% plus-or-minus record \$91,828,982 achieved in 1953 (Vol. 10:15).

Dividends: Packard-Bell, 25¢ payable April 25 to stockholders of record April 12; International Resistance Co., 5¢ June 1 to holders May 17; Tung-Sol, 25¢ June 2 to holders May 17; Indiana Steel Products Co., 37½¢ June 10 to holders May 25; Globe-Union, 30¢ June 20 to holders June 2.

Tung-Sol Electric Inc. earned net income of \$450,304 (78¢ a share on 554,952 outstanding) on net sales of \$9,516,287 in 13 weeks to April 3 vs. \$552,318 (97¢ on 547,656 shares) on sales of \$10,745,129 in same 1953 quarter.

American Phenolic Corp. reports earnings of \$801,223 (\$2 per share) on sales of \$32,023,107 in 1953 vs. \$1,279,290 (\$3.19) on \$36,726,812 in 1952.

ARMED FORCES TV "network" is definitely in the planning stage now, with initial batch of 12 U. S.-owned low-power TV stations projected at isolated foreign bases. Project is being handled by Office of Armed Forces Information & Education (AFIE), which also directs and controls Armed Forces Radio Service.

Experimental prototype of the foreign TV installations is Ch. 8 operation at lonely Limestone Air Force Base near Caribou, Me. (Vol. 9:52), now nearing end of 6-month trial period. Station was built at cost of \$33,143 with money from PX sales and movie receipts. Basic installation was by RCA—including 10-watt transmitter and vidicon camera in small studio. Operating on shoestring, station now programs 45 hours weekly, using kinescopes and films obtained through cooperation of networks, advertising agencies, TV film distributors—in addition to live newscasts and talks by chaplains. Armed forces agreed to take station off air if any commercial station should be authorized in area.

Following successful trial period, Limestone station gets formal dedication next July 4. The other armed forces stations won't be located in continental U. S. or in any areas reached by Armed Forces Radio Service or existing TV stations. It's policy of Defense Dept. to utilize existing facilities wherever possible; for example, in Japan, Germany and French Morocco, arrangements are with existing TV stations to present American film programs especially for U. S. troops. Heading up armed forces TV project is Lt. Col. Mel Williamson, chief of AFIE's TV section.

The 12 TV stations now contemplated would be located at isolated Pacific island bases, Greenland, Labrador, etc. Funds aren't yet available, and legislation is needed to establish beyond any doubt the Defense Dept.'s authority to build such stations. Bill (S-3401) introduced this week at request of Defense Dept. by Chairman Saltonstall (R-Mass.) of Senate Armed Services Committee, would do this. Committee is slated to hold hearings on it soon, possibly next week.

Westinghouse acquires station whose gross revenues jumped from less than \$600,000 in 1950 to more than \$3,000,000 in 1953, profit after taxes from about \$30,000 to nearly \$300,000, in proposed purchase of KPIX, San Francisco (Ch. 5) for which transfer papers were filed this week. Sale price is approximately \$6,000,000 in Westinghouse stock (Vol. 10:11), with gen. mgr. Philip G. Lasky, who disposes of his 14%, continuing with the station. Balance sheets filed this week show that in 1950 gross revenues were \$572,466, Federal taxes \$13,647, net income \$29,741; in 1951, gross was \$1,385,683, taxes \$281,203, net \$140,418; in 1952, gross was \$1,962,857, taxes \$153,589, net \$78,061; in 1953, gross was \$3,030,210, taxes \$812,017, net \$292,198.

Merger of Phoenix's half-time KOY-TV & KOOL-TV, sharing Ch. 10 since they began operating last Oct. (Vol. 10:12) was approved by FCC this week. They combine as KOOL-TV, controlled by Gene Autry, with mgr. Charles Garland owning 5%. Autry group also owns KOPO-TV, Tucson. Purchase price of KOY-TV was \$200,000, gen. mgr. and 20% stockholder Albert D. Johnson continuing to operate radio KOY which wasn't involved in deal. Transfer papers showed KOY-TV had lost about \$45,000 up to last Jan. 31, KOOL-TV about \$30,000 up to Dec. 31.

FCC approved \$76,612 sale of assets of grantee WUTV, Youngstown (Polan Industries) to WFMJ-TV, Youngstown (Ch. 73), so that latter can take over WUTV's Ch. 21 (Vol. 10:10,14). At same time it rejected petition of Valley TV Co., onetime applicant for Ch. 21, which asked hearing on transfer.

Change in network affiliation rules regarding "territorial exclusivity," proposed by FCC (Vol. 10:14), brought lively pro and con comments this week. Commission proposed to prevent any station from signing agreement with a network to prohibit the network from feeding programs to other stations in same community or in cities within 15 miles. Of the networks, only CBS and NBC commented, both opposed. Stations opposed are: Meredith stations; WNHC-TV, New Haven; WTVR, Richmond. In favor of change: WAKR-TV, Akron; WLBR-TV, Lebanon, Pa.; KNUZ-TV, Houston; WFRV-TV, Green Bay, Wis. Said CBS: "Whether or not the section is revised . . . it would be the general practice of CBS-TV to provide its network affiliates, insofar as possible, with unduplicated service." NBC commented: "It would substitute artificial political boundaries as the measure of protection for a station's signal in lieu of the common sense standard of whether the signal strength is adequate." Those favoring change, mostly uhf stations, stated it wouldn't be cure-all but would help. Several went further and argued that Commission should stop applicants from getting grants in smaller communities then placing transmitters near big cities; examples given were Houston-Galveston, Muskegon-Grand Rapids, Spartanburg-Greenville, Hutchinson-Wichita, Marinette-Green Bay. In same vein, KCEB, Tulsa, this week protested Ch. 8 grant to Tulsa Broadcasting Co. in Muskogee (KTVX) stating that grantee is really aiming at Tulsa, not Muskogee.

Newspaper ownership of TV stations got second Senatorial slap in 2 weeks when Sen. Kilgore (D-W. Va.), continuing his TV-radio "anti-monopoly" crusade, inserted in May 5 *Congressional Record* a list of 112 TV stations with newspaper ownership connections—which he viewed with "serious concern." Last week, Sen. Johnson (D-Colo.) introduced bill (S-3350) to ban 10% or greater ownership of TV-radio stations by newspapers in cities of 100,000 population or more (Vol. 10:18). The 2 Senators are known to have conferred informally on the matter. Kilgore recently assailed radio ownership of TV stations (Vol. 10:10) and asked Senate probe of alleged TV-radio monopolies (Vol. 10:11). Senate Judiciary Committee's monopoly & anti-trust subcommittee under Sen. Langer (R-N. D.)—of which Kilgore is member—has such an inquiry under consideration, but isn't expected to get to it for a long time, if at all.

In order to exercise option to purchase one-third interest in KFSD-TV (Ch. 10) and KFSD, San Diego, Charles E. Salik this week sold his radio KCBQ, San Diego (1-kw night, 5-kw day on 1170 kc, ABC) for \$250,000. Purchasers are Stanley N. Schultz, Phoenix, and Timothy D. Parkinson, Tucson, co-owners of radio KRUX, Phoenix. Salik hasn't indicated when he will buy into the Tom Sharp stations, which it's reported may soon be sold to new interests.

City Council of St. Petersburg, Fla. voted unanimously May 6 to reject both the Edward Lamb and Ted Mack bids (Vol. 10:18) to take over its WSUN-TV (Ch. 38) and radio WSUN (5-kw on 620 kc, ABC), and then by 5-2 decision decided to continue TV-radio operations as a city function. Actions definitely mean, they said, that the stations are no longer on the market.

National Community TV Assn. convention June 14-16 at Park Sheraton Hotel, New York, has following exhibitors scheduled so far: Entron Co., International Telemeter, Jerrold, RCA, Spencer-Kennedy Labs, Amphenol, Federal Telephone & Radio, Phelps-Dodge, U. S. Wire & Cable Corp., Times Appliance Co.

FM panel May 24 at NARTB convention in Chicago's Palmer House will have FCC Comr. Sterling and 4 broadcasters, moderated by Ben Strouse, WWDC, Washington.

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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THE MAGIC WORD IS 'ELECTRONICS': As magical as TV, which is its commercial keystone, electronics during recent years has attracted many companies which never before had anything remotely to do with it -- some in such a big way that the tail now wags the dog. Hardly a week passes nowadays without word of new ventures, expansions, acquisitions or mergers in various fields of electronics. By and large, the main factor motivating non-electronic companies into the field is the desire to diversify.

Everybody in the industry knows the names of the various big TV-radio-electronics manufacturers who pioneered the field, many of them still doing great work for the military services as well as for commercial markets. (For lists of TV set & tube manufacturers, see our TV Factbook No. 18.)

Virtually all the aircraft manufacturers have gone into electronics research, design and manufacture inasmuch as electronics items are integral to flying. And so have a great many office equipment and coin machine manufacturers.

But there are others with businesses seemingly remote from electronics now important factors in the field. To get a sizeup of what these "newcomers" are doing, we asked Chicago financial consultant Edgar Greenebaum Jr. to furnish us with information about unusual entries into electronics fields. He's the specialist in electronics securities who, while with Television Shares Management Corp. from 1948-53, helped set up highly successful Television-Electronics Fund Inc., investment trust. You will find a summary of his data on pp. 12-13.

BRICKER'S NETWORK-REGULATION BOMBSHELL: Triggered by complaints of uhf grantees -- but with implications far beyond immediate problems of uhf -- a bill to put networks under FCC regulation took the industry completely by surprise when introduced May 13 by Senator Bricker (R-Ohio), chairman of the powerful Interstate Commerce Committee whose chairmen (Wheeler, Johnson, Tobey, et al.) have traditionally kept the FCC and the industry hopping to do their bidding.

No believer in the governmental big stick, the conservative Ohioan goes further in his bill (S-3456) than did any New Deal lawmakers in the days when networks and stations, always fair game, were more alert to encroachments by "Big Government." Bill would give FCC blanket authority over networks similar to that it exercises over TV-radio stations -- specifically granting Commission power "to establish rules and regulations and make orders with respect to the networks and such of their activities as affect licensed broadcast stations to operate in the public interest."

The FCC does not now regulate networks as such, but it exercises considerable power over them through the stations they own and affiliate. Bricker bill defines "network" as "any person who operates a system which, for the purpose of simultaneous or delayed broadcasting of identical programs, in any way interconnects or affiliates any 2 or more broadcasting stations."

Bricker means business; bill's intent was to bring whole network affiliation issue to a head. AS chairman of committee which has authority over all TV, radio and communications matters, he told Senate he has already "requested the FCC and

other govt. agencies to submit comments as soon as practicable on the bill preparatory to exploration of the matter by the committee."

Measure is bound to be discussed at next week's uhf hearings before Commerce Committee's communications subcommittee (see story, p. 3), where most uhf grantees are expected to endorse it -- since their most widely expressed complaint has been inability to get satisfactory network affiliation. However, Sen. Bricker is due to be out of town next week, won't attend sessions.

Reasons for Bricker's drastic proposal were made clear in speech May 13. "In recent weeks," he said, "the committee has received many complaints from all parts of the country, and also from several Senators, outlining the difficulties encountered by certain broadcast stations in negotiating affiliations with the various networks."

The Senator is known to have been deeply impressed by the one uhf casualty in his home state -- WIFE, Dayton (Ch. 22), which gave up March 13 after impressive and well-financed start (Vol. 10:11). Pres. Ronald B. Woodyard came to Washington at the time, got sympathetic reception from Bricker.

"The ability of an individual station to obtain network programming too often determines whether that station lives or dies," Bricker told Senate. "The FCC has the full responsibility of making available, so far as possible, to all the people of the United States a nationwide, efficient radio and television service..."

"If the FCC is unable or is hampered in carrying out this objective because of the lack of authority," he continued, "then Congress must act accordingly."

He pointed out that 72 grants had been dropped -- including 60 uhf -- and he added: "We have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks. It is that field which, through this bill, we seek to explore."

FLINT Ch. 12 CP BREAKS DECISION LOGJAM: With its decision-making processes in gear, at long last, FCC got one of the tough ones out of its system by granting Ch. 12 in Flint, Mich. to WJR, Detroit -- denying Bitner family's WFDF and application of the Butterfield Theatres and reversing an examiner's initial decision of more than year ago. Examiner Benito Gaguine, since resigned, had chosen WFDF.

FCC was on a granting spree for these days, issuing 4 other CPs, including uhf Ch. 31 to City of New York after its competitors dismissed. Other 3 CPs were: Ardmore, Okla., KVSQ, Ch. 12; San Antonio, Tex., KCOR, Ch. 41; Wausau, Wis., Wisconsin Valley TV Corp., Ch. 7. Set up for Ch. 3 grant soon in Phoenix was ex-Sen. McFarland's Arizona TV Co., now that KTAR is dropping out, having purchased KTYL-TV in nearby Mesa (Vol. 10:18). A CP was returned -- WSCV, Spartanburg, S.C. (Ch. 17).

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It's everyone's hope that Flint decision, which in effect gives Detroit area its 4th station, indicates logjam is broken. The portents are that decisions will continue at fair rate from here on.

Commission's main reasons for preferring WJR (Hennock dissenting) were that it proposes more elaborate facilities, more local programs; that it has no other TV stations while Bitners already have WOOD-TV, Grand Rapids & WFBS-TV, Indianapolis; that it has broadcast experience while Butterfield has none; that its officials (John J. Patt, pres.) would take more active part in station's management.

Just how elaborate WJR's plans are is indicated by its proposed construction costs -- \$1,852,000 vs. WFDF's \$551,000, Butterfield's \$838,000 -- which includes studios in Flint and Detroit, plus remote unit.

WJR is controlled by widow of G.A. Richards, now Mrs. Walton Parker. The station's earned surplus is \$2,200,000, of which \$2,000,000 is reserved for TV.

Commission dwelt at length on coverage question, reiterated its stand that as long as all applicants meet minimum signal standards none is superior.

New York City has \$379,000 set aside for station construction, but fight is anticipated over appropriation for operations. Mayor Wagner was particularly happy about grant because he fought for applying when he was pres. of Manhattan Borough. The city now operates AM station WNYC, whose mgr. Seymour Seigel said engineers are now studying practicability of starting out in color.

COLORADO VHF GIVES UP THE GHOST: Another "economic casualty" -- this one a vhf -- again emphasizes the inescapable necessity of basic market conditions favorable to TV and the vital importance of network affiliation. In a week marked by no new station starters, the 14-month-old KDZA-TV, Pueblo, Colo. (Ch. 3) allowed its STA to expire without asking FCC for renewal. Owner Dee B. Crouch was negotiating to dispose of the equipment, even while hoping to find a way to resume perhaps as a satellite. Outlet had signed off May 7 ostensibly for equipment repairs, but it was an open secret he couldn't keep it going. He also owns independent AM local KDZA.

KDZA-TV was first in city, got network service at outset via 104-mi. relay from Denver's pioneer KFEL-TV, whose owner Gene O'Fallon had in fact contracted to buy it for \$350,000 (Vol. 9:31). But he gave up deal (Vol. 9:47) after losing own major network affiliations when KLZ-TV (CBS) started in Oct. and KOA-TV (NBC) in Dec. and continued relays to Pueblo were found uneconomical. Pueblo's other station, KCSJ-TV (Ch. 5), which started late last June, has an NBC affiliation.

KDZA-TV is second mountain area station and the third vhf to quit the air for lack of economic support. Its condition reportedly was aggravated by fact that both Colorado Springs stations come into its area. KFXD-TV, Nampa, Ida. (Ch. 6) had to drop out last Aug. (Vol. 9:34) mainly due to underfinancing for it was contiguous to Boise where another CP holder quickly grabbed up its channel. Its former transmitter, incidentally, will soon go into operation for new KFXJ-TV, Grand Junction, Colo. (Ch. 5), first outlet in western part of state and midway between Denver and Salt Lake City. Except for last week's KOY-TV time-sharing merger into KOOL-TV, Phoenix, the only other vhf to sign off permanently was KFOR-TV, Lincoln, Neb., which quit last March (Vol. 10:11) because of competition from nearby Omaha.

Note: Signoff of KDZA-TV brings count of stations now on air to 383.

TAX-EXEMPT UHF SETS? SENATE PROBE IS ON: So many witnesses have lined up to present their recipes for saving uhf that the Senate communications subcommittee has decided that 3 days of morning and afternoon hearings -- now definitely scheduled to begin next Wednesday, May 19 -- won't be enough. It now plans still more hearings in June.

Action on uhf problems erupted meanwhile on 2 other Congressional fronts. In addition to Sen. Bricker's network regulation bill (see p. 1), there's a new proposal by Sen. Johnson (D-Colo.), ex-chairman of the committee, to exempt from 10% excise tax all TV sets with built-in uhf tuners -- a move which could cut down or eliminate the price disadvantages of combination vhf-uhf sets.

Johnson's proposal is certain to get enthusiastic response in telecasting and manufacturing industries. It would help boost set sales, increase set circulation, hurt no one. In addition to being ranking minority member of Senate Commerce Committee, he's on Finance Committee, now pondering House-passed revision of internal revenue laws (HR-8300). He'll offer his amendment within next 10 days, he told us. It would exempt from the tax uhf converters as well as receivers.

Measure would make it possible to manufacture black-&-white vhf-uhf sets as cheaply as vhf-only, hasten the day when all new sets have uhf tuners. Color sets equipped for uhf would be cheaper than their vhf-only counterparts which would still be subject to manufacturers' tax. RETMA, which has spearheaded several unsuccessful drives to reduce the excises on black-&-white sets and eliminate them on color, will endorse Johnson amendment -- in fact, RETMA chairman Glen McDaniel had intended to make similar proposal in his appearance before subcommittee next week.

"It's now or never," Johnson warns. He told us he had postponed introducing his excise tax amendment in hopes Senators would become more impressed with uhf problems. Its fate, he said, depends on extent and speed with which industry and consumers buttonhole their Senators to dramatize necessity of helping uhf.

* * * *

Importance attached to uhf hearings by subcommittee Chairman Potter (R-Mich.) is indicated by his refusal to postpone them a third time, despite fact that he's still needed for McCarthy hearings -- and that even his temporary absence from the televised hearings will certainly be noticed by his constituents on their TV screens.

Hearings begin Wednesday at unusually early hour of 9 a.m., will run through May 21, then recess until early June -- after NARTB convention. Potter will attempt

to attend most of uhf hearings, though he also will have to put in some time at the McCarthy airings -- particularly if things get hot there.

More than 40 witnesses are tentatively slated to appear before subcommittee, and requests are continuing to pile up at subcommittee office daily. FCC chairman Rosel Hyde will be leadoff witness May 19, followed by UHF Industry Coordinating Committee, RETMA and transmitter manufacturers. (For unofficial list of those due to appear, see p. 16.) Networks won't be heard until June session. In addition to probing uhf problems, hearing also will consider Johnson multiple ownership bill.

Mass presentation for uhf operators and grantees -- although many will also appear individually -- will be made by new UHF Industry Coordinating Committee, now boasting more than 65 station-members. Headed by Harold Thoms, WISE-TV, Asheville, N.C., and with ex-FCC general counsel Ben Cottone as attorney, group will hold membership meeting May 19 at Washington's Statler Hotel.

Complete re-allocation to reduce or eliminate vhf-uhf intermixture is one of main planks of Coordinating Committee's platform. Though group was formed primarily to represent stations at hearing, it now plans to become permanent organization and will hold meetings and have suite at Chicago's Palmer House during NARTB convention.

The other uhf organization, Ultra High Frequency TV Assn., headed by Lou Poler of WCAN-TV, Milwaukee, appears to be on verge of dissolving, though it has announced meeting for May 17 in Washington. Virtually all of its members are also on Coordinating Committee, and on May 14 its general counsel and Washington representative Wm. A. Roberts tendered resignation, said to have been indirectly due to objections raised by some uhf operators because of his connection with DuMont.

* * * *

Defending FCC's intermixture of vhf & uhf allocations, Comr. Sterling this week told Washington IRE meeting that Commission felt: (1) It was only way to provide adequate number of stations. (2) It would assure availability of vhf-uhf sets, which would have been required even in a so-called "non-intermixed" allocation, because many people would reside in areas where vhf and uhf service overlap.

He also urged manufacturers to include uhf tuners in all color sets, and dashed cold water on hopes of those seeking to wangle more vhf channels by using the 72-76 mc and FM bands. The former frequencies will be needed by CAA at least until 1963, he said, and latter would require "hearing of some proportions," running into opposition from FM licensees, prospective storecasters, hi-fi fans, and the fixed and mobile services which also would like to grab off part of FM band.

Imminence of hearing has had impact on other fronts. For example: FCC for several weeks has passed up action on petitions to add vhf channels -- such as Monroe, La. and Princess Anne (Norfolk), Va. It has also deferred action on requests by Buffalo's WBEN-TV and Huntington's WSAZ-TV that Zone I power-height ceilings be lifted to same levels as in Zones II & III. Commission could have acted on these petitions by now if it had wanted to.

FCC DEFINES FEE-TV AS 'BROADCASTING': FCC's initial discussion of subscription TV -- the first of any official significance, at least -- was good news to proponents of pay-as-you-look TV. Giving its views to Congress on pending Hinshaw bill (HR-6431), Commission stated its opinion that fee-TV, if ever authorized commercially, should be classified as "broadcasting" rather than "common carrier".

Subscription TV proponents have been horrified at Hinshaw bill's provision that their systems be regulated as are telephone and telegraph -- meaning that FCC would control rates and limit operators to "fair return" on their investments rather than permitting them to charge what traffic will bear under competition. General opinion is that no one would start fee-TV if Hinshaw bill is adopted.

FCC made it clear it hasn't decided whether or not to authorize pay TV. It noted merely that it has pending several petitions requesting commercialization and that "the entire problem is now being actively studied."

Commission didn't commit itself flatly on matter of rate regulation, however. In one place it said: "Although it might be felt desirable to subject subscription services to regulations as a public utility, the Commission does not believe that

classification of these services as 'common carriers' would be appropriate." But in conclusion it stated:

"Any subscription service which might be authorized will be likely to be faced with the natural forces of competition from other subscription operations (including 'closed circuit' operations by wire of the type now utilized in 'theatre television'), and from conventional broadcasts received by the public without direct charge. In the absence of experience in this field, we cannot now foretell the effect of these natural competitive forces and whether additional regulatory authority would be required in the future."

Commission thus doesn't rule out the "public utility" classification, which could mean controls as stringent as those applied to common carrier, but it prefers leaving economics up to competition if at all possible.

FCC opined that it now has adequate authority to institute a pay-as-you-look service and determine "the number and type of hours during which subscription programs could be broadcast by any station, the number of stations in any community which could engage in subscription operations at any one time, or the approved transmission standards for such operations."

History of "broadcasting" definition occupied much of the FCC's comments and conclusion is this: "The reliance of the broadcasting industry upon advertising revenue, rather than upon direct charges to the public as its principal source of revenue, has not been the result of any action by either Congress or the Commission, but rather the result of the natural development of the industry."

Though FCC's comments shed more light on subject, neither the Commission nor Congress is likely to hold hearings soon. FCC considers its hands quite full of other matters, notably uhf problem (see p. 3) and House Commerce Committee is up to its ears in hearings on health legislation and on Bryson bill to restrict liquor ads (HR-1227). Hearing on latter is set for May 19-21.

No Congressman other than Hinshaw seems excited about matter, but Hinshaw vows he'll get hearing on it if he has to tack it on as a rider to some other bill.

NARTB CONVENTION AGAIN DOMINANTLY TV: Even the sideshows at annual NARTB convention -- in Chicago's Palmer House, May 23-27 -- will be dominantly TV with a record turnout expected from the 255 TV station and the 4 TV network members, to say nothing of the 1128 AMs, 329 FMs, 114 associates. Fact is, NARTB's total membership of 1838 is a growth of 8% over last year's roster at this time.

Most noteworthy of the peripheral activities, aside from the usual big array of exhibits (heavily TV) and the many individual company parleys, is the organization meeting Monday of the well-backed Television Advertising Bureau, projected as a non-NARTB business group, with headquarters in N.Y., for purpose of promoting spot sales and for closer liaison with sponsors and agencies (Vol. 10:17-19). Unique, too, will be the Sunday evening reception and dinner (May 23) which Sponsor Magazine is tendering the 108 pre-freeze stations, presenting each with a commemorative plaque in recognition of its pioneering, with Harold Hough, WBAP-TV, Ft. Worth, as m.c.

Monday is really leadoff day, devoted entirely to side meetings: NARTB's TV board meeting to elect 5 directors, including possibly one being sought by uhf folk; also, the BAB board luncheon and meetings of CBS affiliates, NARTB sports committee, Daytime Broadcasters Assn., Clear Channel Broadcasting Service, Council on Radio Journalism, presidents of the state broadcasting associations, et al.

Big meetings start Tuesday morning, with CBS chairman William S. Paley delivering the keynote address. Same day, the joint management-engineering conference & workshop has GE's W.J. Purcell discussing "Economy in Technical Operations Through Organization and Management"; Eastman Kodak's Ralph Evans, "Seeing Light and Color"; NBC's Robert E. Shelby, "Results of Experience to Date in Color TV Operations." Also panels on labor relations and film buying, latter headed by KRON-TV's Harold See.

These mainspots for conventioners most interested in TV problems will be followed Wednesday by various other sessions and a luncheon address by FCC chairman Rosel Hyde. Thursday morning's piece de resistance will be a roundtable discussion with all FCC commissioners except E.M. Webster on hand.

Personal Notes: Maj. Lenox R. Lohr, NBC pres. 1935-40, now pres. of Museum of Science & Industry, Chicago, elected pres. of Society of American Military Engineers at Annapolis convention this week . . . Samuel E. Feldman, eastern div. mgr., promoted to asst. sales mgr. of ASCAP under Jules M. Collins, specializing in TV-radio . . . H. S. (Bert) Somson, ex-Ziv & Kling Studios, named exec. v.p. of Crosley Bestg. Corp. subsidiaries WLW Promotions Inc. & Olympus Film Productions, in expansion of both . . . Paul Raibourn, Paramount v.p. and member of NARTB board for its KTLA, Los Angeles, speaks on "The Future of Television" before Chicago Television Council, May 21 . . . Edward R. Hitz, NBC-TV central div. network sales mgr., recuperating from an operation at St. Luke's Hospital, Chicago . . . Dave Jacobson, CBS-TV public relations director, leaves early in June for 5-week tour of Europe and Israel . . . John W. Collins promoted from sales mgr. to mgr. of WAGA-TV, Atlanta, in separation of TV-radio under managing director Glenn C. Jackson, with Claude Frazier promoted to mgr. of radio WAGA; Don Naylor, program director & film buyer, WAGA-TV; Len Henriksen, program director, WAGA . . . O. C. B. Howard named program director of upcoming WGR-TV, Buffalo, Nat Cohen named mgr. of radio WGR, under Joseph J. Bernard, gen. mgr. . . . D. C. Summerford, technical director, promoted to gen. mgr. of WKLO, Louisville, whose uhf WKLO-TV quit the air in April (Vol. 10:17); he replaces Joe Eaton, and Charles Farmer has been named asst. mgr. & sales director . . . James Kellock reelected pres., Austin Kiplinger v.p. of Chicago Unlimited, industry group formed to promote Chicago as a TV-radio center . . . Jim Rogers, ex-Blair in Hollywood, named sales mgr. of KLAS-TV, Las Vegas . . . Thomas L. Young, ex-KWAT, Watertown, S. D., named sales mgr. of KOLN-TV, Lincoln . . . Chet Cooper promoted to production operations mgr. of WFIL-TV, Philadelphia . . . J. R. Troxel resigns as operations mgr. of WITV, Ft. Lauderdale; Gail Compton, resigns as program director, to give full time to her *Gail Compton Show* . . . Bob Sevey, ex-KPHO-TV, Phoenix, named production mgr. of KULA-TV, Honolulu . . . Lou Sanman, ex-Biow Co., appointed production coordinator of ABC western div., Hollywood . . . John Barkhurst transferred from Los Angeles to San Francisco to handle ABC-TV & ABC publicity & merchandising; Robert P. Hardin promoted to succeed him . . . Yves Vien promoted from administrator of program services to CBC co-director of TV, Montreal; Roger Rolland appointed CBC Montreal programs director, replacing Gerard Lamarche, now Quebec provincial director of programs . . . Savington W. Crampston named TV-radio supervisor handling Philco *Breakfast Club* simulcasts for Hutchins Adv., under Pierson Mapes, N. Y. v.p. & gen. mgr. . . . Robert C. Alexander, ex-Ward Wheelock v.p. in charge of TV-radio, joins N. W. Ayer client service dept. . . . Gordon D. Walker, ex-KNXT, Los Angeles, joins Kenyon & Eckhardt, same city, as TV-radio production asst. . . . George Tichenor, ex-Forjoe, joins TV-radio dept., D'Arcy Adv., N. Y. . . . Philip L. McHugh named TV-radio mgr., Campbell-Ewald Co., Detroit . . . P. H. Wire, pres.-gen. mgr. of *East St. Louis Journal*, named pres. of KSTM-TV, St. Louis.

New FCC asst. gen. counsel in charge of litigation is J. Smith Henley, attorney from Harrison, Ark. He succeeds J. Roger Wollenberg, who had resigned some months ago to join Haley, Doty & Schellenberg. Henley served as city attorney of Harrison 1944-47, was referee in bankruptcy for Federal district court 1944-45. He's 37, married, has 2 children.

John Meagher, KYSM, Mankato, Minn., elected NARTB v.p. for radio (AM-FM), new post created by board at Jan. meeting in Phoenix.

J. H. Whitney & Co.'s \$4,000,000 purchase of KOTV, Tulsa (Ch. 6) was approved by FCC this week, the big N. Y. venture capital concern acquiring property (Vol. 10:14) whose total assets as of last Dec. 31 were listed as \$786,675, liabilities \$665,003, with surplus of \$71,672. It's one of biggest station deals on record, leading Comr. Lee, without dissenting, to issue statement expressing "growing concern" and stating that "large transactions such as this give me cause for alarm." He said: "The Commission transfer processes do not provide for the possibility of competing applications or comparative consideration of applicants as in the case of requests for original use of a channel. I am aware that this may be due to statutory limitations, and I do not suggest that this is inappropriate. But I am concerned because the transfer processing does not answer for me the question as to how the prospective purchaser would have fared in a comparative hearing." Sellers are Mrs. Helen Maria Alvarez, who founded the station in 1949, owned 50%; Jack Wrather, Okla. oil heir, 25%, his mother Mrs. Mazie Wrather, 25%. It was stated at time of deal that no personnel changes are planned. Mrs. Alvarez and Mr. Wrather, who also own 38.89% each of KFMB-TV & KFMB, San Diego (along with Edward F. Petry & Co., 22.22%), remain on stations' board along with Whitney partners C. Wrede Petersmeyer, Wm. H. Jackson & Robert F. Ryan.

Arthur B. Church's Midland Broadcasting Co., Kansas City, which Cook Paint & Varnish Co. proposes to acquire in deal involving \$1,750,000 cash, plus assumption of about \$865,000 in obligations and other considerations (Vol. 10:17), shows these original costs of various properties as of March 31, 1954 in transfer papers filed recently with FCC: KMBC-TV, \$372,652; KMBC, \$351,194; KFRM, Concordia, Kan., \$129,679. Though depreciated costs are given, papers say that in nearly every instance replacement cost would exceed original cost. Midland's assets on Feb. 28 totaled \$1,502,693. Fixed liabilities total \$671,011, current liabilities \$139,743, capital stock & surplus \$691,938 (earned surplus account \$283,748 as of Jan. 31, 1953). Purchaser's WHB Broadcasting Inc. balance sheet shows \$830,141 assets & liabilities, latter including earned surplus of \$482,669. WHB-TV shares time and ownership of transmitter with KMBC-TV and it's proposed to merge them into one basic CBS-TV outlet.

Transfer of Ch. 12 facilities of old KOLN-TV, Lincoln, Neb. from Fetzer family to trustee Byron J. Dunn acting for U of Nebraska (Vol. 10:14) can't be approved without hearing, FCC told John Fetzer. Commission said it looks as if Fetzer "would be in position to exercise a substantial influence in two TV stations in the same community if we were to approve [the transfer]." FCC letter says that Fetzer would own transmitter, operate it and "has agreed to reimburse the Trustee for reasonable expenses necessarily incurred in carrying out the trust, if donated funds are not available for that purpose." Commission notes that there's no commitment from the university and that application wasn't signed by its representative. Fetzer's first bought KOLN-TV (Vol. 9:30,34), then KFOR-TV (Vol. 10:13), swapping channels and silencing the latter.

At FCC and in court, uhf stations continue attempts to block vhf grants or participate in vhf hearings. This week, WAIM-TV, Anderson, S. C., said it would appeal FCC's latest action in venerable Spartanburg site case—granting of regular modification to WSPA-TV to build at Paris Mt. WENS, Pittsburgh, petitioned to intervene in suburban Irwin Ch. 4 hearing. Grantee KSPG, Tulsa, joined KCEB in protesting vhf grant in Muskogee (Vol. 10:19); surprisingly, vhf KOTV is also protesting.

Network Accounts: Firestone and NBC came to parting of ways this week when latter announced its *Voice of Firestone*, carried on the radio network Mon. 8:30-9 p.m. for last 25 years and simulcast with TV for last 5 years, would quit the network June 7 and be heard on "another network" next season. Company withdrew after NBC decided to make period available for new Sid Caesar show next season. Strained relations weren't mollified, apparently, when NBC pointed out that it was never contemplated that radio show should be changed since it has held its high ratings but that TV show has suffered drastic drop in ratings as Mon. night TV audience showed preference for light entertainment and melodrama, pointing to "opposition" of *Arthur Godfrey Talent Scouts* on CBS-TV at 8:30, followed by *I Love Lucy* at 9. NBC offered unavailingly to move TV show to Sun. 5:30 p.m., between Hallmark's *Hall of Fame* and *Meet the Press*—"both of which bear a cultural and educational imprint" and thereby "capture an increased all-family audience [and] arrest the downward trend of its rating" . . . Texas Co. (Texaco) buys Sat. 9:30-10 p.m. time segment on NBC-TV 3 out of 4 weeks for new comedy show featuring Jimmy Durante, starting in fall, thru Cunningham & Walsh . . . Florida Citrus Commission to sponsor *Twenty Questions*, which shifts from DuMont to ABC-TV starting June 29, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Toni to sponsor *Kay Kyser's Kollege of Musical Knowledge* on CBS-TV starting July 11, Sun. 7-7:30 p.m., thru Weiss & Geller . . . Bristol-Myers Co. (Bufferin & Vitalis) sponsors 10-10:30 a.m. segment of *Arthur Godfrey Time* simulcast on CBS-TV on alt.-day basis, starting May 11, thru Young & Rubicam . . . Lucky Strikes to sponsor *Jack Benny Show* in fall on alt. Sun. 7:30-8 p.m. instead of every 3rd Sun. on CBS-TV, thru BBDO . . . Pall Mall renews alt.-week sponsorship (with Dodge) of Danny Thomas in *Make Room for Daddy* on ABC-TV, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Calwell & Bayles . . . Sherwin-Williams Co. shifts *Ray Bolger Show* from Thu. 8:30-9 p.m. to Fri. 8:30-9 p.m. on ABC-TV in place of *Pepsi-Cola Playhouse*, which moves to Sun. 7:30-8 p.m., effective July 9.

New TV camera, image orthicon and flying-spot scanner have been announced by British Marconi. Camera chain, known as Mark III, was specifically designed for new 4½-in. image orthicon, which is claimed to provide "far better picture than any existing TV system is capable of transmitting." The 16mm film scanner is built around new Marconi fast pull-down mechanism. All equipment is available for use on British, European or American standards.

Tremendous pulling power of kiddie programs is shown in new Advertest survey of 6 popular children's show in N. Y. area, based on 750-family sample. About 75% of parents interviewed reported they had been asked by their children to buy at least one product advertised on the programs; more than 93% of this group said they actually purchased one or more products as result.

McCann-Erickson on June 1 merges Wilkinson, Schiweitz & Tips Inc., Houston agency handling Humble Oil, Texas Rice Promotion Assn., Anderson Clayton & Co., among 28 other accounts. Joseph Wilkinson, pres. of Houston agency, will be v.p. & mgr. of new Houston office of McCann-Erickson; Kern Tips, exec. v.p.

Britain's record mile runner Roger Bannister flew to U. S. this week to appear on CBS-TV's *I've Got a Secret* and other TV shows, but appearances were cancelled when British Information Office decided he shouldn't come within a mile of commercial TV—to safeguard his amateur status.

Dr. Melvin Brodshaug named dean of School of Public Relations & Communications, Boston U, which includes TV, radio & motionpicture depts.

First sponsor of Army-McCarthy hearings, so far as known up to press time, is *St. Louis Post-Dispatch*, which bought the live show in full, as carried on DuMont by uhf WTVI. Its own station KSD-TV is on NBC, which isn't carrying the daytime proceedings and, moreover, its daytime is entirely committed. Newspaper thus performs good public service, gets good advertising, helps build up uhf audience. In Chicago, the *Sun-Times*, not listed as a sponsor, has been defraying costs of the hearings as carried on ABC's WBKB. The day-long hearings were opened to commercial sponsorship this week after Senate subcommittee voted to permit sponsors "in recognition of the value and service of live coverage to these committee hearings, as we have observed the results." Chairman Mundt (R-S. D.) explained he had received several calls from networks and stations complaining about cost of carrying hearings in full. Subcommittee authorized commercial sponsorship of the live telecasts only if they're carried in full and not interrupted for commentary; names of sponsors would be permitted only at beginning & end of hearings and during recesses. It said it was hoped networks will use "good judgment in the types of sponsorship which they secure since these televised hearings will be going into homes and some school classrooms." ABC-TV & DuMont, which have been carrying full hearings live, said they're now negotiating with several prospective sponsors. CBS-TV & NBC-TV declared they won't alter their present coverage of late-evening filmed highlights only.

Dept. store use of TV can be made very profitable with minimum of money and maximum of ingenuity, says man who is both telecaster & dept. store owner. George Gable, pres. of Wm. Gable Co.'s WFBG-TV & WFBG, Altoona, Pa., told Washington conference of National Retail Dry Goods Assn. this week his store had achieved "great merchandising success" with 1-min. films made in store, showing sales techniques, and he offered to make them available at print cost to other stations & stores. Films are carried with live commentaries and slides which can be superimposed to show prices, store name & locations, other pertinent information. Other speakers supporting Gable's thesis that more dept. stores should use TV were Armand Grant, WAAM, Baltimore; Ted Nicholaf, WFBM-TV, Indianapolis, and TV consultant Sam Cuff. Gimbels, big Philadelphia dept. store, tests effectiveness of merchandising via TV week of May 17 in 3-way tie-in with WPTZ & NBC-TV's *Home* (11 a.m.-noon). Store is buying series of spots on WPTZ to boost promotion, will arrange window displays featuring "as advertised on *Home*." Nineteen minutes of *Home* will originate from Gimbels May 20 via WPTZ.

Canadian professional football will be televised by NBC this fall in direct competition with NCAA college "game of the week" on ABC-TV. NBC for last 3 years has carried NCAA games, now will telecast 13-game Sat. afternoon series Aug. 28-Nov. 20 featuring Eastern Big Four teams and East-West playoffs. Canadian football, a rugged game somewhat different from the American variety, has attracted many former U. S. college and professional stars. CBC will supply NBC with video pickups via Buffalo, NBC providing own sportscasters. Financial terms of deal and sponsor not yet announced.

Newspapers outrank TV & radio in importance as news media, Catholic Press Assn. convention was told this week by Samuel Cardinal Stritch, Roman Catholic Archbishop of Chicago. "The public square of today is the daily newspaper," he said. "We should also add the radio and TV, but however great the importance of radio and TV may be in our times, the printed word is more important." The Cardinal added, however, that prestige of press has fallen because "it has failed in the responsibility which its very freedom imposes."

Telecasting Notes: Walt Disney TV show *Disneyland*, which starts on ABC next Oct. as part of new modus operandi signed by the network and the film producer (Vol. 10:14), will probably be slotted Wed. 8-9 p.m., opposite Arthur Godfrey (CBS). Filmed programs will be introduced by Disney personally, will run for at least 8 years under the contract—and many of them will be slanted as promotion for Disney theatrical films and other Disney properties. Exclusive of time charges, the hour-long films reportedly will cost sponsor (as yet unsigned) \$65,000 each for first runs, \$39,000 for re-runs . . . “Disneyland” project near Anaheim, Cal. will be workshop and locale for TV films as well as tourist attraction, and is described as “combination world fair, playground, community center, museum of living facts and showplace of beauty & magic.” To be completed by mid-1955 at cost of \$9,000,000 on 150-acre tract, project will employ more than 500, will be built and operated by Walt Disney Productions “in association with” ABC and Western Printing & Lithographing Co., Racine, Wis., which prints all Disney publications . . . Officers of Disneyland Inc., elected May 13: Walt Disney, pres. & board chairman; ABC v.p. Earl Hudson, vice chairman; Disneyland gen. mgr. C. V. Wood Jr. (ex-Stanford Research) & Sidney Markley, v.p.’s; Disney Productions’ George D. Kilmer & O. V. Melton, secy. & asst. secy. Also on board are Wood, Markley, Western Printing’s Robert S. Callendar, Disney Productions treas. Paul L. Pease and American Bar Assn. pres. Lloyd Wright . . . Significant quote from income report of Charles P. Skouras, pres. of National Theatres Inc., for half year ended March 27 (net income: \$1,307,050 vs. \$1,458,529 in 1953 period): “In the cities in the Midwestern, Rocky Mountain, Pacific Northwest and Northern California areas where TV competition has recently developed, there has been a substantial decline in attendance. However, the continued satisfactory operations in localities where TV competition has been intense for a number of years is most encouraging” . . . TV may hurt at first, said chairman Alfred Starr of Theatre Owners of America at Arkansas theatremen’s convention last week, its adverse effect on the movie business is only temporary

Educational TV was to dedicate its 6 stations and formally open its program center at Ann Arbor, Mich., Sun. May 16, with hour-long filmed telecast, *Vision*, containing excerpts of sample programs to be available. All 6 stations will carry program: KUHT, Houston; KTHE, Los Angeles; WKAR-TV, E. Lansing; WHA-TV, Madison; WQED, Pittsburgh; KQED, San Francisco. Program includes excerpts from *The Exceptional Child*, produced by N. Y. City Board of Higher Education; *Stuttering from the Horse’s Mouth*, film on stuttering produced by U of Iowa; *Independent Mr. Jefferson*, produced by National Assn. of Educational Broadcasters; *Baby Knows Best*, produced by N. Y. municipal radio WNYC; Dept. of Defense film on Communism, moderated by George Kennan, ex-U. S. Ambassador to Russia; film on anthropology, featuring American Indian. In addition, problems involved in preparation of an educational telecast will be illustrated by excerpts from *Adventure in Art*, produced by U of Iowa.

Experimental boosters for Hawaii are proposed in application filed by IRESCO Inc. (International Research Associates, 2221 Warwick Ave., Santa Monica, Cal.). Pres. Lewis E. Brown says that units with output of 15 watts could be built for \$5000 per channel, plus \$1500 for power supply, and re-radiate Honolulu’s signals into areas now shadowed. Organization had grant for KM2XFA, Palm Springs, Cal., but said it didn’t build there because of “public relations and financial difficulties.”

Next to be interconnected by AT&T Long Lines Dept.: KGLO-TV, Mason City, Ia. and WBTM-TV, Danville, Va., scheduled May 15; WGAN-TV, Portland, Me., May 16; WKNY-TV, Kingston, N. Y., May 23.

and “there’s no basic conflict between TV and movies.” But, reports *Motion Picture Herald*, his optimism wasn’t shared by all of the 350 Arkansas theatre owners who blamed declining receipts on TV, which became an important factor in their state only during last year . . . “When a family gets its TV set paid for,” said Mr. Starr, “then they can spend a couple of dollars a week going to the movies—and they will” . . . More blame: CIO Textile Workers Union, at recent Atlantic City convention, heard its researchers report that TV is contributing to the decline of the clothing industry because homebodies prefer to loll around home and avoid dressing up to go out. Wherefore *Variety* comments that “one man’s meat is another man’s poison” and notes that TV must be “upbeating” the furniture, rug, electric bulb, soft & hard drink—and even the victuals industries “since video viewers are the hungriest people at the oddest moments” and suggests, “If textiles can’t beat TV, why not join it?” . . . Nielsen reports Rodgers & Hammerstein 4-network show March 28 for General Foods’ 25th anniversary (Vol. 10:14) was seen in 21,060,000 homes, or 91.7% of total sets-in-use . . . KOA-TV, Denver, which lost tower in raging windstorm Dec. 6 but went on air few days later with temporary pole, has started erecting new 300-ft. Emsco tower on Lookout Mt., with 6-bay 84-ft. RCA antenna due to be hoisted June 1; new tower gives 1030-ft. height above average terrain . . . Arthur Godfrey, who represents some \$10,000,000 or more of CBS’s TV-radio billings, announced on air this week he must undergo another hip operation, presumably will go into hospital during his summer vacation . . . DuMont’s WABD and Elroy McCaw group’s radio WINS have made deal to cross-promote their programs and personalities, WABD getting plugs on the radio station for its night programs, WINS on the TV for its morning shows . . . New rep: KXLY-TV, Spokane, to Avery-Knodel . . . Rep appointments for upcoming stations: WLAC-TV, Nashville (Ch. 5), to Katz; WTWO, Bangor, Me. (Ch. 2), to Venard, Rintoul & McConnell; WOSA-TV, Wausau, Wis. (Ch. 16), to Rambeau; WUSN-TV, Charleston, S. C. (Ch. 2), to H-R Television.

A 213-mi. 12-hop microwave costing \$250,000 is sought by KXJB-TV, Valley City, N. D., in application filed with FCC this week. AT&T is building microwave to Fargo for WDAY-TV but KXJB-TV chose to seek own link rather than share single channel half-time. AT&T plans call for second channel by June, 1955. KXJB-TV says that AT&T service would cost \$104,796 yearly for 8 hours a day, whereas its own link would cost \$5000 monthly to run after being amortized by 1960. AT&T will undoubtedly oppose grant because private link would parallel own facilities from Minneapolis.

First closed-circuit TV political rally may be undertaken by Democrats for national meeting in Sept., provided money can be raised by local party committees. Proposed by WSB-TV’s J. Leonard Reinsch, TV-radio consultant to Democratic National Committee, plan is to use facilities of Nate Halpern’s Theatre Network TV, envisioning 100 theatres in more than 60 cities, with potential seating capacity of at least 100,000. Entertainers would alternate with political speakers in 90-min. rally. Tickets are expected to sell for about \$100.

Closed-circuit TV sales conference will be held by Chrysler Corp. May 27 in 20 theatres and 6 hotels in 26 cities. Ford Motor Co. last week had 39-city theatre telecast, following successful 33-theatre show in January. The 3 productions were handled by Box Office TV Inc. Chrysler’s Dodge div. also had 15-city dealer presentation in January, produced by ABC-TV and viewed in TV station studios as well as theatres lined up by Theatre Network TV Inc.

DELAYS in construction, and in some cases an apparent lack of determination to go ahead, are more and more manifest in replies to our questionnaires to CP holders asking for information on station plans. This supports our report last week that fewer CP holders are now hurrying to get on the air (Vol. 10:19), particularly uhf who are awaiting upcoming Senate hearings before deciding whether to go ahead at all. Four of the latter reported to us this week, quite frankly, that they haven't yet ordered equipment, have no construction plans as yet, no target dates in view—albeit 3 of them have held their CPs since last Dec., one since July 1953.

Shipments continue slow. RCA reports 25-kw transmitters shipped May 11 to upcoming KHOF, Stockton, Cal. (Ch. 13), and May 14 to KWK-TV, St. Louis (Ch. 4). GE's only reported shipment for week was 12-kw amplifier to KEDD, Wichita (Ch. 16), but it also had order for 5-kw transmitter, with antenna and studio equipment, from Denver Public School's projected KRMA-TV (Ch. 6, educational), which has indicated Dec. 6 target.

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

WUSN-TV, Charleston, S. C. (Ch. 2), plans Sept. 26 commercial start as NBC & DuMont affiliate, reports pres.-gen. mgr. J. Drayton Hastie. It will be second station there. WCSC-TV (Ch. 5), which began last June 16, has CBS & ABC. Philip D. Porterfield named gen. sales mgr. H-R Television will be rep.

WTWO, Bangor, Me. (Ch. 2), with tentative order for RCA equipment, is working on construction plans, but hasn't set target, reports pres. Murray Carpenter. Plans are to build own 50-ft. tower atop Riders Peak, Holden, Me. Rep will be Venard, Rintoul & McConnell.

WGBH-TV, Boston, Mass. (Ch. 2, educational), is installing RCA 10-kw transmitter in building on Blue Hill and plans Aug. test patterns, Oct. programming, reports gen. mgr. Parker Wheatley. It has leased 11,000-sq. ft. for studios opposite M.I.T. in Cambridge. Make of 132-ft. tower not determined yet, but 101-ft. RCA 6-bay antenna will be used.

WMVT, Montpelier, Vt. (Ch. 3), planning September start, now is building half mile of mountain road to transmitter site, and within few weeks expects to begin work on transmitter house atop Mt. Mansfield, state's highest peak, reports sales mgr. John A. Dobson. Building will house 5-kw GE transmitter, two 50-kw power generators, and living quarters for 2 engineers. Its 4-bay General Electric antenna on fifty-foot Blaw-Knox tower will be 2729-ft. above average terrain, and signal is expected to reach as far north as Montreal as well as neighboring New York and New Hampshire. Montpelier studio facilities are being arranged with WSKI; Burlington studios will be in new TV-radio building going up on eastern outskirts of city. Signed as primary CBS affiliate, but also expecting to use programs from other 3 networks, it hopes to get AT&T microwave connection with Albany. Weed will be rep.

WMBV-TV, Marinette, Wis. (Ch. 11), transmitter house scheduled to be ready May 20 for 10-kw RCA transmitter due this month, still plans July 14 test patterns and Aug. 1 programming as Marinette-Green Bay area's NBC affiliate, reports gen. mgr. Joseph D. Mackin. It will build 500-ft. tower with RCA 12-bay antenna at original CP site, plans to have it completed by end of June. Decision not to build at new location midway between Marinette and Green Bay was made after WFRV-TV, Green Bay (Ch. 5)—which got CP week before FCC approved site change for WMBV-TV—wrote that it intended to protest change to new location. George W. Clark will be rep.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), 25-kw RCA transmitter ordered for delivery in June or July and RCA 6-bay antenna due in Aug., plans Oct. 1 test patterns and Oct. 6 programming, writes TV director Robert F. Schenckan. It's taking bids on construction of 800-ft. tower, wants it ready in Aug. Facilities will include mobile unit and studios at Chapel Hill, State College, Raleigh and N. C. Women's College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter.

WLAC-TV, Nashville, Tenn. (Ch. 5), now plans June 15 test patterns, July 1 programming, reports T. B. Baker Jr., who will be 25% owner, with Al Beaman owning 25% and Casualty Insurance Co. of Tennessee owning 50% (Vol. 10:19). Its RCA 10-kw transmitter is 90% installed, and 1000-ft. Ideco guyed tower with RCA 12-bay antenna is scheduled to be ready by June 15. It will be CBS affiliate. Rep will be Katz.

WBTW, Florence, S. C. (Ch. 8), has 50-kw RCA transmitter due in July, plans Sept. 15 test patterns, programming "on or before Sept. 26," reports gen. mgr. J. William Quinn. Its 750-ft. Kimco tower with RCA 12-bay superturnstile antenna are scheduled for completion in June. Owner Jefferson Standard Bestg. Co. also operates WBTW, Charlotte, and owns 16.5% of WFMY-TV, Greensboro, N. C. WBTW will be basic CBS, will also carry pro-WBTW originations. Rep will be CBS-TV Spot Sales.

WTHI-TV, Terre Haute, Ind. (Ch. 10), its 548-ft. Beasley tower and RCA antenna about ready, has reported June 15 test pattern target, July 1 programming, primary non-interconnected CBS affiliations. Joe Higgins is gen. mgr. of both TV & radio; Ben Falber Jr., WTHI-TV station mgr.; Pat Murphy, technical director; Louis Froeb, continuity director; Don Petit, chief engineer; Russ Arnold, asst. chief engineer. Base hour will be \$400. Bolling will be rep.

WOSA-TV, Wausau, Wis. (Ch. 16), is still negotiating for transmitter & tower but hopes to get going next Sept., reports owner Congressman Alvin E. O'Konski. It has approval of CAA for tower on Rib Mt., but local planning board is delaying site approval. Rep will be Rambeau.

WQXI-TV, Atlanta (Ch. 36), hopes to be on the air with test pattern in early Aug., reports owner Robert W. Rounsaville, who also holds CPs for WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54). Earlier in year, he ordered 3 complete uhf station packages, with Continental 1-kw transmitters, from GPL (Vol. 10:7) but deliveries have not been reported. WQXI-TV rep will be Hollingbery.

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CHCH-TV, Hamilton, Ont. (Ch. 11) has completed installation of 10-kw RCA transmitter, tentatively plans June 5 test patterns, reports asst. mgr. S. J. Bibby. Dominion Bridge Co. has completed 300 ft. of 540-ft. tower which will have RCA-designed wavestack antenna. Joint owners are radio stations CKOC, CHML & CJSH-FM, with CHML's Ken Soble as gen. mgr. Base rate will be \$300. Reps will be Adam Young (for U. S.) & All-Canada Television.



WIRI are new call letters for originally-granted WBLB, Bloomingdale, N. Y. (Ch. 5), near Lake Placid, to be operated by owners of radio WIRY, Plattsburgh. Gen. mgr. Joel Scheier reports no equipment ordered yet, no target date, but request for modification of CP to locate transmitter to Terry Mt., near North Pole, N. Y., with higher power, was filed with FCC last week.

Tips to broadcasters on hiring staff are contained in NARTB's new 8-chapter *Employment Handbook*, mailed this week to all members.

'TUBE PRICES ARE ALL OVER THE MAP': Cheap or expensive, all TV sets require picture tubes -- and so the tube makers say their orders have held up quite nicely for this time of year. But, like set makers, they complain they would like to make some money.

As in the present receiver market, there seems to be no pattern to the price structure of the highly competitive picture tube business. Just when it seemed that prices might be ready to stabilize, Sylvania surprised the industry this week by cutting about 75¢ off the manufacturers' cost of the popular 21-in. types. This happened shortly after GE had increased prices of its aluminized tubes.

Most of the industry sat tight, although CBS-Hytron followed Sylvania with lower prices. As a large independent tubes maker put it, "Prices are all over the map. No two manufacturers have the same prices, and there isn't one that can't be bargained with. Sure, we're busy with orders, but we can't even break even on them."

One of the biggest CR tube manufacturers called the price picture "extremely confusing" and added: "Nobody is getting rich in this business now. We're just trying to live. And we're not going to cut prices any more if we can help it."

Firming up by fall, at latest, is generally expected in the industry, particularly if today's big swing to aluminized tubes continues. Aluminization process, which is supposed to produce brighter pictures, is so difficult and touchy that some tube makers think they'll have trouble keeping up with orders for aluminized tubes next fall, by which time the law of supply & demand should dictate stable levels.

Aluminized tubes sell for about 50¢ more than non-aluminized today, despite fact they cost some \$2 more to make. Hence large portion of tube industry is hailing GE boost as step in right direction -- many complaining it didn't go far enough.

PHILCO STRIKE ACCENTS SEASONAL DIP: Effects of the Philco strike, on top of normal seasonal decline, are reflected in RETMA report for week ended May 7 -- which shows output of 103,563 TV units as against 120,687 week before. Oddly enough, radio output actually went up -- to 167,445 for week (including auto radios) from 163,289.

May 7 week's TV factory & distributor sales were about 75,000 each, down from 100,000 & 90,000 respectively for preceding week. The 75,000 totals were about same as in like week of 1953, when output was 126,905. Retail figures weren't available.

It's presumed factory output was down again in week ended May 14, for which RETMA will report May 21, because the Philco strike was still on. There was no sign of early settlement as it went into third week. A 4-hour session of company, union and Federal mediator this week proved fruitless -- although executive and salaried personnel finally got into their offices in struck Philadelphia plants with police escorts after union defied court injunction against mass picketing for 3 days. Rest of 10 TV-radio-electronics plants in Croyden, Pa. & Sandusky, O., where injunctions were not sought, remained completely shut down.

Other set makers said strike has had no noticeable effect on their business. One major Philco distributor told us sales were continuing as usual, but inventory is going down fast. He would not forecast what the weeks ahead would bring.

The industry's TV inventory position at all levels is still considered good, though it has been rising slowly at factory level during last 3 weeks. Most recent figure is said to be around 1,650,000 -- well below last year at this time and still regarded as "comfortable" -- even described by some as too low.

Radio inventories, on the other hand, have soared to about 3,500,000, not counting auto radios, up about 1,000,000 from this time year ago -- regarded as way too high for comfort and in some quarters as a cause of genuine alarm. Radio sales have been down at all levels this year from 2 preceding years. Radio output this year has shown increases over preceding weeks in only 4 of 18 weeks.

April TV sales held up better than the industry anticipated, indicating that second quarter may not be too bad if May & June don't dip below seasonal expectation. April factory sales totaled about 450,000 (as against production of nearly 500,000) and ran about same as April 1953. April distributor sales were about 440,000 (also about same as April year ago). A preliminary tabulation on retail sales indicates around 400,000 TVs were sold, compared to some 320,000 year ago.

TV production aggregated about 2,020,000 for 18 weeks through May 7, compared to about 2,950,000 in same 1953 period; radios, 3,480,000 vs. 5,000,000.

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Price situation continues as uncertain as reported here last few weeks, with most set makers bidding their time against June-July marts and conventions. There was still inclination to believe prices would have to firm up against the lowering trend of recent months, especially in view of relatively poor first-quarter financial statements of most manufacturers. On the other hand, demand for cheaper items won't down -- and it's learned that Hallicrafters, already out with 17-in. table at \$150, will shortly introduce 21-in. table at \$180, or \$20 below its lowest current 21-in.

Color's effect on market certainly isn't discernible at this time. Actually, RCA and a few others are saying color sets are building store traffic, even accounting for some black-&-white sales. RCA spokesmen express themselves as "satisfied" with sales of the 4000 sets they put on market over last few weeks, but the company declines to estimate retail sales total, claims it doesn't know yet.

Westinghouse recently conducted survey of N.Y. dealers with its color sets on their floors, came up with these findings: (1) Customers listed lack of sufficient color programming as biggest obstacle to purchase of color set now; second factor was small screen, third was high price. (2) More than half of dealers said they were trying hard to sell color but would switch to monochrome at first sign of consumer resistance. (3) Only half of dealers thought traffic was stimulated by color.

Trade Personals: Donald C. Burnham, ex-General Motors, named Westinghouse v.p. in charge of manufacturing, with headquarters in Pittsburgh . . . Wm. A. MacDonough promoted to new post of gen. mgr. of distribution & merchandising of Crosley-Bendix home appliances; John K. Knighton, ex-Serrel Inc., named gen. sales mgr. of appliances . . . L. H. Moos & Evans T. Morton promoted to v.p.'s of Admiral's subsidiary Midwest Mfg. Corp., Galesburg, Ill. (refrigerators, freezers) . . . Harvey W. Harper, Tung-Sol chairman, and Louis Rieben, pres., celebrated their 50 years of association May 11 at a testimonial dinner in Newark's Military Park Hotel, May 11 . . . E. J. Hart promoted to RCA engineering products div. microwave equipment sales mgr., D. C. Bright to administrator of communications accounts, H. G. Boyle to communications field sales mgr. . . James M. Cunningham, ex-ABC & Western Electric, named General Precision Labs western sales mgr., Glendale, Cal. . . Joseph Weinberg named purchasing agent, Industrial TV Inc., Clifton, N. J. . . Morris Adler succeeds Herman L. Leeson, resigned, as Kaye-Halbert controller . . . Wm. P. Short appointed gen. mgr. of Gabriel Co. electronics div., replacing Thomas F. O'Donnell, resigned . . . Simeon Weston, ex-Amperex, elected exec. v.p. of Lambda Electronics Corp. . . Charles McKinney, ex-Raytheon, joins McCarty Co. as associate mgr. of Chicago office . . . Peter Buttacavoli, promoted to mgr. of DuMont field technical services.

RETMA issues booklet, *The Walsh-Healey Act, the Labor Law That Really Needs Revision*, sharply critical of decisions of Secy. of Labor favoring "higher and higher" wages in labor disputes on govt. contracts. Booklet was prepared by Robert C. Sprague Jr., Sprague Electric, to forewarn that the Act is "a bear-trap for the businessman who accepts a govt. order without full knowledge of what he may be required to do by the determinations and regulations of the Secretary of Labor."

National Community TV Assn. convention in New York's Park Sheraton Hotel June 14-16 has scheduled as speakers: Sidney Pickles, Federal Telecommunications Labs, antennas; representative of Phelps-Dodge, coaxial cable; specialists of International Telemeter, Jerrold, RCA & Spencer-Kennedy, amplifiers and color; consulting engineer T. G. Morrissey, Denver, microwave; Jack Rosten-craft, Oil City, Pa., public relations & promotion; member of Washington counsel, Welch, Mott & Morgan, legal matters; accounting counsel Wm. E. Howe & Co., Philadelphia, tax & accounting problems. Exhibitors added to those reported in Vol. 10:19 are: Communications Products Co., Marlboro, N. J.; Community Engineering Co., Allentown, Pa.; DuMont, Clifton, N. J.; Plastoid Corp., Long Island City, N. Y.; Holt Electronics Corp., Mahanoy City, Pa.; RMC Associates, New York.

Sen. Russell Long (D-La.) said this week he'd offer amendment to general tax bill (HR-8300) to give excise tax relief to TV-radio manufacturers (Vol. 10:13, 16) only if it appeared Senate was going to defeat amendment by Sen. George (D-Ga.) to raise personal income tax exemptions. If George amendment is adopted, he said he wouldn't propose excise tax amendment.

Sylvania laid off 200 TV assembly workers and eliminated 2 production lines this week at Buffalo plant in anticipation of transfer of most TV production to new Batavia, N. Y. plant, expected to be in full operation by July. Quarterly report discloses that picture tube div. is concentrating on aluminized tubes to extent of about 70% of production, also on 21 & 24-in. sizes.

RCA and IUE-CIO reached agreement May 14 on wage increases for more than 12,000 workers in 4 plants, including 8800 in Camden and others in Moorestown, N. J., Cincinnati & Santa Monica, Cal. Terms weren't divulged, though agreement was under wage-reopening clause in 2-year contract running to June 1, 1955.

Topics & Trends of TV Trade: Annual distributor conventions for introduction of fall TV lines get under way in June, continue through July. Most lines which have been introduced by then will be shown to dealers week of June 27 at American Furniture Mart and Merchandise Mart in Chicago. These manufacturers have thus far announced distributor conventions as follows:

Admiral, second week in June at unidentified Chicago hotel; Arvin, July 18 at Grove Park Inn, Asheville, N. C.; Capehart-Farnsworth, June 7 at Ft. Wayne's Hotel Van Orman & June 28 at San Francisco's Hotel St. Francis; DuMont, June 15 at New York's Hotel Statler; Hoffman Radio, July 7 at Los Angeles' Huntington Hotel; RCA, annual meeting of field reps June 7 at Atlantic City's Haddon Hall Hotel; Raytheon, June 17 at Chicago's Sheraton Hotel; Stromberg-Carlson, July 26 at Rochester plant; Sylvania, July 14 at Buffalo's Hotel Statler & Erlanger Theatre; Zenith, July 15 at Chicago's Drake Hotel.

Philco's convention, scheduled originally for latter June, is an uncertainty as result of strike at TV-radio-electronics plants in Philadelphia, Croyden, Pa. & Sandusky, O.

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Business failures among TV-radio-appliance retailers in first quarter of 1954 ran somewhat ahead of corresponding period year ago, while failures among distributors were about even with 1953, reports Dun & Bradstreet. Some 128 retail failures were recorded in first 3 months this year, compared to 82 last year. Thirteen distributors failed vs. 12 in 1953. Report didn't indicate what percentage of the total these business failures represented. It defines a failed business as one that "ceased operations as a result of assignment to creditors, bankruptcy, or resulted in loss to creditors."

DuMont may start production of radio sets by fall if present plans of marketing v.p. W. H. Kelley are approved by Dr. DuMont. Despite current softness of radio market, Kelley is anxious to round out DuMont line with a few home & portable radios. Final decision is expected within several weeks.

New RETMA brochure, *TV & Radio Service Instruction in Your Community*, outlining recommended course for training technicians, was mailed this week to industrial & trade schools. Prepared in cooperation with N. Y. Trade School, it's available free from RETMA.

ELECTRONICS has attracted quite a few companies not even remotely connected with it originally—and Chicago financial consultant Edgar Greenebaum Jr., specialist in TV-radio-electronics fields, cites as prime example of this "swing" the 72-year-old Westinghouse Air Brake Co. in the study he has just completed for *Television Digest* (see p. 1). Its complex control equipment was improved with electronic applications, and a subsidiary Union Switch & Signal Co. manufactured electronic control equipment for guided missiles during World War II. Thereafter it acquired Melpar Inc., now its research & development subsidiary specializing in electronics.

American Machine & Metals Inc. was primarily a manufacturer of heavy industrial equipment, including laundry machinery, when in March 1944 it bought United States Gauge Co., designers & manufacturers of electronics instruments. Fairbanks, Morse & Co., known for scales, internal combustion engines and other heavy equipment, announced last month it was setting up an electronics division for various products. And Crane Co., which had acquired Hydro-Aire Inc. in 1951, now is working on transistors as well as electro-mechanical actuators and other aircraft equipment—a far cry from plumbing fixtures and valves.

Distributor Notes: RCA appoints Jerry Achtenhagen & Sons Inc., 820 W. Ash St., San Diego, replacing Leo J. Meyberg Co., which continues as Los Angeles & San Francisco distributor; RCA also names East Coast Appliance Co., 1929 Hampton St., Columbia, S. C. (E. M. Smith, pres.) . . . CBS-Columbia appoints Shelborne Corp., 238 Franklin Ave., Scranton (Louis Schiffner, pres.) . . . Sylvania appoints Tom P. McDermott Inc., Tulsa . . . McCormack & Co., San Francisco (CBS-Columbia) appoints Thomas H. Ryan gen. sales mgr., replacing M. D. Schuster, now Dallman Co., San Francisco (Philco) . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Andrew Schwartz electronics sales mgr., Alfred B. Packer home laundry sales mgr.

First big record company to put its music on tape is RCA Victor, which has teamed up with Magnecord Inc., Chicago tape recorder manufacturer, to provide recorded music service for industry, hotels, etc. Music from RCA's record library will be put on magnetic tape and delivered by Magnecord to subscribers on 8-hour reels designed to play automatically on special tape-player designed for the functional music system. Webster-Chicago this week entered recorded music business, shipping first 6 reels of high-fidelity music on magnetic tape.

N. Y. Better Business Bureau, strengthening its campaign for more ethical advertising by TV-radio-appliance retailers, last week issued new regulations requiring that prices listed in ads cover all charges a customer must pay and that tube sizes should be listed whenever set size is mentioned. Also, ads claiming special sales or reductions should not be used unless claim applies to all items in ad. Major TV chains & dept. stores pledged compliance.

Radio shipments to dealers, excluding auto radios, totaled 565,770 in first 2 months (when production was 915,810), according to state-by-state & county-by-county breakdown available from RETMA. Shipments in Feb. alone were 291,234, compared to 274,536 in Jan.

"Raytheon: Learning New Markets for Electronics" is cover story in May 15 *Business Week*, with particular emphasis on Radarange, electronic cooker, which makes consumer debut next fall when it will be built into stove made by Tappan Stove Co.

The TV-radio patent situation is subject of series of 5 articles by TV-radio editor Martin Rosenblum starting in *Retailing Daily*, May 17.

Textron Inc. is a vivid example of "diversification into electronics." Big textile firm last Jan. acquired Dalmo Victor Co., specializing in airborne antennas for the military. Another example might be in the making: Elgin National Watch Co. pres. J. G. Shennan recently announced: "In building an expanded and diversified future, it is natural that Elgin should select for exploration certain frontier fields in which its technology can be applied most effectively. From among these we have chosen 2—miniature electronics and precision production instruments." About 2 years ago, New Haven Clock Co. acquired Condenser Products Co., medium-sized maker of capacitors. Bulova Watch Co. makes quartz crystals, has other diverse activities in electronics.

Gabriel Co., maker of shock absorbers, went into the antenna field in 1946 by acquiring Ward Products Corp., and 5 years later added Workshop Associates Inc., antenna experts. General Mills Inc. a few years ago set up an electronics division to turn out involved radar and other gear, is keeping it going even though it's selling out its appliance business. Goodyear Tire & Rubber Co. has done considerable work on electronic computers. General Motor's AC Spark Plug Div. made electronic gear during the war, still is doing so. Willys Motors has set up an

electronic div., is making passes at the TV-radio-communications transmitter field, does military electronics work.

American Car & Foundry Co. (railway cars) also owns Avion Instrument Corp., recently set up ACF Electronics div. under Robert Henry, developer of "project tinkertoy" for Bureau of Standards, to manufacture printed-circuit & automatic-production components for military & civilian applications, including TV (Vol. 9:38 & 10:12). American Machine & Foundry Co., originally set up to make machinery for the tobacco industry, acquired Transducer Corp. in 1948, has been increasing its work in electronics ever since.

Daystrom Inc., once called American Type Founders Inc., has gone a long way from the manufacture of printing equipment since the war when it first produced electronic devices; its instrument division is still an important supplier of electronic gunfire control systems for the Navy, and its Daystrom Electric Corp. makes film, wire & magnetic tape recorders. And the Mergenthaler Linotype Co., it's rumored, will shortly introduce an electronic photo-composition machine.

California Eastern Airways Inc. was primarily in air transportation until it acquired Wireway Corp of America and Land-Aire Inc., the former specializing in tape recorders, the latter in range instrumentation operations and electronic engine analyzers.

General Precision Equipment Corp. originally made items for the movie industry; 13 years ago it acquired Librascope Inc. (computers, etc.) and then it kept on diversifying until now it has the Kearfott Co., Ampro Corp. and Link Aviation Inc. Cleveland Graphite Bronze Co. changed its name to Clevite Corp. in 1952, shortly after acquiring Brush Development Co., now Brush Electronic Corp., and early last year it added Transistor Products Inc. Also in Cleveland, Thompson Products Inc. owns 49% of Ramo-Woolridge Corp., specialist in advanced electronics research, and all of Bell Sound Systems Inc. and Dage Electronics (TV cameras).

Minnesota Mining & Mfg. Co., besides working on magnetic tapes, got further into the electronics field last year by buying American Lava Corp., component maker, and Irvington Varnish & Insulator Co. Bell & Gossett Co., specialist in hot water heating equipment, has developed a new electronic communications & control device. Carnation Co. was so successful in designing its own electronically-controlled automatic milk handling equipment that it's now selling it to others.

Bowser Inc., maker of equipment ranging from gas pumps to beverage filters, in 1951 took over National Scientific Laboratories Inc. (electronics engineering) and Gudeman Co. (capacitors). Carborundum Co. makes resistors in its Gload Div. Thor Corp. (washing machines) last year bought Phillips Control Corp. (relays). Claude Neon Inc.'s primary activity today is electronics. Permutit Co., basically in the water softening business, makes electronic controls through subsidiary Simplex Valve & Meter Co.

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Both Paramount Pictures Corp., which owns a TV station in Los Angeles, and its offshoot American Broadcasting-Paramount Theatres Inc., which owns a TV network with 5 stations and a radio network with 5 stations, are up to their ears in electronics. The former owns about 28% of DuMont, half of Chromatic Television Laboratories (color tubes); 54% of International Telemeter Corp. Latter does research on electronic computers as well as experiments in pay-as-you-look TV. AB-PT owns 50% of Microwave Associates Inc., researchers. Storer Broadcasting Co. will take over Empire Coil Co. as part of big TV station deal (Vol. 10:2).

Electronics Reports: Electronic psychologists, factories and supermarkets—these may be products of the "electronic revolution" of the next 25 years, as foreseen by Hallcrafters pres. Wm. J. Halligan in May 12 address to National Conference on Airborne Electronics at Dayton. Some of the "new electronic applications which will reach into practically every phase of our living": Electronic retailing—the push-button supermarket—which already has made a beginning with self-answering telephones, revolving turntables and closed-circuit TV in some stores. Air conditioners, ranges, auto headlights and brakes, controlled electronically are already in stages of research & development. In field of medicine, \$1 billion worth of electronic equipment is already in use; GE is now testing "robot psychologist, which quickly computes problems in statistical psychology" for Army personnel placement; "scientists believe that it is not inconceivable that we will have electronic devices that act as substitutes for heart and lungs while these organs are being operated on."

World's most powerful electron microscope — with twice as great magnification as any now in use—was presented to Sweden's Karolinska Institute at ceremonies May 11 at United Nations. Built by RCA and purchased under Rockefeller Foundation grant, it permits study of particles smaller than 1/10,000,000-in. diameter. Automatic camera in instrument takes photographs which can be enlarged up to 200,000 times size of the specimen—scale at which a dime would measure more than 2 mi. across. Introduction of new microscope coincides with 15th anniversary of development of first electron microscope, produced by RCA in 1939, said RCA v.p. Theodore A. Smith at the UN ceremonies.

Symposium on Global Communications, sponsored by IRE in Washington, June 23-25, will feature addresses and papers by Haraden Pratt, former telecommunications advisor to the President; Brig. Gen. R. V. D. Corput Jr., director of communications-electronics for Joint Chiefs of Staff; Wm. D. Porter, asst. administrator for telecommunications, Office of Defense Mobilization; Francis Colt DeWolf, telecommunications chief, State Dept.; Edward W. Allen Jr., FCC chief engineer; George W. Gilman, systems engineering director, Bell Labs.

Daystrom Inc., Elizabeth, N. J. manufacturers of printing equipment, furniture and electronic equipment, has offered to buy 50,000 shares of Weston Electrical Instrument Corp. stock at \$25 a share, and has requested Weston holders to submit tenders to Chase National Bank by May 24. Only shares purchased before May 1 will be considered. Weston stock closed at 22½ May 11, day of the Daystrom announcement.

Electronic clinical thermometer which takes temperatures in 5-7 seconds was demonstrated this week by Army Surgeon General's office in Washington. Invented by Army dentist Col. George T. Perkins, it's called "Swiftem" and is being manufactured under Army contract by Burlington Instrument Co., Burlington, Ia. Presently available models for doctors cost \$60-\$70, company spokesman said. Household model at \$15-\$25 is being developed.

Transistorized audio amplifier to provide practical plug-in emergency service in airborne communications in event of failure of aircraft intercom amplifier or power supply, has been developed by RCA, engineer D. E. Shumaker told National Conference on Airborne Electronics in Dayton May 11.

New supersonic guided missile, "The Sparrow," under development for 7 years, is now being produced for Navy by Sperry Farragut Corp., Bristol, Tenn. Performance details of rocket-powered missile are secret, but reportedly it's launched from jet fighter planes while in flight, can be guided accurately to destroy target aircraft.

Color Trends & Briefs: Ad agencies look at color in hard terms of set circulation and little else, *Advertising Age* found in poll of top agencies, following up NBC pres. Pat Weaver's adjuration to recent convention of American Assn. of Advertising Agencies (Vol. 10:18 and Special Report, May 1).

Magazine surveyed TV-radio heads of 10 major agencies, said it found only one "in the proper frame of mind to be sold on the idea of having the client spend extra money to sponsor color casts within the next few months." Asking for reactions to NBC-TV's projected "spectaculars" scheduled this fall (Vol. 10:13), *Advertising Age* noted that agencies "have been weighing them not so much for the color plus as for their potential effectiveness as monochrome TV vehicles." It noted, however, that Chrysler is about to announce sponsorship of 13 Monday spectaculars. Sample reactions:

C. Terence Clyne, Biow: "They tell us there'll be a couple thousand color sets by fall. That's not very important to an advertiser." Has experimented with color film spots, working with NBC, but isn't satisfied yet.

John U. Reber, J. Walter Thompson: Experimenting, but has had no demand from clients for color this fall.

Roger Pryor, Foote, Cone & Belding: "Tremendously excited about color in general," but not yet satisfied with film.

Robert Foreman, BBDO: "Dickering on a lot of things for fall," but no one rushing to order time on spectaculars. "It's inevitable with the number of clients we've got that some of them will be in color this fall. But color per se doesn't bulk large in our thinking. Whether or not we buy these programs will depend on the audience they reach for the money. I can't conceive of anyone buying a show just because it's in color."

L. T. Steele, Benton & Bowles: "We hear that NBC plans to televise *Home* in color on a regular basis in the fall. We have participants on the show. If such is the case, we'll be doing color in the fall, but we don't expect to pay more for it."

F. C. Barton Jr., Lennen & Newell: If spectaculars are sold, it will be because they are excellent black-&-white shows. "The color part will be inconsequential."

Dan Seymour, Young & Rubicam: "We have several clients who want to get into TV. The color show will be in good time and this might be one way to get them into TV. But we need to know more about the shows."

F. M. Gillham, Cunningham & Walsh: Present attitude is "wait-and-see."

Two agencies asked not to be identified. One of them "may well be one of the first agencies to place an advertiser in the NBC-TV spectaculars for fall." Other said it has tested all its clients' products in color but isn't yet ready to advise them to buy color.

NBC announced, meanwhile, that its first color spectacular is scheduled Sept. 12, starring Betty Hutton in a musical comedy with an original book commissioned by producer Max Liebman. Liebman will produce 20 of the 90-min. shows next season, the second on Sept. 25.

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Complete color studios will be displayed by both GE and RCA at NARTB convention in Chicago's Palmer House, May 23-27. GE will show CBS-developed field-sequential camera with its "Chromacoder," continuous-motion 16mm film scanner, slide scanner. RCA will have its regular color camera, plus 3-vidicon film and slide camera. Both will demonstrate closed-circuit pictures. Both will also show 50-kw vhf and 12½-kw uhf transmitters, black-&-white cameras, control equipment, microphones, etc. RCA also announced this week that its image orthicon specially developed for color camera (type 6474/1854) is now commercially available.

DuMont tri-color tube was shown to set makers and DuMont's tube licensees May 10-11, and viewers were generally impressed, as were network engineers, film producers, newsmen and others at earlier showings (Vol. 10:18). A typical reaction was that of west coast receiver manufacturer H. L. Hoffman who said, after attending demonstration: "It's a step in the right direction. The larger picture and better convergence are quite desirable. This was a progress report, and I'd have to see it in production, but I was favorably impressed. Our objective is a 21-in. rectangular tube at about \$100." Samples were promised in 30-60 days, with regular production plans to be indicated later. Dr. Allen DuMont said production rate will be able to handle "a reasonable demand," and tube sales mgr. Bill Scales said deliveries will come in time for pre-Christmas set sales. Dr. DuMont says he can't visualize any type of color tube likely to be less costly to produce. "The blank and the gun cost about the same for all tubes," he says. "The difference is in the mask and screen. RCA charges \$100 for its assembly; Lawrence assembly costs \$125. We pay \$20 for ours, and I think it will go down to about \$3. It looks as if the cost of color tubes will get down to about double that of black-&-white or a little more." FCC commissioners and top staff members attended demonstration in Passaic May 14. All commissioners except Webster attended, with these of staff: Curtis Plummer, Joseph Kittner, James Barr, Edward Chapin.

* * * *

Metropolitan Museum of Art colorcast May 8 by NBC-TV's mobile unit prompted unanimous huzzahs by critics and led Museum director Francis Henry Taylor to state that he expects color TV to "revolutionize" appreciation of art just as radio did for music. As we viewed program, it epitomized what color TV can do and showed how color is opening completely new areas of programming. *Variety's* Abel Green conjectured that program "may well have set the pattern for a new type of tinted TV showmanship." *New York Times'* Jack Gould wrote: "For the viewer, sitting in the familiar surroundings of his own home, the experience of looking across the room and seeing a masterpiece in color was almost uncannily exciting and absorbing." Mr. Taylor conceded that art "purists" might consider color TV's fidelity slightly lacking but he noted that early Caruso recordings had to precede today's high fidelity reproduction. Scripps-Howard columnist Fred Othman, reporting experience viewing program at home with set on loan from GE, called it "downright gorgeous." Shown on program were paintings by Pieter Breughel, El Greco, Rembrandt, Vermeer, Manet, Cezanne and Van Gogh, plus 4000-year-old Egyptian ceramic hippopotamus, 2500-year-old Arabian bronze bull, Greek bronze horse.

Leasing plan for color sets, started April 1 by Emerson (Vol. 10:10,12), has produced little public acceptance, pres. Benjamin Abrams stated this week. Without disclosing number of sets leased, he said, "It cannot be denied that consumers have little desire for color TV with small screens and infrequent programming." Plan was offered in New York, Philadelphia, Chicago, Los Angeles. Rates are \$200 for first month, \$75 monthly thereafter.

Further development of Lawrence color tube is reported by Chromatic TV Labs, pres. Richard Hodgson stating that grid is now "radiation-suppressed" and that picture area is true rectangle 14½x11-in. Tube is 25-in. long, uses glass envelope. Delivery of samples to set and tube makers is due in 60 days.

Color set census started by WSAZ-TV, Huntington, W. Va., shows 29 receivers in area as of May 1.

Financial & Trade Notes: Columbia Broadcasting System Inc. achieved remarkably good first quarter volume and earnings to large extent by reason of huge upsurge in TV network & station time sales and strong record business. CBS also had advantage of continued leading position in network radio time sales (for latest PIB figures for network TV and network radio, see Vol. 10:18) and, though its quarterly report isn't broken down, presumably enjoyed good business at manufacturing subsidiaries, too.

Consolidated CBS gross income rose to \$90,974,533 for quarter from \$76,454,815 for corresponding 3 months of 1953. Earnings before taxes were \$6,466,365, after taxes \$2,866,365 (\$1.22 a share), which compares with \$5,738,149 & \$2,338,148 (\$1) for 1953 period. It's noteworthy that the CBS volume for first 1954 quarter alone approached the \$98,377,258 for all of 1948, when it wasn't in the set & tube manufacturing business and when net profit was \$5,041,682 (\$2.94 a share). Since 1948, the CBS rise has been impressive:

	Gross Income	Net Profit	Per Common Share
1949	\$105,397,580	\$4,184,079	\$2.44
1950	124,105,408	4,105,329	2.39
1951	192,384,608	6,360,097	3.10
1952	251,594,490	6,445,506	2.75
1953	313,908,771	8,894,642	3.80

Admiral Corp.'s first quarter sales dropped 19% to \$55,977,562, net earnings 51% to \$1,504,044 (64¢ a share), according to May 11 report by exec. v.p. John B. Huarisa. These compared with \$69,191,849 & \$3,056,878 (\$1.30) in same 1953 quarter. Bottom of current readjustment period has been reached, said Huarisa, and sales and earnings should improve during rest of year. During quarter, TV dealers sold as many receivers as in first 1953 quarter but large share moved from inventories, now at low level.

Appliance sales and international sales were at higher level, Huarisa reported, and company's new 125,000-sq. ft. fibreglas div. plant in West Chicago is shortly going into production of a droppable fuel tank developed for the Air Force. Fibreglas div. also has developed new lightweight insulating freezer chest liner. Admiral had scheduled more than 3000 of the 15-in. color TV sets for first quarter but slashed this to a few hundred in favor of 19-in. schedule next fall.

* * * * *

Among officers' and directors' stock transactions reported by SEC for March: Frank H. Sparks sold 200 Arvin, holds 7050; Malcolm Ferguson bought 300 Bendix, holds 1263; Lloyd H. Coffin sold 700 CBS last Dec., 1000 in Feb., holds 9090; Louis Abrams trusts bought 500 Emerson, he personally holds 47,663, trusts hold 1050; Paul R. Doelz bought 1100 Indiana Steel Products, holds 1800 personally, 3080 through thrusters; Harry A. Ehle sold 1000 International Resistance, holds 17,500; Bruce R. Tuttle bought 100 Olympic Radio, holds 100; Arthur L. Chapman bought 147 Sylvania, holds 503.

Fundamental Inventors Inc., big mutual investment company headquartered in Elizabeth, N. J., discloses in current prospectus that as of last Dec. 31 it held 17,000 shares of CBS "A" purchased at \$603,080; 16,000 CBS "B," \$569,304; 39,000 GE, \$2,059,249; 32,000 Motorola, \$982,975; 70,000 RCA, \$1,317,294; 45,000 Westinghouse, \$1,396,720; 18,000 Zenith, \$1,162,980. Total cost was \$8,091,602, market value as of Dec. 31, \$10,987,875.

Reeves-Ely Laboratories consolidated sales were \$39,630,155 and net income \$1,823,174 (\$1.71 per share) in 1953 vs. \$34,986,297 sales & \$1,262,281 profit (\$1.18) in 1952, with unfilled orders at year-end in excess of \$62,000,000, reports pres. David T. Bonner. Working capital at end of year was \$12,244,152, up from \$10,671,963 year before.

Paramount Pictures consolidated net income for 1953 was \$6,779,563 (\$3.06 a share), compared to 1952 net of \$5,340,584 (\$2.28) not including non-recurring profit of \$559,287 from sale of real property, or \$5,899,871 (\$2.52) including this profit. Estimated net for first quarter ended April 3 is \$1,404,000 (63¢) as against \$1,374,000 (59¢) for 1953 quarter. Pres. Barney Balaban, in annual report, hailed progress of 50% subsidiary Chromatic TV Laboratories on Lawrence color tube, which he said has been "tremendously strengthened as the only practical and economical answer to the problem of getting popular-size color receivers to the public in the very near future."

Trav-Ler Radio sales for first quarter 1954 were down about \$20,000 from 1953 first quarter's \$4,800,000, pres. Joe Friedman told recent annual meeting. Profits were also down from year ago, he said, because of the "highly competitive market." In first quarter 1953, Trav-Ler reported profit of \$270,000 (35¢ a share). Company's TV sales were up about 15% from year ago, radio sales about the same, he added, with defense business accounting for 21-22% of first quarter sales compared with 35% year ago. By May, company will have completed its defense contracts.

Howard W. Sams & Co. reports \$856,738 sales for quarter ending March 31, up 29% from \$664,153 for same 1953 period. For first 3 quarters of present fiscal year, sales were \$2,121,228, up 22% from \$1,740,967 for same 1953 period. Firm reports 36 manufacturers of 49 products now participating in its services, is constructing new Indianapolis plant, has offered for sale 431 shares of its \$100 par 5% preferred stock.

Gabriel Co. net income dropped to \$63,348 (11¢ a share) in first quarter from \$131,184 (22¢) same 1953 period. Sales were \$5,020,087 vs. \$5,578,960. Decline in Ward Products Div. antenna sales and profits was reported greater than decline in rest of Gabriel operations.

Cornell-Dubilier earned \$847,953 (\$1.59 a share) on sales of \$21,564,445 in 6 months ended March 31, compared to \$895,204 (\$1.68) on \$22,732,082 in corresponding period year ago.

Globe-Union Inc. net income for first 1954 quarter dropped to \$118,743 (17¢ a share) from \$510,997 (71¢) for same 1953 quarter.

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Dividends: Television-Electronics Fund Inc., 7¢ payable May 29 to stockholders of record May 14; Standard Radio Ltd. "A," 15¢ July 9 to holders June 18; National Co., 2% stock June 30 to holders June 25, also 2% stock Dec. 30 to holders Dec. 5; CBS "A" & "B," 40¢ June 11 to holders May 28; Canadian GE, \$1 July 1 to holders June 15.

Sentinel Radio Corp. for second consecutive quarter deferred action on common dividend; last payment was 7½¢ on Nov. 30, 1953.

Packard-Bell paid regular quarterly dividend of 25¢ April 25 to stockholders of record April 12; we erred in reporting that it had omitted the dividend (Vol. 10:18).

General Mills, world's largest miller and big package food manufacturer, sold its small appliance business this week for undisclosed sum to Illinois McGraw Electric Co., Elgin, Ill. Since 1946 General Mills had been making irons, toasters, food mixers & other kitchen appliances. General Mills pres. C. H. Bell said purchase included capital equipment, tooling & inventory. It will continue to manufacture electronic instruments.

"U. S. Govt. Purchasing Directory," first complete guide to gov't.'s military and civilian purchasing activities, has just been published by Small Business Administration and is available for 50¢ from Supt. of Documents, Washington 25, D. C.

TELEVISION Advertising Bureau (Vol. 10:17-19) took definite form at preliminary organization meeting in Chicago May 14, where budget of \$500,000 was tentatively approved, by-laws proposed, unanimous decision voted to devote organization to promotion of spot & local business at local station levels rather than to sell TV at large. Plan is to pattern Bureau after ANPA Bureau of Advertising, Magazine Advertising Bureau and, to lesser extent, BAB. Final organization meeting will be held during NARTB convention in Palmer House, Chicago, at 9 a.m., May 24.

In belief that networks have done splendid job of selling network TV, TAB will urge value of "local TV" and seek to develop more and new spot business. Networks can't join, though their owned stations are invited along with all other stations. Tentative budget for office in N. Y. has been fixed at \$500,000, to be derived from monthly dues amounting to each member station's highest quarter hour rate. One-third of board's members will be selected from communities of 150,000 or less, one-third from 150,000-500,000, one-third from 500,000 and upward.

Temporary chairman is Richard A. Moore, KTTV, Los Angeles, who initiated the project with aid of Richard P. Doherty, ex-NARTB employe-employer relations v.p., now an independent consultant, who has made it clear he does not expect to join the TAB setup. At this week's Chicago meeting, it was decided to meet with NARTB committee that had been formed to set up similar agency and seek to avoid duplication of effort. TAB will function entirely apart from NARTB.

Attending this week's Chicago session with counsel Neville Miller, consultants Doherty and Robert Purcell and acting chairman Moore: Jules Herbuveaux, WNBQ, Chicago; Sterling Quinlan & Elliott Henry, WBKB & ABC stations; Frank Schreiber, WGN-TV, Chicago; Tom Harker & Robert Wood, Storer stations; Frank Fogarty, WOW-TV & Meredith stations; Harold See, KRON-TV, San Francisco; Roger Clipp, WFIL-TV, Philadelphia; Norman Gittleson, WJAR-TV, Providence; John Bone, WNEM-TV, Bay City; Joe Higgins, WTHI-TV, Terre Haute (CP); Robert Covington, WBTV, Charlotte; Neil Cline, WHAS-TV, Louisville; W. B. Parmalee, WWJ-TV, Detroit; Wm. Quarton, WMT-TV, Cedar Rapids; Vernon Nolte, WHIZ-TV, Zanesville, O.; James C. Hanrahan, WEWS, Cleveland; Don Davis, WHB-TV, Kansas City; Dub Rogers, KDUB, Lubbock, Tex.; Wm. F. Kiley, WFBM-TV, Indianapolis; Lawrence Rogers, WSAZ-TV, Huntington, W. Va.

Long-awaited NARTB TV ownership audit (Vol. 10:4) moved small step closer this week with disclosure that 4-month "pre-testing of field methods" would begin immediately to determine measurement techniques to be used in census. This will be followed by pilot study in undetermined markets. Though official census of set ownership & circulation is one of industry's crying needs, NARTB and networks have only recently gotten together on project. Members of organization-implementation committee supervising study: Robert D. Swezey, WDSU-TV, New Orleans, chairman; Hugh Beville, NBC; Donald Coyle, ABC; Oscar Katz, CBS; Edward Eadeh, DuMont; Ward Quaal, Crosley Bcstg. Corp.; Paul Raibourn, KTLA, Los Angeles; Harold V. Hough, WBAP-TV, Ft. Worth; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald Thornburgh, WCAU-TV, Philadelphia; Lee Wailes, Storer stations.

Paving way for Armed Forces TV stations overseas (Vol. 10:19), Senate Armed Services Committee May 13 approved enabling legislation (S-3401) introduced by Chairman Saltonstall (R-Mass.) for Defense Dept.

Australian Royal Commission has urged early inauguration of TV with first stations in Sydney and Melbourne.

Tentative schedule of order of appearances in first phase of Senate uhf probe, May 19-21, Room G-16, U. S. Capitol (see p. 3): FCC (Chairman Hyde); UHF Industry Coordinating Committee (7 witnesses); RETMA (pres. Glen McDaniel); DuMont (Dr. Allen B. DuMont, others); GE (Dr. W. R. G. Baker); RCA (W. W. Watts); General Precision Laboratory (Blair Foulds); Washington attorney Wm. A. Roberts; Lou Poller, WCAN-TV, Milwaukee; Ronald Woodyard, WIFE, Dayton (now off air); Donald Burton & Wm. Craig, WLBC-TV, Muncie, Ind.; Comdr. Mortimer Loewi, WITV, Ft. Lauderdale, Fla.; N. Y. engineer Morris Berman; manufacturer-telecaster Sarks Tarzian, WTTV, Bloomington, Ind.; Vincent Lutz, Assn. of TV Service Companies, St. Louis; Larry Israel, WENS, Pittsburgh; Thomas Martin, WEEU-TV, Reading, Pa.; J. P. Beacom, WJPB-TV, Fairmont, W. Va.; Philip Merryman, WICC-TV, Bridgeport; John Esau, KTVQ, Oklahoma City; Wm. J. Scripps, Detroit; Gordon Brown, WSAY, Rochester, N. Y.; Robert Mullen, National Citizens Committee for Educational TV; S. W. Townsend, WKST-TV, New Castle, Pa.; Alfred Beck, KCEB, Tulsa. At least 11 more individuals and groups will be heard when hearings resume in June.

"Territorial exclusivity" change in network rules, proposed by FCC (Vol. 10:14, 19) brought more comments and countercomments. WAKR-TV, Akron, charged that NBC is actually practicing duplication in adjoining cities except where its own stations (such as WNBK, Cleveland) are involved. WAKR-TV pointed to NBC affiliates in Boston & Providence, Detroit & Toledo, New Haven & Hartford. WICC-TV, Bridgeport, said it has had orders from network sponsors but couldn't get their programs from CBS because latter claimed WCBS-TV, New York, covered Bridgeport adequately. A vhf grantee, KQXI, San Jose, Cal. also favored FCC's proposal, stating that San Jose is 50 mi. from San Francisco and can hardly be called a "suburb." WTVR, Richmond, opposed rule, said it would weaken affiliates' bargaining power with networks.

Edward Lamb appealed to courts this week for temporary and permanent injunctions to stop FCC from going ahead with hearing on allegations that he lied when he said he had no past pro-Communist affiliations (Vol. 10:19). He charged that FCC is proceeding illegally and unconstitutionally in putting burden of proof on him and in continuing to bring up allegations it threw out 6 times previously. In addition, he said that 3 Commission investigators tried unsuccessfully to induce people of Toledo and Erie to give false testimony and, in at least one instance, offered a bribe. He claimed that investigators said: "We are going to get Lamb and take WICU away from him." FCC has 8 days in which to answer charges; court will hold hearing shortly thereafter.

Big night for freak reception was May 13: Scores of set owners in Providence, R. I. picked up good picture from KYTV, Springfield, Mo. (Ch. 3), 1400 mi. away. Some baseball fans in Washington, trying to tune in Baltimore Orioles game on WMAR-TV, Baltimore (Ch. 2), got WMT-TV, Cedar Rapids, Ia. (800 mi.) instead.

FCC's 20th birthday is June 19 on which date in 1934 it succeeded old Federal Radio Commission. It started with 233 employees and \$1,888,176 budget, now has staff of 1100 and \$7,400,000 budget.

Television Digest's exhibit at NARTB convention in Chicago, May 23-27, will be Room 830, Palmer House. Visitors are welcome to come up and get copies of current Newsletter and our other published material.

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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WHERE THE SETS ARE—AS OF JAN. 1, 1954: J. Walter Thompson Co. has released to us, for industry distribution, its latest report on TV households in the United States -- and we're happy to make it available to our subscribers as a Special Report herewith. It's titled "Where the TV Sets Are" and provides estimates as of Jan. 1, 1954 for 340 top markets in alphabetical order, indicating (1) total households in the U.S., (2) TV households, (3) ratio of TV households to total households, (4) percent of U.S. total TV households in each market.

We've printed 2 of the preceding reports by this big advertising agency -- first in our January 1953 Factbook covering estimates as of Jan. 1, 1953, second as a Special Report of April 3, 1953 covering projections to April 1, 1953. Those had the markets arranged in order of size, but JWT researchers departed from that format this time, list them alphabetically, because rankings of many markets have changed and there's no Census Bureau rearrangement as yet. The new report does, however, identify each market as A, B, C, D' or D, according to population groupings.

It should be emphasized that these figures, only ones of their kind, do not purport to show any station's coverage but simply estimate the number of TV homes in market areas (usually metropolitan areas) delineated by U.S. Census Bureau. Local and nearby station coverage areas invariably embrace many more receivers. But these are "hard core" figures -- only ones of their kind from such a high-level source. Last previous count was that of Nov. 1, 1953 (TV Ownership by Counties) prepared for CBS-TV by A.C. Nielsen Co. and published by us as Special Report of Feb. 27, 1954.

Note: It's interesting that the CBS-Nielsen report, dated Nov. 1, showed 27,506,500 TV families out of U.S. total of 47,191,500, or 58%. The JWT report of Jan. 1 showed 27,000,000 TV households out of 47,560,000, or 56.8% -- slightly less though dated 2 months later! And this week NBC research dept. reported that there were 29,495,000 TV sets-in-use as of April 1, 1954.

MANY LOST MONEY—YET 1953 INCOME WAY UP: What stands out in revenue-expense-income report on telecasting for 1953, submitted by FCC Chairman Hyde at Senate uhf hearing this week, is the continued remarkable climb over 1952 (Vol. 9:31) -- despite very substantial losses suffered by most post-freeze stations. Official 1953 figures:

Total revenues up 32.8% to \$430,800,000, expenses up 34.8% to \$362,400,000, income before taxes up 23.2% to \$68,400,000. This for all stations and the networks -- and all this in the face of post-freeze stations' net losses of \$10,100,000.

Matter of fact, though FCC figures don't provide that particular breakdown, it looks as though about half of the 323 stations covered in the report lost money during year. Tremendous gains of the networks and older stations accounted mainly for the enormous upsurge, which appears to be continuing into this year.

Because the statistics were prepared for the hearing, most of the report's 25 tables are devoted to non-financial data comparing vhf & uhf -- such as distribution

of stations, uhf set saturation, hours of network programs carried (by vhf & uhf and by city) and other data. There is, however, considerable information on post-freeze stations' financial behavior for first 3 months of this year (see story below).

* * * *

Perhaps most remarkable figures on 1953 telecasting are those on pre-freeze stations, showing that revenues increased faster than expenses and produced whopping 40.8% increase in net income before taxes. Of that pre-freeze group, networks and their 16 owned stations almost doubled net -- rising 81.7%. High points of study:

(1) Networks and their 16 stations had revenues of \$231,700,000 vs. \$180,200,000 in 1952, netted \$18,000,000 vs. \$9,900,000 in 1952. The other 92 pre-freeze stations' revenue was \$174,500,000 vs. \$143,400,000 in 1952 -- with net going up to \$60,500,000 from \$45,800,000 in 1952.

(2) The 113 post-freeze vhf stations operating during 1953 had revenues of only \$15,800,000, lost \$4,200,000. The 102 uhf took in \$8,800,000, lost \$5,900,000. Both revenue and loss figures are somewhat misleading, however, because very few of the stations operated full year. Many got on air late in year.

(3) Average pre-freeze station (other than the 16 network owned) enjoyed a revenue of \$1,896,457 and a net income of \$657,609 before taxes. These compare with 1952 figures of \$1,541,825 and \$492,351. Of revenues, average of \$1,648,511 came from time sales, \$149,957 from "sundry", \$97,989 from talent sales.

(4) Average pre-freeze station's revenues from time sales breaks down as follows: \$449,130 network, \$847,859 national & regional spot, \$619,576 local. Commissions took \$268,054 from average station.

(5) Profits were achieved by 97 of the 108 pre-freeze stations. Of these, 26 had net of \$1,500,000 or more each. Seven had less than \$100,000. Of the 11 with losses (there were 14 the previous year), three lost less than \$100,000, three lost \$100-200,000, one lost \$200-400,000, four lost \$400-800,000.

(6) "Tangible broadcast property" cost average uhf station \$300,493, average vhf station \$376,125. Two vhf's and one uhf reported spending under \$100,000. One vhf reported over \$1,000,000. Rest were between. Figures are for post-freeze only.

Report is skeleton of the full study to be released at future date. Tabulation of AM-FM, delayed by this study, is scheduled for late in summer. This week's report is identified as Mimeo. 6148, available from FCC -- or we'll get you copy.

DISPELLING THE TV 'GOLD MINE' MYTH: Only 25% of all post-freeze stations made money during first quarter of this year. While a good number were approaching break-even point, a substantial 45% continued to pile up heavy losses each month.

These figures, covering both vhf and uhf stations, highlight FCC's comprehensive second survey of post-freeze TV station economics, prepared by its economic div. and inserted by Chairman Hyde into record of Senate uhf probe. As anticipated, the study shows gloomy financial picture for most uhf stations -- but it also indicates that a vhf grant is far from the financial equivalent of striking a vein of uranium.

It must be borne in mind that these stations are all quite new -- and that the pioneer pre-freeze stations went through far longer period of tremendous losses before seeing even a glimmer of hope of a profit. But there's no gainsaying that pre-freeze telecasters faced entirely different set of circumstances than those faced now by their newly-arrived brethren.

FCC study is based on data supplied by 175 of the 192 post-freeze stations on air as of November 1953 -- with 88 vhf and 87 uhf stations reporting. Using figures for first-quarter 1954 only, Commission economists found:

Only 46 of the 175 vhf & uhf stations made profit for the period. Just 33 vhf stations (37%) and 13 uhf outlets (15%) were in the black. The average monthly profit of money-making vhf and uhf stations was about same -- \$10,735 for vhf and \$10,214 for uhf. But monthly losses of unprofitable uhf stations averaged \$10,614 as opposed to \$6795 for vhf.

Breaking down stations which lost money, survey showed "continuing substantial monthly losses" by 53 uhf stations (60%), as opposed to 23 vhf (25%) -- includ-

ing 1 vhf and 8 uhf stations which have gone off air since period covered by study. Of the remaining red-ink stations, 20 vhf and 10 uhf reported profit during 1 or 2 months of the quarter, and another 12 vhf & 11 uhf were approaching break-even point.

The money-losers aren't necessarily the newest stations. Unprofitable vhf and uhf stations were same average age as profitable vhf stations -- 9 months old -- and only one month younger than average profitable uhf station.

Importance of network programs is illustrated by table showing relationship between network hours and profits: Average profitable uhf station carried 30 hours weekly, average unprofitable uhf only half as many. The average profitable vhf had 32 hours, unprofitable vhf only 13 hours.

Perhaps most revealing tables in FCC's 43-page study are those relating to network programming comparisons between vhf and uhf stations. Taking typical week, Commission found post-freeze vhf stations in cities of 250,000 population and over carried median of 37 hours of network programming, while uhf in same category had only 19. In cities under 250,000, however, post-freeze vhf appeared to be suffering under same handicap as uhf -- median figure being 15 hours for vhf, 14 for uhf.

Paucity of top-notch programs on uhf is graphically indicated by table showing distribution of "top ten" network shows between vhf and uhf stations in same cities. The "top ten" actually are 16 programs totaling 11 program hours -- the 10 most popular shows listed in March 1 Nielsen, Trendex and ARB reports. For the 34 cities listed, average vhf station carried nearly 5 hours of the most popular programs, while average uhf had less than one hour.

Other tables in the definitive study relate to profit & loss as a function of set saturation, city population, number of vhf signals received in uhf markets; and lists of communities with both vhf & uhf stations, number of network hours carried by vhf and uhf stations in intermixed cities (broken down by networks and stations), as well as regular annual financial data on all TV stations (see p. 1).

SENATORS LEAN TO DRASTIC UHF REMEDIES: So impressed were Senate communications subcommittee members by the pleas of uhf operators for urgent action to alleviate their economic plight, that as of now they seem inclined to use strong measures -- possibly drastic enough to cut across the whole fabric of the TV structure.

Three solid days of testimony went into the record this week, mostly reflecting virtual unanimity among uhf grantees that revolutionary changes must be made in the allocations and in TV regulation. The uhf group would appear to have reason for their assurance they have a majority of the Interstate Commerce Committee on their side -- albeit only that side has been heard and the hearings are in recess until June 3-4 when vhf & network spokesmen will be heard, along with more uhf operators.

Hanging over the entire proceeding, too, is the Bricker Bill (S-3456) to give FCC complete authority to regulate the networks (Vol. 10:20) -- also spurred by uhf representatives. Time militates against securing its passage in few months of the Congressional session remaining -- but the impressive presentation by uhf telecasters this week indicates it could win appreciable support. Networks will oppose it vigorously, but it could continue to plague them into the next session.

Network representatives and old-line station operators -- the few who had bothered to pay attention -- were taken aback at the way things were going. They looked at each other in disbelief, seemed to find it incredible that Senators -- Republican Senators, including the ultra-conservative Bricker, of all people -- could actually seriously consider such strong remedies for uhf's ills.

* * * *

Uhf protagonists were inclined to convey impression that their case was in the proverbial bag after noting the sympathetic reaction of the Senators. They also seemed to labor under the misapprehension that a Senatorial dictum would be the end-all of their woes. But the networks have yet to bring up their guns, the well-heeled vhf operators will inevitably fight back -- and all of them muster strong lobbies and command Senatorial ears, too.

Sen. Potter (R-Mich.), chairman of the subcommittee, did say that his group may meet in executive session next week "to discuss testimony already heard" -- but

he also told a packed hearing room at the conclusion of this week's hearings when it was suggested that action should come immediately:

"I want you to know it is very unusual for a committee to take any action before all the testimony has been presented." In an interview afterward, he told us he hopes his committee will act "immediately after the June hearings are over." His own sympathy for the underdog uhf seemed pretty clear, and it should be remembered the subcommittee's 5 members are part of the all-powerful Committee on Interstate Commerce, which rules TV-radio and in past has put plenty of pressures on the FCC.

Sen. Bricker heads the main committee, with Colorado's Ed Johnson, ex-chairman -- the same who threw plenty of weight around during the color imbroglio -- as ranking minority member until he retires from the Senate at the end of this session. The Potter subcommittee includes Senators Schoeppel (R-Kan.), Bowring (R-Neb.), Hunt (D-Wyo.), Pastore (D-R.I.). Sen. Johnson sat in and spoke up occasionally, too.

WHAT ACTION DO THE UHF SPOKESMEN WANT? Proposals at the 3-day Senate uhf hearings varied all over the lot -- but the 3-part plan having strongest endorsement of the overwhelming majority of those testifying was this:

(1) Require FCC to move all stations into the uhf band, giving vhf stations an "adjustment period" of up to 5 years (or until equipment investments can be amortized) during which they could operate simultaneously on both vhf & uhf.

(2) Declare an immediate freeze -- or "chill", as some put it -- suspending all new-station grants and existing-station modifications pending evolution of new all-uhf allocation plan.

(3) Limit color broadcasting to uhf channels only -- immediately.

These weren't the only save-uhf ideas advanced, by any means -- but by Friday they had gathered the most adherents. Among other reallocations strongly espoused: (1) Move all TV into vhf band by adding channels from FM band and possibly from govt. vhf band, with directional transmitting antennas to permit closer separations; (2) Eliminate vhf-uhf intermixture by rearranging allocations -- either as permanent or interim measure -- until all-vhf or all-uhf allocation can be worked out.

Virtually everybody endorsed Sen. Johnson's proposal to remove excise tax from sets with uhf tuners (see p. 6). And majority favored forcing vhf stations to keep their transmitters in immediate area of principal cities served; cutting powers and antenna heights of vhf stations; extending govt. loans to uhf owners.

* * * *

There were plenty of proposals short of reallocation, too. Most uhf witnesses endorsed the Bricker Bill -- and Senators as well as spectators were absorbed by an impressive 2½-hour presentation of the DuMont plan (Vol. 10:19) by Dr. Allen B. DuMont, his research v.p. Dr. Thomas T. Goldsmith, his network director Ted Bergmann. The DuMont proposal actually comprises 3 alternative "plans":

Plan A: Parcel out affiliates so that all 4 networks end up with same number of vhf and uhf stations in top 100 markets.

Plan B: Parcel out network programs so that all stations are assured same amount of strong and weak network fare, and all networks have equal access to both vhf and uhf stations in top 100 markets.

Plan C: Allow networks to own up to 11 stations each, provided that they affiliate 7 uhf stations for each additional station they acquire above the present limit of 5. When plan is completely implemented, all networks would have same number of vhf and uhf affiliates in top 100 markets.

"Wouldn't rate regulation result from such plans?" Sen. Schoeppel asked Dr. DuMont. He replied, "Possibly, ultimately." Sen. Hunt then wondered whether TV "is approaching the status of telephone and other utilities." And Sen. Pastore questioned wisdom of Plan C, saying: "We'd create a new monopoly to break up an old one."

DuMont scored strongly when network director Ted Bergmann said that demise of DuMont and ABC would leave concentration of control in few hands. To illustrate, he pointed out that Army-McCarthy hearings are being carried live only by ABC and DuMont, and only in those states "where station facilities exist in numbers necessary to the existence of 4 networks."

Commission won't act drastically to help uhf -- not unless Congress says so. FCC chairman Rosel Hyde made that clear in his testimony at outset of the hearings. Reviewing history of TV allocations, he defended intermixture of vhf & uhf stations as only way to achieve nationwide competitive service. He presented no new plans to rescue uhf stations, but outlined all measures proposed to FCC to date.

He was questioned sharply by Sen. Pastore, who accused Commission of "building inequity on inequity" through heavy allocation of vhf stations to the biggest cities, particularly New York and Los Angeles. "Why can't the Govt. condemn some of them and put them where they're really needed?" he demanded.

Recriminations against FCC for its allocation plan were held to minimum by the witnesses. Most looked at intermixture as an "honest mistake." But they did sharply criticize Commission for "changing the rules in the middle of the game" by dropping new vhf channels into allocation plan, permitting vhf transmitter sites far from main city, making unexpectedly quick grants as result of mergers and dropouts.

The word "monopoly" came into frequent use to describe the major networks and high-powered vhf stations -- not only by witnesses but by Sens. Pastore & Johnson.

* * * *

The really hot session came on final day of hearings Friday, when most uhf operators -- and ex-operators -- told their stories, dwelling on cold shoulders they got from major networks and from Madison Ave.; on "super-power" vhf stations nearby; on quick vhf grants; on high interconnection charges.

Senators listened with particular attention to 2 operators who told how they were forced to take their stations off the air -- Ronald Woodyard, WIFE, Dayton and Jack Garrison, KACY, Festus-St. Louis -- as they had listened 2 days before to similar story by Fred Weber, WFPG-TV, Atlantic City. And they were moved by Lou Poller of Milwaukee, who said his successful WCAN-TV is "threatened with extinction."

All FCC commissioners were present on final day, sitting on dais with the Senators. Hearing erupted dramatically just after attorney Wm. A. Roberts of UHF TV Assn. proposed reallocation of all TV into uhf band. Sen. Hunt (D-Wyo.) asked Hyde if 70 uhf channels could provide nationwide service without vhf. Hyde replied it would be difficult to provide "adequate coverage for congested areas" under such a plan, and denied that vhf stations enjoy a "monopoly".

Then Sen. Johnson boomed: "There's a very serious monopoly in vhf and I'm sure the chairman of the Commission knows there is...Uhf is about to be blanked out and completely eliminated and that's what this hearing is for." Sen. Pastore chimed in: "The 2 big networks have the programs sewed up on vhf."

To which Chairman Potter added, with apparent great feeling of urgency: "If all TV should be in uhf, we should start taking the first steps now."

Comrs. Sterling, Webster and Lee were questioned in turn -- all agreeing that the 70 uhf channels alone probably weren't enough for nationwide competitive service. Then came Comr. Hennock's hysterical outburst, widely reported in press:

"I'm going to take my hair down and blame the Senate as much as the Commission," she shouted, her voice strident, her face growing bright red. Bursting into sobs, she blurted: "I blame the Senate because of Senatorial pressure -- when you Senators call up and tell us 'hurry up and give us quick grants for our communities and do it by the most disreputable manner known to man.'"

Accusation went unanswered for the moment, but later Potter said he realized FCC "has been under great pressure from Congress and others to expedite grants," and this has contributed to plight of uhf stations. "The average member of Congress," he confided, "acts as the wind blows." Comr. Hennock, now calmer, hastened to say she appreciated Senators were merely acting on behalf of their constituents.

"Both the Congress and possibly the FCC are to blame," put in Sen. Hunt. "We have been very negligent in not knowing their [uhf stations'] problems."

"There's been a great deal of effort on the part of many to get quick action on applications," said Potter. "I hope that through these hearings some action can be taken which will save the uhf band as a medium for TV operation."

Keynoting the urgency which uhf operators attach to need for first aid were

the many pleas for the subcommittee to go into executive session before hearings are over and request immediate freeze pending further study -- and such statements as the one by Jack Garrison (KACY) that unless there's quick action by Govt. "within less than 150 days there will be no uhf TV in the St. Louis area." Some owners of operating stations told subcommittee they couldn't hold out much longer.

This set stage for mass presentation by combined UHF Industry Coordinating Committee (70 members) and Poller's UHF TV Assn. which had finally gotten together on a united program the night before hearing.

Program called for immediate freeze, followed by reallocation of all stations to uhf band. Presentation was made by attorney Benedict Cottone, ex-FCC gen. counsel, who said that vhf stations would be permitted to operate for several years while they also operate uhf. They should not be allowed to broadcast same programs on vhf and uhf, would gradually shift best programs to uhf and fold up vhf station.

The big uhf group also gave limited endorsement to the Bricker Bill, felt it should be passed only to provide "reserve power" for FCC. Cottone said he would have FCC "enforce the laws" with particular attention to "networks' understandings with stations." Networks should have to offer programs to all comers, letting the "give-and-take of the marketplace" replace current affiliation contracts, he said.

All but forgotten by uhf spokesmen was FCC's "5 & 2" multiple ownership idea and Sen. Johnson's substitute (Vol. 10:11) -- which was opposed by FCC in comments filed May 18; Sen. Johnson himself has dropped it.

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Week's hearings would have been solely a uhf presentation -- nothing from vhf or network side -- had it not been for merest happenstance. Sarkes Tarzian, electronic equipment maker who built and operates highly successful vhf WTTV, Bloomington, Ind. (Ch. 10), attended hearing to describe his new uhf tuner (see p. 8). As a vhf pioneer who started when there was little assurance TV would pay, he was ready to explode when he reached the stand.

He accused uhf operators of "trying to take something away from the people who were foresighted enough to go into TV in the first place," and added: "It's not the function of the Govt. to guarantee a profit to everyone; the pioneers didn't have anyone to guarantee their profits." Then he really warmed up:

"It's just like the Russians," he said. "Push everyone into uhf and make everybody poor and we'll all be better off."

Tarzian ventured that all stations would never be equal, even in an all-uhf allocation. "Uhf stations with 2000-ft. towers and 1000-kw transmitters will still be blanketing everybody else." Pointing to long losses of the pioneers, he told uhf operators to forget their "5-year-plan" to move everyone to uhf -- and instead work on a "5-year-plan to sell converters and sets and build up your audience."

That's a preview of testimony you can expect from others when the hearings resume June 3-4, though Tarzian is more outspoken than most. For list of this week's witnesses and those submitting written proposals, see p. 9.

SETS & TRANSMITTERS NOT BLAMED FOR UHF WOES: Few uhf telecasters claimed technical performance of uhf transmitters or receivers was primarily at fault -- nor did they generally put onus on manufacturers -- during testimony this week before Senate subcommittee investigating uhf problems.

There were scattered complaints that receivers weren't sufficiently sensitive or stable, or that higher-powered transmitters have been too slow in coming -- but general theme of testimony was that equipment is adequate if it only has the right kind of programs to deliver.

Senators seemed convinced by manufacturing witnesses' testimony that their stake in uhf is substantial; that there is a cost differential in making vhf-only and vhf-uhf sets; that vhf-uhf set production has been geared to demand and even beyond; that transmitter development has been pushed to the hilt by competition.

With Senators so conditioned, chances of Sen. Johnson's ingenious measure for encouraging uhf set production and sales by eliminating the excise tax on them (Vol. 10:20) are far brighter than they had been prior to hearing. Uhf witnesses

and manufacturers have endorsed it vigorously, pleading urgency. Rest of telecasting industry, including NARTB, is solidly behind it. Subcommittee Chairman Potter himself stated flatly: "As one member of this committee, I heartily endorse this effort to have the excise tax removed from uhf receivers."

Sen. Johnson is more optimistic, too, but he warns that there are merely 10 days left for everyone to get behind the proposal and urge Sen. Millikin's finance committee to approve the Johnson Amendment.

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RETMA pres. Glen McDaniel offered convincing figures to show industry hasn't been lax in production of vhf-uhf sets. He reported production of 1,459,475 uhf-equipped sets in 1953, some 20% of the 7,214,787 total. For the first 1954 quarter, 412,913 uhfs have been produced, 21.6% of the 1,910,939 total. But, he stated --

"The present situation in a nutshell is that during the first 4 months of 1954 our factory inventories were 32% vhf-uhf sets but only 22% of our sales were vhf-uhf sets. We have been making more vhf-uhf sets than we can sell."

Since cost differential between vhf-uhf and vhf-only can never be eliminated at factory, McDaniel said, elimination of excise on vhf-uhf is the only answer. In medium and high-priced sets, he said, manufacturing differential would be eliminated entirely; in cheaper sets, most of the differential would be erased.

Turning to uhf in color sets, McDaniel predicted that set makers wouldn't arbitrarily include uhf in all color sets because competition would force them to use every means to cut costs. Removal of excise on uhf would do much, he stated, to insure inclusion of uhf in all color sets.

Transmitter makers' investment in uhf was made quite clear by GE and RCA witnesses. GE's Paul Chamberlain reported that GE has shipped \$10,000,000 worth of uhf equipment, of which \$7,000,000 is still owed to GE. He said that GE has invested 360,000 engineering man hours and \$3,600,000 in uhf research and development.

GE has shipped 44 uhf transmitters, 34 of them 12-kw, Chamberlain stated. He said that 60-kw transmitter employing 75-kw klystron is expected early in 1956.

RCA's W.W. Watts stated that 1,800,000 engineering hours and \$16,000,000 have been spent on uhf by RCA. He reported 75 RCA 1-kw transmitters in use, with orders for 29 more on the books. As for new 12-kw transmitters, he said that orders for 47 are on hand and that shipments will start soon. He also disclosed development of new 50-gain antenna which will give ERP of 400-600 kw with 12-kw transmitter.

General Precision Laboratory Inc. announced development of GPL-Continental 50-kw uhf transmitter, first model due for delivery in July 1955. It will use Eimac klystron. TV mgr. E.A. Hungerford Jr. indicated uhf development was outgrowth of Continental's work making transmitters up to 1000-kw for Voice of America.

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On receiver end, GE's Dr. L.R. Fink reported improvement in uhf design, said that extra cost for uhf in GE's current line is as low as half what it was in early sets and that performance has been improved several-fold. He noted that 22% of GE's 1953 production was vhf-uhf, compared with whole industry's 20%.

Detailing uhf performance, Dr. Fink stated that GE sets had noise level of 16-20 db last year, now have 12-16 db -- compared with 6 db for good vhf sets. He concluded: "The result of our work has been that the customer has had continuously available a choice of uhf receivers capable of performance up to the limits of our known technology. The receiver is not a real limitation to the growth of uhf."

Watts reported that RCA has put uhf in 23% of its sets vs. 20% for industry. Furthermore, he said, uhf is included in all the 4000 color sets RCA has built. To sum up, he stated: "In our shipments of various types of receivers, we are and must be governed by what the public is willing to buy. Naturally, we hope that the public will continue to buy a substantial number of receivers uhf-equipped at the factory. The fact that we have shipped a greater proportion of factory equipped uhf receivers than the industry average shows that our promotion of this type of receiver has been hard hitting and successful."

Tuner maker Sarkes Tarzian came up with what he believes is an answer to the

price differential between vhf-uhf and vhf-only sets -- a new vhf-uhf 82-channel tuner which he says can be built for only \$6.25 more than vhf-only. He offered it at cost, urged that set makers not mark up the \$6.25, so that it will be possible for consumers to buy vhf-uhf sets for only \$6.25 more than vhf-only.

Regarding performance, Tarzian claimed tuner has noise level of only 10 db. No other manufacturer claims such performance in its commercial uhf tuners.

Plumping for removal of excise on uhf sets, Tarzian took crack at manufacturers making turret tuners with strip uhf inserts. Tax removal should apply only to "full range" sets, he said, "not to makeshift strip arrangements which have been a delusion." He reported Westinghouse and Capehart are using his new tuner.

VHF GRANTS SOON IN MILWAUKEE & MINNEAPOLIS: FCC granted no CPs this week, but it issued 3 substantial initial decisions which will soon mature into final vhf grants, while another vhf grant was gestating as result of dropout. The initial decisions:

Minneapolis, KEYD, Ch. 9; Jefferson City, Mo., KWOS, Ch. 13; Milwaukee, Milwaukee Area Telecasting Corp., Ch. 12. The initial decision due shortly will go to WMFJ, Daytona Beach, Fla. for Ch. 2.

Six uhf CPs were cancelled this week, most in any single week -- one voluntarily and other 5 simply allowing their CPs to lapse. Turning in its CP was WDHN, New Brunswick, N.J. The 5 who didn't pursue grants: KMER, Merced, Cal. (Ch. 34); WTLK, Paducah, Ky. (Ch. 43); WTTM-TV, Trenton, N.J. (Ch. 41); KMSL, Marshall, Tex. (Ch. 16); WBEY, Beckley, W.Va. (Ch. 21) -- making 67 uhf CPs given up to date.

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Initial decision favoring KEYD in Minneapolis resulted when WL0L and WDGX dismissed -- no merger, no payment for expenses. Nod to KWOS in Jefferson City came after dropouts of Capitol TV Corp., headed by ex-Gov. Forrest Smith, and L.H.P. Co., owned by Durwood Theatres -- former to get \$14,472 for expenses, latter \$7500.

Milwaukee deal was 4-way merger, designed to expedite first post-freeze vhf into that city. When Milwaukee Area Telecasting Corp. gets CP, new Television Corp. will be formed, Milwaukee Area getting 30%, WEMP 30%, WFOX 30%, Kolero Telecasting Corp. 10% plus up to \$30,000 expenses. WFOX will be sold. Milwaukee Area application is 50% owned by Gran theatre interests, part owners of WREX-TV, Rockford, Ill. (Ch. 13) and of CP for WFRV-TV, Green Bay, Wis. (Ch. 5).

[For further details about principals in all the aforementioned grantees and applicants, see TV application list in TV Factbook No. 18.]

ODD OR UNUSUAL approaches to uhf problem were advanced by several witnesses at Senate subcommittee hearings this week (see pp. 3-6). There was owner S. H. Patterson of uhf KSAN-TV, San Francisco, for example, one of 2 objectors to Sen. Johnson's proposal to exempt uhf sets from excise taxes. He excoriated set makers for "asking for a handout," and suggested that excise taxes from TV sets be distributed as a subsidy "to the dying patient, the uhf telecaster."

Then there was Morris Berman, who lists himself as "pres., N. Y. Society of Engineers," whose panacea is construction of 75 mile-high towers across the U. S. He listed as the No. 1 "advantage" of his system "the elimination of all but 150 of the 2053 stations predicted for the near future by the FCC."

More seriously heeded was stirring statement of veteran broadcaster Ronald B. Woodyard, who was forced to abandon his uhf station WIFE, Dayton (Vol. 10:11). His proposals included complete ban on ownership of more than one TV and/or radio station by any entity, and on ownership of stations by networks and by newspapers. He opposed Johnson excise tax bill because "the tax reduction on theatre tickets didn't reduce admission prices and there's no reason to believe it will cut TV set prices."

Two vhf station operators filed written comments. Ed Craney, KXLF-TV, Butte, Mont., said plight of small-town vhf stations is as serious as uhf, urged subcommittee to do something about both. Gerald J. Morey, WNHC-TV,

New Haven, indicated he'd welcome his uhf colleagues into vhf band, urged Congress to find more vhf channels through use of other vhf frequencies and directional antennas.

Uhf success story was related by Donald A. Burton & Wm. F. Criag of WLBC-TV, Muncie, Ind., who told how they wooed and won local viewers as well as the 4 networks, and "found no prejudice against uhf on Madison Ave."

Community antennas also underwent attack this week, during Senate uhf hearing, when J. P. Beacom, operator of uhf station WJPB-TV, Fairmont, W. Va., said stations' "very existence" is threatened by the "accelerated expansion of the unregulated and uncontrolled community antenna systems." He said that J. H. Whitney-owned system in Fairmont misled public into not converting to uhf, promising system would feed WJPB-TV to homes—but station's signals were carried only 2 days. Beacom also attacked FCC's recent microwave grant for community system service (Vol. 10:19), and said: "The action of the FCC opens new towns and areas to community cable systems at the expense of the uhf 'home town grass roots' TV stations." He advised passing law to control community systems.

Quip overheard as Senate uhf probe, jam-packed, had to move from Capitol to larger Senate Caucus Room, which happens also to be place of recessed Army-McCarthy hearings: "Is this a scene change from *The Cohn Munity* to *The UHF Scrutiny?*"

PRESENTING ORAL testimony at uhf hearing before communications subcommittee of Senate Commerce Committee May 19-21 (see pp. 3-6) in order of appearance: FCC Chairman Rosel Hyde; Comr. Frieda Henneck; Glen McDaniel, RETMA; ex-Sen. Scott Lucas (D-Ill.), Harold Thoms, WISE-TV, Asheville, N. C., Fred Weber, WFPG-TV, Atlantic City & Ben McKinnon, WGVL, Greenville, S. C., for UHF Industry Coordinating Committee; Dr. Allen B. DuMont, Thomas T. Goldsmith & Ted Bergmann, DuMont; Paul Chamberlain, L. R. Fink & Alien P. Haase, GE; Wm. A. Roberts, UHF TV Assn.; Lou Poller, WCAN-TV, Milwaukee; Jack Garrison, KACY, Festus-St. Louis; Ronald Woodyard, WIFE, Dayton; Robert J. Campbell, Dayton Education Foundation; Mortimer Loewi, WITV, Ft. Lauderdale, Fla.; Morris Berman, N. Y. Society of Engineers; Sarkes Tarzian, WTTV, Bloomington, Ind.; Vincent J. Lutz, Assn. of TV Service Companies, St. Louis; Philip Merryman, WICC-TV, Bridgeport, Conn.; S. W. Townsend, WKST-TV, Newcastle, Pa.; Benedict Cottone, UHF Industry Coordinating Committee & UHF TV Assn.; Donald Burton & Wm. Craig, WLBC-TV, Muncie, Ind.; J. P. Beacom, WJPB-TV, Fairmont, W. Va.; Larry H. Israel, WENS, Pittsburgh; Rev. S. H. Patterson, KSAN-TV, San Francisco.

Inserted in hearing record were statements by Thomas Martin, WEEU-TV, Reading, Pa.; Wm. L. Putnam, WWLP, Springfield, Mass.; Theodore B. Pitman Jr., WTAO-TV, Cambridge, Mass.; Elfred Beck, KCEB, Tulsa; Seymour Krieger, Joint Committee on Educational TV; Blair Foulds, General Precision Laboratory; Andrew Haley, Washington attorney, on behalf of 8 uhf stations; Edward F. Baughn, WPAG-TV, Ann Arbor, Mich.; John C. Pomeroy, WILS-TV, Lansing, Mich.; Milton Friedland, WICS, Springfield, Ill.; Raymond M. Wilmotte, Washington consulting engineer; Don C. Wirth, WNAM-TV, Neenah, Wis.; Leonard A. Versluis, WLAV (AM), Grand Rapids, Mich.; Frank Lyman Jr., WTAO-TV, Cambridge, Mass.; Henry Fogel, Granco Products Inc.; Ralph H. Soby, Allen D. Cardwell Electronic Products Corp.; Van C. Cook, Ann Arbor, Mich.; George Wedemeyer, Wedemeyer Electronic Supply Co., Ann Arbor, Mich.; J. E. Littell, Ann Arbor (Mich.) TV Service Assn.; Gerald J. Morey, WNHC-TV, New Haven, Conn.; Ed Craney, KXLF-TV, Butte, Mont.; WKAP (AM), Allentown, Pa.; Joseph Kerner, Blonder-Tongue Labs.

Why do so many uhf CP holders turn back their grants? Before this week's Senate subcommittee hearing, Chairman Potter wrote all grantees and stations which had given up the ghost to ask that question. Forty-seven replied and their answers were inserted in hearing record. We tabulated the reasons (most of them giving more than one) with this result: 20 couldn't get network affiliation, "good network" affiliation, permanent affiliation, or affiliation on good financial terms; 17 saw little chance of success because of vhf competition; 8 couldn't get national and/or local advertisers; 7 blamed set manufacturers or technical shortcomings of receivers; 7 said area couldn't support another TV station, even if it were vhf; 4 said transmitters were inadequate or too costly; 3 blamed lack of uhf acceptance by public; 2 discounted "general economics" of uhf; 2 couldn't get good programming; 2 gave up uhf to apply for vhf; 5 gave no reasons or unrelated reasons.

Walter Reade Jr., theatreman-operator of uhf WRTV, Asbury Park, N. J., has suggested to ASCAP that it accept "token" license payments from uhf stations "to indicate ASCAP's confidence" until such time as they become economically successful.

Biggest theatre-TV hookup in history is in prospect for Marciano-Charles heavyweight title bout June 17. Theatre Network TV Inc. has signed 63 theatres, including 12 drive-ins, to carry closed-circuit telecast.

Personal Notes: Frank Stanton, CBS pres., due back week of May 24 from quick flying trip to Europe . . . Norman Hawkins, recently mgr. of KXLY-TV, Spokane, one-time sales mgr. of WWJ-TV, Detroit, returns to Detroit area to join CKLW, Windsor, whose Ch. 5 TV adjunct is due on air in July . . . Bob Struble named sales mgr. of KXLY-TV, Spokane . . . Frank H. McIntosh elected pres. of Assn. of Federal Communications Consulting Engineers, succeeding Frank G. Kear; T. A. M. Craven elected v.p.; Everett L. Dillard, secy.; Robt. Kennedy, treas. . . Cecil C. Bidlack, ex-NBC Cleveland, joins National Assn. of Educational Broadcasters as its first TV engineer, following grant for that purpose by Ford Foundation . . . Lester H. Bowman, technical director, takes new title of director of physical operations, CBS Hollywood, with James V. Melick now director of production administration . . . Howard F. Barnick, ex-Eagle-Lion Studios, named business mgr., KNXT, Los Angeles, replacing Harry Zipper, now CBS Hollywood . . . John R. Overall, eastern sales mgr., and Dorothy Kemble, director of continuity acceptance & education, have resigned from MBS staff . . . G. W. (Johnny) Johnstone, TV-radio director, National Assn. of Manufacturers, leaves immediately after NARTB convention on auto tour of Pacific Coast and Northwest, visiting NAM regional offices and TV stations on behalf of its weekly *Industry on Parade* film . . . Wm. E. Eckstein named program mgr. of WTSK-TV, Knoxville . . . Carl Tibbetts, ex-WSB-TV, Atlanta, named production mgr. of WATE, Knoxville . . . Ed Boghosian promoted to national sales mgr., WJAR-TV, Providence . . . James E. Conley, ex-Bolling, Chicago, named regional sales mgr. and Steve Briggs to be program mgr. of upcoming WISH-TV, Indianapolis (Ch. 8) . . . Bill Hickey, ex-WABT, Birmingham, joins WCBS-TV in charge of late-evening sports show, *Sports of the Night* . . . Gordon D. Walker, ex-KNXT, Los Angeles, joins Hollywood office of Kenyon & Eckhardt . . . Melvin L. Gold, ex-National Screen Service, has set up Mel Gold Productions, 1639 Broadway, N. Y., as producer of TV, industrial & other films . . . Reggie Schuebel has set up Reggie Schuebel Inc., 7 E. 47th St., N. Y., taking over Wyatt & Schuebel agency after partnership with John Wyatt was severed.

Page Communications Engineers Inc. has been formed in Washington by consulting engineers Page, Creutz, Garrison & Waldschmitt to take over design, procurement, construction, installation, testing and operation of radio communications plants, systems and equipment in U. S. and foreign countries. Partnership of Page, Creutz, Garrison & Waldschmitt (Millard M. Garrison deceased in March 1954) continues in AM, FM & TV engineering, with David L. Steel named an associate. New corporation, heavily in govt. work, has as officers: Esterly C. Page, pres.; Joseph A. Waldschmitt, exec. v.p.; John Creutz, v.p.-treas.; Charles J. Seeley, secy.; James L. Hollis, chief engineer. Messrs. Page, Waldschmitt and Creutz also own Rixon Electronics Inc., Silver Spring, Md., lab & model shop, whose v.p. & gen. mgr. is Joseph C. Myrick.

New members of NARTB TV Code Review Board are G. Richard Shafto, WIS-TV, Columbia, S. C., & Wm. B. Quarton, WMT-TV, Cedar Rapids, Ia. They replace Walter J. Damm, WTMJ-TV, Milwaukee, & E. K. Jett, WMAR-TV, Baltimore. Remaining on board are John E. Fetzer, WKZO-TV, Kalamazoo & KOLN-TV, Lincoln, Neb., chairman; J. Leonard Reinsch, WSB-TV, Atlanta; Mrs. A. Scott Bullitt, KING-TV, Seattle.

Roosevelt College Assn., Chicago, has selected CBS's Edward R. Murrow and ABC's Elmer Davis as co-winners of its annual award for "distinguished service to American democracy." Oberlin College confers honorary degree on Murrow June 14.

Telecasting Notes: Charting growth of 95 of the 108 pre-freeze TV stations, *Sponsor Magazine* (which incidentally is playing host to these pioneer telecasters at a commemorative dinner in Chicago May 23), tabulates statistics in special layout in May 17 edition that pretty well epitomize the fantastic march of the telecasting industry: (a) From serving average of 27,800 sets when they went on the air, the 95 last Jan. 1 served average of 617,500. (b) Average base hourly time rate of \$250 has risen to \$920. (c) Average sources of business at outset were 57.5% local, 21.8% national spot, 17.2% network; now it's 23.6% local, 40.8% national spot, 27.6% network. (d) Originally, they averaged 32.5% network shows, 35.3% local live, 36% film; now it's 50.8% network, 24% local live, 26.9% film. (e) Average of 5.8 hours on air per day has gone up to 16.2. (f) From average of 41 employes per station, it's now 98 . . . Re-runs of TV films are profitable not only to sponsors and stations—they may prove gold mine to actors. New Screen Actors Guild contract, which provides for residual payments to actors for 3rd & 4th showings of films made since March 1952, is just beginning to pay off: 375 actors have shared \$30,074 in re-run payments to date—\$26,440 of it in last 3 months . . . “See Ya in TV, Say the Funny Papers” headlines May 22 *Billboard* story reporting more comic strips being converted to TV film shows for fall, among them *Steve Canyon*, *Blondie*, *Dixie Dugan*, *Tailspin Tommy*, *Heart of Juliet Jones*. Already on air: *Dick Tracy*, *Fearless Fosdick*, *Terry & the Pirates*, *Super-*

Network Accounts: Oldsmobile, in biggest single purchase of NBC-TV color “spectaculars” so far, this week bought full run of 13 shows every 4th Sat. 9-10:30 p.m., thru D. P. Brother & Co., Detroit. RCA bought alt. sponsorship of all 13 spectaculars every 4th Mon. 8-9:30 p.m., thru Kenyon & Eckhardt; leading candidates for other sponsor are Ford & Nash. Hazel Bishop (cosmetics) has signed as one sponsor every 4th Sun. 7:30-9 p.m., with others likely to be Reynolds Metals & General Mills . . . Chrysler to sponsor series of dramas by “foremost authors” 3 out of 4 weeks, with 4th week devoted to top-level musical variety programs, on CBS-TV in fall, Thu. 8:30-9:30 p.m., thru McCann-Erickson . . . Elgin Watch Co. replaces Motorola as alt.-week sponsor with U. S. Steel, buying *Elgin Hour* on ABC-TV starting in Oct., Tue. 9:30-10:30 p.m., thru Young & Rubicam; U. S. Steel renews its sponsorship for coming year, thru BBDO . . . RCA buys 20 min. of new *Sid Caesar Show* on NBC-TV in fall, Mon. 8-9 p.m., thru Kenyon & Eckhardt . . . Crosley-Bendix signing to sponsor 8 shows featuring Martha Raye on NBC-TV in fall Tue. 8-9 p.m.; Buick to sponsor Milton Berle in that time for 20 programs, General Foods backs Bop Hope in 6 programs . . . Campbell Soup Co. switches Abbott & Costello film series from NBC-TV to CBS-TV starting June 5, Sat. 11:30 a.m.-noon, thru BBDO; it replaces *Rod Brown of the Rocket Rangers* . . . Continental Mfg. Corp., Los Angeles (motor oil) sponsors *Indianapolis Thrills of a Lifetime*, film recap of Indianapolis Speedway classics, on ABC-TV Mon. May 31, 8:30-9 p.m., thru W. H. Hunt Adv.

BMI has questionnaired TV stations whether they want another series of TV clinics, proposed in N. Y. Aug. 2-3; Chicago, Aug. 6-7; Los Angeles, Aug. 9-10.

Clem Randau, onetime UP business mgr., has purchased *Litchfield* (Conn.) *Times*, state's oldest weekly. He's also co-publisher of *New Milford* (Conn.) *Times*.

ABC & CBS both made overtures to Firestone this week following its break-up with NBC (Vol. 10:20), but no contracts were signed. ABC offered old Mon. 8:30-9 p.m. time segment for simulcast of *Voice of Firestone*; CBS offered another “choice” time segment, being unwilling to shift *Arthur Godfrey's Talent Scouts*. Decision is expected in month or so.

man, Flash Gordon . . . “Everybody scouts actors, but nobody scouts writers,” says Cy Howard, producer of CBS-TV's *That's My Boy*. After returning from visit to his alma mater, U of Wisconsin, he told *Hollywood Variety* reporter: “We're overlooking a great potential in these college kids. We should send scouts [and] bring to Hollywood their best writers. The networks should put them under contract, to write with the pros” . . . Seventh Videotown survey started by Cunningham & Walsh in New Brunswick, N. J. . . . WJBK-TV, Detroit (Storer) raises Class AA hour (8-10:30 p.m. daily) from \$1700 to \$2000, min. from \$350 to \$400, other classes remaining unchanged—including Class A (7-8 p.m. & 10:30-11 p.m.) at \$1600 & \$320. WNBW, Washington, raises Class AA hour from \$900 to \$1000, and 10-sec. from \$95 to \$135 . . . Newly-merged KOOL-TV, Phoenix (which absorbed time-sharing KOY-TV) hikes base hour rate from \$250 to \$365, min. from \$50 to \$70. New XEJ-TV, Juarez (Ch. 5, opposite El Paso) reports \$120 hour, \$22 min. KCJB-TV, Minot, N. D., with \$150 hour rate, and upcoming KXJB-TV, Valley City, N. D., at \$200, to offer combination hour at \$300 . . . More rate increases: WSM-TV, Nashville, hour from \$500 to \$600, min. \$100 to \$120; WENS, Pittsburgh, from \$350 to \$450 & \$70 to \$90; WKZO-TV, Kalamazoo, \$700 to \$800 & \$135 to \$150; KXLY-TV, Spokane, \$300 to \$400 & \$60 to \$80; KOLN-TV, Lincoln, Neb., \$200 to \$250 & \$34 to \$50; KMJ-TV, Fresno, \$300 to \$350 & \$60 to \$70; KTSM-TV, El Paso, \$200 to \$250 & \$40 to \$50.

Army-McCarthy hearings had local sponsors on at least 4 stations, as reported up to press time—possibly more. Besides *St. Louis Post-Dispatch* sponsorship of show piped to local uhf WTVI from DuMont (Vol. 10:20), unidentified local sponsors were reported on WENS, Pittsburgh; WTVP, Decatur, Ill.; WWLP, Springfield, Mass.—all 3 fed by ABC-TV. Only ABC-TV & DuMont are carrying program live in full, hence alone are affected by Senate subcommittee's ruling permitting sponsorship (Vol. 10:20). Networks and stations say uncertainty of duration, limitations on commercials, high costs, etc. have made it tough to attract sponsors. But both networks say they'll continue to carry hearings fully, ABC-TV with 51 stations linked, DuMont 10. NBC-TV & CBS-TV are continuing with late-evening filmed highlights only (30 or 45 minutes). Not everyone on Capitol Hill is happy about lifting of initial ban on sponsorship; this week, Sen. Bennett (R-Utah) proposed rule forbidding commercial sponsorship of any televised Senate hearings, asserting McCarthy example “opens the door to a whole new range of possible improper relationships and subtle means for influencing legislation.” Quip of the week: *Newsweek* quotes wag who suggests ideal sponsors for McCarthy hearings would be Army Reserve and Schine Hotels.

CBS-TV paid Sen. McCarthy this week for the \$6336 it cost to film his April 6 reply to Ed Murrow's attack on *See It Now*. Network said “policy of fairness and balance” required it to pay McCarthy, but only because expenses involved program it produced and controlled. CBS spokesman previously had said payment was guaranteed by “someone outside the TV industry.” Sponsor Alcoa had refused to pay on grounds its contract with CBS covered all costs. McCarthy's reply was filmed by Fox Movietone.

Bucking for food sponsors, NBC-TV originates segment of *Home* (11 a.m.-noon) May 26 from Cleveland's Convention Hall during Supermarket Institute convention, with 4000 delegates due to see it in big screen demonstration in auditorium.

The 300th station getting network service will be WKNY-TV, Kingston, N. Y. starting May 25. It's 55th added by AT&T this year, and 60 more are expected by year's end.

LOS ANGELES has a second uhf in irregular operation—but its formal test debut and its commercial debut are still undecided, and so it isn't listed as an on-the-air station as yet. It's John Poole Broadcasting Co.'s KBIC-TV (Ch. 22), originally having call letters KPIK, with GE 12-kw plant and antenna atop Mt. Wilson, from which test signals have been reported as far away as San Diego (110 mi.), according to engineering director Thornton Chew. For some weeks, it has transmitted "on loose schedule" at 3-4 p.m. each weekday. It has no plans yet for regularly scheduled tests and hasn't published any rate card. Other Los Angeles uhf is KTHE (Ch. 28, educational) which began last Aug., operating non-commercially with backing of Allan Hancock Foundation from UCLA campus. John Poole's KBID-TV, Fresno (Ch. 53), has been on air since last Feb. 13 with GE equipment (Vol. 10:7), and he holds CP for KBIE-TV, Sacramento (Ch. 46).

RCA shipped 10-kw transmitter May 19 to WMBV-TV, Marinette, Wis. (Ch. 11), due in July, and 2-kw to CFQC-TV, Saskatoon, Sask. (Ch. 2), due in Aug. or Sept. This week, it also shipped 50-kw amplifier to KLZ-TV, Denver (Ch. 7), and 25-kw amplifier to WIS-TV, Columbia, S. C. (Ch. 10).

GE ships 12-kw transmitter and 4-bay antenna week of May 24, to WGTH-TV, Hartford, Conn. (Ch. 18); this week, it shipped 6-bay antennas to KALB-TV, Alexandria, La. (Ch. 5), and KGVO-TV, Missoula, Mont. (Ch. 13), both of which got 5-kw transmitters in latter March and are now completing construction. This week, also, it shipped 3-bay to now-operating KIEM-TV, Eureka, Cal. (Ch. 3).

GPL delivered Continental 1-kw transmitter with studio equipment this week to WQXI-TV, Atlanta (Ch. 36).

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

WGR-TV, Buffalo (Ch. 2), has 25-kw RCA transmitter & 6-bay antenna due June 1, now plans late July test patterns and commercial debut sometime in Aug. as basic NBC affiliate. Studios and offices will be at 184 Barton St., now being remodeled, and WGR radio moves in June to Hotel Lafayette penthouse where TV transmitter and 436-ft. Emsco TV tower will also be located. Last week, FCC approved name change to WGR Corp. under merger by which Niagara Frontier Amusement Corp. acquired radio WGR and *Niagara Falls Gazette* has option to buy 25% after disposing of interest in WHLD (Vol. 10:16). Headley-Reed will be rep.

KGEO-TV, Enid, Okla. (Ch. 5), now planning test patterns about June 15, expects to complete installation of 10-kw RCA transmitter and 12-bay antenna on 650-ft. Emsco tower by June 10, reports commercial mgr. Tom Belcher. Only 66 mi. from Oklahoma City, it plans to begin programming July 1 as ABC interconnected. Owner is local appliance dealer Streets Electronics Inc. Base rate will be \$225. Pearson will be rep.

WKBT, La Crosse, Wis. (Ch. 8), with 10-kw RCA transmitter installed and 500-ft. Stainless tower & 12-bay RCA antenna ready, expects to meet June 21 test pattern target, reports pres.-gen. mgr. Howard Dahl. It plans Aug. 1 commercial start as primary NBC affiliate, will also carry CBS & DuMont programs. *La Crosse Tribune* has sold its WKTY to Herbert H. Lee group (KDHI, Fairbault, Minn.) in order to buy 41% of WKBT. Base hour will be \$200. Raymer will be rep.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), with 12-kw GE transmitter due for shipment as soon as transmitter house is ready, expected in about 2 weeks, now plans July tests, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. With GE 5-bay antenna on hand

SHIFTS to new channels were required of 30 stations by FCC as part of its end-of-freeze decision in April 1952, and all have moved except WHAM-TV, Rochester, which is due to go soon from Ch. 6 to Ch. 5. Coming up soon is first uhf station to shift—WFMJ-TV, Youngstown, aiming to switch from Ch. 73 to Ch. 21 on or about May 29.

Owned by *Youngstown Vindicator*, this NBC station had troubles galore on Ch. 73, finally acquired CP for Ch. 21 from Polan Industries for \$76,612 (Vol. 10:19) when that company decided not to build. Station was particularly bedeviled with poor performance of receivers at top of uhf band, blaming sensitivity, transmission-line losses, unstable oscillators, short-lived receiving tubes, etc. (Vol. 10:10).

WFMJ-TV chief engineer Frank Dieringer reports that one parts distributor has been selling certain oscillator tube at rate of about 700 weekly.

WFMJ-TV shift includes move from temporary 300-ft. tower to new 1000-ft. structure 200-ft. away. Present 1-kw RCA transmitter is being converted to new channel by employing new crystals, coils, capacitors, cavity parts, etc. A 1 1/2-kw amplifier is due in latter June; ERP will then go to 175 kw.

Another interesting shift is that of WTTV, Bloomington, Ind., from Ch. 10 to Ch. 4. In doing so, it also moved nearer Indianapolis, raised power to 100 kw and height to 1000 ft. above average terrain.

Combination of changes produced trouble for some points in Indianapolis. WTTV thereupon set up own organization there to install simple outside vhf antenna at \$12.95 complete, with money-back guarantee. As result, mgr. Bob Lemon writes:

"We are getting orders and putting up several hundred per day . . . Of course, it may be a little unorthodox, but we figured other media have circulation departments, and we decided we'd help viewers and ourselves too."

WTTV's entry into installation didn't hurt other servicing organizations. *Indianapolis News* business editor Gerald Dreyer, reporting on small business activity in first quarter, wrote: "The TV and electric service firms, still enjoying the benefits of WTTV's switch to Ch. 4, topped the increases with 18.1%."

at site 16 mi. north of Ft. Wayne, its 800-ft. Stainless tower was nearly up this week. Other area outlet, WKJG-TV, got on air last Nov. WINT rep not yet chosen.

WGTH-TV, Hartford, Conn. (Ch. 18), last reporting spring target, now plans July 12 test patterns, July 15 programming, according to gen. mgr. Fred Wagenvoord. GE 12-kw transmitter is en route, buildings are ready, and 250-ft. of 400-ft. Lehigh tower has been built. June 15 is completion date for tower with GE 4-bay helical antenna. Co-owners are General Teleradio and *Hartford Times*. It will be second in area, WKNB-TV having begun in Feb. 1953. Rep will be H-R Television.

NBC-Northwestern University Television Institute fulltime 6-week course in advanced training for TV management, directing & production starts June 18, will be conducted in Chicago Merchandise Mart studios. Co-directors are Donley F. Feddersen, chairman of school's dept. of radio & TV, and Miss Judith Waller, NBC Chicago.

Minimum of 5-kw uhf transmitter, proposed by FCC (Vol. 10:16), was opposed this week by NARTB, which reported poll of members showed them unanimously against idea. NARTB pointed out that 5-kw transmitter is unnecessary and uneconomical for many small communities.

DuMont's new 50-kw vhf transmitter for Ch. 7-13, introduced at NARTB convention, employs two water-cooled tetrodes in final amplifier, is claimed to occupy 40% less floor space than competitive high-power units.

PARTS PRICES DOWN, MAKERS SEE TV UPBEAT: Some clues to the future plans of TV set makers came to light this week from those in good position to know -- parts manufacturers who, by supplying components, frequently hold the key to their next moves.

Several important parts makers told us at Chicago Electronic Parts Show this week they looked for sizeable increase in TV production in last 6 months of year, on basis of orders for parts now on their books. All noted increase in orders last 3 weeks or so -- a welcome reaction to fact that the set makers had reduced their huge inventory of parts, a condition which prevented parts manufacturers from sharing in high TV unit sales for first quarter (Vol. 10:15).

Decreases in parts prices appear to be in offing -- but there's no guarantee that they will. Nor is there any assurance that the set makers will take advantage of any cuts to bring down their prices, in face of their complaints of low profits.

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Labor is giving set makers increasingly valid reason for raising prices, any parts reductions notwithstanding. Philco strike at 10 TV-radio-electronics plants in Philadelphia, Croyden, Pa. & Sandusky, O. enters its 4th week as we go to press, with little sign of early settlement. Meeting of Federal mediator, management and union proved unproductive, with neither side budging from original positions.

RCA this week settled accounts with labor, granting average 9-10¢ hourly wage increases to 29,000 at plants in Bloomington & Marion, Ind., Canonsburg & Lancaster, Pa., Cambridge, O., Camden & Moorestown, N.J., Hollywood & Santa Monica, Cal. Whole industry wonders whether RCA will pass along wage increases in form of higher prices on new TVs to be shown field reps at Atlantic City's Haddon Hall June 7. If so, it could inspire similar moves by others -- even those without labor problems.

Guessing game on the direction of prices continued this week, with everyone admittedly fishing for information, asking more questions than they're answering on the subject. Spokesman for one major manufacturer advanced theory this week that prices probably will not go up on industry-wide basis, but that greater promotional effort would be concentrated on higher end of lines. This was doubted by another major set maker, who said trade would continue advertising leaders, then trying to "sell up" more expensive models on which profit margins are greater. He said this was only practical way of merchandising.

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Atmosphere at parts show was generally bearish. Harry Ehle, show president & International Resistance Co. sales v.p., estimated industry-wide electronic parts business at factory level about 30% below first quarter of 1953 -- most of it blamed on high TV inventories, which kept parts orders at a minimum. Parts makers in hotel rooms & booths were openly expressing their anxiety, shopping prices & special deals and hopefully looking to high-fidelity to take up some of the volume gone from TV. Some 279 exhibitors, 7 more than year ago, were on hand to demonstrate their items, many of them new products designed especially to capitalize on hi-fi upsurge.

Price-cutting was rampant on all types of components, judging from comments we heard from manufacturers & distributors alike. As a consequence of recent tube price cuts (Vol. 10:20) and fact that tube no longer represents as large an investment in proportion to other parts, it's even likely the one-year warranty on picture tubes will be replaced in about 6 months by 90-day warranty, as in other components. Inconsistency of tube prices was further emphasized this week by RCA's increase of \$2.50-\$3 on 8 CR tubes, shortly after cuts by Sylvania & CBS-Hytron, hikes by GE.

Parts makers are looking for lift from color -- but not this year. Thus far, nearly all the specialized components used exclusively in color receivers have been

made by set makers themselves. Consensus was that only when color prices come down to merchandisable level could parts makers expect to benefit. Ehle said parts makers could speed lower color prices by continuing to lower components costs, declaring:

"We're smart enough to realize we can make money only if the set makers are making money. We have to help them get down to the golden figure -- whatever that may be -- which customers will be willing and eager to pay for color. We have to do that even if it means contributing out of our profit."

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Further reflecting Philco strike was production of only 96,007 TVs week ended May 14 (second week of walkout), down from 103,563 preceding week and 120,687 units week ended April 30. It was year's 19th week, brought production for year to date to about 2,105,000, compared to about 3,100,000 in same period of 1953.

Radio production jumped to 211,161 (including 103,831 auto), highest for any week since Jan., prompting speculation that other manufacturers are boosting output considerably during Philco strike. Total compared to 167,445 week ended May 7 and 163,289 week before. Radio output in 19 weeks was 3,690,000 vs. 5,285,000 in 1953.

TRADE SEEKS 'WHY' OF RADIO SALES SLUMP: The bleak 1954 radio market is as baffling as it is alarming to manufacturers, many of whom plan consumer research surveys this summer to determine why folks aren't buying radios -- despite average retail price of mere \$42. Here's statistical evidence of radio decline in first 4 months, excluding auto radios which are dependent on auto production and are channeled into many distribution outlets other than those used for TV-radio:

Production, 1,887,132 vs. 2,917,536 in first 4 months of 1953 & 2,339,354 in 1952; factory sales, 1,674,370 vs. 2,897,392 in 1953 & 2,275,010 in 1952; distributor sales, 1,337,787 vs. 2,044,485 in 1953 & 1,962,970 in 1952; retail sales, 1,330,000 vs. 1,850,000 in 1953 & 2,150,000 in 1952.

Inventories at all levels at end of April totaled about 3,500,000 (864,221 at factory, 1,137,376 distributors, 1,500,000 retail) vs. 2,800,000 at end of April 1953 (430,489 factory, 972,327 distributors, 1,400,000 retail) and 2,364,000 in 1952 (344,000 at factory, 920,000 at distributors, 1,100,000 retail.)

Manufacturers are unable to explain decline, though they agree something must be done about it -- and quickly. One manufacturer says radios are victims of fall in national economy, puts them in category of wrist watches & jewelry -- i.e., something people can get along without when times are a little tough. Another blamed lack of initiative by dealers in pushing radio. "They see a \$200 TV set and visions of profit dance before their eyes," he declared. "When they look at a \$30 radio, what do they see? Damned little -- and they show it."

There's hope radio sales will pick up last half of year for 2 reasons: (1) Following consumer surveys, several major manufacturers plan intensive ad campaigns to push radios. (2) Liquidation sales & special deals will be very common by fall. On this basis, despite bad start, radio industry leaders are hopeful home radio retail sales may be close to 6,500,000 this year, as against 7,100,000 sold last year.

Note: Auto radio production also has fallen off from last year -- totaling 1,417,620 in first 4 months, down from 2,076,188 in 1953 but slightly more than the 1,286,509 turned out in 1952 (when auto production was limited by wartime materials restrictions). There is virtually no factory inventory in auto radios. Statistics on distributor & retail movement of auto radios aren't available.

Distributor Notes: RCA establishes new subsidiary, RCA Victor Distributing Corp.-Southern California, 2027 S. Figueroa St., taking over Los Angeles distribution from Leo J. Meyberg Co., which continues as San Francisco outlet. Harold R. Maag, RCA v.p. & western mgr., will be in charge, reporting to Paul A. Barkmeier, RCA distribution v.p. L. E. Starkweather, mgr. of Leo Meyberg, keeps same job with RCA subsidiary. Last week Meyberg relinquished San Diego distribution to Jerry Achtenhagen & Sons . . . Sylvania appoints Mack Electric Co., Dothan, Ala. . . Olympic Radio appoints new MFS Distributing Co., Denver (Lewis Jesser, gen. mgr.) . . . Admiral ap-

points Leo Lisee, ex-Washington regional mgr. & gen. mgr. of former distributor Mid-Atlantic Appliances, as mgr. of new Washington factory branch . . . Maryland Wholesalers, Baltimore (Admiral) appoints Larry L. Malin, from Admiral Los Angeles factory branch, as gen. mgr. . . Zenith-New Jersey appoints Joel Calgut, ex-Gross Distributors (Stromberg-Carlson), as district mgr., replacing L. M. Braun, now parts & service mgr. . . Stuart F. Louchheim Co., Philadelphia (Zenith) appoints John F. Mehr as TV mgr.; he's ex-Zenith Washington regional mgr. . . Graybar appoints T. A. Huston asst. mgr. of national appliance sales.

Topics & Trends of TV Trade: RCA introduced 24 new "series string" electron tubes this week, designed to capitalize on growing use of new circuitry by TV manufacturers as means of reducing production costs, particularly of low-end models. New tubes operate with heaters connected in single "series string" circuit, permitting elimination of such components as heater transformers in TV receivers. In conventional tube arrangement, heaters are connected in parallel lines and require transformer for power supply.

Some TV manufacturers, notably Crosley, are already in production of "series string" system, and others are expected to adopt this method in wake of RCA announcement. First of the new tubes will be available commercially next month, designed with tougher (600 milliampere) filaments to withstand more powerful current surge tubes must take. According to Douglas Y. Smith, RCA tube marketing mgr., all heaters in tube string reach operating temperature uniformly, thereby minimizing heating burn-outs.

"Series circuit" tubes contributed greatly to reductions in radio prices, making possible inexpensive AC-DC radios when industry started wiring tube filaments in series.

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First reappearance of 14-in. models in 5-6 years is Majestic's "Starlet" plastic table model introduced this week to retail at \$130 and intended to be competitive with recent Crosley "Super V" & Raytheon "Challenger," both 17-in. at \$140-\$160. Majestic's set is enclosed in luggage carrying case with handles, weighs 39 lbs. (compared to Crosleys 53, Raytheon's 46), has controls on top, measures 12½-in. high, 15-in. wide, 18½-in. deep; it's also available in mahogany wood finish at \$140. Also introduced was standard-size 21-in. mahogany table at \$170.

Zenith lost latest decision in patent suits involving its refusal to pay royalties to RCA, pending in Federal court in Wilmington since first filed by Zenith in 1946, when Judge Leahy May 20 denied its motion to dismiss counterclaim of infringements asserted in arguments last Jan. 21 on behalf of defendants RCA, GE & Western Electric, AT&T, Bell Labs & Westinghouse. While still tangled in legal procedures, final adjudication of long-drawn-out litigation is presumably nearer as result of this week's decision, which was marked by unusually strong language by the court—one part of decision asserting claim of absent defendants' (AT&T, Bell Labs & Westinghouse) co-ownership of counterclaim patents "is finally proved bogus" and another part stating: "Regard for the long-standing elementals of patent properties and their application to the basic clauses of the cross-licensing agreements, coupled with realignment of several misconceptions, punctures Zenith's argument." Zenith had asked court for judgment of invalidity, non-infringement and unenforceability of certain patents and for an injunction. Only RCA, GE & WE were served, each counterclaiming and alleging Zenith infringement of particular patents. Zenith denied both validity and infringement of the patents and separate trial was ordered to precede trial on issues of enforceability. Zenith moved to dismiss counterclaims for defect, urging indispensibility of absent parties alleging they held rights in counterclaimed patents tantamount to co-ownership.

Report on spurious radiation (Vol. 10:14, 16)—showing which manufacturers have promised to adhere to RETMA plan, etc—is being prepared by radiation committee chairman Dr. W. R. G. Baker for submission during RETMA annual convention in Chicago June 17. Shortly thereafter, he'll supply FCC with list indicating which manufacturers will go along with plan, which won't, which haven't responded.

Trade Personals: Gwilym A. Price, pres. of Westinghouse, elected to board of directors, Eastman Kodak Co. . . . Robert L. Sanstron appointed TV-radio marketing mgr., Allied Purchasing Corp., replacing Bernard Rafkin, now TV-radio-appliances buyer at Morehouse-Fashion, Allied outlet in Columbus, O. . . . Hugh H. Boyer, from its Washington govt. sales office, named Zenith Washington regional mgr., replacing John F. Mehr, now TV sales mgr., Stuart F. Louchheim Co., Philadelphia (Zenith) . . . Matt Little, pres. of Quam-Nichols (speakers), returns to desk after lengthy illness which forced his resignation as chairman of RETMA parts div. (Vol. 10:19) . . . Edward C. Madden promoted to Admiral traffic mgr., Thomas A. Gaudette asst. mgr. . . . Neal F. Harmon promoted to GE sales mgr. for mobile communication equipment, Edwin W. Kenefake sales mgr. for microwave equipment, James D. Helm sales mgr. for special accounts, all reporting to L. Robt. Sheeley . . . Donald F. Pitts, ex-Graybar, named Capehart-Farnsworth New England sales mgr., Boston . . . Daniel Newman, ex-DuMont Labs, named CBS-Columbia asst. service director . . . Harold D. Brandt, from Spokane distributor F. B. Connelly Co., appointed CBS-Columbia northwest sales mgr. . . . Donald E. Smith named CBS-Hytron mid-western district sales mgr., St. Louis . . . Allen S. Nelson, ex-Admiral, named distributor sales mgr., International Rectifier Corp., El Segundo, Cal. . . . Joseph H. Moss Jr., onetime DuMont national distribution director, resigns as Hoffman Radio eastern div. mgr. . . . Ricardo Muniz, ex-TV manufacturing chief for Westinghouse, now heads operations of Canadian Westinghouse receiver production in Brantford, Ont.

Crosley's 17-in. "Super V" table model (Vol. 10:7) now also out in ebony & white finishes at \$160.

SHIPMENTS of TVs to dealers totaled 1,655,839 in first 3 months of 1954, exceeding production of 1,447,110 in that period, according to RETMA's cumulative state & county tables released this week. They compared with 2,060,016 shipped in first quarter of 1953, when production was 2,259,943, and shipments of 1,277,512 in first quarter of 1952, when production was 1,324,831. New York led, with 148,161; Pennsylvania second, 109,965; California third, 105,034. In March alone, shipments totaled 582,839, compared with 460,378 in Feb. and 711,838 in March 1953. Here's state-by-state report (county-by-county & territorial tables available from RETMA upon request):

State	Total	State	Total
Alabama	27,304	New Hampshire	8,316
Arizona	6,880	New Jersey	43,479
Arkansas	23,380	New Mexico	5,978
California	105,034	New York	148,161
Colorado	13,122	North Carolina	44,498
Connecticut	21,573	North Dakota	6,877
Delaware	5,539	Ohio	83,610
District of Columbia	10,108	Oklahoma	23,095
Florida	42,702	Oregon	18,495
Georgia	40,367	Pennsylvania	109,965
Idaho	13,807	Rhode Island	5,159
Illinois	104,731	South Carolina	22,259
Indiana	53,424	South Dakota	6,150
Iowa	40,340	Tennessee	33,848
Kansas	27,595	Texas	89,017
Kentucky	20,203	Utah	6,575
Louisiana	33,831	Vermont	4,934
Maine	29,128	Virginia	28,115
Maryland	19,849	Washington	26,649
Massachusetts	46,150	West Virginia	21,328
Michigan	66,834	Wisconsin	43,446
Minnesota	33,080	Wyoming	2,436
Mississippi	14,735		
Missouri	46,140	U. S. TOTAL	1,651,400
Montana	5,764	Alaska	1,246
Nebraska	17,652	Hawaii	3,193
Nevada	1,738	GRAND TOTAL	1,655,839

RCA's net income from patent royalties, usually kept secret, is revealed as "less than \$2,500,000 in 1953" in final article of Martin P. Rosenblum's series of 5 on the TV-radio patent situation in May 21 *Retailing Daily*. From 1947-52, it averaged \$3,500,000 a year.

WHERE THE TV SETS ARE

The J. Walter Thompson Company Report on TV Households in the U.S. as of Jan. 1, 1954

(Fourth Edition)

TV Household Figures for 340 Top Markets in Alphabetical Order

Including Data on All of the 215 Markets Having One or More TV Stations in Service Jan. 1, 1954

EDITOR'S NOTE: These figures expand and bring up-to-date 3 previous reports by the J. Walter Thompson Company, embracing more markets and the additional TV sets in use. Before utilizing these figures, it's urged that the following foreword by J. Walter Thompson Company should be read carefully. It should be noted that the figures do not purport to coincide with station coverage areas, which invariably are considerably larger than the markets here defined and for which additional data must be procured from individual stations. The market divisions are standard metropolitan areas as defined by the U. S. Census Bureau. The figures are designed to show where the sets are—not who reaches them.

TELEVISION HOUSEHOLDS in the United States reached 27,000,000 on Jan. 1, 1954, according to this latest J. Walter Thompson Company estimate showing their location in terms of 340 leading markets. These markets account for 84% of the total TV households in the U. S.; for every 10 households therein, nearly 7 possess a TV receiver.

A 6,000,000 increase in the number of TV households has taken place since the first in this series of reports was published in January, 1953 (Television Factbook No. 16 of Jan. 15, 1953). Now, 57% of the 47,500,000 households in the country have TV sets. On the overall, there is the remarkable average of slightly more than one TV household for every two households in the nation.

As important as the number of sets in use is the number of markets now on the air with one or more TV stations. There were 215 such markets as of Jan. 1, 1954, and each is covered in this report. Within these TV markets, there were 356 stations in operation—234 of them vhf stations (channels 2 through 13) and 122 uhf (channels 14 through 83).

Sources of Set and Market Data

These new TV household estimates are the result of J. Walter Thompson Company research, including information derived from a national study made by the Thompson Consumer Panel. The set totals, which rely heavily on industry sales information, take into account dealer inventories of new sets and of old, trade-in models, also "second" sets in a growing number of homes, and special conditions existing in many markets. No market is credited with greater than a 90% ratio of TV households.

Market totals of TV households used in this report are extracted from the confidential "J. Walter Thompson Company Coverage Report on All U. S. Counties." This analysis provides data on all counties

within range of the TV signal from any source and indicates the most effective way of reaching any U. S. county with TV.

The markets named in this study are listed alphabetically and each is identified by its market category as it appears in *Population and Its Distribution* compiled by the J. Walter Thompson Company and published by McGraw-Hill. Market categories and their definition are as follows:

- A Markets—Metropolitan Areas with population over 2,000,000
- B Markets—Metropolitan Areas with population 450,000 to 2,000,000
- C Markets—Metropolitan Areas with population 150,000 to 450,000
- D' Markets—Metropolitan Areas with population 50,000 to 150,000
- D Markets—Counties having one or more cities with population between 25,000 and 50,000
- E Markets—Counties having no cities with populations over 25,000 but having populations of which more than 50% of the total is urban in character.
- F' and F Markets—Rural Markets. F' are counties with average farm income. F markets are counties with below average farm income.

The summary table in this report shows the total of TV households classified by market groups. It shows, for example, that the 8 "A" markets account for more than one-third of the nation's TV sets. If the next 35 markets constituting group "B" are added, the incremental total is 61% of the U. S. sets. Nearly 21,000,000 households are located in groups "A" and "B" and there are nearly eight sets for every ten households.

Purpose of This Report

This report was prepared to make it easier to answer numerous questions related to the potential penetration of TV into specific markets, including those markets not having a TV station of their own. It provides information on markets in which other media should be given strongest emphasis and it helps planners to determine whether sales and merchandising follow-through that stems from TV advertising is being directed to those markets where it will do the most good.

What This Report Is Not

This report tells only where the TV sets are, market by market. It does NOT provide the total number of sets that can be reached by individual stations. A station's signal transcends market boundaries and in many cases overlaps the signals of other stations, thus making duplicated coverage a factor to consider. The markets here delineated are the standard metropolitan areas and metropolitan markets as defined by The U. S. Bureau of The Census.

Nor does this report attempt to show how many households have sets that are equipped to bring in the

UHF channels (14 through 83). Only rarely do the number of sets equipped to receive these UHF channels approximate the total number of sets in a market.

The rate at which set owners are making the necessary changes in old sets to equip them to receive UHF channels is rapidly increasing. In part this is due to the large number of UHF stations on the air. Their number has been so fast growing that it now makes up nearly one-third of the total of all stations. Another factor improving audience potentials for UHF is the large proportion of all new sets sold that can be tuned to some or all UHF as well as the VHF signals reaching a market.

This is not a coverage report, and it is recommended that information on coverage should be sought from the stations themselves or from their representatives. Because the very nature of conversion of a VHF set for UHF sometimes puts limitations on the specific UHF channels that can be received, it is necessary to have accurate information on the number of sets in a market that can bring in, for example, UHF station "X". This again is information within the area of "coverage" and is best obtained from the stations in question.

Summary of TV Households by Market Groups

As defined in "Population and Its Distribution", compiled by J. Walter Thompson Company and published by McGraw-Hill Book Co.
Single and Cumulative Totals for Each Major Group are Shown

	Estimated No. Households Jan. 1, 1954†	Cumulative Total Households Jan. 1, 1954	No. of TV Households Jan. 1, 1954	Ratio of TV Households to total Households (Cols. 3 to 1)	Cumulative Total of TV Households Jan. 1, 1954	Ratio of Cumulative TV Households to Cumulative Total Households (Cols. 5 to 2)	Per Cent of U. S. Total TV Households	Cumulative Per Cent of U.S. Total TV Households
8 "A" Markets	12,268,800	12,268,800	10,019,040	81.7%	10,019,040	81.7%	37.1%	37.1%
35 "B" Markets	8,549,300	20,818,100	6,574,697	76.9%	16,593,737	79.7%	24.3%	61.4%
72 "C" Markets	5,867,300	26,685,400	3,539,071	60.3%	20,132,808	75.4%	13.1%	74.5%
47 "D" Markets	1,683,300	28,368,700	847,677	50.4%	20,980,485	73.9%	3.1%	77.6%
150 "D" Markets	3,710,800	32,079,500	1,413,848	38.1%	22,394,333	69.8%	5.2%	82.8%
Balance of U.S.	15,480,800	47,560,300	4,605,667	29.7%	27,000,000	56.8%	17.2%	100.0%
Total U.S.	47,560,300	47,560,300	27,000,000	56.8%	27,000,000	56.8%	100.0%	100.0%

†Total of U.S. households from "Survey of Buying Power—1954," published by Sales Management Magazine.

Alphabetical List Showing Estimated Number of Television Households In 340 Important U.S. Markets

(January 1, 1954)

Asterisk (*) indicates that no TV station was located in this market on Jan. 1, 1954

Markets and Market Groups (See text)	Counties	Estimated No. of Households Jan. 1, 1954†	Estimated No. TV Households Jan. 1, 1954	Ratio of TV Households to Total Households	Per cent of U.S. Total TV Households
ABILENE (D)	Taylor, Texas:	21,100	5,849	27.7%	.0217%
AKRON (C)	Summit, Ohio:	132,900	116,240	87.5%	.4305%
*ALBANY (D)	Dougherty, Ga.:	14,500	1,761	11.8%	.0065%
ALBANY-TROY- SCHENECTADY (B)	Albany, Rensselaer, Schenectady, N. Y.:	171,100	152,314	89.0%	.5641%
ALBUQUERQUE (D')	Bernalillo, N. M.:	51,700	23,847	46.1%	.0883%
*ALEXANDRIA (D)	Rapides, La.:	27,500	2,075	7.5%	.0077%
ALISAL (E) (SALINAS & MONTEREY)	Monterey, Calif.:	50,200	12,695	25.3%	.0470%
ALLENTOWN- (C) BETHLEHEM- EASTON	Lehigh, Northampton, Pa. ; Warren, N. J.:	132,200	118,507	89.6%	.4389%
ALTOONA (D')	Blair, Pa.:	41,300	31,921	77.3%	.1182%
AMARILLO (D')	Potter, Randall, Texas:	32,900	20,513	62.3%	.0760%
AMES (E)	Story, Iowa:	13,200	7,954	60.3%	.0295%
*AMSTERDAM (D)	Montgomery, N. Y.:	19,300	14,072	72.9%	.0521%
*ANDERSON (D)	Madison, Ind.:	35,500	30,591	86.2%	.1133%
ANDERSON (F)	Anderson, S. C.:	24,300	5,928	24.4%	.0220%
ANN ARBOR (D)	Washtenaw, Mich.:	40,700	23,231	57.1%	.0860%
*ANNISTON (D)	Calhoun, Ala.:	22,500	8,279	36.8%	.0307%
*APPLETON (D)	Outagamie, Wis.:	24,500	11,217	45.8%	.0415%
ASHEVILLE (D')	Buncombe, N. C.:	35,000	8,761	25.0%	.0324%
ASHTABULA (E)	Ashtabula, Ohio:	25,500	19,373	76.0%	.0718%
*ATHENS (D)	Clarke, Ga.:	10,700	5,562	52.0%	.0206%
ATLANTA (B)	Cobb, DeKalb, Fulton, Ga.:	212,100	178,656	84.2%	.6617%
ATLANTIC CITY (D')	Atlantic, N. J.:	44,500	35,316	79.4%	.1308%
*AUBURN (D)	Cayuga, N. Y.:	21,700	18,139	83.6%	.0672%
AUGUSTA (C)	Richmond, Ga.; Aiken, S. C.:	60,100	12,047	20.0%	.0446%
AUSTIN (E)	Mower, Minn.:	12,700	5,285	41.6%	.0196%
AUSTIN (C)	Travis, Texas:	48,200	22,889	47.5%	.0848%
BAKERSFIELD- (D) EAST BAKERSFIELD	Kern, Calif.:	80,800	33,577	41.6%	.1244%
BALTIMORE (B)	Baltimore City, Baltimore, Anne Arundel, Md.:	416,700	360,461	86.5%	1.3350%
BANGOR (D)	Penobscot, Me.:	28,900	13,533	46.8%	.0501%
BATON ROUGE (C)	East Baton Rouge Parish, La.:	55,600	19,826	35.7%	.0734%
BATTLE CREEK (D)	Calhoun, Mich.:	39,800	29,646	74.5%	.1098%
*BAY CITY (D')	Bay, Mich.:	27,600	14,071	51.0%	.0521%
*BEAUMONT- (C) PORT ARTHUR	Jefferson, Texas:	64,500	19,771	30.7%	.0732%
BELLINGHAM (D)	Whatcomb, Wash.:	22,500	4,355	19.4%	.0161%
*BELOIT (D)	Rock, Wis.:	30,200	8,493	28.1%	.0315%
BILLINGS (D)	Yellowstone, Mont.:	21,300	4,087	19.2%	.0151%
*BILOXI (D)	Harrison, Miss.:	30,600	10,499	34.3%	.0389%
BINGHAMTON (C)	Broome, N. Y.:	58,700	51,779	88.2%	.1918%
BIRMINGHAM (B)	Jefferson, Ala.:	171,300	108,316	63.2%	.4012%

Markets and Market Groups (See text)	Counties	Estimated No. of Households Jan. 1, 1954†	Estimated No. TV Households Jan. 1, 1954	Ratio of TV Households to Total Households	Per cent of U. S. Total TV Households
BISMARCK (E)	Burleigh, N. D.:	7,800	1,516	19.4%	.0056%
BLOOMINGTON (D)	McLean, Ill.:	24,600	7,764	31.6%	.0288%
BLOOMINGTON (D)	Monroe, Ind.:	14,400	8,105	56.3%	.0300%
*BLUEFIELD (D)	Tazewell, Va.; Mercer, W. Va.:	31,100	7,226	23.2%	.0267%
BOISE CITY (D)	Ada, Idaho:	24,900	7,360	29.6%	.0273%
BOSTON (A)	Essex, Middlesex, Norfolk, Suffolk, Mass.:	868,000	725,836	83.6%	2.6882%
*BREMERTON (D)	Kitsap, Wash.:	28,900	19,422	67.2%	.0719%
BRIDGEPORT (B)	Fairfield, Conn.:	161,700	145,530	90.0%	.5584%
*BRISTOL (D)	Sullivan, Tenn.; Washington, Va.: (Including Independent City of Bristol, Va.)	41,000	8,506	20.7%	.0315%
*BROCKTON (C)	Plymouth, Mass.:	62,000	44,023	71.0%	.1630%
BROWNSVILLE (D)	Cameron, Texas:	36,400	5,594	15.4%	.0207%
BUFFALO (B)	Erie, Niagara, N. Y.:	344,800	306,889	89.0%	1.1366%
*BURLINGTON (D)	Des Moines, Iowa:	14,400	9,143	63.5%	.0339%
*BURLINGTON (D)	Chittendon, Vt.:	17,500	4,683	26.8%	.0173%
BUTTE (D)	Silver Bow, Mont.:	18,500	5,050	27.3%	.0187%
CADILLAC (E)	Wexford, Mich.:	5,800	1,591	27.4%	.0059%
*CANTON (C)	Stark, Ohio:	90,000	69,271	77.0%	.2566%
CEDAR RAPIDS (D')	Linn, Iowa:	35,600	18,544	52.1%	.0687%
CHAMBERSBURG (F')	Franklin, Pa.:	22,500	11,474	51.0%	.0425%
CHAMPAIGN (D)	Champaign, Ill.:	31,500	8,724	27.7%	.0323%
CHARLESTON (C)	Charleston, S. C.:	48,000	16,229	33.8%	.0601%
CHARLESTON (C)	Fayette, Kanawha, W. Va.:	88,900	50,569	56.9%	.1873%
CHARLOTTE (C)	Mecklenburg, N. C.:	59,000	43,175	73.2%	.1599%
*CHARLOTTESVILLE (D)	Albemarle, Va.: (Including Independent City of Charlottesville, Va.)	13,700	3,032	22.1%	.0112%
*CHATTANOOGA (C)	Hamilton, Tenn.; Walker, Ga.:	74,100	19,306	26.1%	.0715%
*CHEYENNE (D)	Laramie, Wyo.:	15,700	5,208	33.2%	.0193%
CHICAGO (A)	Cook, DuPage, Kane, Lake, Will, Ill.; Lake, Ind.:	1,794,400	1,531,197	85.3%	5.6709%
CHICO (F')	Butte, Calif.:	24,200	6,634	27.4%	.0246%
CINCINNATI (B)	Hamilton, Ohio; Campbell, Kenton, Ky.:	302,800	272,316	89.9%	1.0085%
*CLARKSBURG (D)	Harrison, W. Va.:	24,200	4,690	19.4%	.0174%
CLEVELAND (B)	Cuyahoga, Lake, Ohio:	468,300	420,521	89.8%	1.5574%
*CLINTON (D)	Clinton, Iowa:	16,000	11,181	69.9%	.0414%
COLORADO SPRINGS (D)	El Paso, Colo.:	30,300	9,632	31.8%	.0357%
COLUMBIA (D)	Boone, Mo.:	14,300	2,646	18.5%	.0098%
COLUMBIA (D')	Richland, S. C.:	42,000	12,758	30.4%	.0473%
COLUMBUS (C)	Chattahoochee, Muscogee, Ga.; Russell, Ala.:	47,300	11,042	23.3%	.0409%
COLUMBUS (B)	Franklin, Ohio:	163,900	147,510	90.0%	.5528%
*CONCORD (D)	Merrimack, N. H.:	18,400	7,159	38.9%	.0265%
*CORPUS CHRISTI (C)	Nueces, Texas:	55,100	7,191	13.1%	.0266%
*CUMBERLAND (D)	Allegany, Md.:	27,300	9,728	35.6%	.0360%
DALLAS (B)	Dallas, Texas:	225,300	152,116	67.5%	.5634%
DANVILLE (D)	Vermilion, Ill.:	28,200	7,753	27.5%	.0287%
*DANVILLE (D)	Pittsylvania, Va.: (Including Independent City of Danville, Va.)	26,800	8,205	30.6%	.0304%
DAVENPORT- (C) ROCK ISLAND- MOLINE	Rock Island, Ill.; Scott, Iowa:	76,900	69,211	90.0%	.2589%

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DAYTON (B)	Greene, Montgomery, Ohio:	151,400	133,520	88.2%	.4945%
*DAYTONA BEACH (D)	Volusia, Fla.:	27,900	5,062	18.1%	.0187%
DECATUR (D')	Macon, Ill.:	34,500	14,959	43.4%	.0554%
DENVER (B)	Adams, Arapahoe, Denver, Jefferson, Colo.:	215,900	121,830	56.4%	.4511%
DES MOINES (C)	Polk, Iowa:	77,500	50,493	65.2%	.1870%
DETROIT (A)	Macomb, Oakland, Wayne, Mich.:	969,700	776,869	80.1%	2.8772%
*DUBUQUE (D)	Dubuque, Iowa:	20,200	6,233	30.9%	.0231%
DULUTH- (C) SUPERIOR	Douglas, Wisc.; St. Louis, Minn.:	81,000	14,565	18.0%	.0540%
*DURHAM (D')	Durham, N. C.:	28,600	13,937	48.7%	.0516%
EAU CLAIRE (D)	Chippewa, Eau Claire, Wis.:	28,800	8,869	30.8%	.0328%
*ELKHART (D)	Elkhart, Ind.:	28,700	13,078	45.6%	.0484%
ELMIRA (D)	Chemung, N. Y.:	29,000	16,948	58.4%	.0628%
EL PASO (C)	El Paso, Texas	56,600	33,860	59.8%	.1254%
*ENID (D)	Garfield, Okla.:	17,700	9,468	53.5%	.0351%
ERIE (C)	Erie, Pa.:	68,600	61,740	90.0%	.2314%
*EUGENE (D)	Lane, Ore.:	46,800	3,746	8.0%	.0139%
EUREKA (F')	Humboldt, Calif.:	28,000	5,153	18.4%	.0191%
EVANSVILLE (C)	Vanderburgh, Ind.:	55,300	13,909	25.2%	.0515%
*EVERETT (D)	Snohomish, Wash.:	39,500	14,905	37.7%	.0552%
*FAIRMONT (D)	Marion, W. Va.:	20,800	7,858	37.8%	.0291%
*FALL RIVER- (C) NEW BEDFORD	Bristol, Mass.:	120,200	95,263	79.3%	.3528%
FARGO (D)	Cass, N. D.:	17,700	6,474	36.6%	.0240%
*FAYETTEVILLE (D)	Cumberland, N. C.:	24,100	3,286	13.6%	.0122%
FLINT (C)	Genesee, Mich.:	87,400	63,623	72.8%	.2356%
*FOND du LAC (D)	Fond du Lac, Wis.:	20,400	9,134	44.8%	.0338%
FORT DODGE (D)	Webster, Iowa:	14,100	8,442	59.9%	.0313%
FORT LAUDERDALE (D)	Broward, Fla.:	37,200	17,907	48.1%	.0663%
FORT SMITH (D)	Sebastian, Ark.:	20,100	4,453	22.2%	.0165%
FORT WAYNE (C)	Allen, Ind.:	61,900	25,071	40.5%	.0929%
FORT WORTH (C)	Tarrant, Texas:	141,500	85,802	60.6%	.3178%
FRESNO (C)	Fresno, Calif.:	93,300	38,292	41.0%	.1418%
*GADSDEN (D')	Etowah, Ala.:	28,100	10,714	38.1%	.0397%
*GAINESVILLE (D)	Alachua, Fla.:	16,300	3,321	20.4%	.0123%
*GALESBURG (D)	Knox, Ill.:	18,300	10,685	58.4%	.0396%
GALVESTON (D')	Galveston, Texas:	38,300	18,419	48.1%	.0682%
*GRAND FORKS (D)	Grand Forks, N. D.:	10,800	1,327	12.3%	.0049%
GRAND RAPIDS (C)	Kent, Mich.:	95,700	76,154	79.6%	.2820%
*GREAT FALLS (D)	Cascade, Mont.:	19,100	940	4.9%	.0035%
GREEN BAY (D')	Brown, Wis.:	29,000	16,755	57.8%	.0621%
GREENSBORO- (C) HIGH POINT	Guilford, N. C.:	55,500	31,354	56.5%	.1161%
*GREENVILLE (D)	Washington, Miss.:	21,200	1,423	6.7%	.0053%
GREENVILLE (F)	Pitt, N. C.:	15,000	3,706	24.7%	.0137%
GREENVILLE (C)	Greenville, S. C.:	49,600	16,527	33.3%	.0612%
*HAGERSTOWN (D)	Washington, Md.:	24,600	14,457	58.8%	.0535%
*HAMILTON- (D') MIDDLETOWN	Butler, Ohio:	46,500	41,850	90.0%	.1558%

Markets and Market Groups (See text)	Counties	Estimated No. of Households Jan. 1, 1954†	Estimated No. TV Households Jan. 1, 1954	Ratio of TV Households to Total Households	Per cent of U.S. Total TV Households
HAMPTON- (B) NEWPORT NEWS- WARWICK (See also Norfolk-Portsmouth)	Independent cities of Hampton (formerly Elizabeth City Co.), Newport News and Warwick (formerly Warwick Co.), Va.:	45,800	36,527	79.8%	1353%
HANNIBAL (E)	Marion, Mo.:	10,300	3,349	32.5%	.0124%
HARRISBURG (F)	Saline, Ill.:	11,000	1,657	15.1%	.0061%
HARRISBURG (C)	Cumberland, Dauphin, Pa.:	91,900	67,200	73.1%	.2488%
HARRISONBURG (F')	Rockingham, Va.:	12,600	3,866	30.7%	.0143%
HARTFORD (B)	Hartford, Middlesex, Conn.:	191,900	150,766	78.6%	.5583%
*HATTIESBURG (D)	Forrest, Miss.:	14,200	2,071	14.6%	.0077%
*HOT SPRINGS (D)	Garland, Ark.:	15,600	829	5.3%	.0031%
HOUSTON (B)	Harris, Texas:	294,700	191,638	65.0%	.7097%
HUNTINGTON- (C) ASHLAND	Cabell, Wayne, W. Va. ; Lawrence, Ohio; Boyd, Ky.:	72,000	51,149	71.0%	.1894%
HUTCHINSON (D)	Reno, Kan.:	18,700	6,716	35.9%	.0249%
IDAHO FALLS (E)	Bonneville, Idaho:	10,000	1,786	17.9%	.0066%
INDIANAPOLIS (B)	Marion, Ind.:	190,100	171,090	90.0%	.6412%
*IOWA CITY (D)	Johnson, Iowa:	13,000	4,161	32.0%	.0154%
*ITHACA (D)	Tompkins, N. Y.:	18,000	7,870	43.7%	.0291%
*JACKSON (D')	Jackson, Mich.:	34,200	16,093	47.1%	.0596%
JACKSON (D')	Hinds, Miss.:	43,400	14,159	32.6%	.0524%
*JACKSON (D)	Madison, Tenn.:	17,600	6,100	34.7%	.0226%
JACKSONVILLE (C)	Duval, Fla.:	100,200	64,183	64.1%	.2377%
*JAMESTOWN (D)	Chautauqua, N. Y.:	46,700	31,308	67.0%	.1160%
*JEFFERSON CITY (D)	Cole, Mo.:	10,200	2,310	22.6%	.0086%
JOHNSON CITY (D)	Washington, Tenn.:	15,900	5,805	36.5%	.0215%
JOHNSTOWN (C)	Cambria, Somerset, Pa.:	78,900	67,879	86.0%	.2514%
*JOPLIN (D)	Jasper, Newton, Mo.:	37,500	8,934	23.8%	.0330%
KALAMAZOO (D')	Kalamazoo, Mich.:	42,300	32,662	77.2%	.1210%
*KANKAKEE (D)	Kankakee, Ill.:	20,300	14,045	69.2%	.0520%
*KANNAPOLIS (D)	Cabarrus, Rowan, N. C.:	38,800	20,650	53.2%	.0765%
KANSAS CITY (B)	Johnson, Wyandotte, Kan. ; Clay, Jackson, Mo.:	298,100	192,223	64.5%	.7119%
KEARNEY (F')	Buffalo, Neb.:	8,500	1,238	14.6%	.0046%
*KENOSHA (D')	Kenosha, Wis.:	24,600	18,958	77.1%	.0702%
*KEY WEST (D)	Monroe, Fla.:	10,200	261	2.6%	.0010%
*KINGSTON (D)	Ulster, N. Y.:	30,500	12,571	41.2%	.0466%
KNOXVILLE (C)	Knox, Blount, Anderson, Tenn.:	97,400	21,198	21.8%	.0786%
*KOKOMO (D)	Howard, Ind.:	18,400	15,684	85.2%	.0581%
*LA CROSSE (D)	La Crosse, Wis.:	20,800	2,320	11.2%	.0086%
LAFAYETTE (D)	Tippecanoe, Ind.:	23,200	10,659	45.9%	.0395%
*LAFAYETTE (D)	Lafayette, La.:	16,700	2,038	12.2%	.0075%
*LA GRANGE (D)	Troup, Ga.:	14,200	6,212	43.7%	.0230%
LAKE CHARLES (D)	Calcasieu, La.:	30,900	5,136	16.6%	.0190%
*LAKELAND (D)	Polk, Fla.:	41,700	3,287	7.9%	.0122%
LANCASTER (C)	Lancaster, Pa.:	70,200	55,570	79.2%	.2058%
LANSING (C)	Ingham, Mich.:	56,700	33,443	59.0%	.1239%
*LAREDO (D')	Webb, Texas:	13,700	458	3.3%	.0017%
LAS VEGAS (E)	Clark, Nev.:	23,500	4,492	19.1%	.0166%
*LAUREL (D)	Jones, Miss.:	16,900	1,783	10.6%	.0066%

Markets and Market Groups (See text)	Counties	Estimated No. of Households Jan. 1, 1954†	Estimated No. TV Households Jan 1, 1954	Ratio of TV Households to Total Households	Per cent of U.S. Total TV Households
LAWTON (D)	Comanche, Okla.:	18,000	7,615	42.3%	.0282%
LEBANON (D)	Lebanon, Pa.:	26,500	19,114	72.1%	.0708%
LEWISTON (D)	Androscoggin, Me.:	24,500	6,769	27.6%	.0251%
*LEXINGTON (D')	Fayette, Ky.:	30,000	10,144	33.8%	.0376%
LIMA (D')	Allen, Ohio:	28,700	12,059	42.0%	.0447%
LINCOLN (D')	Lancaster, Neb.:	41,100	23,568	57.3%	.0873%
LITTLE ROCK (C)	Pulaski, Ark.:	64,000	17,276	27.0%	.0640%
LONG BRANCH (E) (ASBURY PARK)	Monmouth, N. J.:	78,000	70,200	90.0%	.2702%
LONGVIEW (E)	Gregg, Texas:	19,200	4,211	21.9%	.0156%
*LORAIN-ELYRIA (D') ..	Lorain, Ohio:	47,500	37,043	78.0%	.1372%
LOS ANGELES (A)	Los Angeles, Orange, Calif.:	1,747,000	1,372,029	78.5%	5.0815%
LOUISVILLE (B)	Jefferson, Ky.; Clark, Floyd, Ind.:	186,300	142,677	76.6%	.5284%
LUBBOCK (D')	Lubbock, Texas:	38,000	18,971	49.9%	.0703%
LYNCHBURG (D)	Campbell, Va.: (Including Independent City of Lynchburg, Va.)	21,200	12,102	57.1%	.0448%
MACON (D')	Bibb, Houston, Ga.:	42,800	14,918	34.9%	.0552%
MADISON (C)	Dane, Wis.:	51,400	19,612	38.2%	.0726%
*MANCHESTER (C)	Hillsborough, N. H.:	49,100	37,857	77.1%	.1402%
*MANITOWOC (D)	Manitowoc, Wis.:	20,500	8,629	42.1%	.0320%
*MANSFIELD (D)	Richland, Ohio:	29,500	19,153	64.9%	.0709%
*MARION (D)	Grant, Ind.:	20,300	10,040	49.5%	.0372%
*MARION (D)	Marion, Ohio:	16,800	12,913	76.9%	.0478%
*MASON CITY (D)	Cerro Gordo, Iowa:	14,700	4,372	29.7%	.0162%
MEDFORD (F')	Jackson, Ore.:	22,800	4,200	18.4%	.0156%
MEMPHIS (B)	Shelby, Tenn.:	148,800	100,614	67.6%	.3726%
MERIDIAN (D)	Lauderdale, Miss.:	19,800	2,718	13.7%	.0101%
MIAMI (B)	Dade, Fla.:	203,600	130,100	63.9%	.4818%
*MICHIGAN CITY (D)	La Porte, Ind.:	25,200	17,340	68.8%	.0642%
MIDLAND (E)	Midland, Texas:	11,300	1,495	13.2%	.0055%
MILWAUKEE (B)	Milwaukee, Wis.:	274,600	245,881	89.5%	.9107%
MINNEAPOLIS- (B) ST. PAUL	Anoka, Dakota, Hennepin, Ramsey, Minn.:	362,400	272,791	75.2%	1.0103%
MINOT (E)	Ward, N. D.:	10,300	2,442	23.7%	.0090%
MOBILE (C)	Mobile, Ala.:	72,900	28,639	39.3%	.1061%
MONROE (D)	Ouachita, La.:	23,900	7,379	30.9%	.0273%
MONTGOMERY (D')	Montgomery, Ala.:	42,400	8,842	20.9%	.0327%
*MORGANTOWN (D)	Monongalia, W. Va.:	16,700	4,776	28.6%	.0177%
MUNCIE (D')	Delaware, Ind.:	30,900	23,558	76.2%	.0873%
*MUSKEGON (D)	Muskegon, Mich.:	40,500	21,677	53.5%	.0803%
*MUSKOGEE (D)	Muskogee, Okla.:	20,100	7,052	35.1%	.0261%
NASHVILLE (C)	Davidson, Tenn.:	98,400	57,592	58.5%	.2133%
*NEWARK (D)	Licking, Ohio:	23,400	17,059	72.9%	.0632%
*NEWBURGH (D)	Orange, N. Y.:	47,400	34,406	72.6%	.1274%
NEW CASTLE (D)	Lawrence, Pa.:	31,500	23,435	74.4%	.0868%
NEW HAVEN- (B) WATERBURY	New Haven, Conn.:	171,600	154,440	90.0%	.5788%
*NEW LONDON (D)	New London, Conn.:	45,900	21,801	47.5%	.0807%
NEW ORLEANS (B)	Jefferson, Orleans, St. Bernard, La.:	225,300	129,947	57.7%	.4813%

Markets and Market Groups (See text)	Counties	Estimated No. of Households Jan. 1, 1954†	Estimated No. TV Households Jan. 1, 1954	Ratio of TV Households to Total Households	Per cent of U.S. Total TV Households
NEW YORK (A)	Bronx, Kings, Nassau, N. Y., Queens, Richmond, Rockland, Suffolk, West- chester, N. Y.; Bergen, Essex, Hud- son, Middlesex, Morris, Passaic, Union, Somerset, N. J.:	4,256,400	3,358,269	83.6%	13.1784%
NORFOLK- (B) PORTSMOUTH (See also Hampton-Newport News & Warwick)	Norfolk and Princess Anne Counties, Va. (including cities of Norfolk, Ports- mouth, So. Norfolk.)	144,300	104,225	72.2%	.3860%
*NORMAN (D)	Cleveland, Okla.:	11,400	4,667	40.9%	.0173%
*OAK RIDGE (D)	Roane, Tenn.:	8,500	945	11.1%	.0035%
*ODESSA (D)	Ector, Texas:	16,800	2,079	12.4%	.0077%
*OGDEN (D')	Weber, Utah:	27,900	16,081	57.6%	.0596%
OKLAHOMA CITY (C)	Oklahoma, Okla.:	117,400	80,887	68.9%	.2956%
OMAHA (C)	Douglas, Sarpy, Neb.; Pottawattamie, Ia.:	120,300	102,236	85.0%	.3786%
*ORLANDO (D')	Orange, Fla.:	44,200	6,483	14.7%	.0240%
OSHKOSH (D)	Winnebago, Wis.:	28,800	8,342	29.0%	.0309%
*OTTUMWA (D)	Wapello, Iowa:	15,500	3,309	21.3%	.0123%
*OWENSBORO (D)	Daviess, Ky.:	16,800	3,447	20.5%	.0128%
*PADUCAH (D)	McCracken, Ky.:	29,000	2,317	8.0%	.0086%
PANAMA CITY (D)	Bay, Fla.:	16,200	1,437	8.9%	.0053%
PARKERSBURG (D)	Wood, W. Va.:	20,200	6,264	31.0%	.0232%
PENSACOLA (D)	Escambia, Fla.:	36,100	6,501	18.0%	.0241%
*PETERSBURG (D)	Dinwiddie, Va. (Including Independent City of Petersburg, Va.)	13,700	9,935	72.5%	.0368%
PEORIA (C)	Peoria, Tazewell, Ill.:	83,400	46,146	55.3%	.1709%
PHILADELPHIA (A)	Bucks, Chester, Delaware, Mont- gomery, Philadelphia, Pa.; Burlington, Camden, Gloucester, N. J.:	1,139,700	1,025,730	90.0%	3.8056%
PHOENIX (C)	Maricopa, Ariz.:	121,200	60,862	50.2%	.2254%
PINE BLUFF (D)	Jefferson, Ark.:	22,900	2,315	10.1%	.0086%
PITTSBURG (F)	Crawford, Kan.:	15,600	3,174	20.3%	.0118%
PITTSBURGH (A)	Allegheny, Beaver, Washington, Westmoreland, Pa.:	654,700	554,182	84.6%	2.0525%
*PITTSFIELD (D')	Berkshire, Mass.:	41,200	34,712	84.3%	.1286%
*POCATELLO (D)	Bannock, Power, Idaho:	13,700	1,467	10.7%	.0054%
*PORT HURON (D)	St. Clair, Mich.:	30,000	18,648	62.2%	.0691%
PORTLAND (C)	Cumberland, Me.:	50,800	20,452	40.3%	.0757%
PORTLAND (B)	Clackamas, Multnomah, Washington, Ore.; Clark, Wash.:	262,200	103,859	39.6%	.3847%
*PORTSMOUTH (D)	Scioto, Ohio:	27,000	15,667	58.0%	.0580%
PRINCETON (F')	Gibson, Ind.:	10,000	1,567	15.7%	.0058%
PROVIDENCE (B)	Bristol, Kent, Newport, Providence, R. I.:	230,600	189,088	82.0%	.7003%
*PROVO (D)	Utah, Utah:	23,700	12,913	54.5%	.0478%
*POUGHKEEPSIE (D)	Dutchess, N. Y.:	38,700	27,468	71.0%	.1017%
PUEBLO (D')	Pueblo, Colo.:	29,400	7,960	27.1%	.0295%
QUINCY (D)	Adams, Ill.:	22,300	8,910	40.0%	.0330%
*RACINE (D')	Racine, Wis.:	35,100	21,918	62.4%	.0812%
RALEIGH (D')	Wake, N. C.:	36,300	13,974	38.5%	.0518%
*RAPID CITY (D)	Pennington, S. D.:	15,100	103	.7%	.0004%
READING (C)	Berks, Pa.:	77,900	70,110	90.0%	.2628%
RENO (D)	Washoe, Nev.:	19,800	6,932	35.0%	.0257%

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*RICHMOND (D)	Wayne, Ind.:	22,400	15,398	68.7%	.0570%
RICHMOND (C)	Richmond City, Chesterfield, Henrico, Va. (Including Independent City of Colonial Heights, Va.):	101,300	65,607	64.7%	.2430%
*RIVERSIDE (D)	Riverside, Calif.:	69,500	36,622	52.7%	.1356%
ROANOKE (D')	Roanoke, Roanoke City, Va.:	39,200	21,617	55.1%	.0801%
ROCHESTER (D)	Olmsted, Minn.:	14,300	6,617	46.3%	.0245%
ROCHESTER (B)	Monroe, N. Y.:	161,800	145,620	90.0%	.5646%
ROCKFORD (C)	Winnebago, Ill.:	52,700	23,873	45.3%	.0884%
*ROCKY MOUNT (D)	Nash, Edgecombe, N. C.:	26,500	4,536	17.1%	.0168%
ROME (D)	Floyd, Ga.:	17,600	9,102	51.7%	.0337%
ROSWELL (D)	Chaves, N. M.:	14,100	3,769	26.7%	.0140%
SACRAMENTO (C)	Sacramento, Calif.:	106,700	52,816	49.5%	.1956%
SAGINAW (C)	Saginaw, Mich.:	48,100	31,674	65.9%	.1173%
*SALEM (D)	Marion, Polk, Ore.:	42,100	13,482	32.0%	.0499%
*SALINA (D)	Salina, Kan.:	11,700	2,617	22.4%	.0097%
SALT LAKE CITY (C)	Salt Lake City, Utah:	88,400	76,964	87.1%	.2850%
SAN ANGELO (D')	Tom Green, Texas:	20,300	4,617	22.7%	.0171%
SAN ANTONIO (B)	Bexar, Texas:	143,200	94,878	66.3%	.3514%
*SAN BERNARDINO (C)	San Bernardino, Calif.:	109,200	57,327	52.5%	.2123%
SAN DIEGO (B)	San Diego, Calif.:	240,100	152,018	63.3%	.5630%
SAN FRANCISCO- (A) OAKLAND	Alameda, Contra Costa, San Fran- cisco, San Mateo, Solano, Marin, Calif.:	838,900	536,896	64.0%	1.9885%
*SAN JOSE (C)	Santa Clara, Calif.:	108,500	73,129	67.4%	.2708%
SAN LUIS OBISPO (F')	San Luis Obispo, Calif.:	25,400	5,576	22.0%	.0207%
*SANDUSKY (D)	Erie, Ohio:	17,300	12,733	73.6%	.0472%
SANTA BARBARA (D)	Santa Barbara, Calif.:	36,100	14,241	39.4%	.0527%
*SANTA FE (D)	Santa Fe, N. M.:	10,800	1,687	15.6%	.0062%
*SAVANNAH (C)	Chatham, Ga.:	47,400	8,849	18.7%	.0328%
SCRANTON (C)	Lackawanna, Pa.:	72,300	39,096	54.1%	.1448%
SEATTLE (B)	King, Wash.:	268,800	170,722	63.5%	.6323%
*SHEBOYGAN (D)	Sheboygan, Wis.:	25,400	16,982	66.9%	.0629%
SHREVEPORT (C)	Caddo Parish, La.:	54,800	7,722	14.1%	.0286%
SIOUX CITY (D')	Woodbury, Iowa:	34,800	24,472	70.3%	.0906%
SIOUX FALLS (D')	Minnehaha, S. D.:	23,200	10,396	44.8%	.0385%
SOUTH BEND (C)	St. Joseph, Ind.:	68,200	55,023	80.7%	.2038%
*SPARTANBURG (D)	Spartanburg, S. C.:	40,900	15,128	37.0%	.0560%
SPOKANE (C)	Spokane, Wash.:	78,600	41,987	53.4%	.1555%
SPRINGFIELD (D')	Sangamon, Ill.:	44,600	12,983	29.1%	.0481%
SPRINGFIELD- (B) HOLYOKE	Hampden, Hampshire, Mass.:	139,100	103,075	74.1%	.3817%
SPRINGFIELD (D')	Greene, Mo.:	37,100	14,541	39.2%	.0539%
*SPRINGFIELD (D')	Clark, Ohio:	36,100	30,887	85.6%	.1144%
*ST. CLOUD (D)	Benton, Sherburne, Stearns, Minn.:	24,100	10,120	42.0%	.0375%
ST. JOSEPH (D')	Buchanan, Mo.:	31,900	14,646	45.9%	.0542%
ST. LOUIS (B)	St. Louis City, St. Charles, St. Louis, Mo.; Madison, St. Clair, Ill.:	560,400	446,722	79.7%	1.6545%
STOCKTON (C)	San Joaquin, Calif.:	69,600	42,456	61.0%	.1572%
SYRACUSE (C)	Onondaga, N. Y.:	110,800	99,720	90.0%	.3737%
TACOMA (C)	Pierce, Wash.:	93,100	50,440	54.2%	.1868%

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*TALLAHASSEE (D)	Leon, Fla.:	15,200	1,286	8.5%	.0048%
TAMPA- (C) ST. PETERSBURG	Hillsborough, Pinellas, Fla.:	157,800	44,379	28.1%	.1644%
TEMPLE (D)	Bell, Texas:	23,300	5,670	24.3%	.0210%
*TERRE HAUTE (D') . . .	Vigo, Ind.:	36,000	18,836	52.3%	.0698%
TEXARKANA (D)	Miller, Ark.; Bowie, Texas:	30,500	5,571	18.3%	.0207%
TOLEDO (C)	Lucas, Ohio:	127,600	114,840	90.0%	.4304%
TOPEKA (D')	Shawnee, Kan.:	39,700	17,270	43.5%	.0640%
*TORRINGTON (D)	Litchfield, Conn.:	31,800	20,150	63.4%	.0746%
*TRENTON (C)	Mercer, N. J.:	68,500	61,650	90.0%	.2311%
TUCSON	Pima, Ariz.:	55,600	16,957	30.5%	.0628%
TULARE (F')	Tulare, Calif.:	46,300	14,895	32.2%	.0552%
TULSA (C)	Tulsa, Okla.:	88,700	63,614	71.7%	.2356%
*TUSCALOOSA (D)	Tuscaloosa, Ala.:	24,200	7,189	29.7%	.0266%
TYLER (D)	Smith, Texas:	22,700	4,481	19.7%	.0166%
UTICA-ROME (C)	Herkimer, Oneida, N. Y.:	89,100	66,318	74.4%	.2456%
*VICKSBURG (D)	Warren, Miss.:	12,500	1,886	15.1%	.0070%
WACO (D')	McLennan, Texas:	41,400	10,534	25.4%	.0390%
WASHINGTON (B)	District of Columbia; Montgomery, Prince Georges, Md; Arlington, Fairfax, Va.; (Including Independent Cities of Alexandria and Falls Church, Va.):	476,700	399,328	83.8%	1.4790%
WATERLOO (D')	Black Hawk, Iowa:	33,300	12,616	37.9%	.0467%
*WATERTOWN (D)	Jefferson, N. Y.:	27,000	13,640	50.5%	.0505%
*WAUSAU (D)	Marathon, Wis.:	22,900	1,811	7.9%	.0067%
WEST PALM BEACH (D)	Palm Beach, Fla.:	43,100	7,808	18.1%	.0289%
WHEELING- (C) STEUBENVILLE	Brooke, Hancock, Marshall, Ohio; W. Va.; Belmont, Jefferson, Ohio:	101,800	63,848	62.7%	.2366%
WICHITA (C)	Sedgwick, Kan.:	95,400	30,852	32.3%	.1143%
WICHITA FALLS (D') . .	Wichita, Texas:	32,400	12,700	39.2%	.0470%
WILKES-BARRE- (C) HAZELTON	Luzerne, Pa.:	107,700	54,567	50.7%	.2021%
*WILLIAMSPORT (D) . . .	Lycoming, Pa.:	31,800	9,776	30.7%	.0362%
WILMINGTON (C)	New Castle, Del.; Salem, N. J.:	85,100	76,590	90.0%	.2849%
*WILMINGTON (D)	New Hanover, N. C.:	20,000	1,472	7.4%	.0055%
*WINONA (D)	Winona, Minn.:	12,000	1,906	15.9%	.0071%
WINSTON-SALEM (D') . .	Forsythe, N. C.:	44,000	26,427	60.1%	.0979%
WORCESTER (B)	Worcester, Mass.:	165,900	141,405	85.2%	.5237%
YAKIMA (D)	Yakima, Wash.:	45,400	10,579	23.3%	.0392%
YORK (C)	York, Pa.:	64,200	57,780	90.0%	.2171%
YOUNGSTOWN (B)	Mahoning, Trumbull, Ohio; Mercer, Pa.:	157,700	126,865	80.4%	.4698%
YUMA (F')	Yuma, Ariz.:	9,100	1,587	17.4%	.0059%
ZANESVILLE (D)	Muskingum, Ohio:	23,500	14,073	59.9%	.0521%
Total All Markets Listed In This Study		32,632,600	22,708,001	69.6%	84.1037%
Per Cent of Total U.S.		68.613%	84.1037%		

†Total Household Estimates from "Survey of Buying Power—1954," published by Sales Management Magazine.

Color Trends & Briefs: NBC-TV color mobile unit should provide some of most exciting shows to date—in addition to supplying dealers with choice demonstration fare—as it feeds 15-min. daily inserts to 11 a.m.-noon *Home* and 7-9 a.m. *Today* shows from various eastern cities (Vol. 10:18-19). We can now report actual itinerary, with specific dates, as follows:

- June 9-10, Chicago—Cloverdale Farm. Cited as a model, typical, modern midwestern farm operated by alert young couple.
- June 16-17, Milwaukee — Whitnall Park. Famed for flowers, lagoon, etc. Will include horse show.
- June 24-25, St. Louis—Visit to fabulous estate of brewer August A. Busch Jr. It was once Gen. Grant's farm, is now one of nation's showplaces.
- June 30 & July 2, Columbus, O.—Two different locales, Gov. Lausche's mansion and Ohio State Penitentiary, latter to be first time TV has invaded any penitentiary.
- July 8-9, Cleveland and July 15-16, Washington, programs undecided.
- July 22-23, Baltimore—Trip to Ft. McHenry, where Francis Scott Key wrote *Star Spangled Banner*.
- July 23-29, Philadelphia—Two sites. Session at city's fire school, where house will be burned and fire-fighting techniques demonstrated. Visit to Philadelphia Art Museum, which will include displays of such things as old Mummer's Parade costumes.
- Aug. 5-6, Boston, and Aug. 12-13, New York, programs for both to be selected.

NBC's color schedule, meanwhile, comprises 6 sessions of *Bride & Groom*, noon, May 24-26, May 31, June 1-2. Also in the works, to start in color at undisclosed date before fall, is new *Tonight*, 11:15-1 a.m., similar in concept to morning *Today*. NBC pres. Pat Weaver points out that *Tonight* alone would provide almost 10 hours of network color weekly, in addition to the 90-min. color spectaculars (Vol. 10:20).



Third station with live color camera is WTMJ-TV, Milwaukee—other 2 being WKY-TV, Oklahoma City and WBAP-TV, Ft. Worth—but gen. mgr. Walter Damm says he'll ease into local originations more gradually than others have. He has one camera, plus slide equipment, expects color film chain in late summer. Station has no plans for second camera, he says, "until we're sure it's economically justified." Target date is July 1, when station will start with the "NBC system," i.e., putting each sponsor's program on in color once without charge—if program is suited to color. By Jan. 1, this phase will be over and regular once-a-week cooking and women's shows are contemplated. Color commercials won't be "injected" into black-&-white programs. "We won't put on extravaganzas," Damm adds. "We'll get those from the network. I'm not making a lot of promises. Some people forget it takes 3 hours to warm up and adjust a color camera. Furthermore, there has been too much color here for us to get away with poor stuff. We've had network color here for quite a while. About 15-20,000 people have seen color on the 4 sets we have in our auditorium." Rates will not be increased for color. Extra charge will be made for color whenever extra production costs are incurred. Otherwise, color and monochrome prices will be exactly same. Says Damm: "If an advertiser comes in here with a color film that can be run through a color film chain without any extra cost to us, he won't be charged extra for it. Same goes for slides."

Some 200 color set sales in Oklahoma City are reported by WKY-TV mgr. P. A. Sugg on basis of word from distributors. He says that Dulany's, RCA distributor, says it can't get enough sets. "They're a live outfit," Sugg says. "They don't just sell a dealer a color set. They give him a package, including theatre seats and the like—real promotion." Sugg takes great pride in his color schedule of an hour daily, attributing many set sales to amount of programming. He says station crews had been training for color about 8 months and that not a single minute of outages has occurred. Closed-circuit demonstrations are being conducted for clients, and Sugg reports that some of the biggest sponsors in area sit goggled-eyed, predicting a "revolution" in TV.

Financial & Trade Notes: ABC-TV's second and third quarters aren't expected to be profitable but outlook for fourth quarter, thanks to new programming, is very encouraging, said American Broadcasting-Paramount Theatres Inc. pres. Leonard Goldenson at annual stockholders meeting May 18. Beginning with third quarter, AB-PT also expects theatre business to improve, he stated. Second quarter theatre earnings are following pattern of first quarter (Vol. 10:17), when they were off due to higher film rentals growing out of shortage of feature films, increased depreciation charges due to installation of stereophonic sound and wide-screen equipment, and effects of TV for first time in many smaller cities, especially in South and Midwest. As for radio, he said: "Our confidence in radio is unshaken. It is going through a period of transition as a result of TV's growth. Nevertheless, there are indications of a reawakened interest in radio."

Philco earnings & sales declined in first quarter—earnings being \$2,438,000 (62¢ a share) on sales of \$113,770,000 vs. \$3,401,000 (88¢) on \$129,058,000 in same period last year and \$2,341,000 (64¢) on \$84,239,000 in first quarter 1952. Pres. Wm. Balderston declared: "As Philco anticipated, highly competitive conditions have prevailed in the TV industry and it has been necessary so far this year to produce a larger quantity of lower priced sets to meet the competitive situation. By following this policy, the company has increased its share of available business, strengthened its trade position and maintained employment at the highest level possible."

Magnavox earned \$2,030,912 (\$2.68 a share) on sales of \$51,147,940 in 9 months ended March 31, compared to \$2,051,578 (\$2.70) on sales of \$45,008,975 in corresponding period year ago. For 3 months ended March 31, earnings were \$358,552 (43¢) on sales of \$15,227,147, compared to \$505,554 (67¢) on \$18,882,725 in 1953 quarter.

General Instrument Corp. sales reached record \$32,502,305 in fiscal year ended Feb. 28, up 7% over previous peak of \$30,407,529 in preceding fiscal year—but earnings declined to \$926,903 from \$1,275,863. Pres. Monte Cohen attributed earnings decline to slump in TV sales last quarter of 1953 and failure of uhf to come up to expectations.

Hoffman Radio Corp. has filed SEC registration statement covering 130,000 shares of 50¢ par common, to be offered publicly through syndicate managed by Blyth & Co. and Wm. R. Staats.

Standard Coil Products Inc. sales for 3 months ended March 31 were \$18,971,300, compared with \$26,040,729 same 1953 quarter—reflecting lower volume in TV industry generally. Net income for quarter fell to \$406,306 (28¢ a share) from \$1,737,045 (\$1.18).

Paramount Pictures Corp. now owns 750,000 shares or 64% of International Telemeter Corp., representing investment of \$800,000.

Dividends: Storer Broadcasting Co., 37½¢ on common, 6¼¢ on Class B common, both payable June 14 to holders of record June 1; Hazeltine Corp., 25¢ June 15 to holders June 1; Sprague Electric Co., 40¢ June 14 to holders May 28; Oak Mfg. Co., 35¢ June 15 to holders June 1; Clevite Corp., 25¢ June 10 to holders May 28; Philco, 40¢ June 12 to holders June 1.

Oliver Irwin Lewis, 51, chief engineer for the Army Signal Corps engineering & technical div., widely known in the industry for his work in electronics, and a leading civilian advisor to the Chief Signal Officer on TV, radio, radar, etc., died May 18 in Philadelphia after an operation.

Brig. Gen. Carroll O. Bickelhaupt, 65, retired v.p. & secy. of AT&T and an authority in communications who was with the Army signal services in both wars, died in Rochester, N. Y., May 16.

BRYSON BILL (H.R. 1227), which would ban advertising of all alcoholic beverages in all interstate media, looks no closer to passage than when similar measure was first introduced nearly decade ago—though hearings this week before House Commerce Committee produced another verbal battle between “wets” and “drys,” accompanied by reams of publicity.

All media presented solid opposition to bill. NARTB Ralph W. Hardy vigorously defended “right to advertise legal goods and services which are generally available to the public for purchase and use.” He branded bill as “very discriminatory,” declared broadcasters are well aware of “the sensitive nature of alcoholic beverage program sponsorship” and observed that complete absence of liquor advertising on TV & radio was result of self regulation, not Federal control.

During Hardy’s testimony, Chairman Wolverton (R-N. J.) demanded that radio networks answer charges of some temperance witnesses that they were discriminated against in seeking public service time. He criticized networks for not volunteering to testify, then called TV & radio stations “monopolies” because they were licensed by FCC. He was particularly critical of radio. Rep. Rogers (D-Fla.) asked Hardy to compile report on amount of time radio stations allow for alcoholic beverage advertising. Networks had no comment.

Wolverton’s comments were inspired by testimony of San Antonio temperance leader Dr. Sam Morris, who charged Chicago’s WGN had refused to sell him time to discuss temperance and would not allow him to bring up subject on program sponsored by his insurance company. He said he had opposed renewal of AM licenses to Louisville’s WHAS and Dallas’ KRLD on grounds of discrimination against temperance movement.

Among others opposing bill: AAAA, ANPA, Magazine Advertising Bureau, National Editorial Assn. Hearings resume, and possibly conclude, Mon. May 24. Sen. Langer (R-N. D.) has also introduced companion bill (S. 3294), with same aim as Bryson measure, on which hearings start June 21.

Real Texas whingding was pitched by WBAP-TV, Ft. Worth, on May 15 when it inaugurated local color originations with 3-hour show using RCA color cameras (Vol. 10:19). In addition to local bigwigs, RCA-NBC officials on hand were RCA chairman David Sarnoff, NBC exec. v.p. Robert Sarnoff, stations relations v.p. Harry Bannister, station relations mgr. Sheldon Hickox. Speaking at luncheon, before helping WBAP-TV chairman Amon Carter throw switch, Gen. Sarnoff predicted all TV will be color in 5-10 years; foresaw price of color sets in range of masses in 3-4 years; looked towards 3-D color and international TV. For radio, he predicted that in less than 10 years pocket-size personal radio “will be regarded as essential as a timepiece—and it will have a market equal to the number of persons in the world.”

Color equipment of Wickes Engineering & Construction Co., Camden, N. J., will be distributed henceforth by General Precision Lab under agreement announced this week by Wickes v.p. John Million and GPL v.p. Blair Foulds. Color development programs of both will also be coordinated. Equipment includes subcarrier generators, bar generators, coders, convergence dot & bar generators, multiburst generators, amplitude linearity testers, envelope delay curve tracers, video monitors, vector display equipment.

Telechrome Inc. claims that equipment enabling stations to rebroadcast network color costs much less than generally believed, and it offers the gear for \$3950. Associated monitoring & test equipment is priced at \$4600, and facilities for locally generated color signals, including color scanning equipment, is offered at \$19,000.

Deal whereby KMO-TV, Tacoma, Wash. (Ch. 13), was to be sold by owner Carl Hammond to Jessica Longston group, owners of radio KAYO, Seattle (Vol. 10:5, 15) was dropped last week when FCC indicated hearing would be necessary due to overlap of KAYO & KMO. Latter station was also included in deal, which involved \$350,000 plus assumption of \$150,000 debt owed on equipment. KMO-TV is an independent, having lost its original NBC affiliation to KOMO-TV, Seattle (Ch. 4). Owner Carl Haymond states negotiations for sale are still going on; though unprofitable, he said TV station could earn money if backed with ample capital to promote it. His wry observation: “There are only 2 kinds of TV stations, namely, those making a lot of money and those losing money; nothing in between.”

Attacking Ch. 31 CP to city-owned WNYC (Vol.10:20), N. Y. Commerce & Industry Assn. called operation of proposed station “utterly fantastic in the light of the city’s current financial picture.” Assn. exec. v.p. Thomas J. Miley wrote Mayor Wagner that the \$379,000 set aside by city for construction was \$200,000 short of minimum necessary for sufficient signal and that station operation would cost taxpayers minimum of \$2,250,000 a year. Besides, he added, grant to city is of “questionable legality.” Walter Reade Jr., pres. of Asbury Park’s uhf WRTV, welcomed grant, declaring “another uhf channel will create just that much more interest for our growing market.”

John L. Booth, scion of the Michigan chain publishing family who turned his attention entirely to radio and has no hand in management of the 8 newspapers, this week closed \$150,000 deal to purchase Herman & Roy Radner’s WIBM, Jackson, Mich. (250 watts on 1450 kc, ABC), subject to FCC approval. The Radners will dismiss their application for Ch. 10 in Parma, about 10 mi. west of Jackson, for which Booth and 2 others have filed. Booth suspended operation of WBKZ-TV, Battle Creek (Ch. 64), because of reported \$10,000 a month losses (Vol. 10:17). He also holds CP for WSBM-TV, Saginaw (Ch. 51), owns radio stations WJLB, Detroit; WBBC, Flint; WSGW, Saginaw.

Stay of CP for Ch. 4 to KWK, St. Louis (Vol. 10:17), was denied to WTVI, Belleville-St. Louis, by Court of Appeals which said that although “substantial question” is raised, public interest dictated that grantee be permitted to build. WTVI then asked court to hasten its hearing on merits of case, move it up to June; it also filed protest against grant with FCC.

Senate voted FCC \$7,294,400 for next year’s budget, \$750,000 more than House has approved. The extra \$750,000, for spectrum monitoring, was approved over objection of Sen. Douglas (D-Ill.) who couldn’t see any connection with security even though President’s National Security Council recommended it. Measure now goes to Senate-House conference to iron out difference.

Forty stations have already joined new Television Advertising Bureau (Vol. 10:20), which formally organizes at Chicago’s Palmer House May 24—an advance enrollment which consultant Richard P. Doherty states assures success of the projected TV advertising-promotion counterpart of newspapers’ Bureau of Advertising.

Armed forces overseas TV stations (Vol. 10:19) came step closer to reality May 17 when Senate passed enabling legislation (S-3401) backed by Defense Dept. Bill now goes to House.

Limited supply of copies of *Where The TV Sets Are*, report on TV households by markets by J. Walter Thompson Co. (see p. 1), is available to visitors at our NARTB exhibit in Room 830, Palmer House.

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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HIGHLIGHTS OF THE NARTB CONVENTION: William S. Paley's scholarly yet down-to-earth treatise on responsibility in the handling of news and opinion broadcasts is particularly timely in light of recent events, merits closest attention of everybody in the telecasting and broadcasting business -- and so we've published its full text as a Special Report herewith. It was, in our opinion, the high point of this year's NARTB convention, a clearcut statement of principles that might well be expounded again before Congress and the highest level thinkers in the land.

The Chicago convention otherwise was marked, from the TV point of view, by a universal acceptance of colorcasting as a fait accompli and imminent public service; by fantastic exhibitions of new telecasting equipment, notably color film scanners which will ease the stations' way into color (see story, p. 4); the mustering of 105 members for the new Television Advertising Bureau (p. 6); the problems of uhf, notably as expounded at the FCC's convention roundtable (p. 2); and, in closed meetings, network-station-rep moves to reduce radio night rates once again so as to hold their own in face of TV's admitted encroachment on their audience (p. 7).

VHF's, NETWORKS MOVE UP GUNS FOR HEARING: Furious counterattack against the drastic remedies proposed by uhf telecasters to Senate subcommittee (Vol. 10:21) was being prepared this week by hopping-mad vhf telecasters in a united, if tardy, effort to present strongest possible case when uhf hearings resume next Thu. & Fri., June 3-4. (For tentative list of witnesses, see p. 16.)

As scene shifted from Washington to Chicago NARTB convention, uhf operators -- who only last week were riding high on crest of impressive Senate presentation -- were bitter, too, about signs which made them believe the broadcasters' trade association intends to abandon policy of strict neutrality in the controversy.

The one aid-uhf measure favored by virtually everybody fell by the wayside, meanwhile, when Senate Finance Committee voted May 28 to take no action on any proposals to change excise taxes -- just one day after the communications subcommittee, under Sen. Potter (R-Mich.) had adopted resolution urging exemption of uhf-equipped sets from manufacturers' tax. The exemption proposal (Vol. 10:20-21), sponsored by Sen. Johnson (D-Colo.), appears to have virtually no chance now.

Terming defeat a "solar plexus blow," Sen. Johnson told us it would be useless to try to persuade Senate to overrule the committee. "I'm trying to figure out a way to bring relief other than by excise tax," he added, without elaboration.

* * * *

Networks and vhf telecasters, taken aback by uhf united-front proposals for reallocation, freeze and restrictions on vhf height and power -- and startled by the serious reception these suggestions got from the Senators -- lost no time in forming their own "organization" to give Senate subcommittee other side of picture. The

Chicago gathering was scene of strenuous activity as they forged emergency plans for defense of their frequencies. "There isn't a single vhf station that wasn't talked to or contacted by phone," one of most energetic vhf organizers told us.

Next phase in vhf plans is big meeting in Washington May 31-June 1, during which group will draw up testimony "to present whole story in the interest of fair play and cooperation with the subcommittee." A spokesman emphasized the unnamed behind-the-scenes group is not "anti-uhf," and expects to make several alternative proposals to assist hard-pressed operators. Washington law firm of Pierston & Ball has been retained to whip case into shape, with aid of battery of other lawyers due to attend Washington meeting with their station-owner clients.

While vhf-network strategy was being planned off the convention floor, some uhf telecasters were protesting that NARTB -- which represents both vhf and uhf stations -- was beginning to take an "anti-uhf" stand. Several even talked darkly of "walking out." They were particularly disturbed by May 25 address of NARTB pres. Harold Fellows, in which he pleaded for broadcaster unity, saying:

"We cannot solve our individual economic problems by the simple expedient of calling our Congressmen... It would seem to be expedient as well as prudent that we exhaust all possibilities of working out our industry problems together [before] we divide the army into warring tribes, and thus dissipate our strength... I am somewhat doubtful that we, as a group of businessmen have faced up to [the economic difficulties of some uhf and vhf stations] with the courage and honesty which should attend the conduct of our affairs."

Some also took offense at statement in Fellows' speech implying opposition to the Bricker Bill, which would give FCC authority to regulate networks, and at his endorsement of Rosel Hyde as FCC chairman.

Uhf members considered it a second blow when NARTB TV board held a special session next day and voted to appear at Senate hearings. Board wired subcommittee requesting permission for Mr. Fellows and engineering mgr. A. Prose Walker to present data. "It is believed that the NARTB can offer factual material of pertinence to a complete record," wire stated. "Inasmuch as the presentation would relate to factual and statistical information, it is suggested that if the appearance is accepted it precede any individual appearances anticipated by your subcommittee."

Pres. Harold A. Thoms of UHF Industry Coordinating Committee (70 members) wired Fellows May 28 for meeting between representatives of the 2 organizations on eve of hearings June 2, for "general discussion" of uhf problems.

UHF TV Assn., which claims 13 members, issued this statement same day over the signature of general counsel Wm. A. Roberts: "There can be no doubt now of the intention of the 'fat cats' to use their enormous power and resources to prevent any salvation for uhf TV. Of course, NARTB is the national organization of all broadcasters and will continue to be, but for the present time the UHF TV Assn. is the single-purpose group which will persist in preserving uhf operation for the public, the advertisers and the uhf broadcasters. All who agree with that idea should act now to cooperate with them."

* * * *

Uhf controversy kept cropping up as NARTB convention proceeded, despite some efforts to keep it down. FCC Chairman Hyde gave it brief but significant mention in his address at May 26 luncheon:

"As you know, various types of regulatory actions are already being advocated in high places, including still another freeze, curtailment of present services, and regulation of the distribution of network programs. I shall not discuss the subject further except to call your attention to the current hearing before the Senate subcommittee on communications and suggest that the way to avoid restrictive regulatory action is constructive voluntary action... The vitality of the industry came from freedom from oppressive regulation."

Comr. Hennock was in rare form again this week, and even more stridently outspoken (though less lachrymose) than at last week's Senate hearings. She precipitated a hot dispute with other commissioners at May 27 panel session. At outset, moderator

Harold Fellows said it had been agreed there would be no discussion of matters now before Senate subcommittee, but Miss Hennock insisted on reading prepared statement.

"I am now firmly convinced that only the eventual move of the TV service into the uhf band will save the patient," she said, endorsing proposal of the 2 organized uhf groups. A reasonable period of time -- "five or even 10 years" -- should be allowed for changeover, she added, and in meantime FCC should do everything it can "to bring network programming to the existing 127 uhf stations on an equitable and competitive basis." Reviving a dispute which brought one of most heated exchanges at last week's hearing, she said she hadn't slightest doubt that the 70 uhf channels alone would be enough for nationwide competitive service.

"I dissent from all of that except the part against sin," commented Comr. Doerfer. Bristling and angry, engineer Comr. Sterling also took issue.

"I consider that a direct attack against the engineers of the FCC staff and the industry," he said, drawing cheers. "I told the Senate subcommittee you can't generalize on such an important matter. You can't form an opinion overnight."

Chairman Hyde cautioned against drawing conclusions before all testimony is in. He was seconded by Comrs. Bartley and Lee, the latter commenting: "I'd like to learn how it will help the city of New York, with 7 channels -- 4 of them losing money -- to move them all to uhf."

[Note: It's not generally known that Commission once came within one vote of moving all TV into uhf. During 1948-52 allocation proceedings 3 commissioners -- Jones, Hennock, Walker -- reportedly favored the move. Wayne Coy, then chairman, often appeared to favor all-uhf allocation, and he could have swung the plan had he chosen to join the other 3.]

* * * *

Though most uhf telecasters seem to regard Senate proceedings necessary and desirable, some of their more fortunately situated uhf colleagues -- sitting on sidelines -- are viewing whole spectacle as setting up new obstacle they must surmount.

Regardless what the hearings may accomplish, it's unpleasant and undeniable fact that they've seriously damaged the prestige of uhf stations as a whole by tacit as well as expressed admissions of failures. With a few exceptions, the successful uhf operators have scrupulously avoided the hearings -- but several have remarked privately they're feeling the psychological impact where it hurts -- the pocketbook.

383 STATIONS NOW ON AIR; 10th IN CANADA: Month of May was least prolific for new TV starters since freeze-end in mid-1952. New KFXJ-TV, Grand Junction, Colo. (Ch. 5) was only second starter of the month (other having been KGLD-TV, Mason City, Ia., on Ch. 3, and only the 42nd so far this year. It makes 383 now on air, 125 of them uhf).

More stations actually quit than started in May. Besides this week's dropout of WECT, Elmira (see p. 4), uhf outlets went off the air in Atlantic City, Flint and Monroe, La.; and a vhf quit in Pueblo, Colo. (for details, see Vol. 10:19-20).

Canada's 10th station is now also on the air -- CBWT, Winnipeg (Ch. 4), sixth to be operated by govt.-owned Canadian Broadcasting Corp.; it began test patterns May 24, starts programming May 31, with 10-kw RCA transmitter, offered at \$200 rate.

Veteran radioman Rex G. Howell's new station in Grand Junction is only outlet in the vast space between Denver & Salt Lake City; it uses the 500-watt Gates transmitter, first such for TV, originally used by the now-defunct KFXD-TV, Nampa, Ida. (Ch. 6), which quit air for economic reasons last Aug. (Vol. 9:34). It also has 3-bay GE antenna on 340-ft. Aerial tower. Non-interconnected, it's scheduled to get kines from ABC, DuMont & NBC, starts programming May 30 after week of tests. E. A. Thomas is exec. v.p.; Ruth Howell, program director. Base rate is \$120. Rep is Hal Holman.

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June may bring a dozen or more new starters, if advance reports of principals and equipment makers can be believed. Listed for June starts -- though we again caution that delays are the rule -- are these vhf: WLAC-TV, Nashville (Ch. 5); WISH-TV, Indianapolis (Ch. 8); KELP-TV, El Paso (Ch. 13); KGEQ-TV, Enid, Okla. (Ch. 5); WKBT, La Crosse, Wis. (Ch. 8); KGVO-TV, Missoula, Mont. (Ch. 13); WDBO-TV, Orlando, Flo-

rida (Ch. 6); KDRO-TV, Sedalia, Mo. (Ch. 6); WPBN-TV, Traverse City, Mich. (Ch. 7); WTHI-TV, Terre Haute, Ind. (Ch. 10).

In Canada CHCH-TV, Hamilton, Ont. (Ch. 11) and CFCM-TV, Quebec City (Ch. 4) are due on the air in June. In Mexico, XEFE-TV (Ch. 11) is reported building at Nuevo Laredo, opposite Laredo, Tex.

These uhf are also on books as June starters: WMSL-TV, Decatur, Ala. (Ch. 23); KVDO, Corpus Christi, Tex. (Ch. 22); WCET, Cincinnati (Ch. 48, educational); WBOC-TV, Salisbury, Md. (Ch. 16). There are several others, but their equipment situation is still obscure and it's doubtful whether they will start in June.

MORE VHF GRANTS NEAR, ANOTHER UHF SUSPENDS: No CPs were issued by FCC this week as members attended NARTB convention -- though 3 initial decisions were produced and another was lined up through dropout. One uhf station went silent, meanwhile, and 3 uhf CPs were surrendered to Commission. Initial decisions favored the following:

Dothan, Ala., Ala-Fla-Ga TV Inc., Ch. 9; Phoenix, Ariz., Arizona TV Co., Ch. 3; Petersburg, Va., WSSV, Ch. 8. Readied for an initial decision for Ch. 2 in Henderson, Nev., through dropout of KRAM, was Southwestern Publishing Co. Inc.

Station suspending was WECT, Elmira, N.Y. (Ch. 18), which asked permission to remain silent for 120 days "pending study of economic situation." It told FCC it has suffered losses every month since start in Oct. 1953. It's 17th station (14th uhf) to go off air, not counting those which went silent temporarily but resumed.

The CPs cancelled this week: WIP-TV, Philadelphia (Ch. 29), held by Gimbels since Nov. 1952; WTVX-TV, Goldsboro, N.C. (Ch. 34); WCRS-TV, Greenwood, S.C. (Ch. 21). Their defection brings total CP cancellations to 82 -- 70 uhf, 12 vhf.

Petersburg was the only one of the initial decisions resulting from hearing that went all the way. Examiner Claire Hardy chose WSSV over Southside Va. Telecasting Corp. because of local residence and community activity of former's principals and because it proposed programs more attuned to Petersburg than to nearby Richmond. Pres. of WSSV is Louis Peterson. Opponent is headed by Tom Tinsley, operator of WLEE, Richmond and WITH, Baltimore -- holder of CP for Ch. 72 in Baltimore.

(For details about principals in all foregoing cases, see TV Factbook No. 18.)

FILM SCANNERS KEY TO HEAVY COLOR SCHEDULES: Insistent cry for "more color shows," heard at all levels of the industry, looks as if it has produced results -- in form of intense development of color film scanners. Nothing at NARTB convention in Chicago this week was more apparent than feeling of telecasters that bulk color programming -- the kind of day-in-day-out fare that creates demand and sells sets -- must come from film. And substantial fruition is expected this fall.

Manufacturers' awareness of film's importance was even more obvious -- as 4 of them delivered some of the most vigorous sales pitches we've ever heard at a NARTB convention -- and we've heard a lot of them.

Not that live cameras aren't exciting plenty of interest, nor that the 2-way fight between RCA and GE isn't being waged fiercely -- but reaction of many telecasters is similar to that of Walter Damm, WTMJ-TV, Milwaukee, who says he's going to rely on the networks for color "extravaganzas" for the foreseeable future even though he now has one RCA live camera (Vol. 10:21).

The 4 manufacturers who showed scanners were DuMont, GE, Philco, RCA. Technical comparisons are extremely difficult because some scanners are more fully developed than others and it's impossible to draw final conclusions as to the soundness of their basic principles. Some showed consistently good pictures hour after hour. Others were obviously rushed too soon from the labs. At their best, pictures produced were certainly superior to results achieved in black-&-white at comparable stage of development. Of course, there's always question of how nearly the average station can approach performance demonstrated on exhibition floor.

Even prices were extremely difficult to compare. The only way station engineers were able to draw conclusions was to sit down with sales engineers and ask how scanners can be integrated with their specific equipment and program plans. As a very rough guide, however, a station with no color equipment at all will have to lay out \$50,000-100,000 to add color film, slide and network rebroadcast equipment.

Contemplating the new and difficult arts of producing live color, engineers nourished hopes of running color film as they do monochrome -- leaving up to the networks the tricky lighting, rehearsals, costume and make-up problems, etc.

Engineering judgment of highest order was demanded of station engineers as they attempted to distinguish between salesmanship and performance. Exhibit floor was where the men were separated from the boys.

* * * *

With choice of equipment so difficult, there's always possibility that stations will hesitate to buy anything. At same time, inter-station competition is such that no operator can afford to let his competitors get too great a head start.

Two basic kinds of scanners were shown -- RCA using conventional projector and 3-vidicon camera, the other 3 manufacturers employing continuous-motion projectors with single cathode ray tube used as flying-spot scanner.

Cross-claims of manufacturers are too numerous to mention. The continuous-motion proponents tout smoothness of operation and maintain that 3-vidicon approach has inherent registration problems. RCA asserts that "3-V" employs tried-&-true technique with which station engineers are familiar. RCA has support of General Precision Labs, which though it doesn't have color scanner, says it has tried continuous-motion cameras for years and would favor 3-vidicon approach.

All manufacturers report sales and great station interest. CBS and NBC are willing to try anything at least once, seem to be buying from all. DuMont reports it will deliver within a month to KTLA, Los Angeles, CBS and two others. Philco units are going directly from convention to NBC and CBS. GE has a "crash program" to produce 5 pre-production models for delivery in next few months. Regular production is slated for last quarter. RCA says it is writing business at a phenomenal rate; deliveries are due last quarter of this year.

Quietest of the bunch, until convention, was Philco, which first showed a 35mm color scanner at NARTB convention in Los Angeles last year. Now, it offers scanners in both 16mm and 35mm -- with camera mechanism made by Mitchell, slide equipment by Gray, both to Philco's specifications.

Among Philco innovations is 4000-ft. 16mm reel, giving 2 hours of programming. Company is only one making 35mm, reports it will be delivering first to NBC, CBS, Paramount, Technicolor, Air Force, Sylvania, and a few for export.

DuMont did some missionary work among ad agencies, seeking to change their minds from blase attitude expressed recently by some of top agencies (Vol. 10:20). Big agencies and advertisers were invited to submit their own film samples for tests at convention. DuMont claims that the demonstrations there are winning them over. Among agencies participating: Gardner; Henri, Hurst & MacDonald; Beaumont & Hohman; Leo Burnett; BBDO; Campbell-Ewald.

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On live camera front, RCA was most impressive with its continuous demonstrations of exceptional quality -- fed from exhibition floor to 30 receivers 4 floors above. GE-CBS setup, employing field-sequential camera and coder (Vol. 10:5), has shown much improvement, attributed by GE engineers to use of Emitron in color in lieu of image orthicons. Emitron is British tube, made by E.M.I. Four of the units have already been sent to CBS. Regular production is due last quarter.

RCA camera shipments to date, in addition to the 5 already delivered to 3 stations (2 to WKY-TV, Oklahoma City; 2 to WBAP-TV, Ft. Worth; one to WTMJ-TV, Milwaukee), are as follows: 3 to NBC, one to CBS, one to WBEN-TV, Buffalo. CBS and NBC get one more each this month; KTLA, Los Angeles, is next.

Summing up live camera development, Philco's director of research for TV-radio-appliances Donald Fink (in speech read by Hazeltine v.p. Arthur Loughren) gave NARTB engineering session this evaluation:

"The present competition between NBC and CBS in the matter of color cameras can surely be counted on to accelerate the development of single-gun camera tubes. Perhaps we can leave the question of color cameras with the realization that only a handful of unfortunate engineers know enough about it to be confined to the problem until a completely satisfactory solution is found. We wish them luck, and soon."

Personal Notes: James M. Valentine, onetime network engineer who for last year has been supervising planning and installation of foreign TV stations for IT&T's International Standard Electric Corp., named sales mgr. of TV branch, Federal Telecommunication Labs, Lodi, N. J. . . . Howard Stark, the station broker, and Wm. Rosensohn, v.p. Box Office TV Inc., sailed May 30 on *S.S. United States* for 6-week European business and pleasure trip . . . Norman Blackburn, ex-J. Walter Thompson v.p. in charge of Hollywood office, recently NBC-TV program v.p. in N. Y. & Hollywood, joins Screen Gems, TV subsidiary of Columbia Pictures, as exec. producer . . . Andrew D. Ring, Washington consulting engineer, returned May 25 from 5-week job in Formosa . . . Don Stewart on temporary leave from DuMont Network to act as consultant to WGLV, Easton, Pa. . . . Ray Rogers, chief engineer of WDTV, Pittsburgh, wins first gold cup award of Channel Master Corp. for outstanding contributions to betterment of TV transmission and reception . . . Dave Bennett, WTPA, Harrisburg, elected pres. of Pennsylvania Broadcasters Assn. . . . Robert J. McAndrews, commercial mgr., John Poole stations, elected pres. of So. California Broadcasters Assn., succeeding Frank Burke Jr., KFVD; Norman J. Ostby, KHJ, reelected v.p. . . . Edward J. McKernan named asst. to Ben Ludy, gen. mgr. of WIBW-TV & WIBW, Topeka . . . Paul Krakowski, asst. professor of journalism at West Va. U, joins WSAZ-TV & WSAZ, Huntington, as supervising editor . . . Alex Sherwood, veteran broadcaster and rep, becomes sales mgr., Global Telefilms, N. Y. . . . Hugh D. Lavery named Chicago mgr., Fletcher D. Richards Inc., succeeding W. D. Jordan, resigned . . . Frank E. Wilson promoted to local sales mgr. of WIRK-TV, W. Palm Beach . . . Fred Mathews named commercial mgr. of KETX-TV, Tyler, Tex. . . . Joseph A. Jenkins, recently commercial mgr. of WKJF-TV, Pittsburgh, takes charge of new Pittsburgh sales office of WSTV-TV, Steubenville, O. . . . Herbert Landon, ex-Kenyon & Eckhardt, named pres.-gen. mgr. of Central Telefilms Inc., Peoria, Ill. . . . Wm. Crawford heads sales staff of new N. Y. office of Newark's WATV, at 6 E. 45th St. (phone Oxford 7-3022) . . . Richard Pack resigns as WNBT-WNBC program director, will vacation for a month before announcing new job.

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Robert K. Richards, NARTB administrative v.p., resigned last week to become co-owner, with Walter Patterson, gen. mgr. of WKHM, Jackson, Mich., of local radio stations WHAR, Clarksburg, W. Va., and WKYR, Keyser, W. Va., which they have purchased for \$175,000 from Glacus G. Merrill. Patterson will run the stations, Richards will remain in Washington, may become a public relations counsel.

Alf M. Landon, pres. of KSCB, Independence, Kan., grantee of KTKA, Topeka (Ch. 42), elected v.p. of Daytime Broadcasters Assn.; he's the onetime GOP presidential candidate. Ray Livesay, WLBH, Mattoon, Ill., elected pres. of group.

John Schwartz, Belgian-born NBC-TV stage mgr. since 1951, on 3-month leave of absence this summer to serve as TV consultant to govt.-owned Belgium Institute of Broadcasting.

Arthur Pryor Jr., BBDO v.p. and head of its radio dept. since 1927, died in New York May 26 after week's illness. He was a son of the noted band leader, is survived by his widow, a married daughter and brother Roger Pryor, actor.

Paul Diamond, 38, eastern div. mgr. of Unity Television Corp., onetime Paramount TV executive, died of a heart attack in Chicago's Palmer House May 28. He had been attending NARTB convention.

TELEVISION Advertising Bureau, which has adopted symbol TvAB, had 105 stations signed, including many of the industry's leaders, by end of this week's NARTB convention—and it looks like it's definitely on the way to formation (Vol. 10:17, 19-20) despite rather lukewarm reception from NARTB hierarchy, the networks and some stations.

Ineligible for membership, networks aren't openly opposed, are taking a wait-&-see attitude, apparently none too pleased, skeptical about project for promotion of spot & local advertising a la ANPA's Bureau of Advertising. They frankly don't like the reps backing the project who they say prompted past attacks upon them, and they fear the bureau will devolve into a campaign headquarters against networks rather than for stations. Only one of the 16 owned-&-managed stations was among the signers—DuMont's WDTV, Pittsburgh—and that one on a "conditional" basis, subject to topside approval.

Skepticism among some independent stations was epitomized in this remark by one of the top managers, a pioneer both of radio and TV: "It's BAB all over again—an attempt by a lot of fellows who don't know how to make money to have those who do show them how, and pay the bill." NARTB's position isn't clear yet, though it had a committee (director Robert Swezey, WDSU-TV, chairman) at work on a similar project, presumably to operate within the association's fold.

Basic idea—a station-supported bureau in New York, devoted to developing national and local advertising for stations—intrigued a large segment of the NARTB membership, who heard the TvAB presentation at crowded meeting, heard enthusiastic endorsements, then flocked to join up, willing to pay their highest July 1 quarter-hour time rate as monthly dues. The 105 signing represent some 40% of NARTB's TV membership, better than 25% of all stations on the air.

Next step: Nominating committee, around end of June, will send out ballots with 30 names for mail election of 15 board members, 5 each from respective markets of up to 150,000 population, 150-500,000, over 500,000. Then: Planning & organization, membership & staff personnel committees will be named for permanent setup, now temporarily headquartering in New Weston Hotel, N. Y.

Meanwhile, this executive committee of 12 is functioning with ex-NARTB employe-employer relations v.p. Richard P. Doherty as organizing consultant: Richard A. Moore, KTTV, Los Angeles, acting chairman; Frank Schreiber, WGN-TV, Chicago; Roger W. Clipp, WFIL-TV, Philadelphia; Charles Crutchfield, WBTV, Charlotte; Norman Gittleton, WJAR-TV, Providence; Jack Harris, KPRC-TV, Houston; Vernon Nolte, WHIZ-TV, Zanesville, O.; Wm. Quarton, WMT-TV, Cedar Rapids; L. H. Rogers, WSAZ-TV, Huntington; W. D. Rogers, KDUB-TV, Lubbock, Tex.; George B. Storer Jr., Storer stations; Harold P. See, KRON-TV, San Francisco.

TV membership of NARTB (257 stations, 4 networks) elected 2 new members of their board, reelected 4, so that there are now 11 members representing stations, 4 representing networks. Newly elected were John Esau, KTVQ, Oklahoma City, first from a uhf station, and W. D. Rogers, KDUB-TV, Lubbock, Tex. Reelected: Robert D. Swezey, WDSU-TV, New Orleans, present chairman; Clair R. McCollough, WGAL-TV, Lancaster, vice chairman; Harold Hough, WBAP-TV, Ft. Worth; Paul Raibourn, KTLA, Los Angeles; George B. Storer, Storer stations. Hold-over members: Campbell Arnoux, WTAR-TV, Norfolk; Kenneth L. Carter, WAAM, Baltimore; Wm. Fay, WHAM-TV, Rochester; Ward L. Quaal, Crosley stations; Alexander Stronach, ABC; Merle S. Jones, CBS; Ted Bergmann, DuMont; Frank M. Russell, NBC.

Station Accounts: Every major auto manufacturer is now using TV and/or radio, with TV network budgets reported up 67% for the auto industry as a whole, radio up more than 77%. This despite dropoff in auto sales and profits . . . Charles E. Hires Co. (beverages) had N. W. Ayer prepare 8-p. booklet, *Hires TV & Radio Timebuying Guide*, which it's distributing to its franchised bottlers to give them tips on how to buy TV & radio time wisely . . . Standard Oil of Indiana, in new summer campaign for White Crown premium gas, using 11 TV, 34 radio stations, thru McCann-Erickson, Chicago . . . Tapican Div., Pabst Brewing Co. (Tap-A-Cola non-fattening soft drink) buys 3 *News of N. Y.* weekly on WCBS-TV, thru Warwick & Legler . . . Alliance Mfg. Co. (antenna rotors) starts campaign in Aug. on 150-200 stations for all products, including "Lift-A-Dor" electronic device for opening overhead garage doors, thru Foster & Davies, Cleveland . . . Among other advertisers reported using or preparing to use TV: Superior Products Co., Dallas (Sil-O-Sheen glass cleaner), thru J. D. Williams Adv., Dallas; Parker Pen Co., Janesville, Wis. (pens & pencils), thru J. Walter Thompson, Chicago; Eastco Inc., White Plains, N. Y. (Scratchex flea powder), thru Ruthrauff & Ryan, N. Y.; Polaroid Corp., Cambridge, Mass. (Polaroid Land camera), thru BBDO, Boston; Waterman Pen Co., Seymour, Conn. (pens & pencils), thru Fletcher D. Richards, N. Y.; So Good Potato Chip Co., St. Louis (So Good potato chips), thru Ruthrauff & Ryan, St. Louis; Artra Cosmetics Inc., Montclair, N. J. (Imra odorless depilatory), thru Grey Adv., N. Y.; Bon Bon Ice Cream Corp., N. Y. (chocolate-covered ice cream), thru Hilton & Riggio, N. Y.; National Selected Products Inc., N. Y. (7-Minit Fluffy Frosting), thru Duane Jones Co., N. Y.; Tree Sweet Products Co., Santa Ana, Cal. (Tree Sweet juices), thru BBDO, Los Angeles; Socony-Vacuum Oil Co., N. Y. (gas & oil), thru Ted Bates Co., N. Y.; Eno-Scott & Bowne, Bloomfield, N. J. (Brylcream hair dressing), thru Atherton & Currier, N. Y.

Network Accounts: Coast-to-coast routing of Dave Garroway's highly successful *Today* (7-9 a.m.) on NBC-TV is scheduled to start Sept. 27, when it's extended on the line off kine (8-9 a.m.) to KNBH, Los Angeles; KRON-TV, San Francisco; KFSD-TV, San Diego . . . Speidel Co. (watch bands) buys last remaining 20 min. of *Sid Caesar Show* in fall on NBC-TV, Mon. 8-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles; other sponsors are RCA & American Chiclé Co. . . . Lucky Strike to sponsor *Your Play Time*, summertime drama & comedy series, on CBS-TV starting June 13, Sun. 7:30-8 p.m., thru BBDO . . . Toni to sponsor *Jack Paar Show* on CBS-TV starting July 17, Sat. 9:30-10 p.m., thru Leo Burnett Co. . . . Geritol (drugs) buys *Two in Love*, new human interest program featuring Bert Parks, on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru Edward Kletter Assoc. . . . Hazel Bishop (cosmetics) buys 10 programs on NBC-TV Tue. 8-9 p.m. in fall for Martha Raye, thru Raymond Spector Co.; Buick sponsors Milton Berle on 20 programs, General Foods backs Bob Hope on 6 . . . R. J. Reynolds Tobacco Co. (Winston cigarettes) buys 2 partic. a week for rest of year on CBS-TV *Morning Show*, Mon.-thru-Fri. 7-9 a.m., thru Wm. Esty . . . Campana Sales Co. (cosmetics) to be alt.-day sponsor of 10-10:15 a.m. segment of *Arthur Godfrey Time* simulcast on CBS starting May 31, Mon.-thru-Fri. 10-11:30 a.m., thru Morey, Humm & Johnstone . . . Lemon Products Advisory Board, Los Angeles, buys 10 min. of *Saturday Night Revue* on NBC-TV starting June 12, Sat. 9-10:30 p.m., thru McCann-Erickson; sponsors previously signed: Dow Chemical, Armour & Co. (Dial soap), American Chiclé Co. (Dentyne), Griffin Mfg. Co. (shoe polish), GE (major appliances), Cudahy Packing Co. (Old Dutch cleanser).

Arthur B. Church, KMBC-TV & KMBC, Kansas City, elected pres. of Radio Pioneers at 13th annual banquet during NARTB convention.

HIGHEST RATE now for any TV station is that of NBC's New York key WNBT, which charges \$6200 for Class AA hour (10:30-11 p.m. daily, 6-7:30 p.m. Sun.) in Rate Card No. 14 effective June 1. This is up from \$5500, in effect since last Dec. 1. Class AA 20-sec. spot is \$1575, up from \$1095; 10-sec., \$815, up from \$565. Class A hour rate (7-7:30 p.m. Mon.-thru-Sat.) is raised to \$4500 from \$4250; 30-sec., to \$1095 from \$750; 10-sec., to \$565 from \$350. There are other changes in new rate card, which follows close upon WCBS-TV's No. 14, effective May 15, which has hour rate of \$6000 for certain Class A time (7:30-10 p.m. Mon.-Sat.; 6-11 p.m. Sun.), having raised from \$4800 (Vol. 10:18). Following is a digest of the new WNBT rates:

DIGEST OF RATE CARD NO. 14 — (June 1, 1954)

Hour	30 Min.	15 Min.	10 Min.	5 Min.	20 Sec.*	10 Sec.*
Class AA—10:30-11 p.m., daily; 6-7:30 p.m., Sun.	\$6200.00	\$3720.00	\$2480.00	\$2170.00	\$1550.00	\$1575.00
Class A—7-7:30 p.m., Mon.-Sat.	4500.00	2700.00	1800.00	1555.00	1125.00	1095.00
Class B—6-7 p.m., Mon.-Sat.	3150.00	1890.00	1260.00	1102.50	787.50	650.00
Class C—11-midnight, Mon.-Sat.; 11-11:15 p.m., Sun.	2650.00	1590.00	1060.00	927.50	662.50	350.00
Class D—All other times.	1850.00	1110.00	740.00	647.50	462.50	300.00

* Class AA—7:30-10:30 p.m., Mon.-Sat.; 6:59-10:30 p.m., Sun. Class A—7-7:30 p.m., Mon.-Sat.; 10:30-11 p.m., daily; 6:29-6:59 p.m., Sun. Class B—5:59-7 p.m., Mon.-Sat.; 11-11:15 p.m., daily; 5:59-6:29 p.m., Sun.; Class C—3-3:59 p.m., Mon.-Sat.; sign-on-5:59 p.m., Sun.; 11:15-sign-off, daily. Class D—sign-on-3 p.m., Mon.-Sat.

Final draft of standardized TV film contract is now ready to be submitted to film distributors for comments, and standard contract form should be ready by fall. Development of contract has been first big project of NARTB's TV film committee as described by chairman Harold See, KRON-TV, San Francisco at May 25 TV Film Workshop at NARTB Chicago convention.

Spot and local radio time sales appear to be holding fairly firm by and large—but network radio is slipping (see latest PIB figures, p. 16) and CBS affiliates at Chicago NARTB convention closed meetings discussed downward adjustments in night time rates and possible upping of daytime rates. Other radio networks, too, face same problem but only CBS held a formal affiliates meeting to sound out reaction; and, just as CBS led way in cutting rates 2 years ago, it won't be surprising to find it offering "re-valued" time rates again soon. Meanwhile, tremendous drives are on to tell story of radio's cheaper costs and to hypo sales, with BAB urging more intensive selling effort and CBS Spot Sales out with new study titled *Keeping Tabs on 14 Markets* which shows that radio homes therein increased 25% between 1947-53; that home sets went up 63%; that home-auto sets combined exceeded TV receivers by 164% in those markets in 1953.

Philadelphia Inquirer's WFIL (Roger Clipp, gen. mgr.), which in 1950 was one of first to change rate structure avowedly to meet TV inroads, announces "one-rate" card, effective June 1, whereby it does away with conventional time classifications. Single-rate base will be \$350 an hour in lieu of old \$315 rate for 7 a.m.-10 p.m. and \$200 for 10 p.m.-7 a.m. There's differential, however, in discount structure, which cuts 7-10 p.m. by \$140 an hour and after 10 p.m. by \$175—so that in effect new rate card ups day rates, lowers night.

Changes in transcription rules, both radio and TV, will be sought by NARTB in petition to be filed with FCC. Objectives are relaxation and clarification. Also to be filed is petition asking permission to operate AM directional antennas by remote control.

ROUNDTABLE discussion by 6 FCC commissioners (Webster absent) at NARTB convention covered great variety of subjects in addition to the hottest one—uhf situation (pp. 1-3)—gave insight to individual commissioners' philosophies. Among topics covered and reactions presented:

(1) Why are hearing decisions so long in coming? Comr. Doerfer pointed out that length of hearing record frequently determines time required. He said situation can be helped by new procedures—stipulations, pre-hearing conferences, agreements on points of reliance, etc. More help is expected from further changes, now in the works. He also noted that examiners are independent, can't consult with FCC, and he looked for chief examiner, recently appointed, to assist in cutting down delays.

(2) Boosters and satellites. Comr. Sterling said FCC hopes to have answers before long, getting help from experimental operators such as Ben Adler, RCA and Sylvania. Among policy questions Commission must decide, he said, are whether to use the repeaters to fill holes or extend service to areas outside normal contours — and whether they should be permitted in communities that already have conventional stations. Comr. Hennock would permit only uhf operators to employ satellites, saying that vhf stations could "control entire states" with them. Comr. Doerfer observed: "The ultimate objective is to get service to the public, not who in the industry gets hurt."

(3) Subscription TV. Asked if decision on subject is up to Federal courts, Comr. Hyde said he didn't believe courts are involved. Commission is studying the subject, he said, and is "giving it consideration consistent with our

other duties." He said he believes main job is still to get stations going.

(4) Community antenna systems. Comr. Doerfer said matter should be handled on local basis; it's up to local govts. to determine how they want their communities to get TV. He stated FCC intervention would be "almost akin to the Federal Govt. interfering with local educational systems." He also noted there's question whether systems are interstate or intrastate commerce; if latter they're definitely out of FCC's jurisdiction.

(5) Educational reservations. Comr. Hennock insisted reservations must be indefinite because it takes educators so long to act. She reiterated opinion that educational stations must not be permitted to go commercial. Comrs. Hyde and Bartley noted that FCC rules, including channel reservations, are always subject to change.

(6) Station sales. "Is FCC now more tolerant of quick purchases and sales of stations to improve one's position in the industry?" Comrs. Hyde and Doerfer expressed view that if Congress wants Commission to give prospective purchasers different scrutiny than it does original applicants it should pass law to require it. Comr. Bartley said he's concerned about investment houses entering TV-radio just for investment. The more local ownership the better, he stated. If licensees are abusing right of sale, he concluded, it's up to Congress to "take a new look." Comr. Lee said one criterion should be how long station is on air before sale. He reiterated doubts expressed in his opinion on sale of KOTV, Tulsa, to J. H. Whitney interests (Vol. 10:14-20).

Spectrum utilization is "shockingly low," FCC broadcast bureau chief Curtis Plummer told NARTB engineering conference, and he suggested great variety of means for improvement. In TV, he commended work that produced improvement through offset carrier and, in color, through introduction of subcarrier. He indicated that boosters and satellites offer promise of increased channel efficiency, which is now only about 20%. For AM, he seemed particularly hopeful about "wired wireless," the technique used in "campus radio"—induction of signal on RF cables, electrical power lines & telephone lines. Suggesting the system for stations otherwise limited by interference, he said: "Here would appear to be a means of serving a large number of people with a rather small expenditure of power, and, most importantly, with a comparatively minor potential for interference to other stations."

Remote control of TV stations, including boosters and satellites, was visualized by Thomas W. Forget, plant mgr. of Rust Industrial Co., in talk during NARTB engineering conference. "It scarcely requires a prophet," he said, "to predict that mountain-top stations, operated by remote control, will be a reality in the not too distant future. Many rural areas may find that their only hope of receiving good TV coverage will be through booster or satellite stations, possibly affiliated with some larger TV stations. The constant improvements in transmitting plant equipment is making it obvious that the time is approaching when remote control can take over the boring and unrewarding job of standing mountain-top TV transmitter watches."

"A little Empire State Bldg." in Minneapolis is Foshay tower, now supporting WCCO-TV (Ch. 4) and share-time WTCN-TV & WMIN-TV (Ch. 11) and due to get Ch. 9 when KEYD initial decision is made final (Vol. 10:21). Supervising job is WCCO-TV technical director John Sherman, who reports that 160-ft. tower atop building will have Ch. 4 at top, Ch. 11 in middle, Ch. 9 at bottom.

RETMA committee on boosters & satellites (Vol. 10:17) reported to May 27 Chicago meeting of technical products div. under GE's W. J. Morlock that it has held organizational meeting and assigned its members different phases of the issue for study before next meeting June 23. Committee under Ben Adler, Adler Communications Laboratories, hopes to gather information and operating experience, make recommendations and supply FCC with data. Other committee members: E. E. Overmier, Sylvania; L. A. Bondin, Prodelin; Neal McNaughten, RCA; J. P. O'Neill, DuMont; C. J. Simon, GE; J. R. McKenna, Philco; E. A. Hungerford, General Precision Lab; Leonard Rooney, Raytheon; Albert G. Veldhuis, Wind Turbine Corp.; Lester C. Smith, Spencer-Kennedy Labs; Aaron Shelton, WSM-TV, Nashville.

Joshing the intent of the Bryson bill (Vol. 10:21), which would ban advertising of all alcoholic beverages in interstate media, Reps Dingell (R-Mich.) and Eberharter (D-Pa.) this week introduced identical bills similarly to ban advertising of cigarettes, cigars, smoking tobacco & chewing tobacco. Spokesman for House Commerce Committee, where bills were referred, called them "forms of subtle sarcasm" directed at Bryson measure. Latter, he said, undoubtedly will be killed in committee.

Channel shifts and power increases: KCMC-TV, Texarkana, Tex. (Ch. 6), May 27 boosted power to 100-kw ERP; WBNS-TV, Columbus (Ch. 10), May 22 went to 220-kw. WFMJ-TV, Youngstown, June 4 becomes first uhf station to shift channel when it goes from Ch. 73 to 21 (Vol. 10:19, 21); WTAR-TV, Norfolk, June 10 moves from Ch. 4 to 3; WFBM-TV, Indianapolis (Ch. 6), June 4 begins 100-kw ERP from new 1019-ft. tower.

Sen. Edwin C. Johnson (D-Colo.) will be speaker at June 16 banquet winding up 2-day convention of National Community TV Assn. at New York's Park Sheraton Hotel.

New community TV system was authorized by Scottsbluff, Neb. city council under 10-year franchise granted L. L. Hilliard, owner of local radio KOLT.

Telecasting Notes: Everybody in the motion picture industry talks about pay-as-you-look TV—but nobody, not even Paramount Pictures, which controls the Telemeter system, even hints at readiness to release feature films for the purpose. This week, MPAA pres. Eric Johnston plugged fee-TV for first time, telling Omaha Chamber of Commerce: "It can bring to home audiences for a modest fee top-quality product of movie makers, something which the economics of the advertiser-sponsored TV will not now permit" . . . Johnston denied movie industry views with alarm the progress of TV, said TV relies on Hollywood talent and skills, and "we are using TV to tell home audiences about our pictures" . . . Only major film producers not now active in telepix, *Variety* points out May 26 in support of thesis that nearly every major motion picture studio has at least one foot in TV door, are Universal, Paramount & Warners. Mainly, they're producing TV films via subsidiaries, or leasing studio space; in case of Paramount, it owns a TV station, controls a subscription TV system . . . Most dramatic example of TV-movie tie-in: Walt Disney's recent pact with ABC-TV (Vol. 10:14) . . . Half of Hollywood's movie technicians & craftsmen now owe their jobs to TV film industry, reports *Hollywood Variety* survey of unions . . . RCA Recorded Program Service enters TV feature film field, first offering being "Empire Film Package" of 18 name-star oldies . . . Guide to TV film industry, *TV Who's Who & What's Where at Film Producers & Distributors*, published by Broadcast Information Bureau, 535 Fifth Ave., N. Y., lists 177 film producers & distributors as "major" in TV field, 469 as "minor" and 69 "TV film service organizations" . . . KDYL-TV & KDYL, Salt Lake City, now owned by Time Inc., this week began moving into new \$250,000 home; 40,000-sq. ft. building will be ready by July to have all TV-radio facilities under same roof for first time . . . More rate increases: WFMY-TV, Greensboro, N. C., raises base hour on July 1 from \$500 to \$650, min. \$100 to \$130; KJEO, Fresno, hour from \$250 to \$350, min. \$50 to \$70; CK (O-TV, Kitchener, Ont., hour from \$200 to \$275, July 1 . . . New reps named: WABT, Birmingham, Ala., to Blair; WBRC-TV, Birmingham, to Katz; KOOL-TV, Phoenix, to Hollingbery; KFBB-TV, Great Falls, Mont., and upcoming WSFA-TV, Montgomery, Ala., to Headley-Reed; WNEX-TV, Macon, Ga., to Branham; WGEM-TV, Quincy, Ill., to Avery-Knodel; WNOW-TV, York, Pa., to Forjoe . . . Katz Agency rep firm now at 477 Madison Ave., N. Y. (phone Plaza 9-4460).

Types of local sponsorships of Army-McCarthy hearings, as reported by ABC-TV: On WMAL-TV, Washington, by owner *Washington Star*; WXEL, Cleveland, by Chrysler Dealers Assn., Leader Appliance Store, Hippodrome Theatre, Canfield Oil Co., *TV Guide*; WSJV, Elkhart, Ind., First Old State Bank, Peter Eckrich & Sons retail store; WMUR-TV, Manchester, N. H., Eastern Co., Merrimackst Garage, Down Insurance Co., Ray Hackett Home Appliances Co.; WTVH-TV, Peoria, Famous Appliance Stores; WARM-TV, Scranton, Books Furs Co.; WWOR-TV, Worcester, Mass., Kennedy Sachs Opticians; WILK-TV, Wilkes-Barre, Peoples Outfitters and D&H Distributing Co.; KMMT, Austin, Minn., Minnesota Ford Dealers Assn.; WAYS-TV, Charlotte, Radiotronic Distributors and TV Equipment Co.; WTVP, Decatur, Ill., Philco dealer group. DuMont reported no new local sponsors, only *St. Louis Post-Dispatch*, sponsoring its coverage via WTVI.

Zenith's subscription-TV tests in New York will run May 31-June 4, using WOR-TV facilities under FCC experimental authorization. Technique employed will be all off-air, no telephone lines used, with receivers in 150-200 locations.

LOTTERY RULES were amended by FCC this week to conform with last month's Supreme Court decision reversing ban on "giveaway" shows (Vol. 10:15). Effective date of the rules, originally adopted in Aug. 1949, had been postponed pending court appeal by ABC, CBS & NBC, and they now go into effect 30 days after publication in *Federal Register*. Wording is same as rules originally proposed, except that portions pertaining to giveaway shows have been deleted. The identical amendments to AM, FM & TV rules (Sections 3.192, 3.292 & 3.656) :

An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting "the broadcasting of, any advertisement of or information concerning any lottery, gift enterprise, or similar scheme, offering prizes dependent in whole or in part upon lot or chance, or any list of the prizes drawn or awarded by means of any such lottery, gift enterprise, or scheme, whether said list contains any part or all of such prizes."

The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, if as a condition of winning or competing for such prize, such winner or winners are required to furnish any money or thing of value or are required to have in their possession any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question.

Notre Dame and NCAA, perennially at odds on controlled football telecasts, clashed anew at NARTB convention session. The university's exec. v.p. Rev. Edmund P. Joyce called game-of-the-week plan "reactionary, socialistic, artificial and of doubtful legality." NCAA exec. secy. Walter Byers defended policy of controlled football telecasts on grounds research had proven that many smaller schools had been hurt by televising nearby games; he said NCAA would be willing to listen to reasonable modification of game-of-the-week plan. N. W. Ayer's Jerry Jordan said 1953 had proven "sportcasting is not going to destroy sports," citing record attendance at fights, Kentucky Derby, World Series and other major sports events. Two baseball executives, George Trautman, pres. of minor leagues, and Frank Lane, gen. mgr. of Chicago White Sox, agreed televising of major league baseball games in minor league territory had hurt attendance at minor league games. Trautman blamed TV for decline in minor league attendance from 41,000,000 in 1949 to 22,000,000 last year.

Headliners Awards for TV-radio, announced May 29 at Atlantic City: To Edward R. Murrow and CBS-TV for "general excellence in presentation of *See It Now*"; WBNS-TV, Columbus, for "general excellence in coverage, commentary and editing of local events"; ABC-radio for "consistently outstanding radio network news broadcasting"; CBS-radio & CBS public affairs director Stuart Novins for outstanding public service in documentary *Feature Project* series; WERE, Cleveland, for outstanding reporting by radio station.

"Uhf Success Story" titles article about WAFB-TV, Baton Rouge (Ch. 28), in current issue of RCA's *Broadcast News*, which reports station was operating in black less than 30 days after first broadcast in April 1953. In same issue is comprehensive description of Denver's KBTB (Ch. 9) by station mgr. Joseph Herold and article on first year of WFTL-TV, Fort Lauderdale (Ch. 23), by chief engineer Richard Northey.

Commercial sponsorship of Congressional proceedings would be banned by bills S. Res. 249, introduced by Sen. Bennett (R-Utah) and HR-9152 by Rep. Celler (D-N. Y.). Rep. Meader (R-Mich.) introduced bill (H. Res. 550) to govern House committee hearings, which would give each committee authority "upon such terms and conditions as it deems advisable, to permit the broadcasting and telecasting of its proceedings . . ."

CHICAGO convention of NARTB, whose exhibits featured an estimated aggregate of about \$4,000,000 worth of TV-radio station equipment, heavily weighted on the side of TV and color, had practically all of the sales brass of the station equipment manufacturers tied up this week—so not much activity was reported from their home offices. Only new station order disclosed this week was GE's—for 35-kw transmitter, 6-bay antenna and studio equipment for delivery on date as yet unspecified to KCKT, Great Bend, Kan. (Ch. 2).

RCA shipped 25-kw transmitters May 25 to WGR-TV, Buffalo (Ch. 2) and on May 26 to WMTW, Poland, Me. (Ch. 8), both due on air in July—latter to transmit from Mt. Washington. RCA also shipped 50-kw power supply units this week to WHO-TV, Des Moines (Ch. 13) and KOLN-TV, Lincoln, Neb. (Ch. 12), and 50-kw amplifiers to WJAR-TV, Providence (Ch. 10) and WAAM, Baltimore (Ch. 13). DuMont shipped 25-kw visual & aural amplifier to WCSC-TV, Charleston, S. C. (Ch. 5) and 25-kw visual amplifier to KFBC-TV, Cheyenne, Wyo. (Ch. 5), enabling both to increase from 5-kw.

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

KREM-TV, Spokane (Ch. 2), hoping to get on air early next fall, has 747-ft. Truscon tower slated for delivery within 2 weeks, reports chief engineer Ralph E. Meador for owner Louis Wasmer. Order of transmitter and other equipment was being contemplated at NARTB convention. Rep not yet chosen.

KUTV, Salt Lake City (Ch. 2), expects June delivery of 20-kw composite transmitter being custom-built in own Salt Lake City workshops, plans Aug. 1 test patterns, reports gen. mgr. Frank Carman. Blaw-Knox 200-ft. tower with RCA 3-bay antenna is to be ready by June 15; programming as ABC affiliate starts between Aug. 15 & Sept. 15. It's owned by Frank Carman & Grant Wrathall (25% each) and *Salt Lake Tribune* and *Telegram* (50%). Base hour will be \$450. Rep will be Hollingbery, who will offer it under "group market plan" along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began last Aug.; KLIX-TV, Twin Falls, Ida. (Ch. 11), due in Aug.; and KIFT, Idaho Falls (Ch. 8), and KWIK-TV, Pocatello, Ida. (Ch. 10), both due next fall.

WUSN-TV, Charleston, S. C. (Ch. 2), has ordered 25-kw RCA for July 10 delivery, plans Sept. 1 test patterns, Sept. 25 programming, reports pres. J. Drayton Hastie. Its 850-ft. Kimco tower with 6-bay superturnstile RCA antenna is scheduled to be ready by July 10. It affiliates with NBC & DuMont, will be second station there, WCSC-TV (Ch. 5) having begun last June with CBS & ABC service. H-R Television will be rep.

WJNO-TV, West Palm Beach, Fla. (Ch. 5), now installing 10-kw RCA transmitter, plans test patterns in Aug. when 366-ft. Ideco tower with 183-ft. 12-bay RCA superturnstile antenna is due for completion, writes gen. mgr. Walter L. Dennis, ex-WILS-TV, Lansing. It will be primary NBC. Theodore Granik (*American Forum of the Air*) owns 24%. It will be city's second station, WIRK-TV (Ch. 21) having started last Aug. 31. Rep will be Meeker.

WISH-TV, Indianapolis (Ch. 8), has 12-bay RCA antenna installed on interim 473-ft. Ideco tower, expects to meet July 1 programming target, with test patterns starting about one week before, reports v.p.-gen. mgr. Robert B. McConnell. Buildings are ready, but 50-kw RCA transmitter remains to be installed. It has signed as interconnected ABC and secondary CBS affiliate, will be first local competitor for pre-freeze WFBM-TV. Base hour will be \$800. Bolling will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), with some RCA equipment on hand and balance awaiting completion of transmitter house, plans test patterns last week of June or first week of July, reports pres.-gen. mgr. Les Biederman. It will have 6000-sq. ft. new studio building. Foundations for Stainless tower, to be shipped in 2 weeks, are being poured. Signed as NBC affiliate, it will be only TV station of Paul Bunyan Network, operator of 5 AM locals. Hal Holman will be rep.

WSPA-TV, Spartanburg, S. C. (Ch. 7), without target because of Paris Mt. transmitter site appeals by WAIM-TV, Anderson and WGVL, Greenville (Vol. 10:10, 11, 14, 18, 20) could get on the air within 90 days as it has acquired former WFBC-FM Paris Mt. transmitting plant, complete with 400-ft. tower, reports production director Dave Steele. TV studios, being remodeled from 3 stores adjacent to radio WSPA, will be ready within 90 days, according to pres.-gen. mgr. Walter J. Brown. It will be CBS affiliate. Rep not yet chosen.

WTKI-TV, Durham, N. C. (Ch. 11), changes call letters to WTVD (Vol. 10:14), has 5-kw DuMont transmitter ordered for July 1 delivery, to be followed by 50-kw later, writes pres. Harmond L. Duncan. Test patterns are scheduled for Aug. 20, with commercial operation to begin in Sept. as ABC affiliate. Durham is 20 mi. northwest of Raleigh, where WNAO-TV (Ch. 28) began last July. Its transmitter will be 9 mi. north of Durham, where Kimco 700-ft. tower with 12-bay RCA antenna is due to be ready by July 24. Headley-Reed will be rep.

KGVO-TV, Missoula, Mont. (Ch. 13), 12-bay GE antenna on hand, plans to complete 200-ft. Ideco tower June 7, shortly after 5-kw GE transmitter is installed. June 21 tests are now contemplated by owner-gen. mgr. A. J. Mosby. Coverage of all western Montana is expected from transmitter site on mountain 1905-ft. above av. terrain, near Evaro, 10 mi. north of Missoula. KGVO-TV proposes to carry programs from all 4 networks. Hour rate will be \$200. Rep will be Gill-Perna.

WMSL-TV, Decatur, Ala. (Ch. 23) plans to begin programming June 14 after airing test patterns earlier in day, reports mgr. Bill Guy. Studios and 1-kw RCA transmitter are in downtown Mutual Savings Life Bldg., with 380-ft. RCA tower & antenna on roof. It will be first outlet in Muscogee Shoals area; WDEF-TV, Chattanooga (Ch. 12) and WROM-TV, Rome, Ga. (Ch. 9) are more than 100 mi. away. Base hour has been upped from \$100 to \$150. Rep will be Walker.

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Havana's CMTV (Ch. 11), known as Television del Caribe, which was constructed by the George Storer interests but quit the air in April after heavy losses during less than year's operation (Vol. 10:18), has been acquired by Telemundo S.A., operator of CMA-TV, Havana (Ch. 2), owned by *El Mundo* publisher Amadeo Barletta, who also is Cuban distributor for Cadillac, Oldsmobile, & Chevrolet. It's being moved now into CMA-TV quarters, using same technical & studio facilities and staff. Reported purchase price of CMTV facilities: \$200,000.

Counting on uhf booster approval by FCC, Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal. is offering unit to sell for \$2500-\$3500. Heart of device is travelling-wave tube, which chief engineer L. W. Mallach claims has such small time delay that problems of polarization etc. just don't arise. Booster produces about 2-watts ERP, is claimed to cover 2 mi. with beam about 45 degrees wide.

How to get into TV is subject of *Your Place in TV—A Handy Guide for Young People*, by Rev. Edwin B. Broderick, director of radio & TV communications for Archdiocese of N. Y. (McKay, 142 pp., \$2.75).

HIGH STAKES IN BIG-SCREEN COLOR BATTLE: Even as set manufacturers received letter from CBS-Hytron v.p. John Q. Adams, in effect suggesting they hold everything for unveiling of new 205-sq. in. color tube in June, RCA this week abruptly called off production of its 19-in. tube in favor of "bigger, better and cheaper" 19-in. model to come later this year.

Long-awaited 19-in. CBS "Colortron 205" gets first press showing sometime in June -- but it's believed to be in limited production now, and those who have had a sneak preview are enthusiastic. CBS-Hytron topkicks are mum about details, saying only "you'll see it in a few weeks."

Like RCA's color tubes, it's believed to be 3-gun shadow-mask type, but with curved screen & mask like CBS's 15-in. developmental tube (which never really got into production) instead of flat assembly employed in RCA tubes to date. DuMont's enthusiastically received 19-in tube, with 185-sq. in. picture (Vol. 10:18,20), also has curved mask, is due for delivery by fall.

RCA's set-making plans remain unchanged -- at least on the surface -- with company sticking to previously announced plans to make 5000 15-in. and 5000 19-in. sets this year. Some 4000 of the 15-in. have already been delivered, and after the remaining 1000 are turned out, RCA intends to close down 15-in. production forever. The 5000 19-in. sets are to use RCA's new 19-in. tube in place of old 162-sq. in. model shown to engineers in January (Vol. 10:2) and recently in limited production.

RCA turned out a few hundred 19-in. tubes, found that the "shrinkage" -- or rejection rate -- ran as high as 3 out of every 4. And the bigger-screened CBS and DuMont tubes -- plus whatever Philco and others may soon announce -- loomed as formidable competitors in the big battle for color tube leadership.

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No. 1 project at RCA today is getting the new bigger 19-in. tube in shape, with every resource of company behind round-the-clock effort to have the super-duper kinescope ready for symposia and sampling by July, production by fall.

New 19-in. RCA tube will have larger picture, and be "brighter, simpler, less expensive," in words of Chairman David Sarnoff, who gave us this description in response to query: "It's still a 3-gun RCA shadow-mask tube, with all the improvements that we have been able to make in the course of our development. It's a natural development of our continuing work on color tubes, and doesn't mark any change in our policy." Details are still top secret.

Letter from RCA to set makers this week gave no details of new tube -- not even size -- except to inform them that "we are completing development on a new tri-color kinescope incorporating important improvements in design and picture size." It added: "With the completion of present orders on our books for the RCA developmental [19-in. tube] we will accept no additional orders for this type." It was learned that one order for 7500 units had been returned.

There still could be plenty of surprises in the fiercely competitive picture tube field, as manufacturers jockey for position in color. One thing is plain -- they're all playing their cards close to the chest.

Will someone skip 19-in. entirely, go directly to 21? Could be. Tube makers now have sample 21-in. rectangular bulbs on hand for both shadow-mask and focus-mask (Lawrence) types, and glassmakers stand ready to turn on the production of any type. Though mock-up 24-in. "color tubes" were shown at IRE convention last March, there's no reason to believe anyone is seriously considering that size now. Most tube and receiver makers agree 21-in. will be ideal size for color, as it has proved to be for monochrome. This much is sure: Color TV's 15-in. stage is over.

PLENTY OF LIFE IN TV TRADE DURING MAY: Despite month-long Philco strike and normal seasonal downturn, TV trade showed lots of ginger in May -- tapering off from high April levels but standing well above the levels of May 1953.

May factory sales are estimated at 300,000-350,000 sets, down from 440,000 in April but above the 250,000 in May 1953. Distributor sales are estimated at between 275,000-325,000 vs. 410,000 in April and 250,000 in May 1953. Retail sales likewise are expected to be somewhat lower than the 400,000 sold in April, but well above the 244,191 sold in May 1953. Retail sales estimate couldn't be obtained.

Inventory figure isn't available yet -- but advance indications are that the inventories rose little during May -- nowhere near the 200,000 jump reported at the factory level in May 1953. End-of-April inventories were 1,650,000 at all levels.

However gratifying high unit sales may have been, low profit margins on TVs weren't increased -- and many manufacturers, preparing for June distributor parleys and marts, were intensively seeking ways and means of raising prices with a minimum impact on sales. Meanwhile, they're saying nothing, and only mere trickle of information flowed from cautious set makers, large and small.

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Crosley's Leonard Cramer, exultant over what he termed "excellent showing" of 17-in. "Super V" selling at \$140-\$160 (Vol. 10:13), confirmed that 21-in. version of "Super V" would be included in line to be shown in N.Y. June 7. Prices are reported to be at \$170, \$180 & \$190 in walnut, mahogany & blonde finishes. He also promised details on sales performance of "Super V" at press conference June 8.

Crosley will have full line, and it emphasizes lower-priced sets in keeping with expressed consumer preferences, Cramer said. To set makers who contend profit margins were too low, Cramer replies: "We're making a profit, which proves it can be done. Besides, the important question is not whether manufacturers can make as much profit as they would like, but what price the consumer will pay for a TV set."

Like Crosley, Raytheon will specialize in low-end models, its marketing mgr. Dick O. Klein revealing new Raytheon line of "vertical chassis" sets will heavily feature low-cost items not too far removed from its "Challenger" 17-in. table model at \$140, \$150 & \$160 and 21-in. table at \$170-\$190 (Vol. 10:18). Hallicrafters, now out with 17-in. at \$150, will bring out companion 21-in. at about \$170 in month or so. Sears-Roebuck's midsummer catalog came out this week with own "Silvertone" label 17-in. table in black leather at \$140 for mail order only, \$10 less than on floor. And last week Majestic revived 14-in. after lapse of 5 years, offering \$130 table.

Such prices admittedly leave little room for profit, emphasizing as they do the leader models, with nothing said about step-ups. H. Leslie Hoffman puts the causes of current low-profit dilemma thusly:

"Lack of adequate and effective sales effort at the retail level; the battle for position on the part of certain manufacturers trying to lay a foundation for the sale of color sets; the increased percentage of business being done by the discount houses; the increased restrictions on the part of financial institutions on retail credit, and the excessive advertising and conversation on color."

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Strike at Philco's 10 TV-radio-electronics plants remained status quo this week, entering 5th week as we went to press, with little outward evidence that the RCA agreement last week on 9-10¢ hourly wage increase would provide any basis for a settlement at Philco, as some had hoped and prophesied. Three meetings of union and management this week proved fruitless. Meanwhile, IUE rejected GE offer of 5¢ hour wage increase and talk of a strike there was widely reported.

Several parts makers were reported curtailing operations somewhat as result of Philco strike. Their shipments have been piling up at railroad freight warehouses because strike prevents deliveries. Big parts maker Leslie F. Muter said that if strike lasts 2 more weeks, it will be "most serious" for many parts manufacturers. Clarostat Mfg. Co., Dover, N.H., was reported to have reduced its working force as result of Philco strike. It supplies about \$1,000,000 a year in parts to Philco.

TV production totaled 97,936 week ended May 21, compared to 96,007 preceding week and 103,563 week ended May 7. All 3 weeks covered period of Philco walkout. It was year's 20th week, brought production for year to date to about 2,200,000, compared to about 3,232,000 in corresponding period of 1953.

Radio production totaled 190,275 (including 78,629 auto), down from 211,161 week ended May 14 but up from 167,445 week before. It brought 20-week production to about 3,880,000, compared to 5,615,000 in corresponding 1953 period.

Official 4-month TV figure was 1,904,718, of which 450,262 receivers were uhf-equipped, according to RETMA's revised tabulation released this week. Output in April was 457,608. Radio production was 3,326,800, including 1,427,641 auto sets. April output was 745,235, including 330,989 auto.

Topics & Trends of TV Trade: Seventeen TV-radio manufacturers will exhibit at summer markets of American Furniture Mart & Merchandise Mart in Chicago June 20-July 3, with most showing new fall lines for first time to dealers. Lineup of exhibitors at Furniture Mart: Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA, Sparton, Zenith. At Merchandise Mart: CBS-Columbia, Capehart-Farnsworth, Crosley, GE, Magnavox, Raytheon, Westinghouse.

NARDA, which usually holds midyear meeting in second week of marts, isn't doing so this year, having agreed at its Jan. convention to hold series of regional meetings with dealers instead.

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TV set sales by Canadian factories totaled 137,267 at average price of \$368 in first 4 months of 1954, when production was 152,256, reports Canadian RTMA. Projected production estimate is for 86,564 more sets in next 3 months. Inventory at end of April was 83,822, compared to 80,059 at start of month. Quebec led in sales with 50,176; Toronto second, 29,621; British Columbia, 13,619; other Ontario, 13,193; Ottawa & eastern Ontario, 10,334; Hamilton-Niagara, 7879; Windsor, 5242; Maritime Provinces, 4702; Prairies, 2501. In April alone, sales were 25,868, production 29,631.

New RCA manufacturing-sales divisions were set up this week at Camden—RCA Victor Television Div., headed by Henry G. Baker as v.p. & gen. mgr.; RCA Victor Radio & "Victrola" Div., headed by James M. Toney, ex-director of distribution, consumer products. Both of these product activities were previously in RCA Victor Home Instrument Div. under Joseph B. Elliott, exec. v.p., consumer products, now at parent company headquarters in N. Y.

Admiral takes on sponsorship of *Admiral Weekend News*, series of 5-min. newscasts on ABC Radio on week-ends starting May 29, to promote 20th anniversary giveaway of \$80 Apex vacuum cleaner with purchase of any Admiral product over \$195. Total of 22 newscasts will be aired each weekend on the hour for indefinite period, costing estimated \$50,000 a week.

State-by-state and county-by-county tabulations of the 984,767 radios (excluding auto sets) shipped to dealers in first 3 months of 1954 were released this week by RETMA. They compared with 1,599,327 shipped in first quarter of 1953 and 1,475,000 in 1952. March shipments this year were 418,997 vs. 291,234 in Feb.

Slanted-screen TV set, placed without legs on floor instead of table, will be introduced by GE at Chicago's Merchandise Mart in June and marketed as part of regular fall line. Spokesman said it can be viewed at approximately same angle used for reading book, wouldn't comment on size or price.

Canadian Westinghouse cuts two 17-in. & four 21-in. sets average 45%, eliminates only 24-in. receiver from line because of limited demand.

Tele-Census, 3259 Wilshire Blvd., Los Angeles, issues report on 11th semi-annual survey, conducted among 2500 set owners in 16 economic districts of Los Angeles by college students & instructors, revealing: (1) 17.8% own RCA sets, 11.3% Hoffman, 9% Admiral, 8.5% Packard-Bell, 6% Philco, 6% Motorola, 4.5% Zenith, 36.9% for all others. (2) 86.3% would replace set if destroyed beyond repair, 7.8% wouldn't. (3) 85.6% couldn't tune to uhf, 3.6% could, 10.8% didn't know; 81.7% would not pay \$25 to convert, 8.3% would, 10% had no answer. (4) 86.7% thought color purchase at price they could afford to be more than 2 years away, 11.7% thought next year, 1.6% this year. Among other findings, 92.5% had only one set in home; 61.7% read TV page of newspapers more often than movie page; 69.2% thought TV made national affairs clearer; 59.3% would pay \$1 per program to see top-quality movies on TV (33% wouldn't); 60.7% would prefer to pay for quality movies on home TV rather than at theatre (28.3% wouldn't pay at either place).

Arcturus Electronics Inc. and its subsidiary General Electronics Inc., tube manufacturers, May 26 filed petition under Chapter XI of Bankruptcy Act, proposing to pay creditors 20% immediately on confirmation of plan, 20% annually thereafter. Federal Judge Meaney, Newark, granted Arcturus 10 days to file schedules of assets and liabilities. Delbert E. Replogle is pres. of Arcturus.

Transvision Inc., New Rochelle, N. Y., has secured agreement from its creditors for Chapter XI settlement of 15%, payments to be guaranteed by Sightmaster Corp., whose pres. Michael Kaplan is purchasing stock of Emanuel Cohen, principal Transvision stockholder.

Stromberg-Carlson's first color sets came off assembly line this week as part of initial run of 50, to retail at \$995. Deliveries will begin in about 10 days, said TV-radio mgr. C. J. Hunt.

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Distributor Notes: Crosley-Bendix Atlanta factory branch sold to Thoben Elrod Co., which will serve as independent Crosley-Bendix distributor there . . . Hallicrafters appoints Graybar, 104 Wazee Market, Denver (H. G. Van Westenberg, sales mgr.), replacing Auto Equipment Co.; E. G. Hendrix Co., 321 S. Flores St., San Antonio (Henry Koplán, gen. mgr.), replacing Edwin Flato Co.; General Radio & Electronic Co., 396 S. Main St., Wilkes-Barre (Ben Gerstein, gen. mgr.), replacing Morris Distributing Co., Scranton . . . RCA Victor Distributing Corp., Rochester, appoints George C. Tanty sales mgr., replacing J. P. Vallyly, resigned . . . Hamburg Bros., Pittsburgh (RCA) elects Lester Hamburg exec. v.p. . . . Salisbury Distributors, Spokane (Admiral) appoints Herman S. Albert gen. mgr. . . . Strong, Carlisle & Hammond Co., Cleveland (Philco) promotes James Kintly to TV sales mgr. . . . Southern Appliances Inc., Charlotte (Raytheon) names James H. McClain district mgr.

Financial & Trade Notes: Television-Electronics Fund Inc., reporting total net assets of \$38,656,139 as of April 30, 1954, with 4,817,243 shares outstanding, added these stocks to its portfolio during quarter ended that date: 10,600 shares of Allis Chalmers, market value based on closing bid quotation, \$581,675; 5000 Arvin Industries, \$112,500; 5000 Bell & Gossett, \$171,250; 9500 Electro Data Corp., \$38,000; 26,000 Gary (Theodore) & Co., \$468,000; 13,100 Marchant Calculators Inc., \$245,625; 6100 Reliance Electric & Engr. Co., \$201,300; 8000 Square D Co., \$287,000; 10,000 Union Carbide & Carbon Co., \$750,000. Eliminated were holdings in San Diego Corp., reported Jan. 30 as 2000 shares at \$21,000, and Servomechanisms Inc., reported Jan. 30 as 10,000 shares at \$72,500. Biggest items in April 30 portfolio: 20,000 Westinghouse, \$1,455,000; 48,000 RCA, \$1,356,000; 10,000 GE, \$1,232,500; 3500 IBM, \$1,176,000; 30,000 Sylvania, \$1,057,500; 30,600 Motorola, \$1,051,875; 14,000 National Cash Register Co., \$1,022,000; 14,200 Bendix Aviation, \$1,017,075.

April 30 report shows Fund increased these holdings since Jan. 30: Admiral, from 32,500 to 37,000 shares; Aerovox, 17,500 to 20,000; Aircraft Radio, 9000 to 15,000; American Phenolic, 21,000 to 23,500; George W. Borg Corp., 7000 to 8050; Borg-Warner, 500 to 4600; Carborundum Co., 15,000 to 15,500; Clevite, 30,000 to 35,000; CBS "A," 15,000 to 15,600; Cornell-Dubilier, 9000 to 9600; Douglas Aircraft, 6000 to 10,000; DuMont, 10,000 to 17,500; Eaton Mfg. Co., 5000 to 6000; Eitel-McCullough, 7500 to 10,000; Garrett Corp., 6500 to 7400; General Dynamics, 5000 to 7500; General Railway & Signal, 13,500 to 15,000; Indiana Steel Products, 13,100 to 13,300; IT&T, 20,000 to 25,000; Mallory, 4000 to 5000; Martin Co., 5000 to 18,300; Motorola, 30,000 to 30,600; Muter Co., 4120 to 4202; No. American Aviation, 5000 to 17,000; Oak Mfg. Co., 12,000 to 15,000; Sperry, 10,000 to 11,500; Technicolor Inc., 17,500 to 20,000; Tung-Sol, 16,000 to 20,000; United Aircraft, 4000 to 6300; Vitro Mfg. Co., 3030 to 5000; Western Union, 3000 to 5000; Westinghouse Air Brake, 21,000 to 21,500; Zenith, 14,000 to 15,000.

Decreased holdings during quarter: American Bosch, 15,000 to 10,000; Bendix Aviation, 14,300 to 14,200; Boeing, 12,400 to 7200; Consolidated Vultee, 18,000 to 15,000; Cutler-Hammer, 10,400 to 10,000; Eastman Kodak, 9000 to 6600; Erie Resistor, 8300 to 8200; Hazeltine, 25,000 to 24,600; Minnesota Mining, 15,000 to 12,500; Northrop Air-

craft, 18,000 to 15,800; Otis Elevator, 15,300 to 14,600; Owens-Illinois, 2000 to 1400; Philco, 21,400 to 20,200; RCA, 50,600 to 48,000; Sylvania, 35,500 to 30,000; Telecomputing Corp., 15,000 to 10,000; Thompson Products, 15,000 to 14,400.

Noteworthy in list is holding of 4100 Storer Broadcasting Co., with market bid quotation of \$68,675 on Jan. 30 and \$94,812.50 April 30. Full list is available from Television-Electronics Fund Inc., 138 S. LaSalle St., Chicago.

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Dividends: Sylvania, 50¢ payable July 1 to stockholders of record June 10; Hoffman Radio, 25¢ June 25 to holders June 4; Stromberg-Carlson, 37½¢ June 30 to holders June 15; Bendix Aviation, 75¢ June 30 to holders June 10; WJR, The Goodwill Station Inc., 10¢ June 11 to holders June 2; Wells-Gardner, 15¢ June 10 to holders June 1; Cornell-Dubilier, 30¢ June 25 to holders June 15; Clarostat, 10¢ June 25 to holders June 4; Aerovox, 15¢ June 15 to holders June 1; Gabriel Co., 15¢ June 15 to holders June 7; General Precision Equipment Corp., 40¢ June 15 to holders June 7; Famous Players (Canada), 37½¢ June 25 to holders June 10.

Hoffman Radio plans new \$1,500,000 TV-radio plant at El Monte, Cal. within next year, will then sell present plant at 6200 S. Avalon Blvd., Los Angeles, according to SEC registration statement proposing public sale of 130,000 shares of 50¢ par stock through underwriting group headed by Blyth & Co. and Wm. R. Staats & Co. Proceeds from stock sale will help finance construction, along with \$2,500,000 to be borrowed from Metropolitan Life. Loan will be used to retire \$2,000,000 in unsecured current bank loans, replace working capital used to retire \$194,455 worth of trust deed notes, with balance to be added to working capital.

Pyramid Electric Co., No. Bergen, N. J., maker of capacitors, offered 92,000 shares of common at \$3.25 this week, thru S. D. Fuller & Co., proposing to use new funds largely for equipment in plant it started last Feb. in Gastonia, N. C. It reported 1953 sales of \$5,768,876, net profit \$138,922; for first 4 months of 1954, sales were \$2,701,715, net profit \$204,050.

Reflecting booming record business, Capitol Records Inc. sales went to new peak of \$17,740,985 for first 1954 quarter from \$14,687,255 same 1953 quarter. Net income was \$781,453 (\$1.62 a share) compared to \$548,929 (\$1.12).

Trade Personals: Bennett Archambault, 44-year-old ex-v.p. & gen. mgr. of M. W. Kellogg Co., elected pres. of Stewart-Warner Corp., succeeding James S. Knowlson, who continues as chairman; he headed wartime ETO activities of Office of Scientific Research & Development . . . John S. Mills, ex-Stromberg-Carlson & Emerson Radio, appointed Crosley TV-radio gen. sales mgr., succeeding Harry E. McCullough, now Magnavox merchandising consultant . . . Saul M. Decker resigns as CBS-Columbia chief TV engineer . . . Allen G. Williams promoted to new post of Motorola marketing administration mgr. . . John Roper, eastern Pennsylvania sales mgr., named Magnavox director of sales training . . . H. J. Allen, Crosley refrigeration sales mgr., promoted to field sales mgr. of appliances, replacing Thoben F. Elrod, now Crosley-Bendix Atlanta distributor . . . Thomas C. Soby promoted to adv. & sales promotion mgr., Allen D. Cardwell Electronics Production Corp., Plainville, Conn. (tubes) . . . Louis G. Pacent Jr., asst. to Emerson manufacturing v.p. Sol Gross, named works mgr. of new Emerson subsidiary Quiet Heat Mfg. Corp. (air conditioners, oil burners) . . . Richard A. Averill, ex-Crosley, named CBS-Columbia southeastern district mgr. . . Robert M. McElfresh, from Syracuse TV-radio headquarters, named GE sales mgr. for Carolinas . . .

Marshall L. Remund appointed jobber sales mgr., Jensen Industries . . . James R. Butler, ex-Raytheon, appointed Magnecord adv. & sales promotion director, replacing Richard McQueen, now National Co. adv. mgr. . . Bernard S. Cahill, ex-Pioneer Electric, named v.p. & chief engineer, Syntronic Instruments, Addison, Ill.

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Gen. Wm. H. Harrison, pres. of IT&T since 1948 and onetime AT&T v.p., takes over day-to-day operations of IT&T under an arrangement whereby Col. Sosthenes Behn, now 73, who founded IT&T in 1920, will continue as chairman but relinquish most of his routine duties. This was disclosed May 27 at directors meeting which followed annual stockholders meeting.

Charles Golenpaul, Aerovox v.p. in charge of distributor sales, elected pres. of Radio's Old Timers during recent Electronics Parts Show in Chicago. He succeeds Ray L. Triplett, who was tendered plaque celebrating his 50th anniversary as a maker of radio-electronic equipment. Sam Poncher, pres. of Newark Electric, became secy.

Sperry Corp. to lease \$600,000 plant in Gainesville, Fla. for manufacture of klystron tubes, will employ 200-300.

Color Trends & Briefs: "Color kines might be available in a few months—if the costs are right. Magnetic tape for color is about 1-2 years off." That's how Robert Shelby, NBC-TV director of color TV systems development, summed up status of color transcriptions for film session at NARTB convention. He emphasized that big question in color kines is almost solely cost, because, as he had demonstrated to joint management-engineering session, kines are now of acceptable quality—though undoubtedly below live pickups or good color film.

Among kines shown were those of *Dinah Shore Show* and *Taming of the Shrew* opera. We had seen them in original live transmission and found kine color less brilliant, and the color fidelity in skin tones, etc., less precise. It's apparent, however, that kines will be satisfactory if stations can deliver kine telecasts of a quality comparable to that shown in Chicago through movie projector.

Shelby evaluated NBC-TV's color experience to date, gave these conclusions: (1) Transition—Switchover from monochrome to color is much less difficult than move from radio to TV. (2) Maintenance—No final figures yet, but it looks as if problems are roughly proportional to number of tube sockets involved, which is a good black-&-white criterion. (3) Rehearsals—Extensive at first, constantly being reduced, with some producers now asserting that no extra time for color is required. (4) Costumes, lights, etc.—Current requirements 3 times greater than for black-&-white, but with "reductions in prospect." (5) Camera tube life—Now compares favorably with monochrome. (6) Remotes—"No important limitations."

* * * *

"Color TV can be a failure in the immediate years ahead," Philco's Donald Fink warned NARTB engineers in talk delivered by Hazeltine's Arthur Loughren. "Not because of inadequate standards," he said. "The standards are fully adequate. Not because of unwillingness on the part of the industry to invest in research and test facilities, manpower, production tools and an all-out selling effort. The competitive situation, spurred by the public eagerness for color TV, leaves no option. But it can fail if the TV engineers do not meet the challenge of implementing the new service with equipment of such high performance and such low cost as to command public acceptance . . . This is the challenge these same engineers have met in monochrome TV during the past 8 years. But it cannot be met in color without an even greater effort, without profound understanding of the requirements imposed by the standards, without closer study of color vision than was ever given to monochrome vision. Not without a lot more hard work."

Color TV tests of film made via 3 processes were conducted May 19 on closed-circuit at NBC studios by Screen Gems, Columbia Pictures subsidiary. M. Peter Keane, Screen Gems technical director, gave representatives of 27 ad agencies following evaluation: (1) 16mm Kodachrome advantages are lowest price for original film, excellent definition and color quality. Disadvantages are limitation of optical effects to dissolves and fades, more noticeable color loss in release prints, higher release print cost, less satisfactory sound track. (2) 35mm Eastman negatives reduced to 16mm positives have advantages of larger film, the values derived from making prints from negatives, ability to make optical effects, better resolution than most other processes. (3) 35mm Technicolor 3-strip process reduced to 16mm dye transfer permits greatest control of color saturation and optical effects, better sound track, lowest release print cost.

Microwave links capable of handling color and audio were introduced for first time at NARTB convention by Philco and Raytheon, both claiming stations were snapping them up.

Novel question of makeup for color TV was covered at NARTB convention by NBC-TV's R. R. Davis, who said makeup for color is radically different than for monochrome. "Skin tones are often the only colors in a picture that the viewing public will recognize," he said. "As most people have more red in their skins, especially in their ears, noses, and necks, than the eye detects, color makeup is used primarily to tone down red. Dark pigmentation around the eyes, the grayish tone of man's 5-o'clock shadow, freckles, and blemishes must be made to produce a normal flesh tone." Among his observations: Eye makeup is similar to monochrome, except that it should match color of eyebrows; corrective highlighting and shadowing requires great care; powders should have very little pink in them; special lipsticks must be used because normal lipsticks are too red; body makeup must be used or skin looks too red; very white or platinum hair should be darkened slightly; frequent retouching is required; outdoor makeup is different from studio.

Some 95% of TV homes will be in range of stations emanating color signals by end of this year, NBC research chief Hugh Beville told convention of Public Utilities Advertising Assn. in Boston May 13. He foresaw color TV dooming the "white" in "white goods," stating: "Just as the solid black automobile is now largely confined to the dowager's town car and the limousine, we can anticipate a future where the white kitchens may be confined to hospitals and similar institutions. The present tentative steps toward tinted ranges and refrigerators could receive vigorous stimulation from color TV."

Claims for color scanners and cameras are so confusing (see p. 4), that Telechrome Inc., manufacturer of color generators, test equipment, etc., is feeling out stations on plan whereby Telechrome would lease them any desired equipment, of any make, giving station option to purchase equipment at end of lease.

FCC's warning that stations not equipped to rebroadcast color must eliminate the color subcarrier (Vol. 10:11) has been followed up by RCA which offers filter kit and instructions at no charge to stations ordering color network equipment, \$25 to others.

"Revitalization of FM," through new multiplexing rules permitting transmission of background music, etc. simultaneously with regular programs, was visualized by FCC Comr. Sterling during FM roundtable at NARTB convention. Cost of adding single-channel multiplexing equipment to station will run \$2500-\$3500, according to Wm. S. Halstead, pres. of Multiplex Development Corp., N. Y. Multiplex adapter for good FM receiver will cost about \$100, he said, while sets with multiplexing circuitry built in originally should run about \$150.

First film about TV antennas aimed at general public is being offered to TV stations by Channel Master Corp., Ellenville, N. Y. Free 16mm prints of the non-technical 13-minute film are available from Association Films, N. Y. Channel-Master also has new booklet on antennas and antenna problems, *Your TV Antenna Is Showing*, written for the layman and offered in quantity for distribution by parts distributors and TV stations.

New industrial camera, employing either vidicon or image dissector tube, is now being offered at about \$2000 by Diamond Power Specialty Co., Lancaster, O., seeking to broaden market beyond present concentration on electric power companies and organizations with similar operations.

New TV film-recording system, operating at standard 24-frames-per-second recording rate, is described in Naval Research Laboratory publication, *Television Recording System* (PB 111307), available for 75¢ from Office of Technical Services, Dept. of Commerce.

Network TV-Radio Billings

April 1954 and January-April 1954

(For March report see *Television Digest*, Vol. 10:18)
(For preceding years, see *TV Factbook No. 18*, p. 369)

NETWORK TV time billings for April, as reported by Publishers Information Bureau, were marked by fact that NBC for first time since last Oct. forged slightly ahead of CBS for top place, and all 4 networks were a shade under March. But their general upswing is manifest in fact that combined April billings of \$25,528,953 compare with \$17,774,866 in April 1953 while Jan.-thru-April figure of \$99,928,035 compares with \$69,413,044 for same 1953 months. NBC is still slightly under CBS for the 4 months, with ABC a poor third and DuMont fourth.

In radio, CBS dipped slightly in April but maintained its usual top position; all others dropped, too, but NBC fell from \$4,196,009 in April 1953 to \$2,962,839 in April 1954. For year to date, all save NBC are holding close to 1953 levels—with MBS actually about \$170,000 ahead. NBC is down more than \$3,500,000, accounting for most of the Jan.-April drop to \$51,643,527 for all networks from \$55,420,376 in 1953. The PIB report:

NETWORK TELEVISION				
	April 1954	April 1953	Jan.-Apr. 1954	Jan.-Apr. 1953
NBC	\$10,984,455	\$ 7,513,430	\$41,642,160	\$29,992,228
CBS	10,921,640	7,770,181	42,980,081	29,215,241
ABC	2,554,484	1,640,597	10,478,129	6,454,967
DuMont	1,068,374	850,658	4,827,665	3,750,608
Total	\$25,528,953	\$17,774,866	\$99,928,035	\$69,413,044

NETWORK RADIO				
	April 1954	April 1953	Jan.-Apr. 1954	Jan.-Apr. 1953
CBS	\$ 5,044,943	\$ 5,375,987	\$20,416,980	\$20,731,258
NBC	2,962,839	4,196,009	13,170,839	16,612,248
ABC	2,367,636	2,637,364	10,457,574	10,648,193
MBS	1,882,796	2,008,990	7,598,134	7,428,677
Total	\$12,258,214	\$14,218,350	\$51,643,527	\$55,420,376

NETWORK TELEVISION—January-April 1954					
	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,496,008*	23,072,018*
Mar.	2,640,699*	11,379,631	1,205,526*	11,044,760*	26,270,616*
Apr.	2,554,484	10,921,640	1,068,374	10,984,455	25,528,953
Tot.	\$10,478,129	\$42,980,081	\$4,827,665	\$41,642,160	\$99,928,035

NETWORK RADIO—January-April 1954					
	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174*	\$1,896,925	\$ 3,391,873	\$13,285,626*
Feb.	2,494,737	4,749,512*	1,783,452	3,176,849	12,204,550*
Mar.	2,764,547	5,456,351*	2,034,961*	3,639,278	13,895,137*
Apr.	2,367,636	5,044,943	1,882,796	2,962,839	12,258,214
Tot.	\$10,457,574	\$20,416,980	\$7,598,134	\$13,170,839	\$51,643,527

* Revised as of May 26, 1954.

Uhf hearings are scheduled to resume at 10 a.m. Thu., June 3, in Room G-16, Capitol—but may be pushed up an hour earlier—Chairman Potter “commuting” between McCarthy and uhf hearings. Final schedule of appearances hasn’t yet been worked out, but unofficial preliminary list at week’s end showed this order: June 3—George Storer, Storer Stations (vhf); Merrill Panitt, Triangle Publications (*TV Guide*); Hulbert Taft, WKRC-TV, Cincinnati (vhf); Gordon Brown, WSAY, Rochester (AM); Leon Green, KNUZ-TV, Houston (uhf); Philip Merryman, WICC-TV, Bridgeport, Conn. (uhf); Raymond F. Kohn, WFMZ-TV, Allentown, Pa. (uhf CP). June 4—Ernest L. Jahnce, ABC; Jack Van Volkenburg, CBS; Joseph Hefferman, NBC; attorney Joseph Brenner, Beverly Hills, Cal.; attorney Franklin C. Salisbury, Washington; engineer Raymond Willette, Washington; attorney J. Howard McGrath, exec. v.p., Edward Lamb Enterprises (vhf WICU, Erie & uhf CP WMAC-TV, Massillon, Ohio).

Report on FCC chairmanship, circulated at NARTB convention but unconfirmed, was that Chairman Hyde is due to be redesignated chairman for another one-year term.

George B. Storer’s KGBS-TV, San Antonio (Ch. 5), along with radio KGBS (50-kw day, 10-kw night on 680 kc, CBS), both highly profitable properties, were reliably reported being offered to other prospective purchasers this week after May 20 deadline for their announced \$3,500,000 sale to *San Antonio Express and News* (Vol. 10:15) had passed. Though newspaper company has reported sale of its radio KTSA (5-kw on 550 kc, ABC) to O. R. Mitchell, local Dodge-Plymouth dealer, pres. Frank G. Huntress Jr. would make no comment despite repeated efforts to elicit a statement about his intentions. It’s understood Storer agreed to extend deadline, but that Mr. Huntress and his father, chairman of Express Publishing Co., have been unable to come to agreement on financing the all-cash deal. Storer also declined comment. Storer Broadcasting Co. must sell one of its 5 TV stations to pave way for recent \$10,000,000 purchase of Empire Coil Co. (Vol. 10:2), which involves acquisition of another vhf in Cleveland and a uhf in Portland, Ore.; FCC now limits vhf holdings to 5 stations, proposes soon to permit 2 uhf in addition. Storer in 1950 bought KGBS-TV (then KEYL) for \$1,250,000, including debt, has spent more than \$1,000,000 on its development, last year added radio KGBS (then KABC) by buying it for \$700,000 and taking CBS affiliation away from KTSA. Until recently son George Jr., now at Miami headquarters, was gen. mgr.

In order to exercise option to own 30% of upcoming WUSN-TV, Charleston, S. C. (Ch. 2), due in Sept., Evening Post Publishing Co. (*Charleston News & Courier and Post*) has sold its radio WTMA (5-kw on 1250 kc, NBC) for \$153,000 to company headed by Charles E. Smith, pres., 40%, who also heads WTBO, Cumberland, Md.; George H. Clinton, v.p., 40% gen. mgr. of WPAR, Parkersburg, W. Va. and part owner of WBLK-TV, Clarksburg, W. Va.; David W. Jeffries, secy., 10%, WTBO chief engineer; Dorothy A. Marks, 10%. Newspaper firm does not participate with J. Drayton Hastie family in ownership of radio WUSN (250 watts on 1450 kc, MBS).

Latest maneuvers in Edward Lamb case (Vol. 10:20): On May 22, FCC filed opposition to Lamb’s motion in District of Columbia district court to enjoin Commission from going ahead with hearing. Commission’s ground is that Lamb is suffering no irreparable injury. On May 27, Commission filed motion to dismiss court case altogether, saying that Lamb hasn’t yet exhausted his administrative remedies and that Court of Appeals, not district court, has jurisdiction. Argument before district court is expected about June 11.

Applications for new TV stations on file with FCC now total 237, of which 34 are for uhf. Sole application this week was for Tulsa’s non-commercial Ch. 11, by State of Oklahoma, which has grant for KETA, Oklahoma City (Ch. 13). [For further details see *TV Addenda 18-U* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

Mrs. Hugh McClung has sold KYOS, Merced, Cal. (5-kw on 1480 kc, MBS) to Charles O. Chatterton, owner of KWLK, Longview, Wash., in association with Glen E. McCormick. Purchase price was \$180,000. Mrs. McClung retains her KHSL-TV & KHSL, Chico, Cal., and KVCV, Redding, Cal.

TV Code now has 225 subscribers, up 22 since last report at Jan. board meeting, according to report to NARTB Chicago convention by code review chairman John E. Fetzer. Thirty NARTB members don’t subscribe.

Steel for 1572-ft. tower of KWTW, Oklahoma City, world’s tallest under construction (Vol. 10:15), will be shipped starting in June. Ideco engineers expect erection to take 3-4 months.

News and Opinion on the Air

NARTB LIBRARY

THE ROAD TO RESPONSIBILITY

Full Text of Address by William S. Paley, Chairman, Columbia Broadcasting System Inc.
Before Convention of National Assn. of Radio & Television Broadcasters, Chicago, May 25, 1954

EDITOR'S NOTE: *This is a statement of principles and aims, cogently expressed and reflecting a maturity of knowledge and experience gained literally from the birth of today's great media of "audible" and "visual" journalism. It's a credo for management and a copy-book for the news & public affairs departments of TV-radio stations and networks, as well as for the schools training young newsmen for the profession. It was so intensely heeded and provoked such enthusiastic reaction at the convention, where Mr. Paley was presented the bronze plaque connoting NARTB's 1954 Keynote Award, that we commend a careful reading by everyone concerned directly or indirectly with this vital phase of broadcasting and telecasting.*

IN OUR TURBULENT industry today I have no lack of problems to choose for the topic of my talk this morning. Broadcasting gets broader all the time. The problems we have before us are numerous and complex and touch almost every phase of the broadcaster's world: his business and economic preoccupations; the technological developments of the medium; his relationship with government; his responsibility to the public at large. But you will permit me, I am sure, after acknowledging their very great importance, to put all but one of these categories aside and direct your attention to one significant aspect of our responsibilities to the public at large. And so, I have chosen as my topic: the broadcaster's role and responsibilities in the field of news and public affairs. This problem is neither transitory nor peculiar to any other segment of the industry. On the contrary, the proper exercise of a broadcaster's functions in this field is a responsibility which every broadcaster must face and the problems relating to it are common to each of us.

Another reason I want to discuss news and public affairs is because this part of a broadcaster's operation has long been close to my heart and uppermost in my mind; also because I believe that discussion and exchange of ideas on this topic may well lead to newer and more significant plateaus for every segment of broadcasting.

Ideas, Issues and Controversies

It is my belief that if we know what we are doing in the world of news and public affairs, we are *secure*: if we do not know, we are in danger—in danger of encroachments from government, in danger of criticism, destructive and deserved from other powerful organs of opinion, in danger of criticism from the thinking and leading citizens of our Republic.

Let me say that when I talk about news and public affairs this morning, I mean more than just what we call, in this business "the hard news." I mean also all the related fields—the opinion broadcasts, the debates, the feature projects, the documentaries, the panel discussions—as well as the direct on-the-spot coverage of news and public events as these occur. So here I am concerned not just with the raw news, the current happenings, but with the ideas, issues and controversies that concern the public.

At no period in our history has the function of news and public affairs broadcasting been so critical and important to our national life. The movement of world events on both the national and international scenes takes on increasing significance each day in terms of the welfare and security of each citizen.

These events not only affect *how* he lives, but, in some instances, *whether* he will live at all. Issues have become extremely complicated giving rise to intense emotion, to a deep longing for answers, and hence demanding greater knowledge and—above all—understanding. It is part of our democratic tradition that facts and exposure to other people's views and opinions have a way of driving out emotional prejudice and of leading the way to answers which are more nearly correct.

These conditions and circumstances provide the broadcaster with an unprecedented opportunity to move ahead in this field of news and public affairs. We have today within our grasp the opportunity to provide an extraordinary public service in a troubled world and, at the same time, to increase our stature and strength as broadcasters. But I must point out that one does not receive positions of public trust and of strength on a silver tray. They must be won by resolution, courage and performance. In these areas, I think, we still have quite some distance to go.

Difference Between Broadcaster and Publisher

Let me give you my reason for thinking so. Consider for a moment some of the significant differences between a broadcaster and the publisher of a newspaper, or, more broadly, the difference between what a radio transmitter does and a printing press does. The printing press came into being in a rudimentary, slow-moving society, in an excessively limited world. Even so, it needed several centuries of struggle to become as free as it is today and to be placed at the service of *all* the people, not just at the service of scholars or priests or governors or public administrators. In the vast present-day diffusion of printing we have undesirable comic books—but we also have great newspapers, an incredible world of magazines, and big books for a quarter. Editors today come from a line of men that have centuries of experience behind them in getting news printed and diffused against the pressures of persons who thought it shouldn't be. The press may not be as free as it likes, but it's plenty free. Through the years it has learned how to keep a manageable degree of freedom against the pressures of readers, advertisers, and powerful critics in government and other high places.

Now, by contrast, consider broadcasting. Against the centuries of hard-bought experience of the press, what have we? Why, we have about a quarter part of one century. Considering this pitiful little span of time, I think we've done rather well. I think it's remarkable that we have been as successful as we have—that we have learned things that have taken other people centuries to get the

hang of: the subtleties, traps and pitfalls that lie in the path of the unwary.

Another thing we had to learn in our beginnings—the hardest possible thing to have to learn fast: we had to learn what our new broadcasting medium was for. Some people thought broadcasting would be for education. Some thought merely that it would replace the phonograph. Some thought it would remake the world, which it hasn't. Some thought it would revolutionize politics, which it has. Some thought it would put newspapers and magazines out of business; instead, it joined them in an intense but friendly—well, sort of friendly—competition to carry the messages of editors and advertisers to greater areas than ever before.

But, of course, broadcasting did not limit itself to any one of these. Instead it became almost *all* the things that were imagined for it. And when television added broadcast sight to broadcast sound, broadcasting then became, and I am sure will always remain, the broadest means of interchanging, communicating and diffusing ideas, moods, sights, emotions, facts, images (should I say color?)—and also confusion—in the history of man. We now, in this industry, partake of the newspaper, of the magazine, of the stage, the movies, the concert hall, the lecture platform, the museum, the medical center, the university and the battlefield. To say nothing of the town meeting, the Senate committee room, the whistle stops of political campaigns and the auditoriums for great debate. Indeed, I think we can say, "Name it, and we are of it."

No wonder we are all a little confused. A grant of opportunities has been offered to us of this industry wholly unlike, in range and scope, any grant of opportunities to any other group of modern men. And it happened in a democracy! Which must make us eternally wary of abusing it.

"We Still Have a Lot to Learn"

Since by relative time we are newcomers to the field, we are short in tradition and we still have a lot to learn. The old-time newspaper editor, with his centuries of professional experience, was accustomed to letters saying "Dear Sir, you cur." He was accustomed to being horsewhipped by outraged ladies, and shot at, or indeed shot, by those who considered themselves libeled by some small, innocent item. He was also sued frequently, another painful form of the expression of displeasure.

I must say that I have no desire to stir up any additional public violence today. In this industry we should continue, as in the past, merely to shoot one another and not encourage the public to think that this pistol range is open to them, too.

Old-time editors used to take such threats and action in their stride, as a part of their occupation. I think we broadcasters can afford a certain amount of the same stride in the face of our letter-writing, telegraph and telephone critics. If we are fair and responsible in our decisions, we will gain the approval and the respect of the large majority of the people.

But, can we in all fairness and good conscience ask our medium to be as free of threats of boycott, as free of political pressures, as respected as the great newspapers of our country if we shirk our responsibilities in this field? We claim for ourselves, and quite properly I believe, the great historical and constitutional rights and privileges which have been maintained by the press of this country. We recognize the plain fact of our power for good or evil, through the enormous force of our media. Yet the question remains whether we enjoy in the public mind the status which is a natural corollary of our rights and privileges. I respectfully submit that we do not and that we will not until we have shown through clear performance that we have faced up to our opportunities and to our responsibilities.

But it is one thing to resolve to expend greater effort and courage in the field of news and public affairs. It is quite another—and far more difficult thing—to determine how to do it, and do it well.

For one thing, we cannot just imitate the press. With all the similarities between the press and broadcasting,

there are still powerful differences between us. And so, with all due deference to the press and its long established traditions, it can only set us on the road. We will have to do our own driving and find our own right way.

Ground Rules: Steps That Can Be Taken

I would not be so presumptuous as to say that there is any *single* right way. Each broadcaster will have to find his own. But I would like to suggest certain steps which might be taken by the broadcaster who finds some truth in my words and who, having not yet done so, wants to build a responsible and respected place for himself in this field.

First and perhaps most obvious, the operation of news and public affairs in a broadcasting organization should be given great emphasis and attention by top management. Top management should adjust itself to the fact that this area of the broadcaster's operation is at least as important as any of the other areas coming under his jurisdiction and supervision.

Second, a broadcaster must build a strong news organization—not in numbers, which is not in itself controlling, but in quality. Certainly he should choose the man to head his station's news operation or his public affairs operation, or both, as carefully and as thoughtfully as he would choose the head of his most important departments. Having been selected, this person must be invested with status and the proper authority.

Third, a broadcaster who wants to exercise his responsibilities in this field cannot go into it blindly if disaster is not to overtake him. For his own protection, as well as for the protection of his listeners, he must work out in advance well-defined and clearly stated general policies that will govern his operations.

I make no pleas for uniformity in the ground rules which each broadcaster establishes in this field. Only one basic tenet must be observed: There must be fairness and balance. No matter what the station owner's personal predilections—and he is bound to have them—there must be fairness and balance among all viewpoints.

The Policies Evolved at CBS

Beyond this fundamental principle, each station will doubtless work out its own ground rules in the exercise of its vital functions in the area of news and public affairs. The more different approaches there are—the more searching and experimentation there is—the better off all of us will be, for good new ideas will stimulate the competitive forces in this field as they do in other fields.

Reminding you, then, that ours is only one possible approach to a set of ground rules, I would like to outline the policies in this area which we at CBS have worked out over the years. I do so as an example of the thought processes that a broadcaster must go through in order to determine how to exercise the responsibilities in this area of his activities. Our policies, briefly, are these:

In news programs there is to be no opinion or slanting. The news reporting must be straight and objective.

In news analysis there is to be elucidation, illumination and explanation of the facts and situations, but without bias or editorialization.

In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity. I think we all recognize that human nature is such that no newsman is entirely free from his own personal prejudices, experience, and opinions and that, accordingly, 100 percent objectivity may not always be possible. But the important factor is that the news broadcaster and the news analyst must have the will and the intent to be objective. That will and that intent, genuinely held and deeply instilled in him, is the best assurance of objectivity. His aim should be to make it possible for the listener to know the facts and to weigh them carefully so that he can better make up his own mind. Our policies also provide that significant viewpoints on important controversial issues are afforded the opportunity of expression—largely through time periods which are allocated free of charge to outside people and organizations representing opposite

viewpoints. The programs in these periods take the form of straight talks, debates and panel discussions.

Keep Opinion Separate from News

Opinion broadcasts must be labeled for what they are. In particular, opinion must be separated from news. The listener is entitled to know what he is receiving, news or opinion, and if it be opinion, whose opinion.

In other types of information programs, such as the feature or documentary program, produced by us, the expression of opinion might properly take place. When it does take place, it should be by the decision of management or through the delegation of authority to a member of the staff producing a particular program. Such delegation, however, must be to one who is trained and responsible and in whose integrity and devotion to democratic principles we repose complete confidence.

When opinion is expressed in any type of information program—excluding news and news analysis where opinion is not allowed—opportunity for reply is given to the person with whom issue has been taken, or to a responsible spokesman representing an opposite viewpoint.

An advertiser who sponsors any type of information program produced by us does not thereby purchase, or in any way gain, any rights to control the contents of the program.

Programs presenting news, news analysis, discussion, debates, feature or documentary material, or on-the-spot pickups are under our direct control and supervision and we bear full responsibility for such broadcasts.

I have not as yet touched on the question of editorialization by the broadcaster—that is, opinion which he might express in his own name or in the name of the station or network.

The Broadcaster's Right to Editorialize

The broadcaster has the same right to editorialize and the same right to independent expression as the free press. I am not urging anyone to exercise this right. It is and should be a matter of personal preference. However, I would urge that we fight to preserve this right should it ever be threatened. In this connection, I would like to say that it is not the act of editorialization which puts the bite and the backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick; of having a schedule of unbiased news which covers all categories, national, regional and local; of having a fair and objective analysis of that portion of the news which calls for background and interpretation; of having a schedule of controversy in which the issues of concern to the listeners will get full and responsible airing; of having public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention.

The principle of fairness and balance is the cornerstone of our news and public affairs policy, as it should be of any broadcaster. I want to point out, however, that this principle cannot be reduced to a mathematical formula or even to a set of rigid rules which are self-executing and

will cover all the possible circumstances. In the free American broadcasting system, fairness and balance must be maintained through the exercise of fair and courageous judgment by the station or the network. And it must be recognized that there *is* a difference between men, ideas and institutions: some are good and some are bad, and it is up to us to know the difference—to know what will uphold democracy and what will undermine it—and then not to do the latter!

Some people may question the desirability of placing in the hands of the broadcaster this important element of control. To this point I would say that undoubtedly there may be abuses, as there are in other media. But I for one have enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the good will and the determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control. And let me remind you that those who would take this control away from the broadcaster are the ones who would put it in the hands of Government.

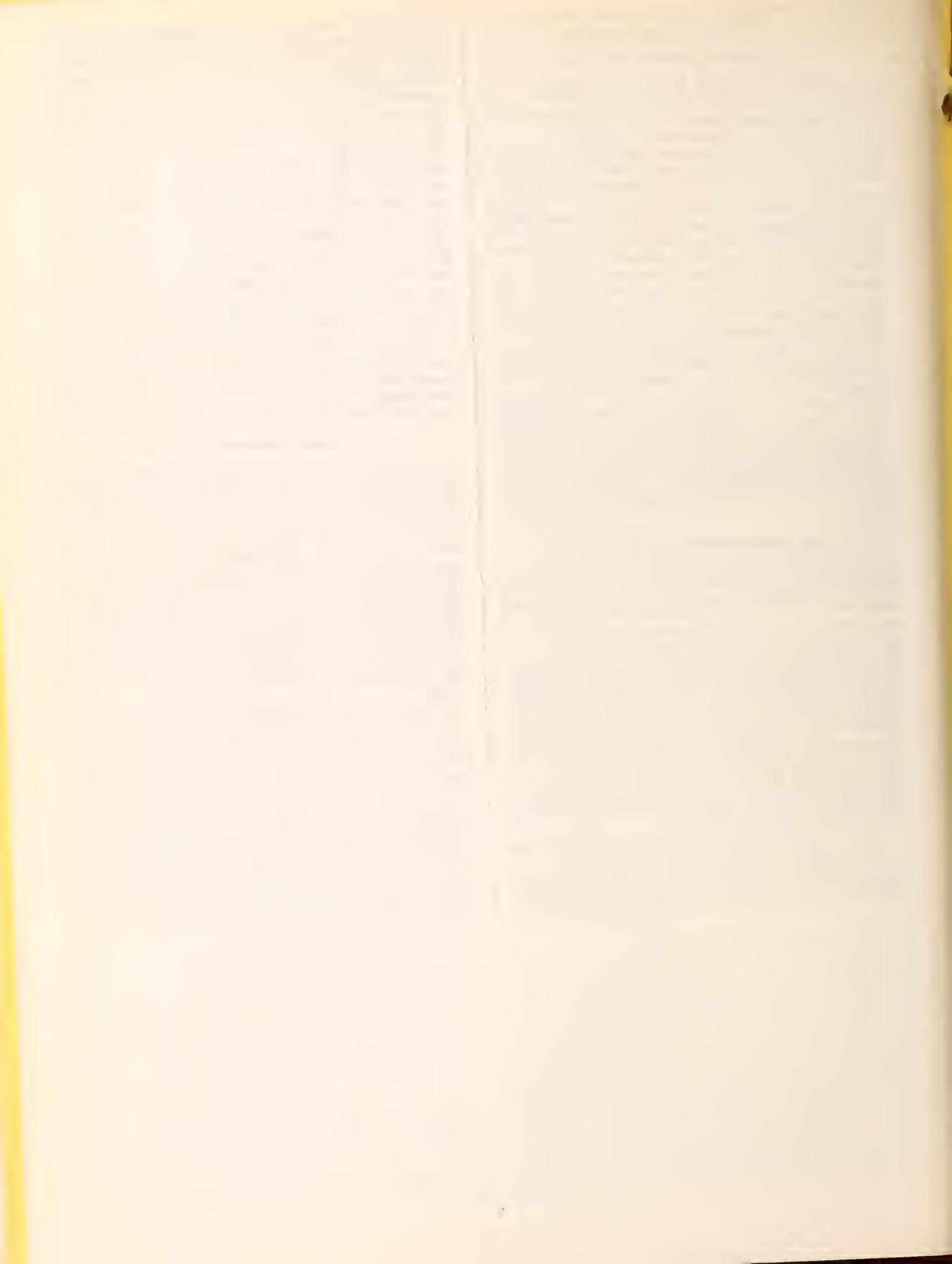
Here, then, are our thoughts and our ground rules, evolved through the years, on how best to exercise our responsibilities in the area of news and public affairs. You may disagree with some of them; you may have or develop better ones from which we at CBS may learn much.

"A Free and Autonomous Institution"

I would like to say, and perhaps you will agree with me, that too often public officials, legislators and other people in public life look upon the broadcasting organization primarily as an instrument created to serve their own purposes, whatever these may be. They do not sufficiently regard the broadcaster as a free and autonomous institution exercising to the best of his ability an influence and responsibility dedicated to the interests of all the people. The fact is—our own timidity in the vital areas of public information is self-perpetuating; it breeds pressures which in turn breed further timidity. Our excursions, by and large, into the responsible exercise of our functions in the field of news and public affairs are often too spasmodic, too tentative, or too sensitive to permit us to realize our own independence and stature. This, I say, must be corrected.

The important thing, whatever the ground rules you set for yourselves, is to consider carefully whether you shouldn't increase your activities and your emphasis in the significant field of news and public affairs. If you do so—if you develop an active, responsible and eager organization—if you move vigorously into this area, you will, I am convinced, do the country and broadcasting an enormous service.

I have made these suggestions today because I am proud of broadcasting and I want to see the broadcaster seize the extra opportunities which are within his grasp and thereby raise his status among the people he serves. If he does so he will be putting himself into the stream of life which brings meaning, satisfaction and a sense of achievement which cannot be matched by any other kind of reward.



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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1954 TV TIME SALES TO TOP \$600,000,000: We guesstimated 1953 TV time sales would be somewhere between \$450,000,000 & \$475,000,000 -- and FCC's figure, which is official, was \$430,800,000 (Vol. 10:21). Again giving ourselves a 5%-plus-or-minus leeway, we venture out on the proverbial limb once more and estimate the figure for this year will surpass \$600,000,000. That's based on increasing TV network time sales, which jumped 44% to reach \$99,928,000 in first 4 months of this year alone (see latest PIB figures, Vol. 10:22); on progressive increases in national spot and local business; on more stations on the air; and on generally higher station & network time charges.

Bear in mind the \$600,000,000 figure represents gross time sales alone. For all TV advertising expenditures, including talent & production, McCann-Erickson's 1953 estimate for Printers' Ink put the 1953 figure at \$688,700,000 (\$529,700,000 national, \$159,000,000 local), which we think should go up this year to considerably more than \$800,000,000 -- possibly as high as \$900,000,000. On authority of CBS's Frank Stanton, the industry can look forward to "TV advertising expenditures of the order of \$1.25 billion by 1957 or 1958" (Vol. 10:14).

How do TV's 1953 time sales of \$430,800,000 compare with radio's? FCC audit won't be available until July or Aug., but the 1954 Broadcasting Yearbook in Jan. estimated radio's 1953 net time sales at \$498,428,000, or about 5% ahead of all-time peak achieved in 1952. Without in the least disparaging radio, it's to be doubted whether 1954 radio figure will go up much -- what with network decline (lower rates due again soon) and relatively static number of stations. It will be disputed -- and we hope we're wrong -- but radio as a whole seems to have reached a "plateau."

But youthful TV, with only 384 stations on air now and probably no more than 435 by year's end, is still bursting its britches. Time sales were mere \$500,000 in 1946, \$1,900,000 in 1947, \$8,700,000 in 1948; then shot up to \$34,300,000 in 1949, \$105,900,000 in 1950 -- all non-profit years. They were \$235,700,000 in 1951, then \$324,200,000 in 1952, \$430,800,000 in 1953 -- profit years. (For FCC figures on 1946-1952 TV and radio revenues, expenses & earnings, see TV Factbook No. 18, p. 370.)

DOERFER RENAMED, CHAIRMANSHIP IN DOUBT: FCC Comr. John C. Doerfer, Wisconsin Republican, won reappointment this week to 7-year term from June 30 -- and, with no word yet on renaming of now acting chairman Rosel Hyde to Commission chairmanship, it's being assumed by many that Doerfer will be designated for that job following Senate confirmation. Senate hearing on confirmation is expected within week or 10 days, with all likelihood of approval, though Sen. Bricker's Interstate Commerce Committee may well seek to extract pledges from him regarding current uhf problem and effort may be made to pin "McCarthy" label on him because the embroiled Wisconsin Senator had approved him. Actually, he's a protege of Gov. Kohler, was first slated for the Federal Power Commission or the Securities & Exchange Commission, was endorsed by entire Wisconsin GOP delegation when appointed by President Eisenhower in March 1953. He joined FCC April 15, 1953 to fill out unexpired term of resigned Comr. Jones, who

had been succeeded by Democrat Comr. Eugene Merrill who failed to get reappointed. Doerfer is 49, a lawyer, ex-chairman of Wisconsin Public Service Commission. Possibility of his designation as chairman seems enhanced by fact White House, despite industry pressures (perhaps because of them), allowed the popular Chairman Hyde's chairmanship to expire April 30. It has indicated favor of one-year rotations on independent agencies, left it to fellow commissioners to elect Hyde acting chairman. Next FCC vacancy is due June 30, 1955 when Comr. Hennock's term expires. A New York Democrat, her reappointment is unlikely in light of the Senate Judiciary Committee's failure to confirm her nomination in 1952 to a Federal district judgeship.

VHF FORCES MAP UHF HEARING STRATEGY: Senate's hot uhf hearing is now due to resume June 15-18 -- and vhf leaders welcomed the extra time to marshal heavy support for their arguments that the Potter subcommittee shouldn't "help uhf by hurting vhf."

Uhf operators, too, working through their 2 organizations, held more strategy huddles during the week to determine the best way to demolish the arguments they anticipate the vhf and major network witnesses will use at the hearing.

And NARTB, caught in the middle, tried hard to pour oil on troubled waters.

As hearings developed into battle royal between TV's haves and have-nots, it became obvious the communications subcommittee couldn't wind up the hearings in the 2 days originally allotted for them this week -- hence the postponement until 1:30 p.m. Tue., June 15, when Senators begin 3½ more days of fact-finding.

So far, 23 witnesses are slated to appear -- and it's safe bet that at least half-dozen more will be added by June 15. Not only will the vhf stations and the networks get their innings, but the uhf stations get chance to reinforce their case which so impressed the Senators during first phase of hearings (Vol. 10:21) -- with about 10 more uhf spokesmen still due to appear. FCC members are expected to get another grilling before sessions conclude. (Tentative list of witnesses on p. 14.)

* * * *

The informal "organization" of vhf telecasters, spawned in the corridors at last week's Chicago NARTB convention (Vol. 10:22), swung into high gear this week, directed by a high-powered "steering committee" of vhf old-timers and coordinated by Washington communications attorney Ted Pierson (Pierson & Ball).

Beating the drums for maximum industry support, the group May 28 telegraphed all vhf operators, grantees and applicants -- some 600 in all -- outlining its stand and urging them to join in presentation. Vhf group's platform, as outlined in wire:

Opposition to uhf-backed proposals to eliminate vhf-uhf intermixture, to reimpose freeze, to move all TV into uhf, to reduce or limit coverage of vhf stations. Support for "all reasonable and proper steps to encourage production and distribution of all-channel tuners," and use of booster stations to fill "holes" within uhf stations' coverage areas. Vhf committee pledged to "support constructive steps, but oppose all having adverse effect on the medium."

Wire was signed by informal steering committee consisting of Robert Swezey, WDSU-TV, New Orleans; Henry Slavick, WMCT, Memphis; P.A. Sugg, WKY-TV, Oklahoma City; Lawrence H. Rogers, WSAZ-TV, Huntington, W.Va.; J. Leonard Reinsch, Cox Stations; Jack Harris, KPRC-TV, Houston; Harold Hough, WBAP-TV, Fort Worth; Paul R. Bartlett, KFRE, Fresno, Cal. (vhf applicant).

Replies had come in from about 100 stations by week's end -- all but 2 of them endorsing the platform. Vhf organization intends to present 6 witnesses -- as yet unidentified -- to tell vhf's side of story.

* * * *

Trying to soothe ruffled tempers of some uhf members who took offense at his convention remarks and at NARTB's belated request to participate in hearing, NARTB pres. Harold Fellows June 4 issued this "memo" to all NARTB members:

"In the backwash of the recent convention, there have been some indications of disturbance among TVmembers of the Association that my public remarks at the convention indicated a disposition to 'take sides' in the current uhf [hearings].

Perhaps it is best to clarify this matter presently before the misunderstanding becomes magnified by further erroneous interpretation.

"By direction of the NARTB TV Board, I will appear before the [sub]committee when hearings resume June 15. I will not 'take sides' and, indeed, am not authorized to do so. In this, as in other so-called 'segmentized' problems within the industry, the Association's testimony will be directed to developing -- through statistics, research and similar reports -- a factual presentation for the benefit of the committee in its deliberations. This summary will be straightforward, historical, chronological; its objective will be to present TV developments in this country to date."

Earlier, Fellows accepted invitation by Harold Thoms, acting pres. of UHF Industry Coordinating Committee, to informal meeting with some uhf representatives on eve of resumption of hearings. Accompanied by TV v.p. Thad Brown, Fellows will confer June 14 in Washington with Thoms and other UHF Committee officials.

* * * *

Sen. Johnson (D-Colo.) refuses to admit defeat in his battle to remove excise tax from receivers with uhf tuners (Vol. 10:20-22). Though Senate Finance Committee voted last week not to incorporate any excise tax changes into current tax revision bill, the Senator stated he'll try to add his amendment to another tax bill later. While odds are against Finance Committee approving such an amendment, Johnson feels it would be difficult for it to continue to ignore the Potter subcommittee's unanimous approval or the overwhelming industry support for his proposal.

MD. EASTERN SHORE'S FIRST, CANADA'S 11th: First new uhf to take air in last 6 weeks -- WBOC-TV, Salisbury, Md. (Ch. 16) -- begins regular test patterns June 7 (9 hours daily) in wake of this week's sporadic tests that brought reports of excellent signals over flat terrain that is ideally suited for uhf. In center of rich, populous Delmarva peninsula, it's 85 air miles from both Baltimore and Washington, will begin regular programming week of June 21 to deliver ABC & DuMont shows from Baltimore, along with Baltimore Orioles games, via own microwave relay at East Newmarket, Md. Gen. mgr. Charles J. Truitt claims station opens up brand new Grade A service area, with 75-80% of TVs already converted. It uses 1-kw RCA transmitter, 600-ft. Wind Turbine tower with 47-ft. RCA antenna. Base rate is \$200, no rep yet named.

CHCH-TV, Hamilton, Ont. (Ch. 11) began test patterns June 4, starts regular programming June 7 -- Canada's 11th station, 5th privately owned. It will be first in Canada to carry Admiral-sponsored Bishop Sheen show. Located 36 mi. from Toronto, still exclusive CBC territory, and 56 mi. from Buffalo, it's jointly owned by radio stations CKOC, CHML and Hamilton Spectator's CJSH-FM. CHML's Ken Soble is gen. mgr., S.J. Bibby asst. mgr. Base rate is \$300. Reps are Adam Young (U.S.) and All-Canada.

* * * *

Note: Another manifestation of faith in uhf, which can boast quite a few successful operations despite adverse impression created at Senate hearings (see p. 2), is deal whereby Knoxville's WTSK-TV (Ch. 26) is being sold for \$300,000 to radio operators of Evansville, Ind. (for details, see p. 14). Station is CBS-DuMont outlet which began operating last fall just about same time as did vhf (NBC), so that there's little or no conversion problem. It's operating in red, though close to the break-even point; buyers, having seen uhf work well in their own uhf-only territory, feel confident they can put the station over in intermixed area.

FCC GRANTS 4, MERGERS & DROPOUTS CONTINUE: This week's 4 CPs comprised 3 vhf's, one of them educational, and one uhf -- all the commercial grants coming after dropouts of competitors. FCC thus demonstrated its intention of continuing normal granting procedure despite current uhf-vhf controversy (see p. 2).

The week's grants: Munford, Ala., Alabama Educational TV Commission, Ch. 7; Ft. Smith, Ark., American TV Co. (interlocking with KWHN), Ch. 5; Mansfield, O., Fergum Theatres, Ch. 36; Oak Hill, W.Va., WOAY, Ch. 4.

Ft. Smith CP came from final decision after George Hernreich dismissed with agreement allowing him to obtain 50% of grant. Oak Hill grant was made possible by dropout of WJLS, Beckley, which has 4-year option to purchase 40%. Comr. Hennock

dissented from both, saying she feared monopoly. Fergum Theatres obtained the Mansfield grant after Mansfield Journal decided not to continue with hearing.

Arguments that come up during hearings continue to occupy much of the FCC's time. Among current crop of actions was turndown of latest protest of WGVL, Greenville, S.C. (Ch. 23) against grant of transmitter site on nearby Paris Mt. to vhf WSPA-TV, Spartanburg, and rejection of Zenith Radio Co.'s assertion that CBS violated its STA for Ch. 2 in Chicago by buying Chicago Arena for new WBBM-TV studios.

Novel angle came up in Ch. 3 fight between WREC and WMPS, Memphis. WREC had urged that hearing delve into program WMPS had carried discussing Dr. Kinsey's book "Sexual Behavior of the Human Female." Examiner rejected WREC's argument and latter appealed to full Commission. FCC upheld the examiner, but Comrs. Doerfer and Lee dissented. In his statement, Doerfer said:

"No responsible person denies the necessity of parental supervision of their children in a discussion of sex problems and abnormalities. Here there can be drawn a reasonable inference that an invited guest was 'present' in numerous playrooms, homes and recreation centers discussing sex when a maximum number of children would be listeners without supervision.

"Although this Commission may be powerless to censor program material or to time it, it certainly need not reward or encourage a lack of good judgment and calousness with a television grant." Lee merely said: "In the absence of further information concerning what this station did about the disputed program, I dissent."

BOOSTER-SATELLITE APPROVALS PROBABLE: Granting of small "repeater" TV stations -- in form of boosters and satellites -- seems more likely than ever. As we've pointed out before, if a uhf telecaster came to FCC with request for waiver of the rules to permit installation of repeaters to fill holes in his "normal" coverage area, he'd probably get approval pronto (Vol.10:7). There are now indications that Commission is willing to go even further -- if it will help uhf.

The real paradox is this: The uhf telecasters whom FCC is anxious to help aren't the ones prepared to spend money for the boosters or satellites, while the vhf telecasters who are ready, willing and able to build, have been getting a deaf ear. It now looks as if the vhf folk can get somewhere -- if they propose uhf satellites. Their chances of getting vhf boosters are something else.

Things should be coming to a focus soon. The FCC has before it 2 petitions: Sylvania, for approval of uhf satellites (Vol. 9:38); WSM-TV, Nashville, for go-ahead on vhf boosters (Vol. 9:45). In addition, 2 uhf experiments are going on: Ben Adler's uhf booster in New Rochelle, N.Y. and Bridgeport, Conn., and RCA's uhf booster in Vicksburg, Miss. (Vol.10:17). Related activity is Sarkes Tarzian's plan to deliver programs to three uhf near-satellites from his vhf WTTV, Bloomington, Ind. (Vol.10:7).

Sylvania's experiments in Emporium, Pa. and its subsequent petition were regarded by FCC as extremely complete. WSM-TV pioneered new techniques with its vhf booster in Lawrenceburg, Tenn., brought good signal to town; just this week, however, station informed FCC that it has nothing more to learn from experimenting and that commercialization is next step. Ben Adler says he's more convinced than ever about practicability of uhf boosters. RCA engineers seem to have no doubts at all that Vicksburg operation will be complete success.

* * * *

Comments by Comr. George Sterling and Broadcast Bureau chief Curt Plummer at NARTB convention (Vol. 10:22) demonstrated receptivity of Commission to concept of satellites and boosters. Then why doesn't FCC act? Answer is simple: Whole uhf situation is so ticklish that Commission will do absolutely nothing affecting allocations until Potter hearings are over (see p. 2).

Discontinuance of WSM-TV's Lawrenceburg Ch. 4 booster will make a lot of folk unhappy. Residents have become accustomed to getting good signals for the 3-days-a-week booster which has operated under experimental requirements. Their Congressman Pat Sutton urged commercialization a year ago (Vol. 9:17). Completely cut off now, constituents are likely to raise a new howl.

WSM-TV pres. Jack DeWitt, in letter to FCC June 2, stated that nothing can be gained from further experiments, but added: "If the Commission wishes to authorize WSM Inc. to continue operation of the booster station in order to bring an improved service to the people of Lawrenceburg, we shall, of course, be glad to carry out such an authorization on any basis not requiring adherence to an experimental proposal."

WSM-TV also reminded the FCC that it had once proposed to operate uhf satellites but got turned down. Chances now are that the Commission may prefer uhf satellites operated by uhf or vhf originating stations but that vhf boosters operated by vhf stations are less likely to be approved.

Cost of boosters isn't great. Most talk is about 10-15 watt units to sell for \$2-3000, though one guess is \$10-15,000. Satellites are considerably more complex because they operate on a different channel from originating station. It's expected they'll cost many times more than boosters.

Personal Notes: Benedict P. Cottone, ex-FCC gen. counsel, severs his connection with law firm of Lucas & Thomas June 21 and opens his own office at 1631 K St. NW, Washington (phone Republic 7-7795) . . . J. Glen Taylor, General Teleradio Inc. v.p., appointed exec. asst. to pres. Tom O'Neil; he was originally with parent General Tire & Rubber Co. . . . Steven Krantz promoted to WNBT program director, Steve White to WNBC program director, both jobs previously held by Dick Pack, resigned . . . Ralph Colin, CBS director & gen. counsel, members of law firm of Rosenman, Goldmark, Colin & Kaye, elected to board of trustees, Museum of Modern Art . . . G. Richard Shafto, v.p. & gen. mgr. of WIS-TV & WIS, Columbia, S. C., elected to BMI board . . . Judge Justin Miller, retired chairman of NARTB, now associated with Los Angeles law firm of McClean, Salisbury, Petty & McClean, one of whose partners is Don Petty, ex-gen. counsel of NARTB . . . E. K. Hartenbower, gen. mgr. of KCMO-TV & KCMO, Kansas City, reelected to NARTB radio board as District 10 director . . . Ben B. Baylor Jr., ex-WMAL-TV & WMAL, Washington, recently with KEDD, Wichita, on June 1 became v.p. & gen. mgr. of upcoming WINT-TV, Waterloo-Ft. Wayne, Ind. (Ch. 15), due on air about Sept. 1; head of project is R. Morris Pierce, Cleveland, whose former associates at WGAR (John Patt, Worth Kramer, Sibley Moore, Carl George) have acquired minority interests in WINT-TV . . . Charles L. Kelly named TV mgr., Robert W. Jonscher mgr. of radio, WMAL-TV & WMAL, Washington, in split operations effected this week by v.p. & gen. mgr. Kenneth H. Berkeley; Neal J. Edwards continues as WMAL-TV sales mgr., Charles D. Bishop program mgr. . . . Charles W. Stone, ex-mgr. of WTVU, Scranton, joins WCPO-TV, Cincinnati . . . Wm. Koster, WPJB, elected pres. of Rhode Island Broadcasters Assn., acting pres. Norman Gittleson, WJAR-TV, becoming v.p. . . . Richard Golden named director of CBS Radio network sales presentations, Frank Nesbitt promoted to director of sales development . . . Joe Thompson and Roy Neal will handle west coast operations of Dave Garroway's 7-9 a.m. *Today* when it's extended to coast off line via kine Sept. 27 . . . Eugene Carr replaces Roy D. Moore, deceased, as pres. of Ohio Bestg. Co., subsidiary of Brush-Moore Newspapers, and operator of Ohio radio stations WHBC, Canton, and WPAY, Portsmouth, and Ch. 29 applicant for Canton; Gordon Strong now pres. of Brush-Moore . . . John Boor, ex-KMO-TV, Tacoma, named chief engineer of KCTS, Seattle (Ch. 9, educational) due next fall; Milo Ryan, assoc. prof. of communications at U of Washington, will be program director . . . Paul Tiemer, ex-Raymer Co. New England mgr., named Boston office mgr. of upcoming WMTW, Poland, Me. (Ch. 8), due in July . . . Norman A. Swetman, ex-WSUN-TV, St. Petersburg, named producer-director at WTRI, Albany-Schenectady-Troy . . . Irving Welch named commercial manager of WEAR-TV, Pensacola, Fla., succeeding

Tom Bloski . . . Harry C. Babb Jr. named station manager of WJDM, Panama City, Fla., succeeding George C. Blackwell . . . Bob Myers has succeeded M. D. Hunicutt Jr. as chief engineer of WCIA, Champaign, Ill. . . . Leo Howard succeeds S. H. McGovern as gen. mgr. of KGTV, Des Moines, with Thomas J. Kelly named program director, Walter Hariu chief engineer . . . V. E. Tinsley named commercial mgr., Edw. F. Joslyn program director of KVDO, Corpus Christi (Ch. 22) due on air this month . . . Jay Scott, ex-program director, promoted to gen. mgr. of WJTV, Jackson, Miss., replacing John Rossiter, now mgr. of KBMT, Beaumont, Tex.; Frank Willis named commercial mgr. . . . Elmer W. Lower, CBS-TV Washington director of news & public affairs, appointed to newly created post of mgr. of news & public affairs under director Sig Mickelson at N. Y. headquarters.

Celebrated Edward Lamb "communist" case (Vol. 10:22) finally goes to hearing July 28, FCC having set that date this week. Issues listed by FCC are: Did Lamb testify falsely when he stated he never advocated Communism? Did FCC investigators try to get false testimony against Lamb and attempt to use bribery in the process? Columnist Drew Pearson plunged into case this week, citing affidavit stating who is supposed to have offered bribe to whom. FCC and Lamb attorneys (ex-U. S. Attorney General J. Howard McGrath & Russell Brown) will argue latter's motion to call whole FCC inquiry off—before Judge Tamm in District of Columbia district court June 11.

H. L. Hunt's "Facts Forum" still is entitled to tax-free status as an educational organization, Internal Revenue Service ruled after study of the Texas multimillionaire's organization, which includes TV-radio *Facts Forum* program as well as *Reporters Roundup*, *State of the Nation* and *Answers for Americans*. Special House committee investigating tax-free foundations has announced it is going over *Facts Forum* scripts as result of charge by committee member Rep. Hays (D-Ohio) that the program is a "propaganda machine" for political purposes.

New setup of stockholders in WITV, Ft. Lauderdale, Fla. (Ch. 23), as result of transfers of stock approved by FCC this week: Mortimer Loewi, pres., 21.1%; George W. English Jr., secy., 21.1%; E. J. Richardson, v.p., 6.3%; Don McCullough, Detroit auto dealer, 10.55% (acquired by \$25,000 purchase from L. Coleman Judd); James Kirkwood, of Fayetteville, Pa., 7.4% (acquired by purchase from holdings of Mr. Richardson); Russell E. Lowell, 14.1%; Robert W. Standart, sales mgr., .3%; Wm. Latham, chief engineer, .2%.

Robert E. Chapman, 49, since 1926 with Oklahoma Publishing Co., recently director of operations of its WKY radio, died May 26 of cerebral hemorrhage.

Telecasting Notes: "TV film production is now concentrated largely in the hands of 11 or 12 major companies, with a light sprinkling of independents. It's settling down just as the movie and auto industries settled down." Thus *Wall Street Journal* reporter David Kenyon Webster quotes v.p. of one of nation's largest banks (unnamed) in June 1 article on the coming of stability to TV film industry. Comprehensive story relates that while many shoe-string organizations have dropped out (one TV producers' organization "started with about 90 members in 1949 and now has 4"), the remaining "majors" are enjoying good business . . . For example: Ziv-TV, whose janitor force today "is larger than [its] whole organization 3½ years ago," expects to make 250 half-hour shows this year, double 1953's volume; Hal Roach Jr. reports 250% increase this year; Screen Gems (Columbia Pictures) 300%, with \$5,000,000 gross sales for fiscal year ending in June; Gross-Krasne (*Lone Wolf* and *Big Town*) expect to gross \$3-4,000,000 this year, double last . . . Profits are higher, too, Hal Roach reporting net of more than 5% above last year, 5 companies affiliated with Gene Autry reporting 20% boost. Wm. Brody, who produces *Wild Bill Hickok* for Kellogg Co. says his new long-term contract "allows me to make \$75,000-100,000 a year and own my own films" . . . Bankers are taking more sympathetic attitude toward financing TV films, *Wall Street Journal* also reports, quoting Bankers Trust Co. and others as anxious to further increase their activities in this field, which they now find an excellent risk and "highly satisfactory from business standpoint" . . . "The major studios, which less than 2 years ago barred all use of clips from their films (old or new) on TV, are now eager to accommodate video with footage," says June 2 *Variety*, adding that special 16mm clips are now being prepared especially for TV. "One studio, for example, has made it standard operating procedure, preparing a 16mm TV clip for every picture coming off the lot," making 100 prints of each clip available

Microwave for community antenna service, granted by FCC to J. E. Belknap & Associates recently (Vol. 10:19), was attacked this week by WMCT, Memphis, which petitioned Commission for rehearing and charged that grant is illegal in that it undertakes to authorize Belknap "to do illegal acts in the pirating of programs." WMCT asks FCC to hold hearing to determine whether Belknap intends to transmit station's programs, whether WMCT's property rights would be infringed, extent of FCC's jurisdiction over community systems, etc. In Canada, meanwhile, Justice Cameron ruled in Exchequer Court that distribution of live football game via cable doesn't violate copyright. Case was brought by sponsor Canadian Admiral Corp. against Rediffusion Inc. which distributes programs to homes in Montreal. Judge said copyright would be violated only if performance were "public" and he stated home TV is "private." He added: "The court also rules that there is no copyright whatsoever in the live reproduction of a local football game and that copyright could only exist where there is a reproduction through films."

Community antennas and master TV antennas would be specifically exempted from 8% Federal communications service tax under amendment to tax revision bill (HR-8300) to be proposed by Sen. Magnuson (D-Wash.). House-passed tax bill is now before Senate Finance Committee which has taken firm stand against such exemptions (Vol. 10:22).

Booster in Lawrenceburg, Tenn., operated experimentally by WSM-TV, Nashville, was inspected recently by H. Goto, chief engineer of Japanese govt. TV-radio system, who told WSM pres. J. H. DeWitt that boosters and satellites are answer to adequate coverage in mountainous Japan.

for free plugs on TV stations" . . . Praise of fee-TV by MPAA pres. Eric Johnston last week (Vol. 10:22) brought anguished protests from exhibitors—Theatre Owners of America pres. Walter Reade (who owns uhf WRTV, Asbury Park, N. J.) saying Johnston's remarks betrayed "a lack of understanding of the economics of the motion picture and TV industries" . . . Film Daily dispatch from Japan reports Barry, Enright & Friendly, 677 Madison Ave., N. Y. (*Juvenile Jury, Life Begins at 80, Winky Dink*) arranging for 52 TV shorts to be made in Manila, Hong Kong & Tokyo under title *Cargoes East*, budgeted at total of \$300,000 . . . Comic strip *The Heart of Juliet Jones*, syndicated by King Features to 251 daily, 37 Sun. newspapers, being shot as telefilm series by MPTV, directed by Charles Irving . . . New Class AA rates: KPIX, San Francisco, adds Class AA (7:30-10 p.m. daily) at \$1250 hour, \$260 min., Class A (including 6:30-7:30 p.m.) remaining unchanged at \$1100 & \$220; WBZ-TV, Boston, July 1 raises Class AA (8-10:30 p.m. Mon.-Sat. & 7-10:30 Sun.) from \$1800 to \$2000, min. from \$360 to \$400; WTVJ, Miami, July 1 raises Class AA (6:59-10:30 p.m.) from \$800 to \$900, 20-sec. \$160 to \$180; WDSU-TV, New Orleans, July 1 adds Class AA (7-10 p.m. daily) at \$700 an hour, \$150 per min., also new Class D . . . Other rate changes: WSJS-TV, Winston-Salem, July 1, Class A hour from \$400 to \$450, min. from \$80 to \$90; WIBW-TV, Topeka, Aug. 15, from \$300 to \$400 & \$60 to \$80; WNEX-TV, Macon, Ga., cuts hour from \$200 to \$150, min. \$40 to \$30 . . . George W. Clark rep firm shifts headquarters from Chicago to New York offices at 11 W. 42nd St., where Mr. Clark takes charge; Robert L. Brockman, remaining in Chicago, promoted to midwest division mgr. . . . Bertha Bannan, long-time regional rep in New England, merges with Walker Representation Co. Inc., which opens Boston office at 80 Boylston St. with Wm. A. Creed as sales mgr. . . . New reps named: WLBR-TV, Lebanon, Pa. to Burn-Smith; up-coming KVDO, Corpus Christi, to Adam Young.

Experiments with pay-as-you-see system in Palm Springs, Cal., were suspended May 15 until Oct. 15. Paramount Pictures pres. Barney Balaban told stockholders this week that tests by subsidiary International Telemeter Corp. "clearly established the technical proficiency of the system and the willingness of the public to pay for quality TV entertainment in their homes." He didn't give reason for suspension of tests. Balaban also reported that Telemeter has developed electronic memory devices for electronic computers under research contracts with Office of Naval Research and Air Force, and is negotiating with other govt. agencies.

Publicist Edward L. Bernays' latest panaceas for improvement of TV commercials, as proposed in June 7 *New Leader*: (1) "Network and station policy-makers, advertising agencies as well as sponsors, should face the obvious fact that commercials are at least as important as any other aspect of the program . . . Creative craftsmen, skilled at producing the necessary auditory, visual and esthetic impacts, should replace the unskilled mediocrities who now function." (2) "A research foundation should be established by the industry before it is too late, and one of its tasks should be to explore the impact of the TV commercial."

British Govt., long in the TV business through its BBC, this week found itself in the movie business as an indirect result of TV. Govt.-owned National Film Finance Corp. foreclosed on British Lion Film Corp., one of Britain's biggest producers, when it couldn't repay \$8,400,000 loan, blaming TV competition. Govt. is expected to form production company and continue British Lion's film production.

Network Accounts: Firestone simulcast Mon. 8:30-9 p.m. seems almost certain to go on ABC—but probably not until fall, since no decision has been reached with only one week to go before it leaves NBC June 14 (Vol. 10:20). In past years, *Voice of Firestone* continued without interruption through summer. ABC played trump card this week in offering to rent its 3664-seat Paramount Theatre in Times Square to Firestone as studio each Mon., with free admission to audience. If Firestone accepts, screen would be dark for several hours Mon. morning for rehearsals, reopen for matinee, close again for Firestone dress rehearsals and show, then reopen for midnight movie. Robert M. Weitman, ABC-TV program & talent v.p., who made offer, said approval of all unions involved had been granted . . . Westinghouse to sponsor series of stage dramas, *Best of Broadway*, in color on CBS-TV every 4th Wed. 10-11 p.m. in fall, thru McCann-Erickson; will continue to sponsor *Studio One* . . . Campbell Soup Co. to sponsor *Lassie*, new series featuring famed movie dog, on CBS-TV starting Sept. 12, Sun. 7-7:30 p.m., thru BBDO . . . Chrysler buys *It's a Great Life* on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson . . . Dow Chemical Co. buys *Medic* on NBC-TV starting in fall, 3 out of 4 Mon. 9-9:30 p.m., thru MacManus, John & Adams, Detroit . . . Kool Cigarettes to sponsor *The Lineup* on CBS-TV starting in fall, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . Maxwell House to sponsor *Masquerade Party* on CBS-TV starting June 21, Mon. 9:30-10 p.m., thru Benton & Bowles . . . U. S. Tobacco Co. (Sano cigars) buys 78 partic. on NBC-TV's *Home*, Mon.-thru-Fri. 11 a.m.-noon, thru Kudner . . . Grove Laboratories (cold tablets) buys 58 partic. on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m., thru Harry B. Cohen Adv. . . Serutan (laxative) to sponsor *The Stranger* on DuMont starting June 25, Fri. 9-9:30 p.m., as summer substitute for *Life Begins at 80*, thru Edward Kletter & Assoc. . . Mutual of Omaha buys period following Gillette-sponsored fights on NBC-TV Fri. 10 p.m. for new sports show, thru Bozell & Jacobs, Omaha . . . Toni switches *Dollar a Second* from DuMont to NBC-TV starting July 4, Sun. 10-10:30 p.m., thru Weiss & Geller . . . 4 new sponsors for *Bob Crosby Show* on CBS-TV, Mon.-thru-Fri. 3:30-4 p.m.: General Mills (Betty Crocker cake mix), thru BBDO; Toni, thru Weiss & Geller; S.O.S. Co. (cleanser), thru McCann-Erickson; C. A. Swanson & Sons (oleomargarine), thru Tatham-Laird . . . ABC-TV, for lack of sponsors and technical difficulties, to drop *Open Hearing* Thu. 9-9:30 p.m., and Sun. afternoon public affairs schedule comprising Martin Agronsky's *At Issue*, Elmer Davis commentary and Fact Forum's *Answers for Americans* . . . Aluminum Ltd. of Canada signs as partic. sponsor of *Omnibus* on CBS-TV in fall, Sun. 5-6:30 p.m., thru J. Walter Thompson.

Television Advertising Bureau's temporary headquarters in New York's Hotel Weston, opened this week, had as first staff member Robert Covington, promotion director of WBTV, Charlotte, on temporary loan to organize promotion dept. Executive committee (Vol. 10:22) is to meet shortly for membership campaign plans, following which permanent board will be elected by charter membership.

New copyright and program rights problems in transcriptions, community antenna systems, etc., is discussed briefly in Spring issue of Duke U's *Law and Contemporary Problems* by New York attorney Theodore R. Kupferman, writing on "Rights in New Media."

Sales Management's annual *Survey of Buying Power* edition, with its many tables of statistics on population, retail sales, effective buying income, etc., off the presses this week—an invaluable reference for sales and promotion depts.

Station Accounts: Ballantine Beer gets free time (Wed. 10:30-11 p.m.) on New York's WABC-TV currently for 13 weeks for re-runs of *Foreign Intrigue* films week after they're shown on WNBT, in frank effort of gen. mgr. John Mitchell to induce sponsor to continue it thereafter on pay basis after its time on WNBT is preempted in Aug. by live *Lux Video Hour*. Liebman Breweries similarly has been offered 50% time discount for Henry Fonda films for 26 weeks, provided it continues them at regular rates for 52 weeks thereafter. Making of these and other "deals" to bring over high-rated film shows from NBC and keys is part of outspoken policy of the ABC key in intensely competitive situation . . . Auto industry's heavy use of TV-radio (Vol. 10:22) is detailed in May 31 *Sponsor Magazine*, listing expenditure of \$6,700,000 by manufacturers for network TV alone, \$2,600,000 for network radio in first 3 months of 1954 vs. \$4,000,000 TV, \$1,500,000 radio same period of 1953. At network level, outlay amounts to \$6.53 per car vs. \$3.67 year ago—to say nothing of saturation spot campaigns (Ford alone spent \$1,200,000 in Jan. to introduce new models). Much national TV-radio advertising in auto field is dealer co-op (e.g., Lincoln-Mercury Dealers Assn. sponsorship of *Toast of the Town*), reports *Sponsor*, which lists 17 top auto makers and their TV-radio sponsorships . . . U. S. Rubber Co., for new Royal 8 tires, using local TV-radio spots, thru Fletcher D. Richards Inc. . . . 20th Century-Fox starts \$250,000 TV-radio "saturation" campaign in 160 markets, using open-end 20 & 60-sec. trailers, to plug new CinemaScope *Garden of Evil*, to be released in July . . . Warner Bros. backing up *Them!* with \$250,000 TV-radio-newspaper campaign . . . Among other advertisers reported using or preparing to use TV: H. J. Heinz Co., Pittsburgh (baby foods), thru Maxon Inc., Detroit; Procter & Gamble, Cincinnati (Dash detergent and Gleem toothpaste), thru Compton Adv., N. Y.; Rockwood & Co., Brooklyn, N. Y. (Chocolate Bits), thru Paris & Peart, N. Y.; Penola Oil Co., subsidiary of Esso Standard Oil Co., Detroit (Flit insecticide), thru McCann-Erickson, N. Y.; Seeman Bros., N. Y. (White Rose Redi-Tea), thru Cecil & Presbrey, N. Y.; Dro Inc., N. Y. (Dro insecticides), thru Kenneth Rader Co., N. Y.; Vigorelli Sales Co., Brooklyn, N. Y. (sewing machines), thru Bachenheimer-Lewis Adv. Agency, N. Y.; Nedick's Inc., N. Y. (bottled orange drink), thru Weiss & Geller, N. Y.; Pez-Haas Co., N. Y. (Pez candy), thru Wesley Associates, N. Y.

Armour & Co., which spends some \$10,000,000 a year on advertising, awards Henri, Hurst & McDonald Inc., Chicago, its canned meat & pet food accounts; Tatham-Laird Inc., Chicago & N. Y., sausage, ham, bacon, other smoked meats accounts; John W. Shaw Adv., Chicago, some detergents & shortenings and accounts of subsidiaries Jack E. Decker & Sons, Mason City, Ia., Drummond Packing Co., Eau Claire, Wis.; Columbus Packing Co., Columbus, O. Latter shift from Foote, Cone & Belding, which retains Dial soap & shampoo, 7 industrial divisions and Armour Labs accounts—amounting to about \$4,000,000.

Procter & Gamble's TV-radio billings for next season may hit \$40,000,000, reports *Variety*, all-time high for any company; its 7 weekly daytime serials on CBS Radio, all renewed, represent estimated \$7,500,000 in billings, giving that network SRO sellout 10 a.m.-4:30 p.m.

Everything except network radio is up in *Printers' Ink* national advertising index for first 4 months of 1954. National advertising as whole is up 11%, with shows network TV ahead 44%, newspaper, magazine & outdoor up 4% each, business papers up 3%, network radio off 6%.

It's Detroit Radio & TV Council now, instead of Detroit TV Council, with J. Walter Thompson's local TV-radio supervisor Win Holden as pres.

FIRST 3 RCA 12½-kw uhf amplifiers (Vol. 10:4,7) will be delivered in next 30-45 days to WBRE-TV, Wilkes-Barre, Pa. and to Youngstown's 2 stations—WFMJ-TV & WKBN-TV. Thereafter RCA plans to ship about 4 a month, with WSBT-TV, South Bend, and WHP-TV, Harrisburg, Pa., next on the list. Wilkes-Barre station, which gets first 12½-kw amplifier, also is expected to get the first of RCA's new super-gain uhf antennas, due for delivery this fall. New antenna provides gain of about 45 at low end of uhf spectrum, 60 at high end—about twice as high as standard RCA slotted antenna—will make possible ERP of 500-kw and more when used with 12½-kw transmitter.

RCA shipped 10-kw transmitter June 2 to WPBN, Traverse City, Mich. (Ch. 7), due on air in latter June or early July. On May 29, 50-kw RCA amplifier was shipped to WGAL-TV, Lancaster, Pa. (Ch. 8), and on June 4 a 50-kw amplifier went out to WHO-TV, Des Moines (Ch. 13).

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

WSAU-TV, Wausau, Wis. (Ch. 7), now has FCC approval of purchase of radio WSAU, plans to order equipment in 2-3 weeks, hopes for fall start, reports v.p.-gen. mgr. George T. Frechette. Construction begins soon, with plans to adapt WSAU Blaw-Knox tower and studio & transmitter buildings for TV. Rep not yet chosen.

KETC, St. Louis (Ch. 9, educational) now plans test patterns during second week in Aug. and programming late that month, reports gen. mgr. Richard J. Goggin. It will use 5-kw RCA transmitter, has been delayed by move of Ideco tower to new site between St. Louis U High and Oakland Stadium.

WEOL-TV, Elyria, O. (Ch. 31, allocated to Lorain) is having zoning difficulties over transmitter site, so hasn't set target date, reports gen. mgr. Alexander Buchan. It tentatively plans to order RCA equipment, 360-ft. tower. Rep not yet chosen.

Public hearings on adequacy of existing standards for marking and lighting of high towers will be held June 24-25 in Washington by special ad hoc study group of air coordinating committee. Largely pro forma, the hearings are concerned only with first phase of study—to determine adequacy of present standards—and not to determine ways and means of improving marking and lighting. Public hearings on possible changes in standards will be called if group determines present standards are unsatisfactory. Meanwhile, Navy invited ad hoc group to special flight June 10 around 1029-ft. tower of WTAR-TV, Norfolk, for pilot's-eye-view of tall guyed tower.

Libel suit for \$150,000 by TV-radio actor Joe Julian against publishers of *Red Channels* was dismissed May 25 by N. Y. Supreme Court Justice Saypol on defense motion after publication's counsel told court that introduction to the book cautioned readers that some innocents might have been included in its listings.

NARTB issues booklet, *Television and Youth*, based on 1951 survey of 1000 children in Ann Arbor, Mich., showing TV viewing didn't interfere with homework, made little change in habits of reading and hobbies.

"Smallest dynamic microphone ever developed for broadcasting use," the BK-6A, announced recently by RCA, weighs less than 6 oz., is small enough to be worn around performer's neck, clipped to lapel or completely concealed in hand.

British Marconi has sold 4 camera chains and associated equipment to Radio Televisao Difusora, Sao Paulo, Brazil (PRF 3), owned by Assis Chateaubriand.

WNYC-TV, New York City (Ch. 31), granted recently to Municipality of City of N. Y., plans to have transmitter and antenna in Municipal Bldg., Manhattan, but hasn't ordered equipment or set target, reports mgr. Seymour N. Siegel. With \$379,000 set aside for TV construction, city expects to ask for equipment bids soon, although fight looms over appropriation for operating expenses (Vol. 10:21). It will be non-commercial, but consideration is being given to "experimental pay-as-you-go plan with Phonevision or Skiatron or some other group, in connection with special services for doctors, dentists, etc." Studio at 500 Park Ave. is ready, has been used for last few years to produce TV films; additional space will be provided at Board of Education's WNYE (FM).

WJDW, Boston (Ch. 44), is trying for fall opening, reports grantee Jack Wrather Jr. of Beverly Hills, Cal., who also is half owner of KFMB-TV & KFMB, San Diego. "I am going ahead on engineering plans for the station and in the very near future will have finished the preparation of studio plans," he writes. Rep not yet chosen.

WOPT, Chicago (Ch. 44), which earlier reported Jan. 1, 1955 target (Vol. 10:8), now hasn't any target date, writes pres. Egmont Sonderling. It plans to use same tower as WTTW (Ch. 11), Chicago educational grantee, can't proceed until latter builds. WTTW had planned start next fall (Vol. 10:9), but recently pres. Edward L. Ryerson stated that lack of funds may delay start another year.

WCET, Cincinnati (Ch. 48, educational), with 1-kw RCA transmitter on hand, plans to begin test patterns in June, reports gen. mgr. Uberto T. Neely. It might begin 15-20 hours of weekly programming as early as July, definitely will do so by Oct. 1 at latest, he states. RCA antenna, mounted on WLWT's tower, will be 350-ft. above ground.

WQCY, Allentown, Pa. (Ch. 39), plans to use new 12½-kw RCA transmitter, expects to be in operation "in the latter part of Nov., 1954," writes mgr. Ogden R. Davies. Rep will be Weed.

TV receivers in 1953 accounted for about 10% of the total combined residential & rural consumption of electrical power in the U. S., according to NBC research director Hugh M. Beville, addressing recent convention of Public Utilities Advertising Assn. Because it's used more, he said, the TV set consumes more current annually than any other household appliance—averaging 4¾ hours per day. In 2 years between 1951 & 1953, electrical appliance advertisers more than doubled their network TV time expenditures, and in the first 2 months of this year the appliance field increased TV network outlays by 56% over same 1953 period.

Voice of America gets staunch support of famed journalist Eugene Lyons, expert on Russia, in June *Reader's Digest* article titled "How Good Is the Voice of America?" So does Radio Free Europe. Case examples are cited of their "pulling power" in the way of responses and defections from the Soviet. That VOA is getting under their hide is also attested by fact that "Soviet Russia spends more on jamming the Voice of America than this whole global effort costs us."

"Whoever controls your TV set is really the head of your house," Rev. Edwin B. Broderick, TV-radio director for N. Y. Roman Catholic Archdiocese, advised parents in sermon at St. Patrick's Cathedral. "Use TV as a worthwhile family experience and not as a chamber of horrors or a built-in baby sitter," he said. "Ask yourself a simple question: 'Does TV run my home or do I run TV?' It is to the watchful credit of the TV industry that, thus far, no Pied Piper has arisen to lead our children astray."

ADMIRAL LINE SHOWN, PRICES DOWN; RCA NEXT: Admiral broke with lower-priced TV line this week, starting with 17-in. plastic table at \$150 -- and big question now is whether this is first gun in new industry-wide round of price cuts. Bellwether RCA should go a long way toward answering that when it shows line to field reps week of June 7 at Atlantic City. Other manufacturers will be busy showing new lines during June and July -- only strike-bound Philco uncertain about distributors' convention.

RCA is saying little in advance of meeting, other than to reaffirm that line will start with 17-in. (Vol. 10:14). Conjecture is that 21-in. series in RCA line, said to contain a considerable number of high-price units, will start at \$180. Best information from Motorola is that it probably won't raise prices in line to be shown its distributors July 8 at Chicago's Conrad Hilton Hotel.

Thus industry doesn't seem disposed to raise prices now, much as it would like to do so in face of low profit margins. Trend now appears to be to hold prices firm, reduce them where possible, hope for increased demand for step-up models.

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Details of Admiral's line, shown to distributors at unpublicized convention in Chicago's Drake Hotel June 4, will be disclosed after dealers have had chance to see it at "open houses" week of June 7. But it's learned line has lower prices on just about all models, contains 17, 21 & 24-in. sizes, starts with 17-in. standard-tube plastic table at \$150 (\$10 under comparable current model). It also has 21-in. open console in mahogany at \$200 (as against \$250 in last line). As summer special only, it's also offering a 21-in. mahogany table for \$160 (last list \$200).

Majority of Admiral sets have 90-degree deflection tubes. The 21-in. series of these sets starts at \$200. Cost of producing set with 90-degree tube is said to be about \$3 more than standard-tube receiver, most of increase resulting from the cost of changing circuitry to accommodate higher voltage for driving power.

Admiral pres. Ross Siragusa told distributors the 21-in. 90-degree tube provides 270-sq. in. picture, 20% larger than standard 21-in. tubes and only 10% smaller than viewing area in 24-in. set. It also fits into cabinet 3 inches shorter than in present line, said Siragusa, and cabinets for 21-in. sets are 2 inches shallower from front to back than current 17-in. models.

Printed circuits in chassis are another feature. Siragusa revealed printed circuits cover one-third of all "normally-exposed wiring," predicted that "a 100% printed circuit TV chassis will be a reality within a year." He said it would result in better quality control, fewer service calls for faulty soldered connections.

Admiral also introduced 5-tube printed circuit table radio to list at \$15 and moderately-priced high-fidelity unit (price undisclosed). Whether other radios were also introduced at same time could not be learned.

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Strike at Philco's 10 TV-radio-electronics plants entered 6th week as we went to press, with no sign of settlement. Union rejected Philco's offer of 5¢ hourly wage increase as inadequate, obviously waiting for company to match RCA's grant of 9-10¢, which provided basis for contract with 29,000 workers (Vol. 10:21).

Philco isn't farming out its TV-radio production to other companies, as it did during radio strike in late '30s. Company spokesman acknowledged that TV inventories of some distributors were "dangerously low". But best company can do to alleviate situation is to trans-ship stocks from some distributors who are overloaded. Meanwhile, plans for Philco distributor parley, originally set for latter June, are being held in abeyance.

Other distributor conventions announced thus far: Capehart-Farnsworth, June 7 at Hotel Van Orman, Ft. Wayne, & June 28, Hotel St. Francis, San Francisco; Crosley,

June 7, Hotel Savoy-Plaza, New York; DuMont, June 15, Statler, New York; Raytheon, June 17, Sheraton Hotel, Chicago; Emerson, June 22, Lido Beach, L.I.; Hoffman Radio, July 7, Huntington Hotel, Los Angeles; Motorola, July 8, Conrad Hilton, Chicago; Sylvania, July 14, Statler, Buffalo; Zenith, July 15, Drake Hotel, Chicago; Arvin, July 18, Grove Park Inn, Asheville, N.C.; Stromberg-Carlson, July 26, Rochester plant.

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TV production totaled 91,443 week ended May 28, the lowest for any week this year. It compared with 97,937 preceding week and 96,007 week ended May 14 -- all within period of Philco strike. It was year's 21st week, brought production for year to date to about 2,300,000 vs. 3,500,000 in corresponding period of 1953.

Radio production totaled 161,122 (including 68,427 auto), down from 190,275 week ended May 21 and 211,161 week before. It brought 21-week production to about 4,040,000, compared to approximately 5,890,000 in same period year ago.

Topics & Trends of TV Trade: Industry opposition seems likely to result from Federal Trade Commission's proposal this week to require merchandising ads to disclose fully how many channels a TV set can receive. FTC suggested this addition to its proposed code of fair practices for TV-radio merchandising (Vol. 8:19 & 9:41, 50) in letter to all interested parties. Comments are due by June 15.

FTC attorney Paul Butz, who has conducted drawn-out hearings extending over last 3 years, proposed that ads carry such notations as: "Vhf television receiver"; "All vhf channels plus 4 uhf channels"; "Not for uhf reception"; "For vhf reception only." He emphasized these were merely suggestions and could be modified by industry comments.

Proposal stemmed from comment by DuMont attorney Wm. A. Roberts at last public hearing Dec. 7 that prospective set purchasers in uhf areas were being deceived by ads which weren't clear on uhf reception capabilities.

RETMA is said to be dubious on 2 facets of FTC proposal—whether lack of information on uhf in ads constitutes deception and whether FTC has authority to enforce such ruling if not necessary to prevent deception.

Butz cautioned that proposed rule does not necessarily bear approval of either FTC or staff, but is intended only as basis for consideration. No further public hearings are anticipated.

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Picture tube sales in first 4 months totaled 2,690,519 units, valued at \$56,989,867, down from 3,705,997 at \$89,-353,731 sold in first 4 months of 1953, reports RETMA. Some 77% were 19-in. and larger. In April alone, 727,655 picture tubes worth \$14,994,779 were sold, compared to 759,468 at \$15,904,867 in March and 907,076 at \$21,657,266 in April 1953. Receiving tube sales in first 4 months totaled 106,026,920, worth \$78,560,440, down from 163,401,-355 at \$110,676,003 in first 4 months year ago. April sales were 29,640,942 at \$21,697,489, compared to 29,063,-484 at \$22,130,627 in March and 41,342,599 at \$27,720,635 in April 1953.

RETMA convention June 15-17 at Chicago's Palmer House, celebrating 30th anniversary, will be host to several founders of old RMA, including H. H. Frost, first president. Three days of meetings of all divisions and committees will be climaxed at annual dinner final evening when 1954 Medal of Honor will be presented to chairman Robert C. Sprague. Convention chairman Leslie F. Muter will also present certificate awards at dinner to members of NTSC for development of color standards. RETMA board meets final day of convention.

Sylvania radio tube div. plans 210,000-sq. ft. building in Williamsport, Pa. for central packaging area and finishing operations for radio & receiving tube production.

Monarch Radio & TV Corp. of New York, its former pres. Vincent S. Acunto and 7 other men were indicted June 4 by N. Y. Federal grand jury on 35 counts of mail fraud, conspiracy and violation of Securities Act. Govt. attorneys said indictment resulted from investigation by SEC into interstate sale of \$300,000 in stock to more than 1000 persons. Defendants were accused of causing company to issue false financial statements and to pay dividends out of proceeds from stock sale. Soon after stock sale, company was declared bankrupt and stockholders and creditors realized nothing from liquidation, Govt. declared. Among those indicted was Charles H. Greenhaus, whose stock manipulations nearly half century ago earned him the title of "boy wizard of Wall St." and several prison terms since that time.

Admiral's Ross Siragusa, describing 15-in. color tube as "dead," told his distributors convention June 4 to put no stock in predictions as to when "simple and relatively inexpensive color tube will be available." He said: "The 19-in. color tube, which gives a 17-in. picture, was supposed to go into production this fall. But just 10 days ago RCA withdrew it as impractical to build. While there have been announcements of several single-gun rectangular tubes giving a 20 to 21-in. picture, each has a specific drawback. With one the circuitry is so complex that as many as 60 tubes may be required to operate the set. Excessive radiation handicaps another."

Telefunken receiving tubes will be marketed in U. S. in about 2 months by American Elite Inc., 1775 Broadway, N. Y. (Michael Von Mandel, pres.), U. S. agent for big German electronics manufacturer. About 35 tube types will be available, all with American-type bases, and prices will be competitive with U. S. tube manufacturers, according to E. S. Klausner, in charge of tube sales. American Elite is also considering importing layer-type resistors manufactured by Germany's Resista Corp.

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Distributor Notes: DuMont appoints Ray Distributors, Savannah (Fred A. Ray, owner) . . . Capehart-Farnsworth names Cannon Distributing Co., Charleston, S. C. (Norman L. Cannon, pres.), ex-CBS-Columbia outlet . . . Hallcrafters appoints Tubbs Electric Co., 165 S. Post St., Spokane (Clarence A. Tubbs, pres.) . . . Admiral Distributors Inc., Boston, appoints Charles E. Cranston TV sales mgr. . . . Philco Distributors Inc., Chicago, appoints John Perry Jr. adv. & sales promotion mgr., succeeding Ira Brichta, now midwestern adv. mgr. of parent company . . . Olympic of Southern California announces resignation of pres. John Tracy, his duties to be assumed by Olympic pres. Morris Sobin . . . DuMont appoints Wholesale Equipment Corp., 1338 McGee St., Kansas City (Frank Dean Jr., pres.) . . . Motorola-Chicago names Harold P. Murphy sales mgr., replacing S. R. Herkes, now v.p. of Chicago branch.

Color Trends & Briefs: Excited by color film scanner demonstrations at NARTB convention (Vol. 10:22), Fred-eric W. Ziv, chairman of major TV film company bearing his name, is satisfied that his heavy investment in color film for last 5 years will begin to pay off this fall.

"I was probably the No. 1 color TV film enthusiast," he told us, "when the networks were saying that it wouldn't be satisfactory for TV. We now have a backlog of several hundred programs in color and I'm convinced that the public and the sponsors will want it. Other film makers apparently didn't want to tie up the dollars. It costs about 33 1/3% more to shoot in color, and the prints are considerably more than black-&-white."

Mr. Ziv said he has seen many tests of his film on scanners and that they are "100% satisfactory." He reported that *Cisco Kid* is in 5th year of color and that other programs being shot in color are *Mr. District Attorney*, *I Led Three Lives*, *Boston Blackie*, *Favorite Story*. He said that price structure for color hasn't been established.

Ziv TV Programs pres. John L. Sinn estimates company's investment in color at \$4,000,000, said he's satisfied that scanners will produce excellent results and that many stations will have them this fall. He said that programs are shot on Eastman 35mm film, reduced to 16mm prints.

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Engineering seminar on color is scheduled for June 21-July 2 by Pennsylvania State College, at State College, Pa., whose pres. is Milton Eisenhower. Sessions are designed for engineers from manufacturing organizations, stations, educational institutions. Registration fee is \$60. Asst. Prof. Harold J. Nearhoof is in charge, with Dr. Donald C. Livingston, Sylvania, as coordinator. Lecturers are: Dr. R. M. Bowie, Sylvania; W. T. Wintringham, Bell Labs; B. D. Loughlin, Hazeltine; Dr. Livingston; John Wentworth, RCA; J. F. Fisher, Philco; P. W. Howells, GE; K. E. Farr, Westinghouse; R. A. Maher, Crosley; Frank Marx, ABC; Kurt Schlesinger, Motorola; J. R. Popkin-Clurman, Telechrome.

"Color Caravan"—NBC-TV's 10-city swing through East and Midwest with mobile unit (Vol. 10:21)—has undergone slight shift in schedule, as follows: June 9-10, St. Louis; June 16-17, Milwaukee; June 23, Chicago; June 29-30, Columbus, O.; July 8-9, Cleveland; July 15-16, Washington; July 22-23, Baltimore; July 28-29, Philadelphia; Aug. 5-6, Boston; Aug. 12-13, New York. Most sites and subjects are as previously reported, except that Nela Park is likely to be added for Cleveland and Ohio State Penitentiary deleted from Columbus.

AT&T's equipping of network facilities for color continues, as networks build up to substantial color programming schedules to start this fall. Hitherto moving slowly, CBS has been ordering color for its affiliates; latest to be reached by color-equipped microwave are those in Cleveland, Denver and San Francisco—as of June 1. NBC expansion goes on at steady rate: Lancaster, Pa., June 7; Norfolk, Seattle & Portland, Ore., Aug. 1; Binghamton, Sept. 1.

Foreseeing 21-in. \$500 color set by end of 1955, Paramount Pictures pres. Barney Balaban this week told stockholders that "prices presently being quoted for color TV receivers have no relationship to the mass product in prospect for the very near future." Paramount has been developing 21-in. & 24-in. color tubes through subsidiary Chromatic TV Labs.

Network color schedules week of June 6-12: NBC-TV—June 7-9, *Bride & Groom*, 12 noon; June 9-10, inserts in *Today* (7-9 a.m.) and *Home* (11-noon) from mobile unit at Busch estate, St. Louis; CBS-TV—June 11, *New Revue*, 5:30-6 p.m.

Veteran technical editor Oliver Read, of *Radio & TV News*, recently obtained Westinghouse color set on loan, came up with interesting reactions in his June issue. After set was delivered, he didn't wait for serviceman, connected it himself, found all channels in good alignment, monochrome reception highly acceptable. First color show came 3 days later when he viewed CBS-TV's *New Review*, which he found disappointing. "Skin tones were yellowish," he said, "and lip makeup was excessive. A slight adjustment of the flesh control partly corrected the jaundiced appearance of the actors." Then, he went on:

"Our impatience for more color programming mounted as the days slipped by. . . . It seems that we could enjoy about one hour per week of mediocre subjects, including the Scholz-Andrews fight. This editor doubts if any prospect for a color set could be sold from this example. Our enthusiasm for color reached a climax on March 28 when NBC set up their color cameras at New York's Botanical Gardens. This production was excellent from both color and production standpoints. It is a real thrill to enjoy the sparkle and life produced by various plants and flowers when seen in their true colors."

Read chalked up 125 hours and concluded: "Contrary to many opinions, a color receiver is far simpler to tune than several monochrome sets used in the past. Now that we have good quality color TV receivers, the need remains for more and better telecasts in color. Yes—color TV is here and it's terrific!"

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British color TV is still 2 years away, in opinion of Sir Ian Jacobs, BBC director-general. After returning from New York this week, he's reported saying that even in U. S. "there is a long way to go before it is an economical proposition." Marconi recently demonstrated 2 kinds of color systems, both compatible. One is simply the NTSC standards, tailored to British 405-line system. Other is a "wide-band" system requiring some 50% more bandwidth. Marconi says latter is "similar in certain principles to the NTSC signal, but omits the band-sharing feature." It's claimed to produce better color and improved compatibility. Also demonstrated was a 2-tube camera, in which "one camera tube produces a high definition monochrome picture of 3-mc bandwidth in a conventional manner; the other tube is arranged to give 2 low-definition colour signals." U. S. manufacturers have experimented with 2-tube color cameras but none has decided it is commercially practical. Brochure describing systems and demonstrations is available from Marconi's Wireless Telegraph Co. Ltd., Marconi House, Chelmsford, England.

Weak programs will be strengthened by color in early novelty period. That's opinion of Schwerin Research Corp. on basis of one study. It reports: "We audience-tested 2 editions of a program, in each case studying both a black-&-white and a color version. The first edition, which was well liked in black-&-white, gained no additional interest when tested in color. The second was poorly received in black-&-white; yet, when it was seen in color, the audience's liking score rose to almost the same level achieved by the strong first edition."

Ethiopian Emperor Haile Selassie was fascinated with color and TV generally when he saw color for first time at Rockefeller Center this week. After watching NBC-TV's *Bride & Groom* in color, he plied host Laurance S. Rockefeller with questions about number of TV sets in U. S., how much it's watched, etc.

Color session of AIEE in Los Angeles' Biltmore Hotel June 21 includes: "Color TV Today," D. E. Foster, Hazeltine; "Single Tube Color Camera System," Dr. Peter Goldmark, CBS; "Network Transmission of NTSC Color," group from Pacific Telephone & Telegraph Co.

Trade Personals: Wallace C. Johnson, Admiral sales v.p., elected to board of directors; ex-RCA field salesman and regional mgr. in Chicago, Detroit and Minneapolis, 1930-42, he joined Admiral in 1944 as regional mgr. . . . Brig. Gen. David Sarnoff, RCA-NBC chairman, received honorary degree June 2 from his alma mater, Pratt Institute; speaks June 11 on "Electronics & Law Enforcement" before FBI graduating class in Washington; delivers commencement address June 12 of U of So. California, topic being "Youth in a Changing World" . . . Frank Folsom, RCA pres., due back from Europe week of June 7 . . . Harold Quinton, Southern California Edison Co., elected pres. of Edison Electric Institute, succeeding Walter H. Samis, Ohio Edison; Harlee Branch Jr., Georgia Power Co., elected v.p., H. S. Bennion re-elected managing director . . . James E. McGuire, ex-Hallcrafters, named Raytheon TV-radio credit mgr., succeeding Rudy Frehan . . . Stanley Cohen, ex-Pacific Mercury, named Olympic Radio western factory rep, replacing Walter Chase, resigned . . . Ira Brichta, ex-Philco Distributors, Chicago, named adv. & sales promotion mgr. of parent company's midwest sales region, succeeding J. Herbert Stickle, now with Marthens, Galloway & Simms Adv., Chicago . . . Ralph L. Weber, secy. of Gramer Transformer Corp., Chicago, appointed exec. v.p.; Burt Anderson promoted to sales v.p., Fred Cooper to engineering v.p. . . . A. J. Kendrick, ex-RCA, appointed eastern mgr. of Magnecord commercial music div. . . . S. Krinsky now chief engineer, Telechrome Inc.; R. S. Aha, chief production engineer, and Gerald F. Delmato, manufacturing mgr., have left company . . . Bruce Quisenberry leaves post as chief of Signal Corps Office of Technical Liaison to become asst. director of publicity, Automatic Electric Co. under publicity director Herbert E. Clapham . . . Herbert Jacobs, from sales dept., appointed gen. mgr., Jerrold Electronics . . . Walter H. Hawk now mgr. of TV operations, E. Bradburd head of TV transmitter dept., A. J. Baracket head of TV studio equipment dept., E. W. Deiss head of customer service dept., Federal Telecommunications Labs; James M. Valentine last week named TV branch sales mgr.

Dr. E. W. Engstrom, executive v.p., RCA Laboratories, goes to parent company headquarters in N. Y. as executive v.p. in charge of all research and engineering, and Robert E. Shelby, director of NBC color TV systems development, was elected NBC v.p. & chief engineer, in major changes in the RCA-NBC executive structure announced June 4 by Chairman Sarnoff. Ewen C. Anderson, v.p., RCA commercial dept., was elected executive v.p., commercial dept., handling all patent & license matters; Dr. Irving Wolff, director of research, appointed v.p., research, RCA Princeton labs; Dr. D. H. Ewing, in charge of chemical research lab, named administrative director, RCA Princeton labs; O. B. Hanson, NBC v.p. & chief engineer, becomes RCA v.p., operations engineering, with responsibility for all engineering pertaining to broadcasting & communications and for direction of RCA Frequency Bureau, reporting to Dr. Engstrom, as does D. F. Schmit, v.p. product engineering at Camden, who continues in that capacity. The Engstrom and Anderson promotions place them on same executive level at parent company as recently promoted Joseph B. Elliott, now executive v.p. consumer products; C. M. Odorizzi, executive v.p., corporate affairs; W. W. Watts, executive v.p., electronic products.

R. G. Griffith, Radio Engineering Products Inc., on May 1 succeeded L. S. Payne as chief engineer, Canadian Overseas Telecommunications Corp.; Mr. Payne retired after 42 years, going to London as consultant to British Marconi.

British IRE holds 1954 convention at Oxford, July 8-12, devoted entirely to industrial electronics.

Electronics Reports: Forecasts for 1964 by GE's W. V. O'Brien, v.p. & gen. mgr. of apparatus sales div., speaking at National Federation of Financial Analysts Societies meeting in Chicago: 66,000,000 home TVs in use, of which 44,000,000 will be color sets, using almost twice as much electric power per receiver; TV screens that can be hung on the wall like pictures, connected to receiver by thin wires; electronic device for thawing frozen foods quickly; electronic device for cooking food in seconds; electronic incinerators for disposal of kitchen waste; 3 times as many home freezers as now, twice as many ranges and electric water heaters, 5 times as many electric clothes dryers, 11 times as many air conditioners.

Who invented transistors? The Russians, of course. At least, that's hinted in article on Russian electronic achievements in Soviet newspaper *Izvestia*. Crediting early solid-state research to Oleg V. Losev, who died in 1941, article cites advances in last 5 years by Soviet Army in substituting transistors for tubes and states, "Now there is no doubt that in radiotechnics, electronic crystals [transistors] are the masters." Article indicates Russian electronic developments may be paralleling those in U. S., describes giant computing machines containing thousands of electronic devices and "occupying tens of hundreds of square meters of space." It suggests that "century of radioelectronics" is more apt description for present age than "era of atomic energy" because without complex electronic devices nuclear achievements would be impossible.

Life-saving electronic assistant for the operating room is new "Physiological Monitor," developed by National Bureau of Standards for Veterans' Administration, which continually measures changes in patient's blood pressure, heartbeat and respiration as they occur during course of an operation. Recording device makes permanent record of patient's condition during operation. Because important data on patient's condition are available at a glance without intermediate calculation or manipulation, the instrument makes possible prompt emergency action. Preliminary tests in 2 Washington hospitals indicate "great potential usefulness to the surgical team," NBS reports. Detailed description is contained in Technical Report 1872, NBS, Technical Reports Section, Washington 25, D. C.

Plea for military electronics testing services on west coast was inserted in June 3 *Congressional Record* by Rep. Yorty (D-Cal.). Crediting West Coast Electronics Mfrs. Assn. with helping build California's electronics industry to current level of more than 150 companies employing more than 50,000, he said lack of testing facilities is hampering industry's further growth there. "Govt. procurement regulations require prior official testing before electronic parts are purchased," he said. "But the testing services are offered only in the east and midwest, although facilities are available on the west coast which could make the necessary tests at little additional costs to the Govt. and at savings of millions to the producers of electronics."

Sylvania this week disclosed new 21-in. 90-degree aluminized tube (21ATP4), to be available in limited quantities in July. New glass rectangular tube provides 263-sq. in. picture, measures 19½-in. high, 15¼-in. wide. Price wasn't announced.

Jensen Mfg. Co., subsidiary of Muter Co., opens new 25,000-sq. ft. plant at Guttenberg, Ia. for production of 6-in. and smaller speakers, expands output of high-fidelity equipment at main plant in Chicago.

Francis W. Dunmore, retired Bureau of Standards scientist, who with late Harry Diamond originated the blind landing system and who pioneered many phases of air & marine navigation, wins Pioneer Award of annual Conference on Airborne Electronics.

Canadian Admiral, trying to head off recent wave of price-cutting and "dumping" of TVs, takes full-page ad in 18 leading Canadian newspapers to warn prospective set purchasers: "You can pay too much . . . but you can also pay too little." Signed by Canadian Admiral pres. Vincent Barreca, ad urges customers to ask themselves: "Is this distress merchandise? Is it repossessed merchandise? Is this TV set one of a discontinued line? Was this TV set set made by a manufacturer now out of business? Is this a stripped down model? The price may seem low—but how about the 'extras' you may have to pay?"

"Electronic office" is closer to reality with the International Business Machines Corp. demonstration of its new computer, "702," designed especially for use by business and industry. Details of new "brain" were outlined for first time on closed-circuit telecast from IBM labs in Poughkeepsie, N. Y. to 1300 of company's salesmen in New York's Waldorf-Astoria Hotel. Although deliveries aren't scheduled until early next year, about 30 of the devices have already been ordered, at monthly rentals to average about \$25,000. So far, insurance companies constitute biggest category of customers.

General Instrument Corp. forms Canadian subsidiary, General Instrument-F. W. Sickles of Canada Ltd., and buys Watt Electronic Products plant in Kitchener, Ont. GI pres. Monte Cohen said Canadian firm will manufacture deflection circuit components, TV tuners, converters, transformer windings and ultimately transformers. Hugh T. Watt remains in charge of manufacturing, reporting to Edgar Messing, v.p. of GI's F. W. Sickles div., Elizabeth, N. J.

At last, a noiseless piano—through the magic of electronics! Rudolph Wurlitzer Co., Chicago, this week announced electronic piano, portable and weighing less than 80 lbs., due for production next fall. It never gets out of tune, say the Wurlitzer people, and normally sounds just like a regular piano—but it also is equipped with headphones, so loudspeaker can be switched off and the music heard only by person who is playing.

"WESCON"—Western Electronic Show & Convention—this year will be biggest ever, with more than 465 exhibitors and expected attendance of nearly 20,000. Show this year will be at Los Angeles Pan-Pacific Auditorium and Ambassador Hotel, Aug. 25-27. It's sponsored by West Coast Electronic Mfrs. Assn. and IRE Los Angeles & San Francisco sections.

Hartley Baird Ltd. is new name for amalgamated Baird Television Inc. (Baird brand TVs) and Hartley group of companies which includes Harley Electromotives Ltd., Shrewsbury, Shropshire (electronic instruments) and Duratube & Wire Ltd. Managing director of Baird's now is A. W. M. Hartley, with Sir Charles King continuing as chairman.

"Flyweight" power triode tube, designed for uhf airborne communications and weighing only 8 oz., but with high power output, was announced this week by RCA. Designated 6383, new tube has maximum plate dissipation of 600 watts and can operate at top power at frequencies up to 2000 mc.

Gramer Transformer Corp., Chicago, has purchased Halldorson Transformer Co., also of Chicago. Gramer recently bought Johnson Electronics Inc., Orlando, Fla. No personnel changes are planned in Halldorson organization.

Trio Mfg. Co., Griggsville, Ill. (antennas and rotors) has acquired Falcon Electronics Co., Quincy, Ill. antenna manufacturer. Roy J. Wade, chief owner & gen. mgr. of Falcon, becomes Trio sales mgr., replacing Trio 50% owner J. L. Wade (no relation).

Andrea Radio Corp. has dropped 15-in. color set plans, announces 19-in. for fall.

Financial & Trade Notes: Emerson Radio & Phonograph Corp.'s consolidated net sales for 26-week period ended May 1 totaled \$40,445,690, compared with \$39,925,745 for same period preceding year. Profits after taxes were \$947,515 (49¢ a share on 1,935,187 shares outstanding) vs. \$1,768,694 (91¢). Fiscal year ends Oct. 1. Emerson has entered into loan agreement with group of institutional investors, arranged by F. Eberstadt & Co., covering sale of \$7,500,000 in promissory notes due May 1, 1969.

Group Securities Inc., mutual fund, in prospectus dated Feb. 25, 1954, reports these holdings of electronics and electrical equipment shares as of last Nov. 30: 1000 Allis-Chalmers, 1000 Bendix Aviation, 1300 CBS "A," 3000 Cornell-Dubilier, 1500 Cutler-Hammer, 2500 DuMont "A," 1800 Elliott Co., 500 GE, 2000 IT&T, 400 McGraw Electric, 700 Motorola, 1700 Nash-Kelvinator, 1800 Philco, 900 RCA, 1600 Sperry Corp., 1700 Square D, 2000 Sylvania, 1000 Westinghouse, 1400 Weston Instrument, 500 Zenith. (For holdings of Television-Electronics Fund Inc., see Vol. 10:22; for holdings of Fundamental Investors Inc., see Vol. 10:20.)

Lamb Industries Inc., headed by Toledo broadcaster-telecaster Edward Lamb, has bought 65,000 shares of Air-Way Electric Appliance Corp. at \$20 a share, bringing his holdings to more than 130,000 of the 360,000 share outstanding. Besides his TV-radio holdings and *Erie Dispatch*, Mr. Lamb also recently acquired control of C. L. Bryant Co., Cleveland (Sphinx furnaces) and White Products Corp., Middleville, Mich. (water heaters), merging the 2 (Vol. 10:2).

Twentieth Century-Fox profit was \$2,048,000 (74¢ a share) in 13 weeks ended April 27, double the \$1,024,000 (37¢) earned in same period year ago—pres. Spyros Skouras telling annual meeting CinemaScope had turned back TV's threat to motion pictures. He predicted theatres equipped for CinemaScope would be increased by year's end from present 4600 to 10,000 in U. S. & Canada, and from 1500 to 4600 overseas. He said company had no immediate plans to sell old pictures to TV.

Famous Players Canada, which owns 50% of CKCO-TV, Kitchener, Ont. (Ch. 13) and 25% of CFCM-TV, Quebec City (Ch. 4), latter due on air later this month, is selling 285,000 common shares at \$23.50 in current offering designed to give Canadian citizens larger percentage of ownership. Paramount International, however, with 880,000 shares, still holds about 51%. FPC also proposes to acquire more TV stations.

Magnavox elects Walter O. Menge, pres. of Lincoln National Life Insurance Co., Ft. Wayne, and Joseph W. Dye, pres. of Wolf & Dessauer dept. store, Ft. Wayne, to board of directors to succeed late A. J. McAndless, also of Lincoln Life, and E. S. Pridham, co-founder of Magnavox, who resigned because of ill health.

General Tire's success with its General Teleradio TV-radio subsidiary operation was reason given by B. F. Goodrich Co. for recent broadening of its charter to permit it to go into TV-radio and other fields. But Goodrich spokesman states move was merely "precautionary" for no immediate plans are in prospect.

Walt Disney Productions reports net income of \$283,662 (43¢ a share) in 6 months ended April 3, double the \$142,723 (22¢) earned in corresponding period year ago.

Philco postponed annual stockholders meeting from June 4 to June 23, in Land Title Bldg., Philadelphia, because of current strike.

Dividends: Admiral, 25¢ payable June 30 to stockholders of record June 15; Arvin, 40¢ June 30 to holders June 14; Canadian Westinghouse, 50¢ July 2 to holders June 15; Capitol Records, 15¢ July 1 to holders June 15; Decca Records, 17½¢ June 30 to holders June 21.

HEARINGS ON UHF problems by communications subcommittee of Senate Commerce Committee are now scheduled to begin at 1:30 p.m., June 15, in Room G-16, Capitol, then continue 9:30 a.m.-5 p.m., June 16-18. Final schedule of appearances won't be announced until shortly before hearing, but this is tentative unofficial list, arranged in anticipated order of appearance:

Raymond F. Kohn, WFMZ-TV, Allentown, Pa. (uhf grantee); Melvin Goldberg, UHF Industry Coordinating Committee; Noran E. Kersta, WFTL-TV, Ft. Lauderdale, Fla. (uhf); Farris Rahall, WFEA, Manchester, N. H. (AM); Thomas Chisman, WVEC-TV, Hampton-Norfolk, Va. (uhf); Hulbert Taft, WKRC-TV, Cincinnati (vhf); Gordon Brown, WSAY, Rochester, N. Y. (AM); attorney Joseph Brenner, Beverly Hills, Cal.; attorney Franklin C. Salisbury, Washington; engineer Raymond Wilmotte, Washington; Leon Green, KNUZ-TV, Houston (uhf); Philip Merryman, WICC-TV, Bridgeport (uhf); attorney J. Howard McGrath, exec. v.p., Edward Lamb Enterprises (vhf WICU, Erie & uhf CP WMAC-TV, Masillon, Ohio); Harold Fellows & A. Prose Walker, NARTB; Irvin M. Kipnes, Beachview Broadcasting Corp., Norfolk (vhf applicant); George Storer, Storer Stations (vhf); attorney Ted Pierson, vhf organization; engineer A. Earl Cullum, Dallas; Ernest L. Jahncke Jr., ABC; Jack Van Volkenburg, CBS; John Esau, KTVQ, Oklahoma City (uhf); Joseph Heffernan, NBC.

Note: In summarizing written statements inserted in hearing record May 19 (Vol. 10:21), we erroneously identified Gerald J. Morey with WNHC-TV, New Haven. The comments actually were submitted by Morey in behalf of grantee WNLC-TV, New London, Conn.

Knoxville's WTSK-TV (Ch. 26), which began operating last Oct., within 2 weeks of WATE (Ch. 6), originally known as WKOL-TV, has been sold for \$300,000 to South Central Broadcasting Co., operator of radio WIKY, Evansville, Ind. and onetime applicant for Ch. 7 there. Purchasers acquire plant that includes 1-kw Federal transmitter, operating with CBS & DuMont network shows on 3-11 p.m. schedule at \$250 rate. It's managed by Harold E. Rothrock, onetime Washington consulting engineer, with Guy Smith as sales mgr. They will remain under new ownership, headed by John A. Engelbrecht, pres. of Evansville firm; George F. Stolz, v.p. & chief engineer; Leighman D. Groves, secy.-treas. Evansville radio-men are understood to have been considerably impressed with uhf in their own area, where WFIE, Evansville (Ch. 62) has been operating since last Nov. and WEHT (Ch. 50), across river in Henderson, Ky., has been on air since Sept. Knoxville station is 80% owned by oilman W. R. Tuley, 10% each by No. Carolina broadcasters Harold Thoms and J. Horton Doughton. It has been operating in the red, reportedly has lost about \$100,000 to date, but Rothrock states it's just about at break-even point now. He says area's TV sets are about 95% vhf-uhf combinations or conversions since both uhf & vhf got started about same time.

Two new TV applications—both for Ch. 10 in Parma, Mich. near Jackson—were filed with FCC this week, making total of 230 now pending (32 uhf). The applications were by uhf WILS-TV & WILS, Lansing, together with Lansing auto dealer Edward E. Wilson, and by WKHM, Jackson, Mich. (replacing earlier application by same interests). [For further details see *TV Addenda 18-V* herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with *Addenda* to date.]

Next stations due for interconnection to AT&T network circuits: WDBO-TV, Orlando, Fla., June 6; KTTS-TV & KYTV, Springfield, Mo., June 19.

Will the Govt. get authority to enter broadcasting business in competition with private TV-radio stations? A little-noted bill, which has already passed through Senate and is now pending House action, could have that effect—though that certainly isn't its intent. S-3401, introduced by Sen. Saltonstall (R-Mass.) at request of Defense Dept. to permit construction of military-operated TV & radio stations overseas and at isolated military bases in U. S. (Vol. 10:19), is so worded that it doesn't bar armed forces from operating TV-radio outlets in areas where private U. S. stations already exist. Though intent of bill is to provide information and entertainment for American troops, some observers point out the measure could be opening wedge for competitive govt.-operated outlets. They add that this loophole could easily be closed by amendment stipulating that Defense Dept. is not authorized to establish TV or radio services in U. S. areas where reception is already available and that govt. stations shall go off air when private stations begin in area. Hearings on bill by House Armed Services subcommittee will probably be held June 16-18. Pentagon spokesmen say they have tentative plans for 12 TV stations overseas, none in U. S.

Bill to ban transmission of gambling information (S-3542), introduced June 2 by Chairman Bricker (R-Ohio) of Senate Commerce Committee, is scheduled for committee hearing June 7-8. First to testify will be Justice Dept. and FCC. Measure would prohibit TV-radio stations from broadcasting "any gambling information relating to horse racing before the start of any race on the day it is scheduled to be run, or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer." Bill wouldn't preclude station from carrying race as a special event, but would limit stations to one such race a day.

"Eurovision" — 8-nation European TV network — is scheduled to begin Sun., June 6 with address from Rome by Pope Pius XII. Hookup will continue until July 4 with pickups of special events and shows from Britain, France, Belgium, Netherlands, Denmark, West Germany, Switzerland and Italy. Main event will be World Soccer Cup matches in Switzerland. The 4000-mi. network will utilize 41 TV transmitters and 80 relay stations, with specially designed converters to make possible interchange of programs between Britain's 405-line system, France's 819 & 441 lines and rest of Europe's 625.

FCC approved sale of radio WSAU, Wausau, Wis. (250 watts on 1450 kc, NBC), for \$170,000 to Wisconsin Valley Television Corp., granted CP for Ch. 7 in Wausau last May 13. Sale was part of agreement whereby WSAU dropped application for Ch. 7, and Charles Lemke (49% owner) got option to buy up to 25% of Valley TV. with John R. Tomek (51%) to get \$15,000 retainer as consultant. Other Ch. 7 applicant, Congressman Alvin E. O'Konski, earlier shifted to Ch. 16 and got CP for WOSA-TV last Feb.

La Crosse (Wis.) Tribune, having sold its radio WKTY in order to acquire interest in WKBH Television Inc., grantee of upcoming WKBT (Ch. 8), became 41% stockholder this week in transfer approved by FCC, Comr. Hennock (usually opposed to newspaper ownership) dissenting. WKBH Inc. holds 40%; Howard Dahl, who controls radio WKBH, 9% personally; Charles D. Gelatt, Allan Schilling, Albert Funk Jr., Runge Sletten, Orval Nelson, 2% each. Shares outstanding total 1000, sold at \$100 per share.

NARTB's TV and radio boards meet week of June 21 at Washington's Mayflower Hotel to elect chairmen, review recent Chicago convention, select site for 1955 convention, go over current budget, discuss pending legislation. Committees meet June 21 and 22, TV board June 23, radio board June 24, full board June 25.

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ARTS AND INDUSTRY

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CORPUS CHRISTI & ORLANDO OPENED UP: Two new TV markets -- one vhf, one uhf -- came into being this week with first tests of KVDO-TV, Corpus Christi, Tex., and WDBO-TV, Orlando, Fla. With imminent deletion of Kansas City's share-time WHB-TV, which is being amalgamated with KMBC-TV (see p. 12), that brings stations on the air to 385. There was also a report, not yet confirmable, that WTAC-TV, Flint, Mich. (Ch. 16), which quit April 20 for economic reasons and reverted to CP status (Vol. 10:19), may soon be sold and revived. This week's starters:

WDBO-TV, Orlando, Fla. (Ch. 6) starts programming June 15 as primary inter-connected CBS outlet, having begun tests June 5. Nearest other station is WSUN-TV, St. Petersburg (Ch. 38), 94 mi. distant. Orlando is 124 mi. south of Jacksonville, 150 mi. north of Palm Beach, other nearest TV cities. Station uses 35-kw GE transmitter, 500-ft. Stainless tower, 6-bay GE antenna. Harold P. Danforth, pres. & gen. mgr., and James Yarborough, v.p. & chief engineer, are principal owners, each 18.4%. Walter Sickles is program and John Thorwald sales mgr. Base rate is \$200, rep Blair.

KVDO-TV, Corpus Christi, Tex. (Ch. 22) began testing June 9, goes commercial June 20, possibly with ABC affiliation. Gen. mgr. L. W. Smith, stating city has been largest in U.S. still without own TV (pop. 139,000), claims coverage area embracing 295,000 with 19,000 TV sets already owned and 8000 already converted. Nearest cities with TV are San Antonio, 130 mi., and Harlingen, 111 mi. Transmitter is RCA, tower is 326-ft. Emsco. It has no AM adjunct, is owned by 10 local stockholders. Eugene Tinsley is commercial mgr., Edward F. Joslyn program director, Nestor Cuesta chief engineer. Base rate is \$150. Rep is Adam Young.

AFTER THE SENATE UHF HEARINGS—WHAT? TV industry's most explosive issue comes to the fore again Tue., June 15 when the communications subcommittee under Sen. Potter (R-Mich.) convenes for 3½ more days of hearings on uhf problems.

The uhf stations already have outlined their case (Vol. 10:21), and more will come to the stand next week to reinforce previous testimony. In hearings' opening week, the Senators were impressed by uhf's "matter-of-life-or-death" presentation.

Vhf stations and networks found themselves on the defensive -- faced with unexpected proposals, made before U.S. Senators, for a new freeze, an all-uhf allocation, strict network regulation, and a share-the-networks program.

Against this background, what kind of action can be expected from Congress?

Legislatively, there's almost no chance of any action this session -- except possible passage of a measure to kill or reduce excise taxes on uhf-equipped TV sets. Sen. Johnson (D-Colo.) and the Senate Finance Committee breathed new life into the proposal this week after it had been written off as virtually dead (Vol. 10:22).

Swayed by pleas of Johnson and of Potter subcommittee -- which unanimously endorsed it -- Finance Committee agreed to consider excise tax removal proposal as an amendment to next tax bill it considers, which happens to be a bill relating to

estate taxes. Johnson originally intended to tack his amendment onto general tax revision bill, but Committee then nixed all excise tax changes. Insiders now feel the amendment has good chance if industry keeps on its toes, makes wishes known to lawmakers. Finance Committee is expected to get to the bill in about 2 weeks.

As for drastic or controversial TV legislation, none seems to be in prospect. With Administration's "must" program lagging, and legislators raring to go home for politicking, it's hardly likely that any "uhf bills" could be pushed through in the month or two remaining -- or that Senate Interstate Commerce Committee will even try.

The Senators are much more likely to toss problem back to the FCC -- with or without specific recommendations. Actually, most of the proposals made by the uhf telecasters are within province of Commission, wouldn't require any new legislation.

But a recommendation, a resolution, even a "suggestion" from the Senators can have a powerfully persuasive influence on FCC. Only last March, for example, FCC called off its "filing fee" proposal at request of Commerce Committee (Vol. 10:13).

Most of the uhf people realize they don't have much chance of getting new laws passed soon. They're aiming for strong action by the Committee -- possibly a resolution by full Senate -- telling FCC to take specific action to help uhf pronto.

Before subcommittee deliberates on uhf problem, it will hear commissioners again -- either in closed or open session -- to get their views on all proposals advanced during hearings. Open hearings may continue after next week, if subcommittee doesn't get to hear all 26 witnesses on list (p. 12) or if many more ask to be heard.

* * * *

About 150 vhf stations have now lined up behind united presentation for the hearing, coordinated by Washington attorney Ted Pierson. Though the only witness now signed up to represent the vhf group is Pierson himself, the "organization" expects to present 5 or more witnesses from broadcasting industry.

To tell the whole story of TV, vhf group hopes to put on the stand representatives of pre-freeze telecasters, vhf grantees and applicants -- giving their own "case histories" (as uhf witnesses did). It will also introduce written statements from large number of vhf operators.

Outside of the vhf "organization" structure, there will be testimony by vhf owners George Storer, Hulbert Taft Jr. (WKRC-TV, Cincinnati) and 2 vhf applicants.

* * * *

Network representatives at hearing are listed as v.p. Ernest L. Jahncke for ABC, v.p. Joseph V. Heffernan for NBC, TV pres. J.L. Van Volkenburg for CBS, though others may be substituted -- in fact, CBS may be represented by pres. Frank Stanton.

At least part of networks' rebuttal will be aimed at showing that the 127 uhf stations aren't being discriminated against, affiliation-wise. Without attempting to determine how much network programming is carried on uhf stations (FCC did that in its presentation to the subcommittee), we checked latest rate cards of the four networks, found that NBC lists 3 uhf stations in its "basic" affiliate group -- Norfolk's WVEC-TV, Portland's KPTV, Youngstown's WFMJ-TV -- and 43 in "optional" category; CBS lists no uhf outlets in "basic required" group, 18 in "optional" group and 12 as "supplementary", though network says it feeds programs to 51 uhf stations in 47 markets; ABC has 67 uhf, 42 of them "basic" or primary; DuMont has 73, broken down into 58 basic, 10 alternate, 5 "available on request."

Indicative of stepped-up behind-the-scenes lobbying by virtually all segments of TV industry was letter sent June 12 by Dr. Allen B. DuMont to every Senator and Congressman. Accompanying a brochure describing new DuMont Tele-centre in New York, to be dedicated June 14, Dr. DuMont's letter said, in part:

"We have invested \$5,000,000 [in these studio facilities] with the expectation that we would have the opportunity to use them for the purposes to which they are being dedicated. Under present conditions, however, brought about by the ill-advised use of the radio spectrum, monopolies in TV broadcasting and the distribution of products of industry are being developed. The question of whether we shall be able to use these splendid facilities for their dedicated purpose depends on whether Congress shall take the action necessary this year to establishment of a fully competitive nationwide TV system..."

WEEK'S CPs ALL VHF, UHF's RARE NOWADAYS: Exceptionally active week at FCC produced 4 CPs and 5 initial decisions -- all vhf. For year to date, there have been 43 vhf grants, 15 uhf. There are now 192 vhf applications pending, merely 31 uhf.

All this week's grants were produced by merger-dropout process, but 2 of the initial decisions went the full route -- with hearing examiners actually forced to make a choice among contestants. This week's grants:

Phoenix, Ariz., Arizona TV Co., Ch. 3; Milwaukee, Wis., Milwaukee Area Telecasting Co., Ch. 12; Minneapolis, KEYD, Ch. 9; Jefferson City, Mo., KWOS, Ch. 13.

The initial decisions: Sacramento, Cal., KCRA, Ch. 3; Daytona Beach, Fla., WMFJ, Ch. 2; Shreveport, La., Shreveport TV Co., Ch. 12; Henderson, Nev., Southwestern Publishing Co., Ch. 2; Tulsa, Okla., Central Plains Enterprises, Ch. 2. One uhf CP was returned to FCC -- by WJTN-TV, Jamestown, N.Y. (Ch. 58).

In picking KCRA over KXOA for Sacramento's Ch. 3, examiner Thomas Donahue concluded: "We believe that KCRA's showing of close and unbroken identity with the Sacramento community, plus its record of improvement of technical facilities, betokens an insurance of a stable, continuous and progressive service that [KXOA] does not match and that consideration outweighs [KXOA's] showing of superior management."

Shreveport case was 3-way fight between applicants who had joined together in novel Interim TV Corp. and got CP for KSLA, operating it jointly until FCC produces final decision picking one over other two.

Examiner Fannev Litvin chose Shreveport TV Co., headed by theatreman Don George, over KRMD and KCIJ. She favored Shreveport TV over KCIJ principally because of greater local ownership and community activities, over KRMD largely for its showing of "superiority in the matter of proposed effectuation of programming based on better planned facilities and more definite staff proposals." And she found Shreveport TV superior to other two because it has no TV-radio interests at all.

New Phoenix Ch. 3 grantee, 40% owned by ex-Sen. Ernest W. McFarland and 10% by Ed Cooper, ex-Senate aide, now TV director for Motion Picture Assn. of America, aims to be on air by winter's holiday season, according to Cooper.

That FCC will have to work to make its final decisions stick when big stakes are involved, was illustrated by lengthy petition for rehearing filed this week by Butterfield Theatres. It had been denied, along with WFDF, when Commission picked WJR, Detroit, for Ch. 12 in Flint, Mich. (Vol. 10:20).

Pleased with progress in issuing CPs, Commission was also happy to report granting of first TV licenses since end of freeze -- to WBZ-TV, Boston, and KCOP, Los Angeles. And with designation of San Francisco's Ch. 2 for hearing to start on July 9, it has mere 6 cities to be scheduled: Toledo, Orlando (both tied up in Lamb case, see p. 5), Washington, Los Angeles, Boston, Parma, Mich.

COMMUNITY TV HOLDS UP DESPITE NEW STATIONS: Up-to-date statistics on community TV antenna systems show more clearly than ever that pattern of U.S. telecasting would have to change radically to produce an appreciable effect on the systems.

Meeting for annual convention in New York's Park Sheraton next week, June 14-16, members of National Community TV Assn. assert that their industry-within-an-industry is in pink of health.

Returns on our questionnaires to operators, which we sent out in preparation for fall edition of our TV Factbook, support that attitude. Returns aren't yet complete, but it looks as if number of systems increased from 300 to 325-350. Equally significant, average system increased its subscribers from 535 to 728 -- a healthy 36% increase in mere 6 months. Year ago, average was 432; two years ago, 199.

Curiously, we get almost no reports of systems folding up. One went bankrupt in Astoria, Ore., was taken over by others, is still going. In Florence, S.C. and Dover, O., systems did close down -- but we know of no others.

Community operators had feared that end of freeze, bringing great increase in new stations and extending coverage of old through power-height increases, would provide almost everyone with plenitude of free signals -- dooming community systems.

New stations have produced trouble in some areas, no doubt of it, but at

same time they produced new fringe areas, creating need for new community systems.

Unless economics of station operation change, very few really small-town TV stations will be added in the foreseeable future. Most of the stations now being built will not bring service to brand new areas. Same goes for applications pending, when they're finally granted and stations are built.

FCC recently submitted figures during Senate hearing (Vol. 10:21), showing prospects for station growth. There are 237 communities with stations now; 89 more cities have CPs (78 vhf, 116 uhf), but many of these won't be built. Furthermore, among the 223 applications pending, only 25 additional cities are represented. Vast majority of pending applications are tied up in hearings for vhf in major cities.

Boosters and/or satellites, toward which FCC now appears favorably disposed (Vol. 10:23), could pose serious threat to community operators. Their economics remain to be explored, however, and it's possible that community systems would offer more than can be offered economically through the repeaters.

Community systems aren't necessarily hurt by presence of several free signals. For example, Port Jervis, N.Y. is reported to get 3 satisfactory free signals, yet a 7-channel system is being installed there and customers are reportedly signing up at a good clip. Another case is Harrisburg, Pa., where system was operating before stations got going. When 2 stations began, antenna operator offered to provide subscribers with their signals for \$18 connection fee, and many accepted.

Prospect of new stations is often more harmful to systems than their existence. There are many instances where customers held off, waiting for stations to be built, then hooked on to system for the extra signals it offered.

ONE-FOURTH OF TV REVENUE FROM SUNDRIES: That \$600,000,000 figure we gave you last week as our prediction of 1954 TV time sales, projected from FCC's report showing 1953 total network-&-station revenues of \$430,800,000 (Vol. 10:30), should have been designated as prospective revenue from all sources -- not from time sales alone. We erred in our interpretation; instead of stating that \$600,000,000 would be the time sales this year, we should have made clear the figure represents total revenues.

It will come as a surprise to most people, in and out of the industry, that more than one-fourth of TV's revenues derive from the sale of services other than time. There is no breakdown as yet of 1953's \$430,800,000 because the FCC report was preliminary -- hurried along for the Senate uhf hearing. However, breakdowns for the preceding 4 years are available from FCC, and they show:

NETWORK & STATION GROSS INCOME

	<u>Total Broadcast Revenue</u>	<u>Net Revenues From Time Sales*</u>	<u>Incidental Revenues</u>
1952.....	\$324,200,000	\$236,500,000	\$87,700,000
1951.....	235,700,000	175,300,000	60,400,000
1950.....	105,900,000	76,300,000	29,600,000
1949.....	34,300,000	23,400,000	10,900,000

* Amounts actually accruing to networks & stations after commissions, rebates, etc.

Thus between one-fourth and one-third of TV's revenues derive from sundries such as program, talent, production and other so-called "incidentals." This surprising ratio, say the FCC experts, is peculiar to TV. In radio, for example, it's only around 10%; in 1952, last year for which FCC radio figures are available, incidentals represented approximately \$48,000,000 out of radio's gross revenues of \$469,700,000.

Our guesstimate of \$600,000,000 as the minimum 1954 take by TV stations and networks combined still stands, however -- for the same reasons stated last week.

So does figure of \$800,000,000 or more representing gross 1954 expenditures by advertisers on the TV medium as a whole. This includes not only cost of time, but the amount of money remaining with advertising agencies, program producers, talent sources, etc. -- in a word, that which doesn't find its way into the TV operators' tills. For 1953, total advertisers' expenditures on TV were \$688,700,000, according to the calculation by McCann-Erickson for Printers' Ink (TV Factbook No. 18, p. 370).

Personal Notes: Robert H. Hinckley, ABC Washington v.p., returned to his alma mater this week, Brigham Young U, Provo, Utah, to present "Edwin Smith Hinckley Scholarship Fund," named for his father who was once professor of geology there, providing income from \$25,000 to students showing preference for communications . . . Robert W. Sarnoff, NBC exec. v.p., left for Europe with Mrs. Sarnoff June 10 for month's business-vacation trip . . . Howard J. Schellenberg Jr. resigned June 1 from law firm of Haley, Doty & Schellenberg, has joined with James P. O'Laughlin, recently legal officer with Marine Corps, to set up O'Laughlin & Schellenberg, 1025 Connecticut Ave., Washington (phone, Republic 7-1522) . . . Art King becomes editor of *Television Age* July 1, succeeded as managing editor of *Broadcasting-Telecasting* by senior editor Edwin James; among other changes at latter, senior assoc. editor Bruce Robertson goes to Washington from N. Y., west coast mgr. David Glickman from Hollywood; asst. editor David Berlyn goes to N. Y. . . . Nat Perrin, producer of *My Friend Irma*, named coordinator of all CBS-TV west coast color program plans . . . Wm. R. McAndrew, NBC news & special events mgr., represents all networks at North Atlantic Treaty Organization information conference in Paris, June 15 . . . Sidney F. Allen promoted to sales mgr., MBS eastern div. . . . Bill Whiting, ex-sales mgr. of KTTV, Los Angeles, placed in charge of new offices of Official Films Inc. at 275 So. Beverly Dr., Beverly Hills, Cal. . . . R. E. Detwiler will be commercial mgr. of upcoming WPBN-TV, Traverse City, Mich. (Ch. 7) as well as of radio WTCM, with Wm. H. Kiker, chief engineer for both TV & radio . . . Mike Thompson named commercial mgr. of WTVD, Durham (Ch. 11) due by fall; Ernie Greup will be program mgr. & Henry Cronin chief engineer . . . J. A. Murphy named gen. mgr. of KMO-TV, Tacoma, Wash., succeeding Jerry Geehan . . . Richard Wolfson, legal director of WTVJ, Miami, married June 5 to Elaine Reinherz, of Providence, R. I. . . . Robert H. Hill, ex-KABC-TV, Los Angeles, becomes gen. sales mgr., KVVG, Tulare, Cal. . . . E. W. Dallier promoted to sales mgr. of KTVH, Hutchinson, Kan. . . . Thomas J. Maloney, ex-WBUF-TV, Buffalo, named program mgr. of upcoming WKBT, La Crosse, Wis. (Ch. 8) . . . Jack Keasler now commercial mgr. at KRGV-TV, Weslaco, Tex., succeeding Allan Page . . . Hal Danson, ex-gen. sales mgr., Adler Communications Labs, onetime Paramount and Eagle-Lion adv. executive, replaces Mel Gold as director of TV, advertising & promotion, National Screen Service Corp. . . . Bette Doolittle, asst. to NARTB director of code affairs Edward H. Bronson, guest of honor at cocktail party in National Press Club June 10 to celebrate her election as eastern regional v.p., American Women in Radio & TV . . . Robert Wald named exec. director of Teleprograms Inc. and producer of *American Inventory* (NBC-TV), replacing Wm. Hodapp, resigned . . . Bert Harkins, ex-MBS facilities mgr., joins Voice of America under new director Jack Poppele . . . Harold C. Lang elected assistant treasurer of CBS Inc. . . . Sander Heyman, ex-Schenley, to Los Angeles office of Roy S. Durstine Inc. to handle west coast TV-radio . . . Lewis S. Wechsler, ex-Emil Mogul TV-radio director, joins Donohue & Co.; Barry Blaur, ex-Huber Hoge, joins Mogul as traveling TV-radio timebuyer . . . Tom Slater has resigned as TV-radio v.p., Ruthrauff & Ryan . . . George Wolf resigns as TV-radio director, Geyer Adv.

Robert H. Swintz, 59, business mgr. and public relations director of *South Bend Tribune's* WSBT-TV & WSBT, and for 20 years mgr. of WSBT, died June 5 after long siege of leukemia. His widow and 2 daughters survive.

Albert L. Warner, NBC newscaster recently residing in Tucson for his health, awarded honorary Master of Arts degree by his alma mater Amherst College June 10.

FCC's INQUIRY into alleged past communist affiliations of Edward Lamb, owner of WICU, Erie, Pa. and other stations (Vol. 10:23), became even more feverish this week. After some 4 hours of argument before District of Columbia district court Judge Edward Tamm June 11, the judge dismissed Lamb's motion to enjoin FCC from going ahead with hearing scheduled for July 28—after Lamb attorney Russell M. Brown had charged that FCC would give Lamb "no fair trial at all" and that original allegations against Lamb were pushed by Comr. Doerfer who was activated by "ill will" and "base motives." Lamb attorneys said they'd appeal.

Judge Tamm based his ruling on fact that FCC is giving Lamb a hearing, has set definite date for it, and that it's established procedure for parties to "exhaust administrative remedies" before going to court. He also said an injunction would do little good in stopping "irreparable injury" to Lamb because publicity is already widespread. Commission obviously saved itself rough time by acting last week in setting date for Lamb hearing, because judge said he would have been impressed by Lamb's argument if no hearing had been scheduled.

Allegations of "bias and prejudice" levied by Brown against FCC were ruled out by Judge Tamm after Brown recited following:

(1) That Lamb had gone to see Chairman Hyde who said he realized charges against Lamb were "unfair" but that FCC was "helpless" to do anything because Doerfer insisted on taking case up. Brown said Hyde told Lamb he should see Doerfer who was "key to the problem."

(2) That Lamb then went to Comr. Sterling who also advised him to see Doerfer.

(3) That he finally went to Doerfer who stated he wanted to know about Lamb's beliefs and opinions. "Lamb told him he was a Democrat and an Episcopalian," Brown said, "and that he had once been a Republican." They talked about the New Deal and its philosophies and the fact that Lamb, as an attorney, had represented unions, Brown stated. He added that, as Lamb left, Doerfer said: "It would be better if you were still a Republican."

Lamb took stand briefly to testify about injury he's suffering—how advertisers shy away from one accused of communist leanings; how he had bought land and equipment for Massillon TV station, which he said is unused and depreciating; how his family is suffering social injury, etc. He was stopped from testifying about his conversations with commissioners.

Hyde was subpoenaed by Lamb's counsel, sat in court most of argument, was never called to stand.

Brown's charges against Doerfer guarantee him some close questioning when he goes before Senate Commerce Committee in next week or two for hearing on last week's appointment to new 7-year term with FCC (Vol. 10:23).

The no-holds-barred defense conducted by Lamb counsel J. Howard McGrath, former Attorney General, and Brown, presages fierce contest at FCC July 28 hearing.

Frank Stanton, CBS pres., wins Art Directors Club Medal "for the inspiration and encouragement given to the art directors of CBS Radio and CBS Television resulting in high and consistent standard of excellence in the visual appearance of their advertising and TV commercials."

Jacob A. Evans, NBC adv. & promotion director, is author of *Selling and Promoting Radio and Television* (384 p.) to be published June 28 by Printers' Ink Books of N. Y., with foreword by ex-NBC pres. Niles Trammell.

Honorary Doctor of Laws degrees bestowed by Seton Hall U, So. Orange, N. J., on ABC's Ed & Peegen Fitzgerald, husband-&-wife team, for "fostering understanding among peoples and for their Christian virtues."

Telecasting Notes: Republic Pictures is preparing for release to TV 81 Roy Rogers and some 60 Gene Autry films produced between 1937-52 as result of San Francisco appeals court rulings last week end. Court overturned long-standing lower court injunction preventing Republic from releasing Rogers films and upheld denial of injunction in similar suit brought by Autry (Vol. 7:42-44 & 8:20). Films will be released by Republic subsidiary Hollywood TV Service. Republic pres. Herbert J. Yates told stockholders meeting April 9 that the Rogers and Autry films are worth \$3-4,000,000 as TV material (Vol. 10:16) . . . TV film production overseas by U. S. producers is expanding, despite warnings by AFL Hollywood Film Council, says June 9 *Variety*: "At last count, there were 6 series currently on the air that are still producing in Europe [and another] 16 shows in production overseas that are definitely scheduled for fall release, most of them through major distributors" . . . Doing it the hard way: Earle Ludgin & Co. adv. agency's v.p. John Baxter and TV director Hooper White made special trek to Europe to film series of 1½-min. commercials for Helene Curtis Industries (Spray Net), with spots shot against famous backgrounds in London, Paris, Rome . . . Columbia Pictures, now devoting 2 of its Hollywood stages exclusively to TV production by its subsidiary Screen Gems, is drawing up plans for 2 or 3 more stages, has dropped negotiations to lease studios from Motion Picture Center . . . MCA, owner of TV film producing subsidiary Revue Productions, reported signing 5-year studio rental deal with Republic Pictures . . . COMPO (Council of Motion Picture Organizations) reported debating sponsorship of 4 TV shows a year to plug the movies, despite fact that MPAA's projected ABC-TV filmed show never got off the ground after more than a year's planning and negotiation . . . Famed playwrights Howard Lindsay and Russel Crouse signed by CBS-TV to create series of dramas and comedies by midwinter—first

3 expected to be auditioned within 90 days; CBS won't confirm that at least one will be in color . . . Margaret Truman's TV-radio contract with NBC has been renewed for another year . . . DuMont's \$5,000,000 "Tele-centre" at 205 E. 67th St., N. Y. is to be dedicated June 14 by Mayor Wagner, event to be televised over network 12-12:30 p.m. Building has 5 major studios, one of them devoted to color, and 5 control rooms. Ceremonies will include demonstration of color film scanner and 19-in. color sets . . . WGN-TV, Chicago, with antenna now atop Tribune Tower, has contracted for new tower site on 41-story Prudential Insurance Bldg., due for completion next year; antenna will be 925 ft. above ground, transmitter quarters will occupy 3000 ft. of space . . . WJBK-TV, Detroit, with WJBK (Storer) contracts for own new 3-story studio building across from huge New Center Bldg., on which construction begins in few weeks.

Music Corp. of America enters theatre-TV field through deal with Box Office TV Inc., under which MCA acts as sales representative for BOTV in soliciting closed-circuit theatre-TV business meetings. BOTV in turn, has agreed to hire only MCA talent for its theatre-TV shows unless client specifically requests a performer not in MCA stable. Tieup is reminiscent of similar deal made last year between Wm. Morris Agency and Cappel, MacDonald & Co. for production of theatre-TV shows (Vol. 9:23)—but Cappel, MacDonald never became active in theatre-TV.

Subscription TV holds no charms for 20th Century-Fox, pres. Spyros Skouras told *Variety* this week. He said he's interested in theatres and they'd be hurt by pay-as-you-look which, he stated, is not attractive economically anyway. He also scotched rumor 20th Century is seeking to buy Matthew Fox's newly-acquired interest in Skiatron's fee-TV developments.

FEDERAL has delivered its first 12-kw uhf transmitter to WNAO-TV, Raleigh, N. C. (Ch. 28), which went on air last July with Federal 1-kw. New transmitter is now in test operation at Raleigh. Incorporating Eimac klystron tube, the 12-kw transmitters are now being promised by Federal for 30-day delivery.

Mere trickle of transmitter shipments is now being reported by the manufacturers, despite considerable number of orders for associated equipment (particularly film scanners) they say they signed at recent NARTB convention. RCA shipped 10-kw transmitter and associated equipment June 8 to upcoming WBRZ, Baton Rouge, La. (Ch. 2), due on air in Sept., or earlier. On June 9 it shipped 5-kw transmitter to WABI-TV, Bangor, Me. (Ch. 5) to replace original 500-watter. Only GE shipment reported this week was 12-kw transmitter June 9 to replace 1-kw of WFIE, Evansville, Ind. (Ch. 62).

* * * *

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

KCKT, Great Bend, Kan. (Ch. 2), began construction, May 18, has GE equipment ordered for July 1 delivery, reports pres. E. C. Wedell. It plans test patterns about Sept. 15, programming Sept. 26. It's 50-mi. from Hutchinson, 91 mi. from Wichita. Rep not yet chosen.

WLAC-TV, Nashville (Ch. 5), now plans July 1 test patterns, July 15 program tests, full commercial operation as basic CBS on Aug. 6, reports gen. mgr. T. B. Baker Jr. Under setup of new WLAC-TV Inc. recently approved by FCC, Baker owns 25%, Al Beaman 25%, Casualty Insurance Co. of Tennessee 50%. It will use RCA 10-kw transmitter and 1000-ft. Ideco guyed tower with RCA 12-bay antenna. Base rate will be \$550. Rep will be Katz.

WCNY-TV, Carthage, N. Y. (Ch. 7), with construction already underway, this month starts work on 500-ft. guyed tower and 12-bay GE antenna, plans programming between Aug. 15 & Sept. 25, writes asst. mgr. James W. Higgins. It expects to ask for July 15 delivery of 20-kw GE transmitter. Owner *Watertown Times* gave up Ch. 48 CP in Watertown for proposed WWNY-TV (Vol. 10:10), is building WCNY-TV at Champion Rd. site, 6 mi. west of Carthage and 9 mi. east of Watertown. It will carry CBS & ABC. Base hour will be \$150. Weed will be rep.

WBTW, Florence, S. C. (Ch. 8), with Sept. 15 test pattern target, has begun \$500,000 construction job, which includes new studio-office building with 10,000-sq. ft. of floor space, reports exec. v.p. Charles H. Crutchfield. Kimeco 750-ft. tower and RCA 12-bay superturndstile antenna are due for completion this month, and RCA 50-kw transmitter with associated equipment will be installed first week in Aug. Owner Jefferson Standard Bcstg. Co. also operates WBTW, Charlotte, and owns 16.5% of WFMY-TV, Greensboro, N. C. WBTW plans Sept. 26 commercial start as basic CBS, will also carry WBTW originations. Rep will be CBS-TV Spot Sales.

Fourteen newsmen went on strike June 12 at CBS's WBBM-TV-AM, Chicago, seeking raise in starting pay from \$82.50 to \$110 a week. The newsmen, members of Radio Writers Guild of America, also have a demand, rejected by CBS, that writers receive credit mention by newscasters at end of each news program.

CBS & IBEW have agreed on new 2-year contract from May 1 covering about 1100 TV-radio engineers at Network and owned stations; increases provide \$162.50 weekly for journeymen (up from \$150), \$190 for technical directors and master control engineers (up from \$166.50).

Network Accounts: Derby Foods (Peter Pan peanut butter) signs as first partic. sponsor of ABC-TV's widely-heralded *Disneyland* starting Oct. 27, Wed. 8:30-9:30 p.m., thru Needham, Louis & Brorby; purchase was for 30 min. alt. weeks on unique program of Disney characters, combining live and film segments . . . Firestone assured uninterrupted continuance of *Voice of Firestone* simulcasts Mon. 8:30-9 p.m. by accepting ABC's offer of 3664-seat Paramount Theatre (Vol. 10:23) only week before it was to leave NBC; it goes on ABC June 14, will originate from theatre starting June 21 . . . Toni switches Art Linkletter's *People Are Funny* from CBS-TV to NBC-TV starting Sept. 19, Sun. 7-7:30 p.m., thru Leo Burnett Co., will alternate with Mars Co. (candy) in radio sponsorship on NBC starting Oct. 5, Tue. 8-8:30 p.m. . . Wander Co. (Ovaltine) and General Mills buy *Captain Midnight* on CBS-TV starting Sept. 4, Sat. 11-11:30 a.m., former thru Grant Adv., latter thru Dancer-Fitzgerald-Sample . . . Lever Bros. to sponsor *Uncle Johnny Coons* on CBS-TV starting Sept. 4, Sat. 1:30-2 p.m., thru J. Walter Thompson . . . A. E. Staley Co., Chicago (Sta-Flo corn starch) to sponsor Tue. & Thu. simulcast of *Don McNeill's Breakfast Club* on ABC starting July 29, Mon.-thru-Fri. 9-10 a.m., thru Ruthrauff & Ryan . . . International Shoe Co., St. Louis (Poll Parrot shoes) buys seven 15-min. segments of *Howdy Doody* on NBC-TV starting Aug. 6, alt. Fri. 5:45-6 p.m., thru Henri, Hurst & McDonald, Chicago . . . Reardon Co., St. Louis (Dramex paint compound) buys 14 partic. on NBC-TV's 7-9 a.m. *Today* starting Sept. 8, thru Krupnick & Assoc.; John Oster Mfg. Co., Racine, Wis. (small appliances), 15 partic. starting Sept. 28, thru Henri, Hurst & McDonald, Chicago; Ladies Home Journal, one partic. June 30, thru BBDO . . . U. S. Shoe Corp. (Red Cross shoes) buys 9 partic. on NBC-TV's *Home* starting Sept. 20, Mon.-thru-Fri. 11 a.m.-noon, thru Stockton, West, Burkart Inc., Cincinnati . . . Schick, Nestle Co. & Shaeffer Pen Co., sponsors of *Jackie Gleason Show*, also sponsor *Stage Show*, its summer replacement, on CBS-TV starting July 3, Sat. 8-9 p.m. . . Chesterfields sponsors *TV's Top Tunes* as summer replacement for *Perry Como Show* on CBS-TV starting June 28, Mon. 7:45-8 p.m., thru Cunningham & Walsh . . . Gillette, for 5th straight year, to sponsor All-Star baseball game on NBC-TV, Tue. July 13 starting at 1:15 p.m., thru Maxon Inc.

Changes in TV rep offices, as reported for revised Directory of TV Representatives being prepared for *TV Factbook No. 19* due in mid-July: John H. Hicks Jr., recently adv. mgr. of Burrus Mills, now mgr. of Raymer Dallas office, succeeding Robert E. Stuart. Fiske Lockridge now mgr. of Katz Detroit office, succeeding R. Bateman. Wm. J. Tynan now Free & Peters midwest TV sales mgr., Chicago, succeeding George F. Stanton. Steven Beard now mgr. of Blair-TV Dallas office, succeeding Clarke R. Brown. Walter Beadell named mgr. of Gill-Perna Chicago office (new phone, Franklin 2-8655), succeeding Richard Colburn. Fred Crawford now mgr. of McGillvra Los Angeles office, moved to 638 S. Van Ness Ave. (Dunkirk 4-7352) and Al Tewksbury mgr. of San Francisco office, now at 300 Montgomery St. (Exbrook 2-0159). John J. Schwarz named mgr. of Branham St. Louis office, succeeding J. E. Nicholson. Ted Johnson named mgr. of W. S. Grant Los Angeles office, succeeding Ray Barnett, and Ted Hall heads San Francisco office, George Grant moving to Chicago.

Hugh M. Rogers Jr., 37, TV production director of BBDO, onetime CBS producer-director, died June 10 at Norwalk (Conn.) General Hospital. During the 1952 presidential campaign, he handled programs originating on network TV for Gen. Eisenhower. He leaves his wife, 2 sons and a daughter.

DAYTIME TV viewers "are consistently the best customers," according to elaborate NBC-TV presentation designed to hypo daytime sponsorships. Titled *Television's Daytime Profile: Buying Habits and Characteristics of the Audience*, it was shown to N. Y. newsmen, advertisers and agency folk this week, will be shown in Chicago June 15, Cleveland June 16, Minneapolis June 17, Los Angeles June 22, San Francisco June 24.

Basis of findings is report on 3243 women living in 2871 households in 450 "clusters" or interviewing districts in 185 representative counties. W. R. Simmons & Associates conducted survey last Jan. It defines "daytime home" as one in which housewife personally watched TV during week before survey. Detailed statistics are cited to prove that 2 out of 3 TV homes are daytime homes; that daytime viewers are younger, daytime families larger, have more children, enjoy higher incomes, live in larger & better markets. Daytime viewers are also shown to be "better & bigger" customers for foods, household items, drug & toiletries, cigarets, home improvements, cars; and they own more home appliances.

NBC-TV's night time, like CBS-TV's, is just about sold out—hence big drive to sell daytime. Despite its popular 7-9 a.m. *Today*, one of network TV's biggest income producers, NBC-TV still lags behind CBS-TV in daytime program sales. In fact, revised PIB figures this week show NBC's April TV network billings, first reported as surpassing CBS-TV's for first time in 6 months (Vol. 10:21), actually were beaten by its rival. New figures from PIB: CBS-TV, \$10,921,640; NBC-TV, \$10,798,978.

NBC charged "price cutting" by CBS in announcing June 7 that it has advised its affiliates it also will reprice evening time downward (Vol. 10:22) through a revision of discounts and proposing that the affiliates agree to a 20% reduction in compensation for night network business. Without naming CBS, NBC stated its action was "made unavoidable by a major competitor's act of desperation" and, asserting that competitor had initiated a third price cut in 4 years, referred to it as "depreciating the value of America's basic communications medium." No word yet from ABC & MBS, but it's regarded inevitable that they too will have to revise their rates at about same time—Aug. & Sept. Though neither CBS nor NBC is saying so, radio rate cuts basically are being forced by inroads of TV on night audience and diminution of number of network radio sponsors (for month-by-month PIB figures, see *TV Factbook No. 18* and Vol. 10:22).

An operating executive head of projected Television Advertising Bureau (Vol. 10:22) is now being sought, selection committee headed by Roger Clipp, WFIL-TV, Philadelphia, comprising Charles Crutchfield, WBTV, Charlotte; Tom Harker, Storer stations; Wm. Quarton, WMT-TV, Cedar Rapids; L. H. Rogers, WSAZ-TV, Huntington, W. Va. Meanwhile, 20-man membership committee headed by Norman Gittleton, WJAR-TV, Providence, was named this week. Temporary headquarters of TvAB have been set up in Hotel New Weston, N. Y.

TV is ranked third among media in reporting Army-McCarthy hearings to public in Gallup Poll reported June 11, which records some 65,000,000 persons have read about the inquiry in daily papers while 55,000,000 listened to radio, 45,000,000 watched TV.

Channel shifts & power boosts: WTAR-TV, Norfolk, June 4 shifted from Ch. 4 to 3; WFMJ-TV, Youngstown, June 10 moved from Ch. 73 to 21; WFMB-TV, Indianapolis (Ch. 6) June 8 increased power to 100-kw ERP.

Picture Agency Council of America has been formed by 21 news & advertising photo agencies, with offices at 520 Fifth Ave., N. Y.

RCA OFFERS 20 MODELS, LOWERS LEADERS: RCA and Admiral made new TV lines public this week -- but only factor the 2 industry leaders had in common were lower prices on leader models (Admiral's 17-in. at \$150, RCA's 17-in. at \$160). But whereas Admiral reduced prices generally throughout line, RCA kept its 21-in. series firm at low end, added higher-priced step-ups at top. (For details of new lines, see pp. 9-10.)

While these 2 of the Big 4 often set the pace, it's apparent that industry-wide price pattern, subject of so much speculation in recent weeks, is yet to emerge in detail. Situation may be clarified when Philco shows its stuff. That can be expected soon, since 6-week strike appeared close to settlement as we went to press.

Full union membership was to vote Sat. June 12 on company's latest proposal -- reportedly 5¢ an hour basic wage increase, plus extension of several fringe benefits sought by union. There was cautious hope strike would be settled over weekend.

Motorola's inclination is to keep prices as firm as possible in new line to be shown distributors July 8 at Chicago's Conrad Hilton Hotel. Spokesman foresaw good chance that discounts to distributors and dealers might be raised, however.

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RCA line was conscious effort to keep unit sales high, with tempting low-end models, and at the same time permit dealers to "sell up" into a plentiful mix of 20 basic models. Henry G. Baker, v.p. & gen. mgr. of RCA Victor Television Div., said 4 significant factors were involved in planning new line:

(1) New engineering, styling and design developments were accelerated beyond planning stage so as to be available for this line, in accord with its market analyses indicating "added values" and features were needed to maintain high sales volume.

(2) "Strongest merchandising program in history of the company" was adopted, spearheaded by creation of new RCA Victor Television Division (Vol. 10:22), which separates manufacture and sales of TVs from radios and phonographs.

(3) Increased activity in color anticipated this fall, when new 19-in. tube is promised (Vol. 10:22), necessitated "greater consumer values" in black-&-white.

(4) Pricing policy based on more drop-in models, to shorten price gaps from "model to model or from group to group", gives dealers more incentive to "sell up".

New line reflects RCA's optimistic outlook for healthy black-&-white business ahead, said Baker. Echoing such optimism was another RCA official, J.B. Elliott, exec. v.p. for consumer products, who told National Assn. of Electrical Distributors in Atlantic City, also site of RCA's TV showing to field reps, that 1954 TV sales should approximate the nearly 7,000,000 sets sold in 1953.

We gave you highlights of Admiral's new line of 10 basic models last week (Vol. 10:23). Following showing to distributors in Chicago, the line got "excellent reception" this week at first of "open houses" for dealers, according to company spokesman. Quantity shipments will start next month, he said.

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Crosley came out with 21-in. "Super V" table model this week, at \$170 list in walnut, \$180 in mahogany, \$190 in blonde. Like its \$140-\$160 17-in. precursor (Vol. 10:7), the "Super V 21 Plus" incorporates vertical chassis, 90-degree picture tube, dual-purpose receiving tubes. Leonard F. Cramer, Avco v.p. and TV-radio gen. mgr., said it also occupies 23% less cabinet space than comparable 21-in. table, with up to 60-sq. in. more viewing screen. Tube face is aluminized for more brightness. It contains 15 tubes (compared to 22 on other sets), is somewhat lighter in weight.

Cramer said additional models would be available in Crosley line in fall, indicated that first 21-in. console incorporating features of "Super V" would be introduced then. He promised details later.

Cramer was lavish in praise of 17-in. "Super V", said that in April, first full month of national distribution for "Super V", it accounted for 46% of industry's factory shipments of 17-in. table models. "Super V" sales volume was \$8,000,000 in April at retail level, he said. Further, he declared market researchers called on several thousand "Super V" owners recently and reported: (1) In families with incomes of at least \$5000 a year, 83% bought it as second set; (2) In families with incomes under \$3000, 71% bought it as first set; (3) In 74% of homes where "Super V" was purchased as second set, original receiver was another brand -- "shattering the long-accepted principle" that consumers traditionally repeat purchases of same brand.

Capehart-Farnsworth also introduced new TV line this week (details on p. 10).

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Retail TV sales in first 4 months set record for such period, totaling some 2,152,515, compared to 2,100,620 in first 4 months of 1953, according to report by RETMA this week. April sales were also highest on record for that month, totaling 371,720, compared to 319,721 in April 1953. Retail sales of radios, excluding auto, totaled 1,487,247 in first 4 months, compared to 1,851,673 corresponding period of 1953. April radio sales were 427,911 vs. 412,802 in April 1953.

Philco strike and the normal seasonal decline in anticipation of new models pushed TV production down to 72,042 week ended June 4, lowest for any week this year and lowest for any full 5-day week since July 1953. It compared with 91,443 week ended May 28 and 97,936 week before. It was year's 22nd week, brought output for year to date to about 2,375,000 vs. 3,625,000 in corresponding period of 1953.

Radio production went down to 140,812 (59,741 auto) from 161,122 in preceding week and 190,275 week ended May 21. For 22 weeks, output was 4,180,000, compared to about 6,160,000 in first 22 weeks of 1953.

RCA's NEW LINE of 20 models, introduced to field reps this week at Atlantic City, starts with 17-in. ebony metal table at \$160—\$20 below list price of 17-in. leader before its production was halted about 3 months ago (Vol. 10:14). Top end of line is 24-in. full-door mahogany or walnut console at \$500.

Engineering features include aluminized tubes in all except 4 low-end models, vertical control arrangements, illuminated station selector dial with extra-large channel numbers, and new "high-speed uhf continuously variable tuner." Variety of new furniture finishes—including birch, grained charcoal oak and blonde tropical hardwood—is also available.

Largest ad campaign in RCA Victor history will support TV-radio-phonograph line, including use of 21 national magazines, 210 newspapers, network TV & radio, film strips, etc. Campaign begins July 19, thru Kenyon & Eckhardt. Full RCA line:

Table Models: Trent, 17-in. ebony metal \$160; Newton, 17-in. maroon metal \$170; Medalist, 21-in. ebony \$200; Lambert, 21-in. maroon \$210; Arlen, 21-in. ebony \$220; Kent, 21-in. maroon \$230; Ellis, 21-in. tawny gold \$230; Rupert, 21-in. grained mahogany \$240.

Consoles: Consolette, 21-in. open-face blonde metal \$250; Trafton, 21-in. open-face grained mahogany \$280, grained oak \$290; Radnor, 21-in. open-face grained mahogany \$300; Felton, 21-in. open-face grained mahogany \$330; Benson, 21-in. open-face blonde tropical hardwood \$340; Pickford, 21-in. open-face mahogany \$350, blonde tropical hardwood \$360; Wister (with swivel base), 21-in. open-face grained limed oak \$300, grained charcoal oak or walnut \$325; Carrol (with swivel base), 21-in. open-face grained mahogany \$360, limed oak \$370; Ashland, 21-in. open-face mahogany de luxe \$360, blonde tropical hardwood \$370; Bromley, 21-in. full-door mahogany \$390, blonde tropical hardwood \$400; Brenwood, 24-in. open-face grained mahogany \$370, limed oak \$380; Bartram, 24-in. open-face mahogany \$395, blonde tropical hardwood \$405; Martel, 24-in. open-face birch \$395; Chesterton,

24-in. full-door mahogany de luxe \$500; Fremont, 24-in. full-door walnut or blonde tropical hardwood de luxe \$500; Prentiss, 24-in. full-door mahogany or walnut de luxe \$500.

Combinations: Gaynor, 21-in. mahogany \$400, blonde tropical hardwood \$410.

Also introduced were 3 table radios, each containing 5 tubes: Creighton, \$30 in maroon, \$33 in ivory, green, red, black; Driscoll, 2-tone, black, \$40; Leighton, black plastic with A and C bands, \$45. Also, 3 clock radios: Reveille, \$30 in maroon, \$33 in ivory, green, red, black; Slumberette, \$40 in maroon, \$43 in ivory, green, red, black and silver, white; Prompter, \$50 in pearl gray, ivory, black & beige. A portable, single-play phonograph at \$30 and a high-fidelity, 3-speed console at \$200 in mahogany and walnut, \$210 in tropical blonde hardwood, complete line.

Scott Radio introduced 22 new Mirror-Tone TVs at Chicago national sales conference this week. List prices are minimum of \$20 higher on all sets, with \$50 increase on 2 models. Pres. John Meek, once outspoken exponent of low-cost TVs, said: "These sets will cost more to make and we will have to believe in ourselves and our product sufficiently to get from 10 to 15% more than the prices of the 1954 models."

National Union Electric Corp. is new name voted for old National Union Radio Corp., pres.-chairman C. Russell Feldmann explaining to stockholders it's intended to reflect broadening of firm's activities beyond radio tube manufacture.

Excise tax collections on TV-radio-phonographs were \$105,921,000 in 10 months ended April 30, compared to \$132,272,000 in corresponding period year ago.

Westinghouse uses closed-circuit telecast (on CBS facilities) in 36 cities at 7 p.m. July 12 to introduce new line comprising 30 TVs, 29 radios, 3 high-fidelity.

Canadian RTMA moves headquarters July 1 from 159 Bay St. to 200 St. Clair Ave. West, Toronto.

Topics & Trends of TV Trade: New inventory finance plan, designed to help dealers finance stocking of its consumer products, particularly color receivers when they're ready for market, was instituted this week by RCA, in conjunction with Pennsylvania Co. for Banking & Trusts, Philadelphia. New plan supplements existing arrangements with Commercial Credit Corp. and Bank of America and will fill in gaps where such local services are not easily available, according to consumer products executive v.p. J. B. Elliott. He explained:

"Our problem has been minimized by the fact that most of RCA's distributors and dealers are well financed and have available substantial lines of credit from local sources. However, with the advent of color TV and with our projections in increased sales volume of color receivers and other consumer products, the decision was reached to make the additional credit facilities available. As much as anything else, it is an indication of RCA's faith in a continued period of business stability."

Pennsylvania Co. will administer plan and furnish credit to finance it—differing from Philco and Westinghouse, both of which set up new subsidiaries earlier this year to handle liberalized credit programs for dealers (Vol. 10:4,9). RCA plan covers inventories of TVs, radios, phonographs, tape recorders, air conditioners & kitchen ranges.

Elliott explained that program enables distributors to buy "maximum quantities" of merchandise during normally slow summer months and, in turn, extend liberal credit terms to dealers so latter can increase their inventories "ahead of the period of strongest consumer demand."

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TV-radio dealers got stern admonition to improve their business practices if they expect banks to continue to accept their credit paper. In speech to National Assn. of Electrical Distributors, W. F. Kelly, exec. v.p. of Pennsylvania Co. for Banking & Trusts, warned that banks will become more selective in handling dealer credit because quality of paper—and therefore the bank's profit—depends to great extent on dealer's selling techniques. "The bank is to blame if it permits its financing services to be used by dealers employing unethical or even high-pressure sales techniques," he said, adding that manufacturer or distributor subsidies will not persuade the well-informed bank to take on sub-standard dealer accounts.

Snowballing industry opposition appears to doom Federal Trade Commission proposal requiring merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23). Speaking for retailers, NARDA pres. Vergal Bourland protested plan this week in letter to FTC attorney Paul Butz, declaring mandatory labeling would merely add another item to cost of production. RETMA, reaffirming its opposition to proposal as unnecessary to prevent deception, received extension of comment-filing deadline beyond June 15 so membership could discuss it at convention June 15-17 at Chicago's Palmer House.

About 1,000,000 plastic TV sets were produced last year, out of industry total of 7,214,787, Society of Plastics Industry convention was told this week by Wyman Goss, mgr. of GE chemical materials div., who predicted that majority of TV cabinets would contain some form of plastics in several years. He said new GE line might include several models in new, cheaper, less abrasive plastic substance developed partly by use of **atomic tracers**.

Passaic (N. J.) Junior Chamber of Commerce, at national junior chambers' convention in Colorado Springs June 12-20, has display calling Passaic the "Birthplace of Television" because first DuMont manufacturing plant started there in 1937. DuMont is providing a TV set which will be raffled as feature of convention.

ADMIRAL'S new line, shown to distributors at Chicago convention last week (Vol. 10:23) and to dealers June 7, takes in 10 basic models—all with built-in antenna, automatic gain control and inclined dial to permit tuning from standing position. Top end of 21-in. consoles, combinations and 27-in. console have Alnico 10 & 12-in. speakers mounted at angle to improve sound. All 21-in. table models feature new 270-sq. in. tube and tinted optic filter. Full line:

Table Models: T1831, 17-in. ebony plastic \$150; T1832, mahogany plastic \$160; T1842, mahogany finish \$170; T2311Z, 21-in. ebony plastic \$200; T2312Z, mahogany plastic \$220; T2316Z, 21-in. mahogany wood finish \$250; T2317Z, blonde finish \$260; T2318Z, maple finish \$260.

Consoles: C2256, 21-in. open-face mahogany finish \$200; C2316Z, 21-in. open-face mahogany \$280; C2317Z, blonde \$290; C2326Z, 21-in. open-face mahogany \$320; C2327Z, blonde \$330; F2326Z, 21-in. full-door mahogany \$350; F2327Z, blonde \$370; F2328Z, maple \$370; C2826Z, 27-in. open-face mahogany \$400; C2827Z, blonde \$425.

Combinations: K2256, 21-in. open-face mahogany \$300; K2257, blonde \$320; L2326Z, 21-in. full-door mahogany \$490; L2327Z, blonde \$515.

Also introduced were a printed circuit 5-tube AC-DC table radio with full-size speaker and built-in antenna and available for \$15 in mahogany, ivory, cherry, sungold yellow, beige or green, and a 5-tube printed circuit clock radio at \$25 in mahogany or \$28 in ivory, kitchen white, cherry or green. Also shown were 4 high-fidelity phonographs with 3-speed changer and dual speaker system, ranging from \$70 to \$160.

CAPEHART-FARNSWORTH'S new line, introduced to distributors June 7 at Ft. Wayne, comprises 16 basic models, with prices generally lower than comparable models in old line. Features include "Tri-Fi" 3-speaker sound system mounted in angular plane, and aluminized picture tubes. Polaroid picture filter system, feature of 1954 line, is repeated in current series. Full line:

Table Models: Minuet, 17-in. "Floratone" ebony finish \$200; Overture II, 21-in. "Floratone" ebony \$230; Bedford, 21-in. "Floratone" mahogany \$260, blonde \$280; Natchez, 24-in. "Floratone" mahogany \$330, blonde \$360; Rhapsody II, 24-in. "Floratone" ebony \$430; New Yorker, 24-in. mahogany \$400 & \$430.

Consoles: Charlestown, 21-in. open-face mahogany \$290; Potomac, 21-in. open-face blonde \$310; Bennington, 21-in. open-face mahogany \$330, blonde \$350; Cortland, 21-in. open-face mahogany \$370; Chicagoan, 21-in. open-face blonde \$390; Ticonderoga, 21-in. full-door mahogany \$330 & \$370, blonde \$350 & \$390; William Penn, 21-in. full-door mahogany \$390 & \$430; Atlantian, 21-in. blonde wood \$410 & \$450.

Combinations: Saratoga II, 21-in. mahogany \$895, blonde \$945; Montreal, 21-in. fruitwood \$995.

Also introduced were 9 high-fidelity units ranging from \$75 to \$550, four table radios at \$20, \$22, \$25 & \$30 (short-wave \$35), 2 portables at \$30 & \$40, two clock radios at \$45 & \$50.

Licensing arrangement for community antenna systems and master distribution systems is proposed by Jerrold Electronics Corp., which claims patent covering the systems. "Our plan is quite ambitious," Jerrold pres. Milton Shapp stated, "yet we are only attempting to do for the master antenna business what RCA has successfully accomplished for the entire TV industry." Jerrold proposes to charge fee to sellers & installers of building systems and to operators of community systems—both based on number of outlets. It would inaugurate advertising campaign and establish school for training licensees.

Trade Personal: Leslie J. Woods, Philco v.p. & director of research & engineering, awarded honorary degree of Doctor of Engineering by Drexel Institute June 12; Harold W. Butler, Philco industrial relations v.p., wins honorary Doctor of Laws from Beaver College June 6 . . . Joseph H. Gillies, Philco v.p., named to Defense Dept. industry advisory committee for procurement & production . . . C. A. Pollock, pres. of Dominion Electrohome Industries, Kitchener, Ont., elected pres. of Canadian RTMA, succeeding A. B. Hunt, ex-Northern Electric Co., now in Canadian govt. defense post . . . Perry F. Hadlock, pres. of RCA Victor Radio, S.A., Rio de Janeiro, currently in N. Y. to report to RCA International v.p. Meade Brunet . . . Harold D. Talbot Jr. appointed adv. mgr. for all products except photographic equipment, Sylvania lighting div. . . Kenneth Newton, Bendix Radio, elected chairman of IRE Kansas City section . . . Joseph T. Zuravleff named Erie Resistor midwestern electronic sales rep, Chicago . . . Russ Weber promoted to new post of Magnavox sales training mgr. . . Harry C. Nelson named mgr. of instrument sales at new midwest office of Polytechnic Research & Development Co. at 1 S. Northwest Hwy., Park Ridge, Ill.; Kenneth W. Meyers, ex-Rauland & GE, is in charge of office . . . Clarence Harding promoted to gen. mgr. of Ircal Industries, Los Angeles, subsidiary of International Resistance Co. . . . Walter R. Wolfgram, ex-Standard Transformer, named Jensen Mfg. Co. plant supt., succeeding T. L. Pierce . . . John Yule, ex-East Coast Aeronautics, named Gabriel Co. electronics sales mgr.; John Martin named chief engineer in charge of new product development . . . Allen J. Dusault named CBS-Hytron transistor sales mgr. . . Joseph Roche, ex-DuMont, named publications mgr., CBS-Columbia service dept. . . Frank Fraser promoted to administrative v.p., Clevite-Brush Development Co., headquartering at new research center, 540 E. 105th St., Cleveland . . . Paul O. Burk, DuMont picture tube distributor in Albuquerque, appointed New Mexico service rep for DuMont mobile communications equipment.

Harry Montague, 57, partner in Trilling & Montague, Philadelphia Capehart distributor, died June 6 after an illness of several weeks. Only a few hours after receiving news, Jacob A. Cohen, controller of same company and one of the owners of Seacoast, Miami distributor, also died in his Philadelphia home.

Color Trends & Briefs: CBS's disclosure of ambitious color program plans for fall, after long silence, looks like more of just what the doctor ordered for color TV's obvious doldrums. Nothing is clearer than fact that mass-produced color sets at mass-produced prices await public demand and that public demand awaits color programs.

Up to now, NBC has been staking out the color field virtually alone. This week, with appropriate fanfare, CBS announced that new \$1,500,000 color studios at 81st & Broadway would be inaugurated with *Toast of the Town* Aug. 22 and followed by monthly hour-long plays, *Best of Broadway*, sponsored by Westinghouse, Wed. 10-11 p.m., starting Sept. 15. Program is in addition to Westinghouse's regular monochrome *Studio One*.

CBS will also give its regular black-&-white shows "premieres" in color as did NBC—and CBS's total color schedule will add up to some 3 hours weekly, going to more than 40 stations.

NBC has already planned 90-min. weekly "spectaculars" to start Sept. 12 (Vol. 10:20) plus new *Tonight*, 11:15 p.m.-1 a.m. (Vol. 10:21)—latter alone providing almost 10 hours of color each week.

In color or monochrome, *Best of Broadway* should click, including as it does: Eugene O'Neill's *Ah Wilderness*, Ferenc Molnar's *The Guardsman*, Robert Sherwood's

Financial & Trade Notes: Motorola sales this year will be second only to 1953's record \$217,964,000, though year's defense billings will be "of record proportions," exec. v.p. Robert W. Galvin told St. Louis Society of Financial Analysts this week. Earnings and sales for first 6 months also will be lower than the \$4,640,679 (\$2.40 a share) earned on sales of \$109,532,968 in first half of 1953—but he didn't estimate by how much. First-quarter profit this year was \$1,644,084 (85¢) on sales of \$48,006,800, down from \$3,174,208 (\$1.64) on \$64,859,867 first 3 months of 1953. Galvin said auto, table & clock radio sales were down this year but predicted that sales of 2-way communication radios would increase by 10% this year and should continue good for next 5 years.

Muter Co. directors omitted quarterly dividend this week, pres. Leslie F. Muter explaining it was to conserve cash "to take advantage of any opportunity that may develop in this competitive market." Negotiations have been under way for acquisition of another company, unnamed. Mr. Muter said company earned about 20¢ a share in first 4 months of this year. Last 2 quarterly dividends were 2% stock in March, 3% in Dec., so that cash position has been considerably improved since the year-end.

Standard Coil Products Corp.'s sales in second quarter should show substantial improvement over first quarter's \$18,971,300 but will still be below the \$23,410,000 in second quarter of 1953, stockholders were informed this week by pres. Glen E. Swanson, who said "realistic approach towards color" has helped TV industry to stage "an encouraging recovery."

Indiana Steel Products Co. reports net earnings of \$203,019 (\$1.43 per share) for first quarter vs. \$98,639 (69¢) same period last year. Pres. Robert F. Smith stated 54¢ of the increase was due to lapse of EPT, the other 20¢ due to improved operations and in spite of slight drop in quarter's sales.

IT&T consolidated income for first quarter was \$4,855,103 (68¢ a share) compared with \$4,832,540 (67¢) same period last year. Consolidated net sales for quarter declined to \$78,705,955 from \$88,087,669. Cost of sales & operations fell to \$73,340,745 from \$82,044,122.

Collins Radio declared 50% stock dividend this week, payable Aug. 2 to holders July 15; also 50¢ cash dividend payable July 31 to holders July 15.

Idiot's Delight, Joseph Kesserling's *Arsenic & Old Lace*, Rudolph Besier's *The Barretts of Wimpole Street*, Wm. Saroyan's *The Time of Your Life*, Philip Barry's *The Philadelphia Story*, George Kaufman's & Edna Ferber's *The Royal Family*, Moss Hart's & George Kaufman's *The Man Who Came to Dinner*.

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Optimistic about color this fall, where some of his fellow manufacturers have clearly expressed pessimism, Motorola exec. v.p., Robert W. Galvin told St. Louis Society of Financial Analysts this week that 100,000 color sets might be produced this year. He said that by fall the industry should have a 19-in. color set selling for slightly more than \$1000. He said he was encouraged by increase in color programming planned for fall, plus progress by some manufacturers toward 19-in. tube. He added: "We can't afford to bury color now with a negative approach."

Industrial color equipment, using CBS field-sequential system, is now being offered by GE. Receivers include both direct-view and 6-ft. projection. GE and CBS recently concluded patent agreement on use of system (Vol. 10:5).

Network color schedules week of June 13-19: NBC-TV—June 14-16, *Bride & Groom*, 12 noon; June 16-17, segments of *Home*, 11-12 noon, from Whitnall Park, Milwaukee. CBS-TV—June 18, *New Revue*, 5:30-6 p.m.

MERGER of Kansas City's time-sharing KMBC-TV & WHB-TV (Ch. 9) should be concluded next week when final sale papers are signed (Vol. 10:17)—FCC on June 9 having approved Cook Paint & Varnish Co. acquisition of Arthur B. Church's KMBC-TV, KMBC (5-kw on 980 kc, CBS) and satellite KFRM, Concordia, Kan. (5-kw daytime on 550-kc, CBS) for \$1,750,000 cash plus assumption of approximately \$865,000 obligations, plus 10-year consulting contract at \$25,000 a year. FCC also approved Cook's \$400,000 sale of its WHB (10-kw day, 5-kw night on 710 kc, MBS) to Robert H. Storz and his son Todd Storz, who own radios KOWH, Omaha, and WOTX, New Orleans.

Cook's WHB Broadcasting Co. changes name to KMBC Broadcasting Co., with Robert B. Caldwell as chairman; Lathrop G. Backstrom, pres.; Don Davis, first v.p. & chairman of programming board in charge of sales, advertising & promotion; John T. Schilling, who built original WHB in 1922, v.p. & gen. mgr.; George Higgins, TV-radio sales mgr.; Mori Creiner Jr., director of TV; Dick Smith, director of radio; Ken Greenwood, asst. director of TV; Henry Goldenberg, TV-radio chief engineer. Free & Peters continues as rep.

All activities will be centered in big KMBC building, which houses 2600-seat theatre. Old WHB-TV & WHB quarters in Power & Light Bldg. are being abandoned. New 50-kw RCA transmitter, to be equipped for color, is due for delivery July 15, to be installed before completion of new KMBC-TV 1079-ft. tower at 23rd & Topping Sts.

Aimed at tightening security, FCC this week initiated proposed rule-making which would deny commercial operator or amateur licenses to members of Communist Party, any group required to register as Communist-action or Communist-front organization under Internal Security Act, or any group advocating overthrow of Govt. by violence. It also proposed to limit licenses to persons of "good moral character," factors determining such character to include past Communist affiliations and convictions for felonies. Proposal would amend application forms to include questions on membership in Communist Party, etc., and require fingerprints. Comments may be filed by July 19.

Storer Broadcasting Co.'s challenge of FCC's authority to set limit on number of stations an entity can own (Vol. 10:4), supported by brief filed in Court of Appeals last week, is due to be answered by FCC June 26 but Commission is likely to ask for extension. Argument before Court won't come before fall, because current court session is almost over. Storer owns 5 TV stations, the limit now permitted by Commission, and is seeking to acquire another vhf in Cleveland and a uhf in Portland, Ore., through acquisition of Empire Coil Co. for \$10,000,000 (Vol. 10:22). FCC has proposed to permit owners of 5 vhf to acquire 2 uhf, but this is held up pending Senate vhf-uhf hearings (see p. 1).

Complying with FCC multiple ownership rule, John B. Poor, director and gen. counsel of General Teleradio Inc., General Tire subsidiary operating MBS and various TV-radio stations, has sold his WARE, Mass. (1-kw, 1250 kc). FCC on June 9 approved \$43,666 sale to H. Scott Killgore, now a sales executive of Emerson Radio, who owns WKXL, Concord, N. H. (.25-kw, 1450 kc, CBS), and is applicant for new AMs in Plymouth, Mass. (1-kw, 990 kc) and Dover, N. H. (1-kw, 1270 kc).

Type & TV tieup: To speed coverage of Army-McCarthy hearings, *New York Times* installed in communications room 2 TV sets with automatic recording discs attached, thus gets full text via playback and into type long before it's transmitted on wires.

Future of educational KTHE, Los Angeles (Ch. 28), was thrown into doubt this week when millionaire oilman G. Allan Hancock, station's underwriter and one of educational TV's most affluent backers, abruptly resigned as director of Allan Hancock Foundation and chairman of trustees of U of So. California, to which he had donated more than \$7,000,000 in last 15 years. He ascribed his action to "business considerations and personal plans" but *New York Times* reported crux of issue was his disagreement with university officials on operation of station. Foundation is licensee; university provides most of programming. He left \$2,000,000 in negotiable assets to Foundation. Educational TV was also reported in financial trouble in Denver, where school board, participant in grant for KRMA-TV (Ch. 6), voted unanimously to hold up further work on project until there was further evidence of public support. Fund-raising drive for \$250,000 reportedly produced only \$52,000 thus far.

TV's future role in law enforcement, as outlined by RCA chairman David Sarnoff in June 11 address at graduation exercises of FBI National Academy, Washington: Superhighways such as Pa. and N. J. Turnpikes, which now use microwave radio for communications, will eventually use TV to connect toll gates, service facilities, patrol headquarters, etc. "It is only a matter of time, moreover, before a coast-to-coast radio-TV network will transmit teletype messages, weather reports, photographs, fingerprints and other documents, [and] police cars without doubt will eventually include TV as an indispensable adjunct of their operations." TV tape recordings, too, will be used by police, "to catalog photographs, fingerprints and other pertinent data."

Resolution to ban televising of Congressional hearings (H.Con. Res. 239) was introduced June 10 by Rep. Rogers (D-Fla.). Referring to Army-McCarthy hearings, he said: "For the past 7 weeks the gladiators of politics have been putting on a show . . . I feel, and very strongly, that it is not a healthy situation for our people to daily look upon the present 'show' and conclude that all such workings of the committees of Congress are carried on in such a manner." His speech evoked burst of applause from Democratic side of House. Similar bill was introduced in Senate by Sen. Olin Johnston (D-S. C.).

Sen. Lester C. Hunt (D-Wyo.), member of Senate Commerce Committee and communications subcommittee, announced this week he won't seek re-election for second term in Senate because of ill health. He's second Democratic member of Senate Commerce Committee to announce retirement in recent weeks, Sen. Johnson (D-Colo.) having also decided not to run again, though he may seek nomination for governorship. Ranking minority member of House Commerce Committee, Rep. Crosser (D-Ohio), won't return next term, having lost Democratic primary.

Allen Woodall interests propose to sell half their 50% ownership of WDAK-TV, Columbus, Ga. (Ch. 28), to co-owner Martin Theatres Inc., and to devote more attention to their radio WDAK (250 watts on 1340 kc, NBC). Selling price is \$53,000. FCC application this week explains that Woodall proposes to boost WDAK power to 5-kw and shift to 540 kc, project costing about \$50,000. Martin Theatres also owns 35% of WJBF-TV, Augusta (Ch. 6), Woodall 25% of WRDW-TV, Augusta (Ch. 12).

Senate uhf hearings are scheduled to begin at 1:30 p.m. Tue., June 15 in Room G-16, U. S. Capitol. These names have been added to end of unofficial witness list printed in last week's issue (Vol. 10:23): Rep. Moss (D-Cal.); Paul Bartlett, KFRE, Fresno, Cal. (vhf applicant); Harry Tenenbaum, WTVI, Belleville-St. Louis, Mo. (uhf); Dr. Armand Hunter, TV director, Michigan State College, East Lansing (uhf WKAR-TV).

MARTIN CODEL'S
AUTHORITATIVE NEWS SERVICE
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ARTS AND INDUSTRY

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with **ELECTRONICS REPORTS**

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WINDUP OF SENATE HEARINGS ON UHF CRISIS: All sides put forth mightiest efforts as uhf-vhf controversy went through second week of Senatorial inquiry that already has built up an imposing record -- 60 witnesses heard, some 300 letters and written statements received. Hotly fought probe concludes public hearings Tuesday, June 22, having heard uhf & vhf protagonists capped by testimony of all networks save NBC by time of Friday adjournment. June 22 is postponement from June 21, first announced, due to sudden death of Senator Hunt Saturday (see p. 20). Session is expected to wind up everything -- first hearing the NBC testimony, then rebuttals by uhf & vhf groups, then FCC Chairman Hyde (for Commission majority), finally Comr. Hennock.

Best bet now is that the Senate communications subcommittee, headed by Sen. Potter (R-Mich.), and its parent Interstate Commerce Committee, whose chairman is Sen. Bricker (R-Ohio), will keep the FCC hopping with some specific recommendations. There's no time left this session for legislation covering such a complex technical and controversial problem, but it would indeed be surprising if a non-committal or namby-pamby report came out of the subcommittee.

With political pressures probably as strong as they've ever been on any radio issue, with this week's prodigious effort by vhf interests to overcome the Senators' initial favorable reaction to strong uhf case, with CBS and ABC both suggesting that Congress and FCC look into the possibilities of a reallocation -- it's apparent that the issue isn't going to die any quick or easy death. Having attended all the sessions, having read most of the documents filed, we give you our summaries and estimates of the proceedings and probable results in the 3 articles on pp. 3-7.

RADIO RATE CUTS—WHAT THEY COULD MEAN: The chain reaction -- literally -- evolving from the latest radio rate reductions projected by CBS and NBC and likely to become effective in August, may well be an economic squeeze on smaller-time radio stations -- particularly those in cities with a superabundance of local & suburban outlets.

It's another example of the revolution being wrought in AM ever since TV hit its stride, especially since TV's admitted capture of much of the night audience.

Nobody really thinks radio is on the way out -- but a lot of radio folk are plenty worried about its future economic base. They're asking how 4 radio networks can survive an apparently shrinking reservoir of radio sponsors. They're wondering how the "marginal" stations, which usually mean the smaller independents in the big metropolitan areas, can compete not only against a fast-expanding TV's inroads on advertising budgets but against intensified local competition.

It has even been suggested that perhaps the networks must evolve toward the "AP system" -- that is, depart from their original concept and become mere program originators, deriving income from station members or subscribers rather than from selling time to national sponsors -- paralleling practice of wire news services.

Here's how some of the best operators in the broadcasting business, with whom we've consulted, rationalize the possible effects of radio rate reductions:

Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships they once spurned.

This condition is already real in some cities, we're told, and it's one that doesn't conduce to happy relationships. Granting that network programming "made" radio, fact is it's slipping qualitatively as well as quantitatively -- and fact is that mere gratitude for the happier past doesn't make for good feeling now. Network loyalties, as we've said before, are only dollar deep.

This comment, from the chief executive of one of the bigger networks' most important radio affiliates, is particularly pertinent in light of fact that he's an ex-network official and his station has a TV counterpart: "The one inherent danger is that, in depreciating the value of radio, the networks may pull down into their own condition the very stations that have helped to make them great, thus making it impossible for network radio ever again to become the important factor it once was in the advertising scheme of things and the American way of life."

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It's a situation that govt. fiat can't cure, either, for it isn't within the province of FCC or Congress to interfere with "normal" trends of the business. Nor can anyone blame this one on Washington, as is being done in the case of uhf. It's a competitive condition, with big-&-little stations caught in the pincer.

For despite NBC's bitter outburst against CBS last week for "initiating a 3rd price cut in 4 years" and thus "depreciating the value of America's basic communications medium," despite NBC's crack that it was "an act of desperation" on CBS Radio's part, despite promises of new "patterns and plans" to build up network radio billings, fact is that the upcoming 15-20% reductions in night radio rates are part of a downtrend that has been apparent for a long time -- notably in NBC's own billings.

Network radio billings have been sliding persistently since TV turned the proverbial corner in 1950. That year's PIB figures (based on one-time gross rates, but generally accepted as index) showed combined billings of the 4 radio networks at \$183,358,922, down from \$187,800,329 in 1949. They fell again to \$174,718,594 in 1951, to \$163,453,462 in 1952, to \$160,516,507 in 1953.

So far this year, monthly figures have consistently lagged behind same 1953 months (Vol. 10:20 & TV Factbook No. 18, p. 369). CBS has held up best of all, curiously enough, though it seems to be first to recognize the falling barometer by calling for the latest radio rate cut.

Network TV is soaring, meanwhile (see same references for monthly tables) -- and it's idle to refuse to recognize that some of the TV money comes from what once were, and now otherwise might be, radio budgets. Moreover, TV is enjoying diversity of sponsors that radio doesn't any more; for example, NBC-TV's "Today" alone had 30 different sponsors in May, has 20 currently, whereas NBC Radio has only 12 daytime advertisers in all (some of them sponsoring multiple programs, of course) plus 6 more regionally on the Pacific Coast. NBC night sponsors total 17.

CBS Radio lists 28 daytime, 23 night sponsors (7 using both day & night time); ABC has 11 daytime, 10 night sponsors (2 using both); MBS has 13 daytime, 15 night sponsors (3 on both). These, of course, include participating sponsors.

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Dependence upon relatively few sponsors, albeit they may buy multiple time segments, is regarded as one of network radio's besetting ills -- giving a few big-spending companies far too much sway over network destinies. Their influence -- and an increasing preoccupation with highly popular and bigger-income TV shows -- may be the real reason why CBS initiated the current radio rate reductions.

TV has always been the pet of NBC Chairman Sarnoff, of course, with result that since 1950 NBC radio billings have slipped badly and CBS, at first rather luke-warm toward TV, has consistently held No. 1 place in radio billings. It's ironical, to say the least, that NBC now deplores selling radio short, champions the cause of

more and more diversified radio sponsors to offset its decline, indicates it's being reluctantly forced to go along with the latest AM rate cut.

That the other 2 networks must follow suit, goes without saying, though they have said nothing publicly as yet. Their affiliates, too, will feel the local competitive squeeze -- indeed, have already felt it because they generally have so much more open time than NBC & CBS affiliates.

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There are those who can't see any economic raison d'etre for so many radio stations -- 25 in the New York area, for example, 21 in Los Angeles, 16 in Washington, 11 in Houston, etc. They mushroomed after the wartime freeze on the then 1000 or so stations, largely because small radio stations are relatively cheap to build.

Yet radio stations continue to increase even now, according to FCC records. Latest count shows 2577 AM stations in operation, up 56 since last Jan. 1. There are 116 CPs for AMs not on air, and presumably present intention of most grantees is to build. Only 5 AMs have quit since Jan. 1. (There are also 549 FMs on air, down 11 since Jan. 1; they're quitting one by one -- but don't cut much ice commercially.)

These FCC figures would seem to belie the probability of potentially fewer AM enterprisers -- main point of this discussion -- but things can happen fast in radio, as they did in commercial TV, now only in its 6th year. The psychological impetus of lower radio network & station rates, the accelerated forays of network affiliates into local business, could bring about drastic changes quickly.

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Note: Since foregoing was written, there's word that NBC affiliates, up in arms, are calling "emergency" meeting at Plaza Hotel, New York, June 28 at 10 a.m. as preliminary to network meeting in August; and there's report in Sponsor Magazine that "price war between CBS, NBC Radio networks will enable sponsors to get 15 to 20% discount on nighttime rates sometime after 25 August."

CONFLICT OVER UHF--THE SENATORS SPEAK: Judging from statements of Senators during 2 weeks of uhf hearings -- and from nature of testimony presented -- it's a good bet that the powerful Interstate Commerce Committee, at whose bidding the FCC traditionally jumps, may make one or more strong recommendations.

These could include request to study possibility of a new allocation plan in which vhf & uhf channels are not intermixed in individual cities -- with instructions to the Commission to report back within a specified time. Nearly all the uhf witnesses proposed reallocation, and CBS pres. Frank Stanton's suggestion to explore possibility of "de-intermixture" (see p. 4) should carry a lot of weight.

One legislative proposal that will be pushed, and with fair chance of success, is Sen. Johnson's plan to remove excise tax on all-channel receivers (Vol. 10:20-23). Subcommittee has already urged such a move, as has virtually every witness appearing before it, and Senate Finance Committee has agreed to consider measure as amendment to upcoming tax bill in next few weeks.

Other legislation, more controversial -- including the Bricker bill to regulate the networks (S-3456) -- won't be pushed, because there's not enough time left for them to have any chance of enactment. Sen. Bricker told us this week he doubts that his Interstate Commerce Committee will have time to hold hearings on his bill this year. "We'll have them next session, though," he added. He dropped in on uhf hearing for a few minutes Tuesday, made this comment with respect to the measure:

"The bill was not filed at the request of uhf stations or any other segment of the industry. It was filed as a matter of principle."

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The 5 members of communications subcommittee were virtually never in attendance at the same time during this week's 3½ days of hearings. The 3 Republicans -- Chairman Potter and Senators Schoeppel (Kan.) and Bowring (Neb.) -- were there most often. Democratic Senators Pastore (R.I.) and Hunt (Wyo.) attended only occasionally.

Some Senators on Commerce Committee have openly stated -- and some others have hinted -- that they think something is wrong with Commission's allocation plan.

The strongest statement was made by influential Sen. Edwin Johnson (D-Colo.), ranking minority member of Committee (but not a subcommittee member), when he criticized FCC for "insane decision to mix uhf & vhf as a child might attempt to mix oil and water" in course of address this week to New York convention of National Community TV Assn.

Sen. Schoepfel expressed his view of problem June 10, when he said: "The uhf people point their finger to us and say, 'What about it? You fellows over in Congress -- what are you going to do about it?' We turn around and point our finger to FCC and we say, 'What are you going to do about it?' They say, 'We want some guidance from you up there. We guessed once, and it looks like we guessed wrong'... What is the best thing to do, I don't know. I much prefer to have industry do it."

The lady Senator from Nebraska, Eva Bowring, who sat quietly for most of the hearing, at one point asked a vhf witness: "Do you think FCC needs more legislation to straighten out the mess they made by intermixing vhf & uhf channels?...It looks like [they] messed up about 85% of our TV."

Most vhf witnesses believe the allocation plan doesn't need any substantial alterations. Representing hastily organized group of 135 vhf stations, grantees and applicants, attorney Ted Pierson told subcommittee, in concluding his presentation: "Many of these [allocation] problems are vastly more complex than one could expect 5 busy Senators to solve in 7 days of hearing. We request that you submit this record to the FCC without recommendation."

Sen. Potter's reaction was telling, though uttered with a chuckle: "If we take your recommendation to the extreme, we destroy representative government." And Sen. Hunt snapped: "I don't think after that last statement the gentleman made, we should ask any questions."

During most of vhf presentation, Senators listened attentively, asked few questions -- so it was difficult to determine to what extent the vhf arguments had altered their earlier open sympathy for the case made by the uhf groups. Early in this week's hearings, Sen. Potter expressed hope that "we can meet in executive session about the middle of next week to wrestle with some of the suggestions that have been made." Then, in a masterpiece of understatement, he summed up:

"The solution is not easy, and I assume it will be highly controversial."

CONFLICT OVER UHF--THE NETWORKS SPEAK: The hitherto close-mouthed CBS and ABC networks revealed their thinking on uhf for benefit of the Senate subcommittee Friday -- leaving NBC as only network to be heard, with its spokesman v.p. Joseph Heffernan due on stand next. DuMont had testified earlier. Basically, the recommendations of CBS and ABC can be summarized as follows:

CBS -- Eliminate vhf-uhf intermixture if the price is not intolerable.

ABC -- Find enough vhf channels to support 3 networks and explore the possibility of reducing intermixture.

Both also support removal of excise tax on uhf-equipped sets, FCC's proposal to permit owners of 5 vhf stations to acquire 2 uhf -- and they hope that boosters and/or satellites will prove feasible.

CBS is not sure "de-intermixture" is practicable, pres. Frank Stanton told committee, but he urged that Congress, Commission and industry explore possibility immediately -- with objective of supplying at least the 100 largest markets with 4 or more non-intermixed channels while protecting the public's investment in TV receivers and limiting to minimum the shift of vhf stations to uhf.

CBS has obviously studied de-intermixture problem, for Stanton estimated that necessary station shifts would require not more than 10-15% of sets to convert to uhf; that about 1,000,000 homes would lose service altogether; that some 100 stations would have to shift to uhf.

Denouncing proposals to shift everything to uhf, Stanton stated that 27,000,-000 sets would have to be converted at cost of \$40-\$100 each; that 3-5,000,000 homes would lose service completely in the shift; that all vhf stations (258) would have to move to uhf instead of 100 required by removing intermixture.

Stanton's hopes for de-intermixture are definitely limited. "Perhaps," he

said, "sacrifices of which human nature is simply not capable may be necessary."

Defense of CBS's affiliation policies took up much of Stanton's 59-page statement. He went into great detail in effort to show why advertisers won't buy stations with small circulation and why CBS can't afford to give programs free.

Some of Stanton's most vigorous comments were directed at DuMont for its proposals whereby all stations would get equal amounts of network programs and networks would get equal time on all stations (Vol. 10:21). These plans, Stanton said, would make it "impossible for any network to offer an advertiser the largest possible circulation -- and by necessarily excluding him from a substantial portion of TV homes in a number of important markets -- may well drive some advertisers either away from network use or away from TV altogether...This is not competition; this is not free enterprise. This is the antithesis of both."

Bricker bill to regulate networks also came under Stanton's fire. If it's designed to force networks to supply programs to specific stations, he said, it's "extremely radical" and involves freedom of speech. He said it would be like telling newspapers they have to carry specific wire services or columnists.

Threaded through Stanton's statement was constant reiteration that many proposals aimed at helping uhf would depress all TV to lowest common denominator and ultimately help no one except competing media.

Sen. Potter was sole member who heard Stanton; he had no questions.

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ABC's principal reallocation proposal, as outlined by v.p. Ernest L. Jahncke, would be accomplished by: (1) Carving 3 new vhf channels out of FM band, leaving the remaining 2 mc "to accommodate all the FM stations now in operation." (2) Use of directional antennas and lower power to squeeze additional vhf stations into key markets. (3) Freeing unused vhf educational assignments for commercial use.

Though conversion would be required under this plan, it would be "relatively simple compared to the uhf conversion problem." Jahncke urged more flexibility in Commission's allocation concepts "so that channels may be moved or applied for, as they are in AM broadcasting."

All-uhf allocation should be adopted "only if it appears that no other solution will work," he said. "ABC believes that it is too early to conclude that it is necessary to abandon as unworkable our present concept of using both vhf & uhf."

As additional step, ABC recommended that Senate Committee "request the Commission to prepare as soon as possible a report on a revised plan utilizing both vhf & uhf but reallocating to cure uhf trouble areas in intermixed markets" -- to determine whether such an allocation would be workable. Another possibility, Jahncke suggested, would be to permit color on uhf only for perhaps 3-5 years, following which color could be telecast on vhf as well. At the same time, vhf telecasters would be allowed to "duplicate their programs on a uhf station" if they wished to colorcast.

Bricker bill is "unnecessary legislation," said ABC, which believes "the FCC already has sufficient authority to do what is necessary and desirable to aid uhf." Besides, FCC already has authority over station-network relationships, and "solution to the problem of competitive nationwide TV service lies not in increasing regulation but in making changes in the allocation plan so that the natural workings of our free enterprise system may operate without present artificial restrictions..."

DuMont proposals were called "the wrong approach" and declared to be "unworkable, discriminatory, unduly disruptive of business relationships and not likely to produce the result intended."

Differing sharply from arguments of the vhf operators' group (see p. 6), ABC said remedial action by Govt. is justified because:

"The fruits currently enjoyed in limited facilities communities are not as much the result of individual initiative or superior ability as they are of vhf channel scarcities and the artificial freeze imposed between 1948 and 1952. It is one thing to be the first in the field when competitors are free to follow. It is another thing to enjoy a clear field because competitors are enjoined from pursuit."

CONFLICT OVER UHF—THE STATIONS SPEAK: Vhf stations, in battle formation, threw themselves into counterattack at the Senate uhf hearing this week, as if the very future of their way of life depended on it -- and well it might.

They felt they had to overcome a big lead gained by the uhf proponents, whose arguments for freeze and reallocation met little challenge at May 19-21 sessions -- before most vhf operators were taking the Senate inquiry seriously (Vol. 10:21-24).

Give free enterprise a chance to work for the benefit of the American people, who are the real owners of TV channels. That was synthesis of vhf argument, whose main barrage was fired by Washington attorney Ted Pierson in behalf of the emergency defense group born in corridors at Chicago broadcasters' convention and now boasting backing of 82 stations, 20 grantees, 33 applicants. Pierson plumped 73 written statements by his group's vhf members into the record, and told the Senators:

Nobody was forced to go into TV, and Govt. is under no obligation to guarantee a profit merely because it allocates a channel for future use. Uhf proposals for a freeze, for a reallocation, for reduction of vhf service areas "all seek to reduce coverage or delay TV service, to eliminate competition," he declared.

Key to problem is public demand for programs -- and that can't be legislated, he said. Rejecting the uhf stations' charges of "vhf monopoly", he scorned their "temerity to come and excite this Committee about the 'lack of competition' and then present proposals to keep anyone from competing with them."

Any major change in the allocation plan now, he added, would interrupt TV's growth and weaken the system of free broadcasting. "Give free enterprise a chance to work this out for at least another 2 years before we start over again." As to uhf group's objections to quick grants, he asked: "What possible evil is there in cutting red tape -- particularly when the people demand TV service as soon as possible?"

Vhf group favored lifting excise tax on all-channel receivers, use of booster stations to fill holes in coverage areas.

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Also speaking for vhf group were pre-freeze pioneers Hulbert Taft Jr. (WTVN, Columbus & WKRC-TV, Cincinnati) and J. Leonard Reinsch (WSB-TV, Atlanta & WHIO-TV, Dayton), who told of periods of extensive losses. Taft protested "any destruction or crippling of the service it has cost us 5 years and so much sweat and money to create and upon which the public has come to depend."

D. Lennox Murdoch of KSL-TV, Salt Lake City, and grantee John W. Guider of WMTW, Mt. Washington, N.H., opposed all-uhf allocation, pointing out a uhf station couldn't possibly serve the widespread and thinly populated rural areas which must depend on high-power vhf if they're to get any TV at all. Pittsburgh Mayor David L. Lawrence was surprise vhf witness, arguing against a new freeze, which would further delay more TV service to Pittsburgh and other cities.

Appearing on his own behalf, George Storer (Storer Stations) argued for more flexibility in application of allocation rules, for re-examination of vhf educational reservations, and for resolving multiple ownership questions on individual basis.

One of the most impressive pleas against drastic action came not from a high-powered vhf sparkplug but from soft-spoken radio veteran Allen M. Woodall, part owner and official of profitable uhf WDAK-TV, Columbus, Ga. and post-freeze vhf WRDW, Augusta. Relating story of uhf success in Columbus despite vhf competition, he said: "We went into uhf with our eyes open." Despite Madison Ave. prejudice against uhf, he said "there are many other successful uhf operators." He opposed most proposals made by the uhf groups as "utterly impractical."

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First 2 days of this week's hearings were largely devoted to more testimony by uhf operators and their representatives. Melvin A. Goldberg, economic consultant to UHF Industry Coordinating Committee (85 members) hit out at "monopoly and exorbitant profits" he said were inherent in any system where coverage is limited to "a few vhf stations with unlimited power." Average pre-freeze station in 1953 made profit equal to 66% of its original tangible investment, including all additions and improvements, he said -- 7 of them making over 200%.

Today's uhf station faces uncertainties as to network programs and set circulation, he added, while the "so-called pioneers of the pre-freeze period" could look forward to ever-increasing network programming and a constant buildup of their audience. Average pre-freeze station, he said, took 21.6 months to get on air after it got grant -- "every day they could delay was an advantage."

Officials of 2 uhf stations which have just begun to use black ink in spite of vhf competition made recommendations to subcommittee this week -- Harry Tenenbaum of WTVI, Belleville-St. Louis, asking immediate freeze and re-study of allocation plan, and Thomas Chisman of NBC-basic WVEC-TV, Hampton-Norfolk, urging that color TV broadcasting be limited to uhf band. Latter proposal was backed by Philip Merryman of WICC-TV, Bridgeport, as long-range goal.

Former attorney General J. Howard McGrath, appearing for Edward Lamb Enterprises (vhf WICU, Erie and uhf CP WMAC-TV, Massillon, Ohio), charged there has been "abuse and violation" of anti-trust laws in dropouts and mergers of applicants which pave way for quick grants. He recommended that the Justice Dept. anti-trust div. be required to investigate all proposed mergers before FCC can approve them.

NARTB pres. Harold Fellows' temperate testimony stressed necessity for both vhf & uhf stations in nationwide allocation, warned against too much regulation, was careful to pin "pioneer" label on both uhf and pre-freeze vhf stations. He saw vhf-uhf receiver situation as uhf's biggest problem. Uhf representatives didn't object so much to his statement as they did to NARTB's belated decision to enter hearing.

3 INITIAL DECISIONS, NO STARTERS OR CPs: Though dozen or more new stations are due by end of July, none got started this week -- and score still remains 385 on air, of which 127 are uhf. Nor were there any new grants. However, 3 initial decisions were rendered by FCC examiners, favoring following:

Shreveport, La., KTBS, Ch. 3; Big Spring, Tex., KBST, Ch. 4; Corpus Christi, Tex., KRIS, Ch. 6. Big Spring decision stemmed from dropout of competitor.

In Shreveport decision, examiner Basil Cooper chose KTBS over KWKH because he felt it would further "diversification of the media of mass communications." The owners of KWKH, Ewing family, control Shreveport Times, plus the 2 papers in Monroe -- World and News-Star -- in addition to KTHS, Little Rock, Ark. KTBS is the sole radio interest of Wray family, which also has Ford dealerships.

In Corpus Christi case, examiner H. Gifford Irion picked T. Frank Smith's KRIS in preference to Baptist General Convention of Texas' KWBU because Smith manages station and is "squarely accountable" whereas Baptist group has chain of command which he considered too loose for proper supervision. "The single element which must govern," he said, "is the amount of effective responsibility displayed by the licensee or its properly delegated subunit."

Two more hearings were scheduled, both to start July 16: Washington, D.C., Ch. 20; Boston, Ch. 5. One uhf CP was dropped: WBEC-TV, Pittsfield, Mass., Ch. 64.

COMMUNITY ANTENNA BUSINESS ON THE UP: Full of vim & vigor, fast losing its naivete, the up-&-coming community TV business is rapidly gaining the attributes of skill and stability which characterize its parent telecasting and electronic manufacturing industries. Nowhere was this more apparent than at enthusiastic third annual convention of National Community TV Assn. attended by 200 in New York, June 14-16.

The young industry is still a bit jittery, as should be expected, because it still faces major unknown quantities. But operators have continued to grow, year after year, freeze or no freeze, uhf or vhf -- and they're becoming quite convinced that they're well beyond the stage of a wild gamble.

Consider development of NCTA itself: There are some 300 systems in the U.S. serving some 150-200,000 homes. Year ago, NCTA had 64 members; now there are 100. NCTA now has competent legal, engineering and accounting counsel. It's now seeking funds to employ fulltime Washington executive secretary and staff -- and appears likely to have no difficulty raising the money.

Community operators are no longer the only ones talking it up. They've been joined by others, such as the politicians who see something worth latching onto. As

a matter of fact, Colorado's retiring Sen. Johnson, who addressed group (see p. 9), said this was first time he had accepted invitation to speak outside Washington.

As with all entrepreneurs, basic questions of the convention were how to get started, how to increase business, how to cut construction & operation costs. NCTA is obviously in need of a "how to" department, along with a miniature BAB or TvAB such as those organized by AM and TV broadcasters. Beside this essential, a great variety of problems are keeping operators busy, such as:

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(1) TAXES. Each customer pays average of \$125 to get connected to system. Operators have applied this payment to construction, called it "contribution in aid of construction" -- paid no income tax on it.

This is in line with historic practice of railroads, rural phone systems, etc. However, the Internal Revenue Bureau is seeking to get this sum classified as income, therefore taxable. Guinea pig is system in Wilkes-Barre, Pa., and appeal is now before appellate staff of Internal Revenue Bureau. NCTA tax counsel Edward Morgan, of Washington firm Welch, Mott & Morgan, stated there's excellent chance of winning but that case will be fought through courts if necessary.

Another tax is the 8% Federal excise levied on customers' monthly payment. Internal Revenue demands it, gets it, calls it "wire and equipment" tax same as that applicable to telephone and telegraph. This is also being fought, and Morgan said that appeal will be made to Congress if needed, noting that Sen. Magnuson (D-Wash.) has already introduced bill to exempt systems from the tax.

(2) SPURIOUS RADIATION. FCC's recent proposed rule-making (for full text, see Special Report, April 17), singles out community systems for the most stringent restriction of all -- 10 uv/m at 10 ft. Operators are aghast, insisting that almost no existing system can meet provisions without virtually rebuilding systems at ruinous cost. Counsel E. Stratford Smith, also of Welch, Mott & Morgan, is preparing comments asking FCC to ease burden in final rules. Consulting engineer Dr. Frank Kear, of Kear & Kennedy, is conducting experiments to provide engineering data.

(3) PROPERTY RIGHTS. Two cases threaten operators' present unrestricted use of stations' signals. WMCT, Memphis, has served notice it regards such use to be "piracy" (Vol. 10:23), and film producer Ziv has informed NCTA he plans to go to court in Reno case. In latter instance, KZTV, Reno, has exclusive contract with Ziv for Cisco Kid series. Community system in Reno picks up San Francisco programs, including Cisco Kid, and Ziv charges that this is infringement of his and station's property rights in the program.

A related case was recent Canadian decision, heartily welcomed by community operators, in which judge held that reception in the home via wire was "private", hence was no "public" showing for profit which infringed copyright (Vol. 10:23).

Counsel Smith's basic argument is that community systems are not in programming business, sell no programs. They sell an antenna service, he stated, acting as agent for viewers, "assisting subscribers to do what they could do themselves."

(4) BOOSTERS AND SATELLITES. Equipment maker Milton Shapp, Jerrold Corp., argued that repeaters have only limited prospects of hurting community systems even if FCC does eventually authorize them commercially (Vol. 10:23).

His main reasons: Insufficient channels to provide enough booster/satellite service to compete effectively with multi-channel wired systems; insufficient ad revenues available to justify their construction and operation; complex regulatory questions as to who would operate them, and how. Shapp did foresee foreign govts. subsidizing satellites, said he'd already built some for Mexico and South America.

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Other questions are numerous and lively, notably: (1) Dealer relationships. Should system operators sell sets? Better not, most agree. Should they pay commissions to dealers for obtaining subscribers? Most don't because it helps little. (2) Closed-circuit operation on extra channels. Possible means of obtaining more revenue and local expression, but to be handled with caution until legalities are clearer. (3) Subscription TV. May be a natural, if you can get the programs for

which viewers are willing to pay. (4) Color. Some systems can handle it; others can't unless modified at considerable cost. (5) "Piracy" or "stealing" by viewers who place own antennas or probes in induction field of cable. Practice not extensive, hard to stop by technical means. Virginia has law against it. (6) Microwave. Recent Belknap decision (Vol.10:19) opens the way for more distant community operations, but awfully expensive under FCC restrictions.

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Convention sessions were well attended, with about 50 member companies represented. It's interesting to compare meeting with conventions of NARTB, RETMA, etc. Everything's new to the community men. Few know each other. Except for equipment manufacturers, virtually all are non-competitive. No operator dominates others. Intra-association politicking is minor. Most are "small town boys" and proud of it.

But there are symptoms of growth characteristic of new industries. The multiple owner has arrived. Systems are being sold -- usually at a profit. Investment money has moved in -- J.H. Whitney & Co., Fox, Wells & Co., Goldman, Sachs & Co. And the Govt. begins to look on, flex its regulatory muscles.

Members demonstrated extraordinary confidence in their officers & directors, headed by dynamic young pres. Martin Malarkey, Pottsville, Pa. (see below). They insisted he accept third term. Every action endorsed or proposed by officers was voted unanimously. Not a single "nay" was ever voiced in entire business session.

CBS pres. Frank Stanton, once target of FCC Comr. Hennock's ire in one of her outbursts at an educational TV hearing, pulled no punches in replying to her latest "monopoly" charges during Senate uhf hearings this week. Said he: "I think it is clear—not only from the testimony in these hearings but from some of the comments which have been made outside these hearings, that some of these proposals for network regulation have been colored and have been rationalized by the demagogic slogan that something ought to be done—that anything is justified because there is a monopoly. CBS and NBC, it is said, are a 'monopoly.' And I must say that I find it extremely disturbing to read that this charge has been made publicly and in the context of these hearings by one of the very people—an experienced lawyer—who, as a member of the FCC, sits in judgment on us in determining whether or not our applications for licenses should be granted or renewed." Lawyers, he said, have informed him that there's no monopoly at least until a single entity in an industry controls more than two-thirds of the market. "It is a travesty of reality," he went on, "to lump the gross billings of the CBS-TV with the NBC-TV network in order to justify this 'monopoly' charge. We fight each other—we fight each other hard—and we never stop fighting . . . While sometimes some people think that the competition between us is so bitter that it becomes absurd, I have never heard anybody say that there is not enough of it. And I believe that this intense competition, despite what some people may have thought are excesses, has kept us all on our toes and has benefited the public in terms of the programs and the services which they have received."

National Community TV Assn. reelected as president for third year Martin E. Malarkey Jr., Pottsville, Pa., amending by-laws to except him from provision precluding anyone from holding the office more than 2 consecutive years. Also reelected were secy. Claude E. Reinhard, Palmerton, Pa. and treas. Wm. J. Calsam, Schuylkill Haven, Pa. New v.p. is Ned Cogswell, Oil City, Pa.

FCC gen. counsel Warren E. Baker's first public speech since taking office was high-level legal discussion of "Problems of the Radio & TV Industry" before U of Michigan Law School's Summer Institute at Ann Arbor, June 17. Copies (Mimeo No. 7136) are available from FCC.

Dr. Allen B. DuMont was White House caller June 18, but no statement was available about purpose.

Community antenna operators glowed under warm words of Sen. Edwin Johnson (D-Colo.) as he addressed NCTA convention in New York this week (see p. 8)—because he told them what they wanted to hear, with few exceptions. His points: (1) They provide a most desirable service. (2) They're neither broadcasting nor common carrier, thus shouldn't be regulated by Govt. (3) Excise tax is in error, should be removed. (4) Boosters & satellites have small chance of hurting systems. (5) Closed-circuit local originations have great promise. (6) Subscription TV has "tremendous possibilities" for operators and movie industry. (7) "The potential market for your services can only be described by the super word—vast." What the operators didn't like was his acceptance of Fairmont, W. Va. uhf station's charge that community system was driving it out of business (Vol.10:21). They claim to have many arguments to refute that. Sen Lester Hunt (D-Wyo.) also had welcome words for the operators, stating during Senate vhf-uhf hearing this week that "the community antenna is the next great forward step in TV; it's going to spread over this country in the next year just as a rainfall over the U.S."

Radio operators attracted to community antenna business, among most enthusiastic, include following: KGRH, Fayetteville, Ark.; KPRK, Livingston, Mont.; KVAS, Astoria, Ore.; KVOS, Bellingham, Wash.; KALE, Richland, Wash.; CJOR, Vancouver, B. C. Robert S. McCaw, pres. of KALE, a member of National Community TV Assn., told convention in New York this week that group reminds him of NAB 25 years ago, having similar problems and esprit de corps, and he congratulated group on developing smooth organization to cope with troubles as they arise. P. B. McAdam, pres. of KPRK, expressed same views, urged NCTA to provide more promotional advice to newcomers.

Unusual community TV system is that of Alarm Corp., Carmel, Cal., which has 100 mi. of cable—all of it underground. System is operated more or less as hobby by Gerard B. Henderson, a director of Avon Products (cosmetics). Organization has developed special automatic machine for digging narrow groove in soil and macadam streets; cable is laid between expansion joints of concrete streets. Henderson says that underground system might be impractical in areas of heavy freezing; otherwise, he believes cable holds up even better than when strung from poles.

Personal Notes: Sheldon B. Hickox Jr., NBC director of station relations, assigned to same post, newly created, for NBC Pacific Div., effective July 1 . . . James T. Aubrey Jr., gen. mgr. of KNXT, Los Angeles, receives 1954 special achievement award of California Veterans of Foreign Wars . . . Harry P. Warner, Washington TV-radio attorney, back at desk after extended illness . . . Earl Moreland, ex-commercial mgr., WMCT, Memphis, now station mgr. . . Sam Zelman, ABC west coast TV-radio news director, named CBS-TV Hollywood news director, replacing Frank La Tourette, now working on medical TV documentaries; Edwin W. Conklin, Zelman's asst., promoted to succeed him . . . James Thacker is promoted to sports director, WSAZ Inc., Huntington, W. Va., replacing Jack Bradley, leaving for Los Angeles to freelance; Jack M. Williams named merchandising mgr. . . Kelly Maddox, ex-KPLC, Lake Charles, La., appointed gen. mgr. of WJBO, Baton Rouge, majority owner of WBRZ, Ch. 2 grantee there, planning Sept. start . . . Jean Paul King named gen. mgr. of KLAS-TV, Las Vegas; Jim Rogers replaces Bob Gardner as commercial mgr. . . John A. Kelly appointed gen. mgr., E. O. Thomeson commercial mgr. of KTXL-TV, San Angelo, Tex., succeeding Walton Foster . . . Bill Bailey, ex-WLS and other Chicago radio stations, named program mgr. of WLWD, Dayton, as Robert E. Head moves over to sales dept. . . Thomas J. Sutton, ex-WWJ-TV, Detroit, named exec. production director of new CHCH-TV, Hamilton, Ont. (Ch. 11); J. Ray Peters, ex-Stanfield Ltd., commercial mgr.; Wm. E. Jeynes, ex-RCA Canada and Rediffusion, engineering supervisor . . . James E. Goldsmith designated as sales mgr. of upcoming KWK-TV, St. Louis, as J. E. Henderson Jr. is promoted to sales mgr. of KWK . . . Robert Hyland promoted to asst. gen. sales mgr., KMOX, St. Louis . . . Ru Lund, of Moore & Lund, TV-radio rep for Northwest, elected pres. of Oregon Advertising Club . . . Paul A. Severeid, ex-Bozell & Jacobs, Minneapolis, brother of the CBS newscaster, named chief newscaster of WTCN-

TV, Minneapolis . . . Harry Witt promoted to v.p. in charge of western operations, Calkins, Holden, Carlock, McClinton & Smith . . . Dudley W. Faust, CBS Radio eastern sales mgr., becomes radio network sales mgr. July 5, succeeding W. Eldon Hazard who joins J. Walter Thompson Detroit office as executive on Ford account . . . Wm. W. Lewis promoted to TV-radio director, Geyer Adv., replacing George Wolf, who moved to Ruthrauff & Ryan as TV-radio v.p., succeeding Tom Slater, resigned . . . Russ Johnston, ex-Ward Wheelock TV-radio chief, joins McCann-Erickson TV-radio dept., N. Y.

John Rich, NBC Far East correspondent, wins Council of Foreign Relations fellowship (Carnegie Foundation grant), equivalent to year's salary, permitting him to study at Council's N. Y. headquarters and nearby universities. He's 11th newsman, third NBC staffer, to win award; all others were newspaper and press association correspondents.

Gilmore N. Nunn, pres. of WLAP, Lexington, Ky., has been elected delegate to the United Nations for the Inter-American Assn. of Broadcasters, with Adrian Lajous of Mexico as alternate. Annual board meeting during recent NARTB convention designated Vina Delmar, Chile, for 1955 general assembly next Feb.

Alex Quiroga, ABC Hollywood engineer, awarded 1954-55 TV fellowship for year's graduate study at Johns Hopkins U under grant by WAAM, Baltimore.

Dr. Lyman L. Bryson, CBS director of education, awarded honorary degree this week by Drexel Institute of Technology, Philadelphia.

Armand G. Belle Isle, 47, engineering v.p. of WSYR-TV & WSYR, Syracuse, died of heart attack June 12, one day after celebrating 26th anniversary with station. During World War II he served as instructor for Signal Corps at Syracuse U, his alma mater.

NORFOLK'S WTAR-TV, on occupying new plant when shifting recently from Ch. 4 to Ch. 3, retained old 5-kw RCA transmitter plant in downtown studios as complete standby, spending \$52,000 to redesign it for Ch. 3 and cut Blaw Knox tower down some 60 ft. Gen. mgr. Campbell Arnoux claims it's only TV station, except for network keys, with complete operating standby plant. New Ch. 3 plant is RCA 25-kw with 1029-ft. tower, equipped for color, located at Driver, Va., 10 mi. west of Norfolk. It cost \$600,000, gives station 100-kw ERP.

GE got orders this week for two 50-kw vhf transmitters—one from KTVX, Muskogee, Okla. (Ch. 8), with 5-kw driver due for early July delivery and 50-kw amplifier to follow in Sept.; included with this order was 12-bay antenna and associated equipment. Other order was from Alabama Educational Television Commission, granted Ch. 7 on June 2, which proposes to locate at Mount Cheaha, Ala., using the educational channel allocated to Munford, Ala. It also includes 12-bay antenna and studio equipment. Thad Holt, onetime co-owner of WABT, Birmingham (Ch. 13), which he sold last year to *Birmingham News* principals (Vol. 9:15, 23), is consultant on this project.

RCA shipped 50-kw transmitter June 11 to WTHI-TV, Terre Haute, Ind. (Ch. 10), aiming for June 25 tests; other equipment will follow. RCA also shipped 50-kw June 15 to WISH-TV, Indianapolis (Ch. 8), due for June 27 start. And 50-kw amplifier goes June 18 to KOLN-TV, Lincoln, Neb. (Ch. 12), to boost the 10-kw transmitter it acquired from now-discontinued KFOR-TV there.

Standard Electronics Corp., subsidiary of Claude Neon Inc., reports delivery June 1 of 50-kw transmitter to Storer Broadcasting Co.'s WSPD-TV, Toledo (Ch. 13), which with 12-bay antenna will provide maximum 316-kw ERP.

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

WBRZ, Baton Rouge, La. (Ch. 2), delayed by changes in tower site and building plans, now has tentative Dec. 1 test pattern and Jan. 1 programming targets, reports gen. mgr. Roy Dabadie. Construction of \$190,000 studio-transmitter building, now underway, is to be completed in 5-6 months. It will use 10-kw RCA transmitter and 750-ft. Emsco tower with 12-bay 202-ft. RCA antenna. It's owned by Manship family, publishers of *Baton Rouge Advocate* and *Star Times*. City's other outlet, WAFB-TV (Ch. 28), began in April, 1953. Rep will be Hollingbery.

KALB-TV, Alexandria, La. (Ch. 5), will have 5-kw GE transmitter installed in Aug., plans Oct. 1 programming as NBC affiliate, but has no test pattern target as yet, reports pres. Walter H. Allen. Phillips 500-ft. tower with 6-bay GE antenna is scheduled for completion July 15-30. Ownership interlocks with WSLI-TV, Jackson, Miss., which began last March; KPLC-TV, Lake Charles (Ch. 7), with Sept. target; and with radio KRMD which has one-third interest in KSLA now operating on interim basis on Ch. 12 in Shreveport. Weed will be rep.

KLTV, Tyler, Tex. (Ch. 7), recently granted power increase to 100-kw visual ERP and change in transmitter location to hangar at former airport on edge of town, now plans "early fall" target, according to gen. mgr. Marshall H. Pengra, ex-KSTM-TV, St. Louis. RCA 10-kw transmitter with 12-bay antenna and 420-ft. Andrews tower are on order. It will be first vhf in rich oil & cattle area. Dallas being 92 mi. to west and Shreveport, 100 mi. east. Rep not yet chosen.

KPLC-TV, Lake Charles, La. (Ch. 7), 5-kw GE transmitter on hand, now plans Aug. 15 tests, Sept. program-

ming, reports gen. mgr. Dave Wilson. Lehigh 406-ft. tower with 74-ft. GE antenna will be at 320 Division St., where building is being remodeled for studios and transmitter. Ownership interlocks with KALB-TV, Alexandria, La. KPLC-TV will be second outlet in city—KTAG-TV, (Ch. 24) having started last Nov. Weed will be rep.

KTVX, Muskogee, Okla. (Ch. 8), has 5-kw GE transmitter due early in July, with 50-kw amplifier ordered for delivery later, plans to be on the air by Sept. 1, according to v.p.-gen. mgr. L. A. Blust Jr. Week ago, June 11, FCC denied protests against the grant filed by Tulsa's KOTV (Ch. 6) and KCEB (Ch. 23), as well as KSPG (Ch. 17), latter not yet on air and without target date. KTVX transmitter will be north of Haskell, about midway between Tulsa & Muskogee which are 44 mi. apart. Avery-Knodel will be rep.

KEYD-TV, Minneapolis, Minn. (Ch. 9), which got CP in final decision on June 10, plans to order 50-kw RCA transmitter, has Jan. 1 tentative target, writes v.p.-gen. mgr. Lee L. Whiting. It's seeking to lease studio space in Foshay Tower Bldg., will join WCCO-TV and share-time WTCN-TV & WMIN-TV in using Foshay Tower antenna. Rep not yet chosen.

WSFA-TV, Montgomery, Ala. (Ch. 12), now plans Nov. 1 test patterns, Nov. 15 programming, reports v.p.-gen. mgr. Lionel F. Baxter. RCA transmitter and 12-bay superturndial antenna are scheduled to arrive about July 15. Ideco 750-ft tower on Mt. Carmel, 23 mi. south of city, is scheduled to be ready by Aug. 1. Ownership interlocks with *Montgomery Advertiser & Alabama Journal*. It will be city's second outlet, WCOV-TV (Ch. 20) having begun April 17, 1953. Headley-Reed will be rep.

KHOF, Stockton, Cal. (Ch. 13), with 25-kw RCA transmitter delivered, now expects to begin test patterns by Aug. 15, programming in early Sept., wires operations mgr. A. E. Joscelyn. RCA 12-bay antenna will be on 3849-ft. Mt. Diablo, from which good signal is expected over San Francisco Bay area. Pres. & principal owner is H. L. Hoffman, TV manufacturer. Blair will be rep.

WMSL-TV, Decatur, Ala. (Ch. 23), now plans July 4 test patterns, reports mgr. Bill Guy. Studios and 1-kw RCA transmitter are in downtown Mutual Savings Life Bldg., with 380-ft. RCA tower and antenna on roof. It will be first outlet in Muscle Shoals area; nearest are WDEF-TV, Chattanooga (Ch. 12), and WROM-TV, Rome, Ga. (Ch. 9), both more than 100 mi. away. Base hour will be \$150. Walker will be rep.

WCMB-TV, Harrisburg, Pa. (Ch. 27), reporting 5-kw DuMont transmitter scheduled for late July delivery, when 400-ft. Wind Turbine tower with RCA antenna is also due to be ready, now plans Aug. 15 programming, according gen. mgr. Ed K. Smith. Studios are ready and, although affiliation hasn't been signed, station has "verbal and written commitments from DuMont." It will be third uhf in Harrisburg, WHP-TV (Ch. 55) having begun in April 1953, and WTPA (Ch. 71), in June 1953. Base rate will be \$200. Rep will be Donald Cooke.

KCOR-TV, San Antonio, Tex. (Ch. 41), has ordered RCA 1-kw transmitter, with one camera chain and 2 projection units, plans Nov. 1 start as all-Spanish outlet, using films & kines from Mexico and other Latin-American countries, as well as U. S. Other all-Spanish outlets in Texas are XEJ-TV, Juarez (Ch. 5), across border from El Paso, which began in April; McLendon family's projected KERP-TV, El Paso (Ch. 13), which has summer target, and KTLG, Corpus Christi (Ch. 43), no target set as yet. KCOR-TV rep will be Richard O'Connell.

WKNE-TV, Keene, N. H. (Ch. 45), RCA equipment ordered, but without target date, now has CP extension to next Dec. 22, reports owner Joseph K. Close. He's also pres. and 12.25% owner of WKNY-TV, Kingston, N. Y. (Ch. 66), which began last April 23.

WFMZ-TV, Allentown, Pa. (Ch. 67), now has 5-kw DuMont transmitter and allied equipment scheduled for July delivery, plans Aug. 1 test patterns, Sept. programming, reports pres. Raymond F. Kohn. With transmitter house under construction, work on new studio building begins shortly. It will use 460-ft. Kimco tower with Gabriel antenna. It will be first local outlet in Allentown, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also, it's only about 10 mi. away from Easton, 30-35 mi. from Reading. Other Allentown grantee, WQCY (Ch. 39), plans late Nov. start. Rep will be Avery-Knodel.

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CHCT-TV, Calgary, Alta. (Ch. 2), with 670-ft. tower enroute, now hopes to begin test patterns in mid-Sept., programming Nov. 1, reports mgr. A. M. Cairns. With GE transmitter and 4-bay antenna on order, it was hoping that CBC at June 18 meeting would approve request for increase to 100-kw ERP. Reps will be Weed (for U. S.) & All-Canada Television.

CKWS-TV, Kingston, Ont. (Ch. 11), delivery of 10-kw RCA transmitter delayed until Aug. 15, now plans Sept. 20 test patterns, Oct. 1 programming, according to J. M. Davidson, asst. to pres. of Northern Bcstg. Co. Ltd. RCA 400-ft. tower with 12-slot antenna is scheduled to be ready by Sept. 15. Transmitter site is in Bath, 12 mi. west of Kingston studios, will connect via microwave. Northern Bcstg. operates radio CKWS, also will operate TV for owner Brookland Co. Ltd., also owners of CHEX and CHEX-TV, Peterborough, Ont. (Ch. 12), latter with Jan. target. Brookland is 51% owned by Senator W. Rupert Davies (*Kingston Whig-Standard*), 49% by Roy Thomson, chain newspaper publisher. Reps will be Weed (for U. S.) & All-Canada Television.

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Uhf stations get tax advantage in new suggested depreciation rates proposed by Internal Revenue Bureau, principally as result of all-industry petition circulated by DuMont early this year (Vol. 10:4). Bureau now uses new schedule (Bulletin F) as outline for TV station equipment depreciation, will soon circulate it to equipment manufacturers and other interested parties for comment before drawing up final official schedule. Under new tentative schedule, most uhf equipment would depreciate twice as fast as vhf—but even for vhf stations new schedule is more liberal than previous one. Composite overall life of station is rated as 7 years for vhf, 6 for uhf. Depreciation for individual equipment as proposed by Bureau: transmitter and associated control equipment, vhf 6 years, uhf 3; antenna and transmission line, vhf 8 years, uhf 4; test equipment, vhf 4 years, uhf 3. Other equipment, for which no differentiation is made between vhf and uhf; tower 12 years, stationary microwave 5, fixed studio equipment 6, projection equipment 4, mobile studio equipment 4, fixed audio equipment 10, mobile field equipment 4, portable audio 5, mobile transport unit 7. Depreciation of buildings would depend on type and continue at standard rates varying from 15-40 years.

Ottawa, like Montreal, will have 2 CBC stations, one English-language, one French, under govt. decision announced this week. CBC's CBOT (Ch. 4) has been on air since June 1953, and now it's planned to have French transmitter on Ch. 9 to be built at cost of \$500,000 and ready in about 6 months.

Five-day strike of 14 newsmen at WBBM-TV & WBBM, Chicago (Vol. 10:24) was called off June 17 to permit resumption of negotiations between stations and Radio Writers Guild.

Owners of WPFA-TV, Pensacola, Fla., (Ch. 15), filed FCC application this week for new local AM to operate with 1-kw daytime on 790 kc.

Telecasting Notes: TV film is now the only field in show business with an "area of predictability"—hence widely regarded as "the soundest investment in show business." Gene Plotnik, of *Billboard*, which makes a specialty of reporting on the TV film industry, makes this statement in June 19 edition, pointing to \$3,000,000 loan just granted Television Programs of America by Walter E. Heller & Co., Chicago investment banker, and backing it up with confirming quotes by Herbert Golden, asst. v.p., Bankers Trust Co., leading film investor. Also cited is \$1,000,000 revolving fund which producer Bill Broidy has for his *Wild Bill Hickok* series, Kellogg-sponsored . . . Sales contracts with stations written before production—though some are known to be slow paying, particularly "a few of the hard put uhf"—are regarded as good collateral, though in case of TPA it's noted that pres. Milton Gordon is a former executive of the Heller firm and its loans are guaranteed by assets of TPA's top executives. Gordon is quoted as stating that TV has taken away the old position of Class A pictures, formerly assured play dates in a minimum number of theatres, as a good banking risk. Granting reasonably good program quality and an established, aggressive sales organization, any TV film series is assured of coming out in the black, he said . . . Bankers Trust Co.'s Mr. Golden notes that the TV film producers who approach the bank nowadays are generally far more respectable and promising than those who applied for loans a year and more ago . . . "Biggest security risk on TV today," writes *Variety's* George Rosen, "is the half-hour live show"—and he goes on to tabulate the "casualty list" of an "almost revolutionary dropout of the 30-minute live stanzas on both [NBC-TV & CBS-TV] webs in favor of filmed shows"; conversely, all the hour shows and upcoming spectaculars are exclusively live, notably the dramas . . . Also becoming extinct, notes *Variety*, is "the overexposed comic" and when fall season starts the name stars like Sid Caesar, Imogene Coca, Bob Hope, Milton Berle will be seen, but less often, so as not to overdo their welcome . . . Walt

Disney has formed first production unit for ABC-TV *Disneyland* series, which begins next Oct., with assignment of screen writer-producer Bill Walsh as producer, ex-movie actor Norman Foster as director and movie writers Tom Blackburn & Irving Schulman to develop several full-hour programs on theme of "Giants of American Folklore" . . . New film shipping plan, cutting costs of, consolidating and speeding shipments to and pickups from stations, is proposed by pres. Chester M. Ross, Bonded Film Storage Co., 630 Ninth Ave., N. Y.; it's predicated on fact that nearly all film is shipped from N. Y., L. A. & Chicago and that it costs as much now to ship one film in one package as 10 films in one package . . . Enterprising WSAZ-TV, Huntington, W. Va., has published handy folder captioned "Welcome to WSAZ Television" which is handed to visitors "to aid you in your TV appearance." Among admonitions to ladies: dresses should be plain pastels or greys, no white dresses, no large brim hats, no shiny jewelry, no eye shadow. Gentlemen—grey suits, pastel shirts, hats for costume use only. Camera setup, cues, handsignals are explained—all in easy-to-grasp language . . . Shakespeare on TV, conducted via Los Angeles' educational KTHE with big success by Prof. Frank C. Baxter, has been kine-scoped for Sat. 2:45-3:00 p.m. on WCBS-TV, N. Y.; it's reported tops both as education and entertainment . . . WPMT, Portland, Me., cuts base hour rate from \$200 to \$150 and companion WLAM-TV, Lewiston, goes from \$150 to \$110; combination rate, formerly \$225, is now \$175, min. down from \$45 to \$35 . . . More rate increases: WFBM-TV, Indianapolis, on July 1 raises base hour from \$800 to \$960, min. from \$150 to \$180; WOW-TV, Omaha, from \$650 to \$700 & \$150 to \$162; WBRE-TV, Wilkes-Barre, \$300 to \$400 & \$60 to \$70; KFDA-TV, Amarillo, \$200 to \$250 & \$40 to \$50; WCIA, Champaign, Ill., \$350 to \$450 & \$70 to \$100; WFBG-TV, Altoona, Pa., \$400 to \$500 & \$90 to \$100 . . . New rep offices: Harrington, Righter & Parsons moves to 589 Fifth Ave. (phone, Murray Hill 8-7050).

LIVE COVERAGE OF Army-McCarthy hearings, which ended June 17 after 36 days, cost ABC-TV and DuMont a pretty penny—but both networks say the kudos and public gratitude they reaped made the cost worthwhile. ABC-TV estimates cost of carrying full hearings live (required by subcommittee as condition of local sponsorship) was close to \$500,000, bulk of it in renting relay facilities. DuMont declined to give details of its expenses beyond acknowledging that they were "steep."

ABC-TV fed hearings to 56 stations, of which 4 were NBC-TV basic affiliates which picked up morning sessions (WLWT, Cincinnati; WLWC, Columbus; WJAR-TV, Providence; WSYR-TV, Syracuse). The 4 paid on hourly basis to cover cable cost, plus a "premium charge" as non-ABC affiliates. There were local sponsors on 12 of the 55 stations on ABC hookup; one on 10-station DuMont coverage (Vol. 10:22). ABC v.p. John Daly said hearings were not relayed to Far West stations because of cable costs, estimating additional \$93,500 a week would be required to include Denver, Salt Lake City, Los Angeles & San Francisco.

As to the public service aspect, pres. Robert Kintner said thousands of letters of appreciation had poured into network offices, plus several informal thanks from principals themselves. He said ABC undertook live coverage because it felt hearings were a natural for TV (though it was generally conceded they lacked the fire-and-brimstone of Kefauver hearings). DuMont managing director Ted Bergmann commented: "In my memory, TV never performed a service which received more unsolicited evidence of appreciation of viewers."

Note: June 16 *Variety* estimates full coverage would

have cost CBS-TV and NBC-TV combined total of \$4,000,000, in view of heavy commercial pre-emptions. Both networks, after 2 days of live coverage, carried late-evening filmed highlights only.

Revulsion against play-to-audience at Army-McCarthy hearings—especially to carrying commercialism into actual conduct of hearings when Sen. Mundt praised the film *Caine Mutiny* and Sen. McCarthy twice endorsed Steve Miller's cheese plant in Wisconsin—appears to have prompted the 36 Senatorial signatures Sen. Bennett (R-Utah) states he has obtained to a resolution to forbid commercial TV sponsorship of Senate committee hearings. He said TV helped stretch hearing that should have taken 10-15 days to 36, said "each day would seem to demand a new crisis of some kind to reward the listening faithful." Among signatories of his resolution, 23 Republicans and 13 Democrats, Sen. Bennett listed 6 members of powerful Interstate Commerce Committee, which legislates for TV-radio: GOP Senators Bricker, Ohio (chairman); Bowring, Neb.; Duff, Pa.; Payne, Me.; Purtell, Mich. Democrat: Johnson, Colo.

"On an overall basis, TV has been paid for by new advertising dollars, not by a reduction in expenditures for other media," said Charles H. Tower, acting NARTB mgr. of employe-employer relations, addressing U of Michigan Law School Institute on Communications Media June 18 on "The Economics of Television." He noted that all media have increased in volume, he said: "Even radio, which was supposed to be an early victim to the economic attack of TV, has shown a small but steady increase."

Network Accounts: Firestone started Mon. 8:30-9 p.m. simulcasts of *Voice of Firestone* on ABC June 14 and will continue to originate from W. 66th St. studios. Plans to use 3664-seat Paramount Theatre in Times Square as studio (Vol. 10:23-24) all but collapsed this week after engineering surveys disclosed cost of remodeling for TV would be too costly and would interfere too greatly with theatre's primary use as movie house. Nevertheless, important fact is that ABC-TV has another big account in fold—and its resurgence as a competitive bigtime network is seen as one of the most exciting developments in programming. Pres. Robert Kintner, credited with doing much of the selling himself, estimates \$8,000,000 in sales for time and talent have already been wrapped up for fall. This week saw more sponsors signed up—Nash-Kelvinator (American Motors) signing for 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., thru Geyer Adv., and American Dairy Assn. 30 min. alt. weeks (thru Campbell-Mithun) with Derby Foods (McCann-Erickson), thus selling out program. Chesterfields, a prime sponsor of Arthur Godfrey on CBS, this week bought 8:30-9 p.m. Wed. time segment on ABC-TV for unidentified program (probably *Stu Erwin Show*), in opposition to *Arthur Godfrey and His Friends* in same time on CBS-TV. NCAA football game-of-the-week, which with *Voice of Firestone* and *Disneyland* are 3 of biggest fall projects, will be sold on regional co-op basis . . . Sunbeam Corp. (appliances) expected to buy color "spectacular" every 4th week Sun. 7:30-9 p.m. on NBC-TV starting in fall, thru Perrin-Paus Co. . . . Chrysler buys *It's a Great Life* on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson, in place of *Mr. & Mrs. North* . . . Pillsbury and Green Giant Foods to sponsor *Bank on the Stars* on NBC-TV starting July 17, Sat. 7-7:30 p.m., thru Leo Burnett, will start sponsorship on new Mickey Rooney filmed series Aug. 28 in same time period . . . Florida Citrus Commission to sponsor *Twenty Questions* on ABC-TV starting July 6, Tue. 8:30-9 p.m., thru J. Walter Thompson . . . Borden's Instant Coffee buys Fri. 11-11:15 a.m. segment of *Garry Moore Show* on CBS-TV, starting in July, when program moves to Mon.-thru-Fri. 10-11:30 a.m., thru Doherty, Clifford, Steers & Shenfield; *Toni and Chun King Sales* (Oriental Foods) to be alt. sponsors of Thu. 10:15-10:30 period, former thru Leo Burnett, latter thru J. Walter Thompson . . . Carter Products to sponsor *Name That Tune* as substitute for *Place the Face* on CBS-TV starting in fall, Thu. 10:30-11 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Campbell Soup Co. drops *Double or Nothing* on CBS-TV starting July 26, Mon.-Wed.-Fri. 2-2:30 p.m., with time thereafter to be filled by *Robert Q. Lewis Show*, with partic. sponsors . . . Procter & Gamble (Tide and Prell) switches *On Your Account* from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 4:30-5 p.m., thru Benton & Bowles . . . Ethel Merman signed by CBS-TV for Westinghouse's *Best of Broadway* series, will probably be featured as guest on *Jackie Gleason Show* . . . Corning Glass buys Martha Rountree's new panel show, tentatively titled *Nation's Press Conference*, starting in fall, thru Maxon, network undetermined . . . **Correction:** Wander Co. and General Mills purchase of Screen Gems' *Captain Midnight* on CBS-TV starting Sept. 4, Sat. 11-11:30 a.m., is thru Tatham-Laird.

TV sets-in-use totaled 30,083,000 as of May 1, representing 69% of all U. S. homes, reports NBC research chief Hugh M. Beville Jr. At Senate uhf hearings this week, CBS pres. Frank Stanton reported 31,379,000 receivers now in hands of public.

BMI will hold TV Clinics again as result of overwhelmingly favorable vote of TV managers; they're scheduled for Aug. 2-3 at Hotel Biltmore, N. Y.; Aug. 5-6, Hotel Sheraton, Chicago; Aug. 9-10, Hotel Statler, Los Angeles.

Station Accounts: Most unusual telecast version of *Army-McCarthy* hearings was carried on Paramount's KTLA, Los Angeles, where the ever-ingenuous Klaus Landsberg decided to broadcast the audio throughout day with video still pictures of principals and other scenes tied into the testimony. He bought off-the-line audio being piped by ABC to its west coast stations for nightly rebroadcasts, in edited form, paid about \$100 a day for the service, says consistently high ratings prove it was smash hit. It was the only daytime *Army-McCarthy* show available in area, either TV or AM. Sponsor of opening and closing commercials: *Shinola!* . . . Hudson Pulp & Paper Co. (paper towels, napkins, tissues) buys \$1,000,000 worth of time-&-talent for 52 weeks of programs, newscasts, station breaks, IDs, etc. on NBC's WNBT & WNBC (TV & AM), said to be one of biggest deals of its kind in station history; thru Biow . . . 20th Century-Fox, in unusual deal, buys \$140,000 worth of "as needed" time on WNBT to promote its pictures over next 52 weeks; agency is Charles Schlafer & Co., N. Y. . . . American Express Co. buys *Domestic Travelcade* on WNBT & WNBC, thru Benton & Bowles . . . Lady Esther Ltd., div. of Zonite Products Corp., to introduce new compressed face powder called Puff Magic, after tests in Indianapolis & Columbus, plans national campaign, including TV, thru Biow . . . A. E. Staley Mfg. Co. plans to spend \$1,000,000 on TV-radio for Sta-Flo liquid starch during rest of 1954, thru Ruthrauff & Ryan, Chicago . . . Ethyl Corp. still buying time for Screen Gems' *The Big Playback*, expects to be in 45 markets, thru BBDO; sports show starring Jimmy Powers also going to other sponsors in non-Ethyl markets . . . J. Strickland & Co. (Royal Crown hair dressing & pomade, Aloma lotion) buys Negro documentary film series, *One Tenth of a Nation*, on WPIX, N. Y., thru Greenshaw & Rush, Memphis . . . Among other advertisers reported using or preparing to use TV: Freeman & Freeman Inc., Denver (Freeman's furniture & piano cream porcelainize), thru George S. Minot Adv., Alameda, Cal.; Kwik-Fix Corp., Atlanta (frozen food products), thru Bearden-Thompson-Frankel, Atlanta; Magna Corp., Chicago (Magnite for soil), thru L. W. Ramsey Adv., Davenport, Ia.; Tiedemann & McMorran Inc., San Francisco (Sun-Blest canned foods), thru Jewell Adv., Oakland, Cal.; Victory Packing Co., Los Angeles (Thoro-Fed dog & cat food), thru J. G. Stevens, Los Angeles; Orchard Bros. Inc., Rutherford, N. J. (Alumaroll aluminum awnings), thru Dubin & Feldman, Pittsburgh; Kidder, Peabody & Co., N. Y. (investment bankers), thru Doremus & Co., N. Y.; Radiart Corp., subsidiary of Cornell-Dubilier, Cleveland (CDR antenna rotor), thru Stern & Warren, Cleveland; Kay Preparations, N. Y. (Kay 301 cosmetic), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Chr. Bjelland & Co., N. Y. (King Oscar sardines), thru Hilton & Riggio, N. Y.; Schick Inc. (pre-shave lotion), thru Kudner Agency, N. Y.; Basca Mfg. Co., div. of Huyler's (Lady Biltmore anodized aluminum tumblers & Econ-O-Seal milk bottle closures), thru Bozell & Jacobs, Indianapolis.

New departure in TV time sales, with conceivably great potential, was inaugurated this week by FCC's action approving arrangement whereby Matthew Fox's Motion Pictures for TV is permitted to give stations film free in return for right to sell spots equal to value of the film and keep money it takes in. Commission had previously told MPTV it wouldn't rule on the arrangement until such agreement was actually before it—whereupon MPTV signed contract with uhf station WTAO-TV, Cambridge, Mass., which submitted it for approval. MPTV reportedly has major sponsors definitely interested in heavy campaigns. Commission approved idea because station retains control over programs and commercials.

Color Trends & Briefs: NBC-TV's new rate structure for production and service facilities, effective July 1 and covering both color and black-&-white, departs from previous "package" charge for studios and manpower—thus permitting advertisers to tailor usage to particular needs. Color charges are not a percentage increase over black-&-white, but rather a specific rate for particular facilities.

Use of a Burbank, Cal. black-&-white studio, for example, including 4 cameras and 2 mike booms, runs \$300 gross per hour, while color studio with 4 cameras and 2 booms costs \$500. Extra monochrome camera is \$200 per day, extra color camera \$500. Extra monochrome monitor runs \$15 daily, extra color monitor \$100. Extra dollies and mikes run same for monochrome and color.

Commenting on color charges, pres. Sylvester Weaver stated: "In the production area, there will be some differential in costs for color, to the extent that the hourly studio rates are somewhat higher for color studios and more technical personnel may be required in the production of a color show. However, the differential in total costs—time, talent and production—will be moderate indeed considering the value received and of course will vary from program to program, depending on the client's requirements for the particular program."

A basic reason for new rate structure, Weaver said, is that "by placing a premium on efficiency in usage, important opportunities are offered the advertiser to control and reduce his TV production costs."

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CBS has 17 color cameras and 5 color film chains, has spent \$1,500,000 to equip single New York color studio, pres. Frank Stanton testified before Senate subcommittee this week. This compares with its 116 black-&-white cameras, 31 film chains. Attacking proposals to disturb network status quo, he said they "threaten to abort the

Defending right of owners to sell TV stations, Sen. Edwin Johnson (D-Colo.) inserted in record of Senate subcommittee's uhf hearings a statement taking issue with May 21 testimony of Ronald Woodyard (of now-silent uhf WIFE, Dayton). The Senator said Woodyard's remarks "conveyed a false picture" of facts surrounding proposed sale of Denver's KLZ-TV & KLZ-AM to Time Inc. (Vol. 10:10-11). Defending "outstanding job" done by stations under pres.-gen. mgr. Hugh Terry, the Senator pointed out Terry had a heart attack early this year and chairman Harry E. Huffman recently suffered a stroke, adding: "It would seem important to the health of the industry that people may devote their lifelong labors and their fortunes to it, with the knowledge that their investment will be safe and secure in the event of sickness, death or govt. edict. Were it otherwise, no prudent and intelligent person would invest in any broadcasting operation."

Edward Lamb won a round this week in fight against FCC inquiry into allegations of Communist taint (Vol. 10:24), when district court Judge Edward Tamm granted injunction delaying FCC from starting hearing on the allegations until Lamb has appealed to Court of Appeals. Last week, he refused to grant Lamb's motion for injunction to eliminate hearing altogether. Hearing scheduled for July 28 will undoubtedly be postponed because appeal will run through that date. FCC this week designated examiner Herbert Sharfman to conduct hearing, drawing dissent from Comr. Webster who said FCC should hear case *en banc*. He agreed hearing should be held but said commissioners themselves should observe witnesses' "demeanor and credibility" when "a man's most cherished possession, his reputation, is under attack in a hearing."

newest and most exciting development in this art—color." He noted that it costs \$25-30,000 for station to equip itself for network color rebroadcasts, many times that for local originations. "If networks do not make these expenditures and accept the heavy burden of broadcasting color as CBS-TV and NBC are now doing," he said, "color will be definitely delayed."

GE's first color slide scanner has been shipped to KING-TV, Seattle, which has also ordered continuous-motion film scanner made for GE by Eastman Kodak. KING-TV aims to be originating regular color programs by early fall. Station is the fifth, other than network key outlets in New York, to have color originating equipment. Those with live RCA cameras are: WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee. WMAR-TV, Baltimore, has slide scanner built by Telechrome Inc.

NBC-TV's first regular weekly color program will be summer sustainer *The Marriage*, with Hume Cronyn & Jessica Tandy, taking *Martin Kane* spot 10-10:30 p.m. starting July 1. All other NBC-TV color shows have been on "premiere" basis—each regular black-&-white show getting one or more cracks at color, but none of them week-in-week-out. Only NBC-TV color show next week is June 23 mobile pickup out of Chicago from Landmeier farm, with segments on 7-9 a.m. *Today* and 11-noon *Home*. CBS-TV continues *New Revue* 5:30-6 p.m. June 25.

Differing flatly with Ziv, who's all hepped about color film (Vol. 10:23), Snader Telescriptions' Louis D. Snader asserts he made big mistake shooting 76 films in color 3 years ago—claims they're now virtually obsolete. Reasons, he said, are that the color film has lost much in quality; that black-&-white duplicates from color negatives are much inferior to straight black-&-white film—and that extra cost isn't justified. He said he's seen 100 duplicates in last 60 days and they all looked like kines.

AT&T's cable charges were attacked by ABC v.p. Ernest Lee Jahnce in statement before Senate subcommittee this week when he said that "AT&T tariffs favor the largest customers at the expense of the smaller customers" because of sliding scale that makes cost-per-hour cheaper with greater use. He said ABC is now paying for facilities at rate of \$6,000,000 annually, will be running at \$8,000,000 rate this fall—and that this amount already exceeds ABC-TV's programming costs. CBS pres. Frank Stanton testified CBS-TV spends \$10,000,000 for AT&T facilities.

Ire of Flint organizations has been aroused by FCC's decision to grant Ch. 12 to WJR, Detroit (Vol. 10:20). "Citizens Committee for a VHF TV Station for Flint" has been formed, including on its steering committee politically powerful Postmaster General Arthur E. Summerfield Jr., favoring grant to WFDF and asking FCC for rehearing, permission to intervene, permission to file a brief. WFDF also filed petition for rehearing, joining Butterfield Theatres, which FCC had also denied in favor of WJR.

FCC has approved \$250,000 sale of radio KCBQ, San Diego (1-kw night. 5-kw day on 1170 kc, ABC), enabling owner Charles E. Salik to exercise option to purchase one-third interest in KFSD-TV (Ch. 10) and KFSD. Stanley Schultz, Phoenix, and Timothy Parkinson, Tucson, co-owners of radio KRUX, Phoenix, were the buyers.

Purchase of WIBM, Jackson, Mich. (250 watts on 1450 kc, ABC) by John L. Booth was approved by FCC this week, consideration being \$115,865. Sellers Herman & Roy Radner dismiss their Ch. 10 application for Parma, Mich., about 10 mi. west of Jackson, for which Booth and 2 other have filed.

BALANCED LINES EMERGING, MAINLY 21-in.: TV trade goes to market for 2 weeks starting June 21 -- and lines they will see at Chicago's big American Furniture Mart and Merchandise Mart are perhaps better-balanced than any in recent years. They combine appeal of lower-priced leaders with prospect of selling up into higher-priced units, where profit margins at all levels are more attractive.

Lines revealed thus far re-emphasize 21-in. as bread-&-butter item. But they also make ample allowance for dealers who say they can't live without 17-in. Taking cue from RETMA statistics showing 21-in. as hottest seller (Vol. 10:16), several set makers have increased range and variety of 21-in. consoles to stimulate higher-price sales. (Details of new lines introduced this week are on p. 17.)

Dealers aren't interested in price alone. Their most vocal concern at the moment is discount structure, which they contend is inadequate, and it's a foregone conclusion that dealers will be shopping discounts equally with prices at exhibits of set makers in Chicago. Attendance of dealers at marts, seldom high in midyear, is likely to be even lower at this time because NARDA has discontinued its traditional midyear convention during second week of market.

* * * *

Market time finds the trade settling down to stability, albeit at expense of growing number of economic casualties. Two reports at annual RETMA convention in Chicago this week underscore this. In his annual report, pres. Glen McDaniel said "the TV market on the whole is on a sounder basis than it was this time last year because inventories have been maintained at lower levels." And its credit committee chairman H.A. Pope, National Union Electric, reported 12 business failures among the TV-radio manufacturers in year ended May 31, compared to only 4 preceding year. For TV-radio-electronics manufacturers as a group, there were 33 business failures, compared to 16 a year ago (for details of RETMA convention, see p. 16).

Trade statistics are admittedly misleading public somewhat this year. For whereas they show retail TV sales at all-time high for first 4 months of this year, trade knows much of this merely represented working off of excessively high inventories left over from comparatively poor fall and Xmas in 1953. Now that inventory situation has been more or less straightened out, trade's biggest problem is how to regain some of the lost profits, particularly on 21-in. models.

In their pre-market planning, most manufacturers were really hopeful of being able to raise prices by this time, in bid to get those profits. But lines revealed thus far show clearly that wish was parent of their hopes, for it's manifest that lower prices even on leaders reflect uneasiness about prospect of losing any sales, however small the profit may be.

Forecasts of increases in production and sales in second half of 1954 came from several quarters this week. McDaniel said sales "should rise substantially this fall since by all indications the advent of color has by no means satisfied the public demand for black-&-white receivers at a favorable price." The report of RETMA set div. chairman Robert S. Alexander, Wells-Gardner, was that a substantial increase in production could be expected this fall. And DuMont's W.H. Kelley said industry inventory is in good shape, predicted excellent fall selling season.

Annual poll of RETMA sales managers committee revealed average opinion that 5,900,000 black-&-white, 45,000 color sets will be produced this year, compared to actual total of 7,214,787 last year.

* * * *

Philco resumed full-scale production June 17 after 45-day strike was settled 2 days earlier. Members of IUE got average hourly wage increase of slightly more than 6¢, extension of hospitalization benefits, review of pension plan. All other

provisions in current contract were frozen for 2 years. Philco officials were meeting at week's end to determine place and date of annual distributors' convention, when new line will be introduced, but had come to no decision as we went to press.

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TV production jumped up to 98,179 week ended June 11, from slump to 72,042 preceding week and 91,443 week ended May 28. It was year's 23rd week, brought output for year to date to about 2,475,000, compared to 3,740,000 same period of 1953.

Radio production totaled 169,942 (70,819 auto), up from 140,812 week ended June 4 and 161,122 week before. For 23 weeks, output was 4,350,000 vs. 6,420,000.

Trade Personals: Robert C. Sprague, chairman of Sprague Electric and outgoing chairman of RETMA, awarded honorary degree of Doctor of Science by Williams College . . . H. Leslie Hoffman, pres. of Hoffman Radio, elected trustee of U of So. California . . . Kenneth R. Patrick, pres. of Canadian Aviation Electronics Ltd. (DuMont) received honorary Doctor of Engineering degree from Rensselaer Polytechnic Institute June 11—at 39 one of youngest industrial leaders in North America to be so honored . . . Louis J. Collins, staff asst. to J. B. Elliott, RCA exec. v.p. for consumer products, named sales mgr. of new RCA Victor Radio and Victrola Div., reporting to gen. mgr. James M. Toney; Orlo D. Center, from home instruments, named controller of new div. . . Richard J. Flynn appointed legal counsel for TV-radio operations of Raytheon . . . Leslie Roberts, Philharmonic Radio exec. v.p., elected pres., succeeding Bernard H. Lippin, who steps up to chairman . . . John Byrne named gen. mgr. of new Motorola 22,000-sq. ft. lab for govt. & contract research at Riverside, Cal., due for completion in Oct. . . Myron Blackman, ex-Kaye-Halbert, named sales director of Caltech Electronics Co., Culver City, Cal., headed by Herman Kaye, onetime Kaye-Halbert secy.-treas. . . Stanley M. Abrams, founder and pres. of Emerson-Long Island Inc., named mgr. of all Emerson distributing companies, replacing E. R. Glauber, resigned; Edward C. Bonia quits as mgr. of Emerson dealer relations . . . Max Kassofer, Vim Stores, and Robert W. Sarnoff, NBC exec. v.p., elected directors of Better Business Bureau of N. Y. . . Walter J. Bressert, Westinghouse TV-radio Chicago district mgr., named northwestern regional sales promotion mgr.; he's succeeded by Wm. A. Phillips, from Metuchen, N. J. headquarters . . . Martin Sauer, Westinghouse Electric Supply Co. Los Angeles district mgr., named parent company's west coast regional sales mgr. for consumer products, headquartered in San Francisco . . . Thomas M. Linville, mgr. of GE research operation services, elected pres. of N. Y. State Society of Professional Engineers . . . Norman Caplan promoted to mgr. of commercial engineering, Bendix Radio communications div., replacing Douglas M. Heller, transferred to missile plant at Mishawaka, Ind. . . Willis O. Jackson, ex-Hoffman Radio & DuMont, opens Jackson Electronic Supply Co., 840 Marietta St., Atlanta, independent electronic parts & supplies distributor . . .

Max Balcom, Sylvania director-consultant who served as RETMA pres. in 1947-49, elected RETMA chairman, succeeding Robert C. Sprague, Sprague Electric. All other officers were re-elected: Glen McDaniel, pres.; James D. Secrest, exec. v.p.; Dr. W. R. G. Baker, secy.; Leslie F. Muter, treas. H. Leslie Hoffman, Hoffman Radio, was elected chairman of Radio-TV Industry Committee, succeeding Balcom. Fred R. Lack, Western Electric, re-elected chairman of Electronics Industry Committee. New division chairmen: Set, Robert S. Alexander, Wells-Gardner; Tube, John Q. Adams, CBS-Hytron; Parts, Herbert W. Clough, Belden Mfg. Co.; Technical Products, James D. McLean, Philco; Amplifier & Sound Equipment, A. K. Ward, RCA. C. B. Thornton, Litton Industries, Beverly Hills, Cal., was elected RETMA director-at-large.

FAILURES OF TV-radio-electronics manufacturers totaled 33 in year ended May 31, more than double the 16 in preceding year, credit committee chairman H. A. Pope, National Union Electric Corp., reported to RETMA convention this week. Of the total, 12 produced TV and radio sets, 7 sound equipment and recorders, 5 parts, 5 military equipment, 3 commercial communications equipment, one instruments.

Pope said that failed companies had liabilities of approximately \$24,800,000. More than 50% were less than 7 years old. He noted:

"Declining sales in many cases may have been the final contributing factor, but it would not be realistic to conclude lower sales was the fundamental reason. Most had been doing a volume out of proportion to working capital; had high fixed expenses, such as rent and interest, which could not be cut back; and had accumulated inventory excessive in terms of sales. Several were performing long-term contracts for the production of complex military or commercial communication equipment. It became apparent that the contracts had been taken at too low a price."

Since 1945, about 170 manufacturers of electronic products (including TV) have experienced "serious financial difficulties," of which about 35 are still operating, he said. Much brighter picture was presented for electronic parts distributors, only 8 failures being reported out of 1300 companies, with 50 new companies entering field during year. Other RETMA news:

W. M. Adams, Sprague Electric, chairman of international dept., reported exports of TV-radio-electronics apparatus in 1953 were valued at \$247,839,764, up 18% over 1952. But he noted increasing competition from British, Dutch, German & Japanese.

H. J. Schulman, CBS-Columbia, chairman of service committee, said RETMA is formulating basic TV-radio course which will eventually be tried out in pilot classes and supplied to nation's schools for training of servicemen. Committee disclosed teacher's training course will be offered at N. Y. Trade School in July as means of improving efficiency of instructors at technical schools.

Six new members were signed during year, bringing total membership to 386. At annual banquet, industry Medal of Honor was presented to outgoing chairman Robert C. Sprague.

Ralph A. Hackbusch, pres. of Hackbusch Electronics Ltd., Toronto, elected to new post of engineering director of Canadian RTMA, which he once headed. New v.p.'s and chairmen of 3 major RTMA divs. are J. D. Campbell, Canadian Westinghouse, receivers; L. Harris, T. S. Farley Ltd., Hamilton, parts & accessories; H. S. Dawson, Canadian GE, technical products.

J. M. McKibbin, Westinghouse v.p. & gen. mgr. of consumer products, is feature speaker at annual TV-radio-appliance trade dinner July 21 at Western Merchandise Mart, San Francisco, as part of semi-annual market.

Annual Philco stockholders meeting was postponed from June 23 to July 28 at Land Title Bldg., Philadelphia.

DuMONT'S new line, comprising 12 basic models, features "Hi-Resolution" picture tubes for increased brightness, all-wood cabinets, 41-mc IF, "automatic picture stabilizers," "anti-noise circuits," built-in antennas. Another talking point is new RA312 chassis, said to withstand rougher treatment than any comparable chassis. It uses less current, gives greater life to tubes and other parts, DuMont claims. In addition to 12 new models, line also has carryover 30-in. Royal Sovereign mahogany full-door console, listing at \$1795.

Line will be backed by intensive ad campaign starting in mid-summer, using daily newspapers, trade papers and TV. Subsequent promotions will be at dealer level, featuring window and in-store displays, outdoor banners, etc. Full line:

Table Models: Barton, 17-in. walnut \$180, mahogany finish \$190, blonde \$200; Bradley, 21-in. walnut \$200, mahogany finish \$210, blonde \$220; Baylor, 21-in. mahogany \$240, blonde \$250.

Consoles: Winsted, 21-in. open-face walnut \$280, mahogany \$290, blonde \$300; Clifford, 21-in. open-face mahogany \$330, blonde \$350; Hamilton, 21-in. open-face mahogany \$380; Dellwood, 21-in. half-door mahogany \$390; Richfield, 21-in. full-door mahogany \$400, blonde \$425; Belvidere, 21-in. full-door mahogany \$425; Glendale, 24-in. open-face mahogany \$445, blonde \$475; Royal Sovereign, 30-in. full-door mahogany console \$1795. Allenby, 21-in. open-face mahogany console with 90-degree tube, unpriced as yet.

Bendix Radio, making determined pitch to capture more of the TV market than the 2% its officials now claim, plans to step up its market research as first move in expanded merchandising program. Introducing 4 new models to distributors June 14-15 at Baltimore, gen. mgr. E. K. Foster stressed Bendix determination to emphasize quality, not quantity, in expansion. Sales mgr. H. C. Morgan told us that discounts on entire line were increased average of 4%. Prices of new models were generally unchanged, though prices on carryovers were reduced. Morgan said Bendix would not go in for mass price cutting, adding: "Too many people in this industry are kidding themselves into believing they can sell for less than they paid for the merchandise." He said Bendix TV business was running ahead of last year in both unit sales and dollar volume. Bendix policy will be to introduce a few models every 3 or 4 months in accordance with market requirements, rather than show full new line every year. Bendix also demonstrated a color set with 19-in. sample RCA tube but announced color production would start only "when there is a reasonable market which the dealer can profitably reach." New models shown were 21-in. blonde table model at \$280; 21-in. open-face mahogany consoles at \$270 & \$300; 21-in. open-face mahogany console with top-mounted controls, \$350. Also introduced was line of table and clock radios, from \$20 to \$35.

Raytheon's new line of "Aristocrat" series, in addition to low-priced "Challenger" series previously introduced (Vol. 10:18), was introduced June 18 at distributors' meeting in Chicago's Sheraton Hotel. All sets are 21-in. At same meeting color set with RCA 19-in. tube was demonstrated. Color set has 40-tube chassis, is available in black lacquer or blonde korina finish, sells for \$1095. "Aristocrat" series comprises mahogany table \$230, blonde \$240; open-face mahogany veneer console at \$200; mahogany \$250, blonde \$260; open-face mahogany console \$300, blonde \$310. All-channel models are \$20 higher.

Olympic Radio shows 14-in. vertical chassis leatherette table model for \$99.95 June 21 at Chicago's Congress Hotel. Company says weight of new model is about 35 lbs. Sales v.p. Herbert Kabat calls it "the first true 'second set' in the mass market."

G's NEW LINE of 26 models, being introduced at Furniture Mart in Chicago June 21, comprises 17 & 21-in. only, is priced 10-16% below old line, ranges from 17-in. metal table at \$150 to 21-in. full-door console at \$450. Featured is a 21-in. "Lo-Boy" console in walnut or blonde oak at \$450, in which picture is placed at lower angle than in conventional models, giving viewer downward line of sight. Line also contains 90-degree picture tube, is divided into 4 groups, each with a different chassis. Full line:

Pacer Group: 17-in. metal table \$150 & \$160; 21-in. metal table \$180, with aluminized tube \$200.

Black Daylite Group: 17-in. plastic table \$170; 21-in. plastic table \$200, with aluminized tube \$230; 21-in. mahogany table \$260, blonde oak \$270; 21-in. open-face mahogany console \$290, blonde oak or maple \$310.

Black Daylite Deluxe Group: 21-in. mahogany table \$300, cherry \$320; 21-in. open-face mahogany console \$370, blonde oak \$390; 21-in. full-door mahogany console \$400; 21-in. full-door blonde oak, walnut or cherry console \$450.

Ultra Vision Group: 21-in. mahogany table \$330, blonde oak \$350; 21-in. "Lo-Boy" walnut or blonde oak console \$450; 21-in. open-face mahogany or blonde oak console \$450.

Also being introduced are 39 radio models, from \$19 to \$70 for tables, \$30 to \$50 for portables, \$28 to \$55 for clock radios. Feature of latter is calendar clock-radio, showing date and day of week on face of clock; day indicator changes automatically at midnight.

CBS-Columbia line being shown at Furniture Mart comprises seven 21-in. models starting with mahogany table leader at \$190. Top of line is full-door console, with 90-degree tube, at \$370. All sets have "900 Power-Tron" chassis, 21-tube transformer, 41-mc IF. Sales v.p. Harry Schecter says exceptionally short line insures faster turnover and greater profit, with smaller inventory investment. Table models are mahogany at \$190, blonde \$200; mahogany with "full-fidelity" sound and aluminized picture tube \$230, blonde \$240. Consoles are open-face mahogany wood \$200; open-face mahogany \$250, blonde \$270; open-face mahogany veneer, with aluminized tube and phono jack, \$300, blonde \$320; full-door mahogany veneer, with aluminized tube & phono jack \$350, blonde \$370. Another 21-in. open-face mahogany console, aluminized tube, is unpriced.

Hallcrafters, following Crosley's introduction last week of "Super V 21 Plus" at \$170-\$190 (Vol. 10:24), came out this week with own 21-in. "King Size 21" table model in walnut at \$180, mahogany \$190, blonde \$200. Like Crosley's features, Hallcrafters model has vertical chassis, 90-degree deflection tube, occupies one-third less space, is one-third lighter in weight than comparable model.

Admiral reduced 21-in. ebony plastic table model from \$200 to \$160 as summer special, new price to remain in effect through July 31. Admiral also raised eastern prices of 21-in. mahogany table from \$250 to \$260, blonde & maple \$260 & \$270, and 21-in. mahogany console from \$320 to \$330, blonde \$330 to \$340.

Emerson's Benjamin Abrams is subject of sketch by business writer Wm. M. Freeman in June 13 *New York Times*, focusing on success of Emerson's tiny radio portable and quoting him: "The portable radio within 2 years is to be the size of a package of cigarettes. A few years more and the wrist radio will emerge from the laboratory and the comic strips to full-scale reality."

Mrs. Fred Newbury, mother of 4, who started working 7 years ago on DuMont receiver production line and won promotion to group leader in the inspection service, won unusual distinction for a woman last week when elected pres. of Local 420, IUE-CIO, in poll of 3000 production & maintenance employees.

Topics & Trends of TV Trade: TV led all appliance sales by NARDA members last year—and a survey released this week shows it's expected to be No. 1 in sales this year, too. That's one of highlights of NARDA's 8th annual cost-of-doing-business survey, prepared by consulting economist Richard E. Snyder, 11 S. LaSalle St., Chicago, and available for \$1 from NARDA, 1141 Merchandise Mart, Chicago. Main findings:

(1) Dollar sales increased 2.7% over 1952. (2) Dollar profits declined 22.8%. (3) Net profit ratio to net sales dropped to 2.3 from 3.2 in 1952, lowest return on record. (4) Service costs made spectacular rise, as did trade-in losses. (5) TVs, refrigerators, washers were biggest sellers, in that order. (6) Biggest proportion of dealers expect declines in both dollar sales and profits in 1954. (7) Biggest obstacles for 1954 were listed as national economic recession, price cutting, inadequate discounts, trade-in problems.

Dollar value of inventories at end of year was 8.4% higher than at end of 1952, when they were valued at 15.3% below end of 1951. Some 45% of dealers expect 1954 sales declines averaging 19%; about 35% expect increases averaging 14%; 20% anticipate no change. As to profits, 42% expect declines averaging 19%; 30% expect no change; 28% anticipate increases averaging 18%.

* * * *

Federal Trade Commission's formal order dropping 4½-year price discrimination case against Sylvania is expected shortly, following recommendation of FTC prosecutors last weekend that examiner's initial decision against Sylvania should not be sustained (Vol. 6:2, 8:46, 9:52). Sylvania was charged with selling radio renewal tubes to Philco in 1949 for 7-9¢ less than to its own distributors, and its defense was that price differentials were justified by costs and could not affect competition by its own distributors. Last Dec. examiner Webster Ballinger upheld FTC charges against Sylvania. In their brief upholding Sylvania's defense, prosecutors noted that price discriminations "are largely with respect to a limited number of tube types, which are not sold in substantial volume. Previously, it had seemed that a much larger volume of business and a greater probability of injury to competition would be involved in connection with such tube types."

Caltech Electronics Co., Culver City, Cal., reports production will start June 21 on 100% printed circuit TV chassis for private label lines—and promptly was sued in Los Angeles Superior Court by Kaye-Halbert, which alleged that secret information on printed circuits was "pirated" by several Caltech officials formerly employed by Kaye-Halbert. In suit seeking \$190,000 damages and injunction, Kaye-Halbert said its own printed circuit chassis would be in production by Aug. Caltech's chassis utilizes 9 printed circuit sections and transformer unit, according to Herman Kaye, Caltech pres. and onetime secy.-treas. of Kaye-Halbert.

CBS-Columbia Inc., which inherited considerable private-label business from its precursor Air King, is discontinuing that business and within 30 days will complete commitments to Sears Roebuck and Firestone Stores, says pres. Seymour Mintz. Sears' main eastern supplier is Warwick Mfg. Co.

Sylvania signs agreement with Thorn Electrical Industries Ltd. (Jules Thorn, chairman), British manufacturer of Ferguson TV sets, for production of color tubes in London by jointly-owned company to be known as Sylvania-Thorn Color Laboratories.

Stromberg-Carlson, planning re-entry into radio production, starting with \$29.95 portable, readying fall ad campaign, thru D'Arcy Adv.

Distributor Notes: RCA Victor Distributing Corp. announces resignation of John W. Holzman as sales & merchandising v.p.; effective July 6, he will be v.p. & gen. mgr. of Ohio Appliances Inc., Cincinnati . . . Motorola appoints newly-formed Equipment Sales Corp., 71 Lipscomb St., Mobile (J. C. McPherson, pres.) . . . Capehart-Farnsworth appoints Modern Pumps-Appliance Inc., Oklahoma City, replacing William Mee Co. . . . Emerson-Long Island Inc. promotes Bernard C. Pragerson to pres., replacing Stanley M. Abrams, now mgr. of all Emerson distributing companies . . . RCA Victor Distributing Corp.-So. California, Los Angeles, appoints Ted Wyatt as sales mgr., replacing Parsh Henry, now sales mgr. of Leo J. Meyberg Co., San Francisco (RCA) . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Stanley Meyers, ex-Gross Distributors (Stromberg-Carlson), as district mgr. . . . Admiral Distributors Inc., San Francisco, names Ross D. Siragusa Jr. as asst. to gen. sales mgr. Helmuth Tamberg; Maryland Wholesalers, Baltimore (Admiral) appoints Ben Moss, from Los Angeles factory branch, as credit & personnel mgr. . . . Western Empire Distributing Co., San Francisco (Sylvania) appoints Bert Tegger field sales mgr. . . . Harry Alter Co., Chicago (Crosley-Bendix) names Glen Kuffer district sales mgr., replacing Edward Fanning, resigned . . . GE Supply Co., Kansas City, appoints E. D. Shiffler district mgr., replacing John W. Puckett, now at N. Y. headquarters . . . Philco Distributors Inc., N. Y., promotes Leonard Rutstein to adv. mgr., J. Scott Cooper to promotion mgr. . . . Graybar names F. M. Sholders branch mgr. in Kansas City, W. A. Arthur in Flint, J. L. Ringwalt in Oklahoma City, C. C. McGraw in Omaha . . . Lew Bonn Co., Minneapolis (Capehart-Farnsworth) opens branch at 313 N.P. Ave., Fargo (Curtis Kittelson, mgr.).

Advertest Research polled 765 TV homes in metropolitan N. Y. during May in 63rd monthly survey, and found: (1) RCA sets were in 30% of homes, with Admiral and DuMont 8% each. (2) Among those planning future TV purchases, most-wanted brands were RCA, GE, Emerson, DuMont, Admiral (Advertest didn't say in what order). (3) More than 9% have at least 2 sets in working condition. (4) Living room, den, bedroom, dining room—in that order—are most popular set locations. (5) More than 20% are 21-in., but only 3% are larger than 21-in. (6) Greatest number of sets are 2-3 years old. (7) More than 50% are consoles, 30% tables. (8) More than 67% said they would buy color set now if price were \$250; less than 2% indicated willingness to spend \$1000; about 20% wanted larger screen sizes before they bought any color set. (9) About 16% had seen color program, mostly in stores, and of that group 60% liked it, 27% did not. (10) Average of 2 working radios was found in each home.

Canadian TV sales totaled 408,531 in 12 months ended April 30, representing factory value of \$158,000,000, up from the 222,000 sets sold in preceding year, according to annual report of A. B. Hunt, retiring pres. of Canadian RTMA. Radio sales in 12 months ended April 30 were 552,000, down from 600,000 preceding year. Canadian RTMA membership now totals 96, composed of 64 in parts div., 21 in receiver div., 11 in technical products.

New officers of National Assn. of Electrical Distributors: pres., Lester E. Barrett, Barrett Electrical Supply Co., St. Louis, succeeding R. M. Johannesen, Johannesen Electric Co., Greensboro, N. C.; appliances v.p., Herbert S. Schiele, Artophone Corp., St. Louis, re-elected; apparatus & supply v.p., George Albiez, Englewood Electrical Supply Co., Chicago.

With opening of new HJRN-TV, Bogota (Ch. 7) on June 14, Colombian Govt. control board announced that TV sets & tubes are now off restricted list and can be imported free of restrictions.

Pre-trial examinations in Zenith's counterclaim suit against RCA, GE and Western Electric, filed in Chicago Federal court but held up for several years in view of Zenith's earlier patent suit filed in Wilmington Federal court, got go-ahead from Federal Judge Igoe in Chicago court this week when he stated, "It now appears that 2 different suits are prescribed in 2 different courts, and the Federal court should not stay the proceedings here." This was hailed as a "smashing victory" by pres. E. F. McDonald, of Zenith, which is demanding triple damages amounting to \$13,356,000 while its subsidiary Rauland Corp. demands \$2,700,000. They alleged they have been excluded from Canadian TV-radio market as result of alleged conspiracy growing out of patent license agreements, and charge violation of the Sherman Anti-Trust Act. Judge Igoe's opinion said outcome of the Delaware case would have little effect on counterclaim in Chicago court, and on June 10 he ordered Zenith & Rauland to prepare order for pre-trial examination within 10 days. An RCA spokesman stated: "The Delaware action was filed about 2 years before the Chicago suit and we will vigorously oppose any move by Mr. McDonald in the Chicago suit which would interfere with an early trial in the Delaware action. As we read Judge Igoe's opinion in the Chicago suit, it gives Zenith no right at all to delay trial of the Delaware suit but merely gives Zenith a right to conduct pre-trial examinations relative to an alleged loss of business by Zenith in Canada."

Crosley bowed out of picture tube production business this week, closing tube plant at Batavia, Ill. and transferring its engineering & development functions to Cincinnati headquarters. Purchased from Sarkes Tarzian in Oct. 1952 (Vol. 8:43), Batavia plant was put into operation in anticipation of possible tube shortage, said TV-radio gen. mgr. Leonard F. Cramer. He said decision to discontinue plant would have no effect on licensing agreements with Chromatic TV Labs. Plant employed about 70 at time of closing, and has "well served its purpose in helping to supply large-screen picture tubes for Crosley production during the period of shortages," said Cramer. Crosley actually had engaged in tube manufacturing only during periods of extreme shortages, but color production line was set up several months ago on a standby basis. Cramer declared that while Crosley has "the greatest confidence" in the ultimate impact of color, "it has now become apparent that the conversion to color will be a somewhat slower process than was the case with the inauguration of black-&-white TV."

Electronic garage-door opener at \$179.95 will get mass-marketing push by Alliance Mfg. Co., makers of Alliance Tenna-Rotors and other TV products. To be sold through electronic wholesalers, new product employs radio impulse transmitter in auto. Pushing button on dashboard opens, closes and locks garage doors, turns garage lights on and off.

New industrial TV accessory: All-weather protective box, equipped with fan, heater, thermostat, windshield wipers, to house TV cameras which do industrial tasks outdoors or in extreme temperatures, manufactured by Tenney Engineering Inc., Union, N. J. for RCA and sold through RCA equipment distributors.

RCA tube div. announced this week that ferrite cores which it heretofore has made only for own electronic components are now being made for other manufacturers, some to specifications, at Camden and Findlay, O. plants.

Dr. Mervin J. Kelly, pres. of Bell Labs, awarded honorary Master of Arts degree at June 16 commencement of U of Pennsylvania.

Brig. Gen. Wesley T. Guest, commanding general at Ft. Monmouth, leaves July 5 for Heidelberg, Germany, to be chief signal officer of Army's European command.

Financial & Trade Notes: Average industrial earnings gained 3% nationally, according to *New York Times* quarterly survey of 586 manufacturing companies—but cross-section of 13 TV-radio-phonograph manufacturers (unidentified) showed average profit of 23% less in first 1954 quarter than in corresponding 1953 quarter. Profit of the 13 was \$22,087,000, down from \$28,524,000—this despite elimination of excess profits tax which the *Times* on June 13 stated was the major factor contributing to higher earnings in a period when sales of many companies were below last year's. Same survey shows that profits of 13 manufacturers of electrical supplies & equipment, also unnamed, went up 45% (to \$79,500,000 from \$54,790,000), with GE & Westinghouse accounting for 90% of the profits. Home appliances category (10 companies) was down 26% (\$7,617,000 vs. \$10,288,000).

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Among officers' and directors' stock transactions reported by SEC for April: Octave Blake sold 500 Cornell-Dubilier, holds 36,208 directly, 7139 through I. O. Blake estate; Robert Paxton bought 600 GE, holds 1538; Paul R. Doelz bought 500 Indiana Steel, holds 2300, trusts hold 3080; Conway P. Coe bought 100 RCA (Feb.), holds 100; Jeffrey S. Granger partnership bought 500 Sentinel Radio, holds 1000 in addition to 1500 held directly by Granger; Clifford M. Sparks sold 500 Sparks-Withington, holds 150; John H. Ashbaugh bought 300 Westinghouse, sold 168, holds 2291; Tomlinson Fort sold 200 Westinghouse, holds 715; Leslie F. Lynde bought 375 Westinghouse, sold 602, holds 785; Leonard B. McCully exercised option to buy 1350 Westinghouse, sold 805, holds 2342; A. C. Monteith exercised option to buy 1500 Westinghouse, sold 895, holds 2142; John E. Payne sold 350 Westinghouse (March), exercised option to buy 550, holds 900; Harry E. Seim bought 1350 Westinghouse, sold 828, holds 2444; W. W. Sproul Jr. sold 526 Westinghouse, holds 285.

Radio & Television Inc. (Brunswick TVs, radios, phonographs) released 1953 statement last week, showing \$177,042 sales, \$87,507 net loss. This compares with sales of \$367,278, net loss of \$50,699 in 1952. As of Dec. 31, 1953 total assets were \$150,984, of which \$60,022 represents investment in Thomasville Furniture Co., \$32,846 valuation placed on Brunswick trade name. Capital stock issued totaled \$359,000 at 10¢ per share, surplus account shows \$104,085. Chairman David E. Kahn's statement to stockholders points out difficulty of marketing other items, expresses hope of retaining identity with TV industry, forecasts commercial color TV in 2 years and "the future advent of 3-dimensional TV."

Oak Mfg. Co. profit in first 3 months was \$240,970 (46¢ a share) on sales of \$3,969,618, compared to \$397,578 (76¢) on \$5,384,243 in first quarter of 1953. Pres. R. A. O'Reilly foresaw "a pretty good second half" of 1954 for TV industry, reporting pickup in parts orders from set makers in May and first week in June.

Dividends: Packard-Bell, 25¢ payable July 26 to stockholders of record July 6; General Electric, 40¢ Aug. 2 to holders June 25; American Broadcasting-Paramount Theatres, 25¢ July 20 to holders June 25; Motorola, 37½¢ Aug. 2 to holders July 1.

Telenews Productions Inc., TV film producer whose chairman is Herbert Scheftel and principals include Marshall Field and Conde Nast Publishing Corp., has purchased Industrial Publishing Co., Cleveland, which will continue publishing these trade journals as a division of Telenews: *Industry & Welding*, *Flow*, *Applied Hydraulics*, *Commercial Refrigeration & Air Conditioning*, *Precision Metal Molding*, *Occupational Hazards*. Mr. Scheftel is also a major owner of WFTV, Duluth; WICS, Springfield, Ill.; KETV, Little Rock (CP); KCTV, Sioux City, Ia. (CP).

SIX EDUCATIONAL stations now on the air; 25 grants outstanding, 17 of which are more than one year old; 5 furnishing tentative starting dates; 18 applications. This record, as against 248 educational channel reservations, led FCC's newest member, Comr. Robert E. Lee, to observe in speech before Maryland-D. C. Broadcasters Assn. June 18 in Ocean City, Md.:

"If educational TV continues to grow at the pace set since 1952, it will take more than 50 years—at the present rate of 1.2% per year—before the full educational allocation will result in operating stations. Meanwhile," he added, "some of the networks complain that they cannot obtain satisfactory outlets in the first 100 metropolitan areas for their programs. Are we thus depriving people of TV service?"

Comr. Lee obviously is skeptical about educational TV's prospects, citing high cost of TV installation and operation, difficulties in getting funds for educational stations, prior needs of "traditional teaching methods." He notes danger that educational stations may seek to go commercial, asks: "Is there any more justification for commercial operation of tax-supported and/or tax-exempt broadcast stations than there is for govt.-owned and operated manufacturing establishments and retail stores?"

"I am not advocating the lifting of the reservation of these channels," Comr. Lee said, "I will go on record here and now as voting for these grants whenever the community can: (1) Show financial, technical and programming ability in accordance with the Communications Act. (2) Demonstrate to the satisfaction of the Commission that they can and will render a satisfactory service in the public interest."

Note: Comr. Lee's speech is most outspoken statement by any FCC member yet in favor of "yardsticks" for educational grants not yet imposed by Commission. He's first to resist openly the "reserved forever" thesis of Comr. Henneck, whose shrill campaign put over the original educational reservations. It's a speech meriting full reading by commercial and educational TV protagonists alike; available from FCC as Mimeo No. 7178, or we'll get you a copy.

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Congress earmarked \$6,544,400 for FCC's next year's budget in passing appropriations bill this week, House refusing to go along with Senate's desire to give \$750,000 for spectrum monitoring. With less money than last year's \$7,400,000, Commission is cutting back staff. Several lawyers who were hired for one year will be dismissed June 30, and 10 positions were abolished—8 accountants, 2 economists. To eliminate the 10 jobs, 53 people will be affected—15 transferred to new jobs at same pay, 33 demoted one to 4 grades, 5 fired. Resentment among the 53 runs high, with complaints that wholesale shifts are inefficient as well as unfair and that equal savings could be effected with less disruption. FCC's basic reason for shifts, in addition to savings, is that Broadcast Bureau is top-heavy with accountants no longer needed for TV processing.

First sale of an FM-only station in many years was concluded this week, when Harry Sherman, chairman of Book-of-the-Month Club, purchased pioneer FM "good music" station WABF, New York, from Ira Hirschmann for undisclosed sum. Station has been silent for some time, but will be reopened on full schedule in fall with Van H. Cantrell in charge of programming and Hirschmann continuing in advisory capacity. He retains his main business, WABF Inc., which sells and installs hotel TV systems.

Members of NBC Symphony Orchestra, disbanded after Toscanini's April 4 farewell, are seeking to revive it, have named composer-conductor Don Gillis temporary chairman of organization to explore financing.

Owners of Phoenix's KTAR take over KTYL-TV, Phoenix-Mesa (Ch. 12) as of July 1 under deal approved by FCC this week—and probability is the call letters will be changed to KTAR-TV. They acquired the NBC-TV outlet, founded in April 1953, in consideration of \$251,242 indebtedness, large part of which is payment due on transmitter and equipment. Station continues on NBC-TV, retains old staff, but quarters are being moved into spacious new KTAR building which was constructed for TV. KTAR gen. mgr. Richard O. Lewis takes charge. Sellers are Harry L. Nace estate (53.72%), Dwight Harkins (35.86%) and Lorenzo Lisonbee (10.42%), who continue ownership of radio KTYL. The KTAR firm is controlled by John J. Louis, head of big Needham, Louis & Brorby advertising agency; same interests also own KVOA-TV, Tucson (Ch. 4), and 4 Arizona radio stations. They originally applied for Phoenix's remaining Ch. 3, but withdrew in favor of this deal, leaving way open for last week's unopposed grant to Arizona Television Co., 40% owned by ex-U. S. Senator McFarland (candidate now for governor) and 10% by Edward Cooper, ex-aide to Senate Interstate Commerce Committee, now with Motion Picture Assn. (Vol. 10:24).

TV takes a beating and radio gets a clean bill of health in NCAA's *Fifth Annual Report of the Effects of Television on College Football Attendance*, released by U of Chicago's National Opinion Research Center, which conducted field study. Burden of report was that live TV coverage of college football games cut 1953 attendance 27% below 1947-48 base period but that radio served "a real function" by creating fans. It disagrees with conclusion in recent study by N. W. Ayer & Son's Jerry Jordan, that sports attendance picks up after TV's "novelty effect" wears off (Vol. 9:9). Concludes NCAA report: "It appears that watching the telecasts of games breaks the habit of attendance and becomes a new habit itself." Report held out consolation that maximum impact of TV has been reached and that further inroads should not be expected as long as NCAA's game-of-the-week system continues. Radio's usefulness, report states, lies in its mobility and its offer of several games including local.

Television Advertising Bureau's planning committee meets jointly with executive committee (Vol. 10:22) in New York June 29 to finalize details of action program. Members are George B. Storer Jr., chairman; Jack Harris, KPRC-TV; Frank Schreiber, WGN-TV; W. D. Rogers, KDUB-TV; George Coleman, WGBl-TV; Robert Hanna, WRGB; Payson Hall, Meredith stations. Latest additions to TvAB membership committee: Robert Lemon, WTTV; Henry Slavick, WMCT.

NARTB's 1955 convention is expected to be in Washington, with board likely to give formal approval at meetings week of June 21 at Washington's Mayflower Hotel (Vol. 10:23). Added to agenda for discussion are proposed set circulation study, TV Advertising Bureau, uhf hearings, subscription TV, educational TV.

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Sen. Hunt (D-Wyo.) shot himself to death June 19 with .22 caliber rifle. He was found alone in his office, with bullet wound in his head, by assistant about 9 a.m. and died 3 hours later at Casualty Hospital. He recently stated he would not be a candidate for re-election this fall because of ill health. A member of Senate Interstate & Foreign Commerce Committee and its communications subcommittee, he had attended uhf hearings only day before shooting, appeared in good spirits and asked several questions about progress of community antenna systems in Wyoming, in which he was especially interested.

Hearing on Comr. John C. Doerfer's renomination to new 7-year term on FCC (Vol. 10:23) was scheduled by Senate Commerce Committee for 10 a.m., June 23.

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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THE RADIO RATE CUTS—A REBUTTAL: "Not so," says Ben Strouse, longtime independent radio station operator, member of NARTB board, gen. mgr. of Washington's enterprising WWDC (MBS). "The networks aren't everything," is essence of his rebuttal argument, holding we were wrong in our deduction that an economic squeeze on smaller stations is the logical "chain reaction" to the latest radio rate reductions projected by CBS & NBC (Vol. 10:25). Our thesis was this, in a discussion of this latest facet the "revolution being wrought in AM ever since TV hit its stride":

"Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships once spurned."

Radio rate cuts are the chief topic of concern in the broadcasting industry today -- subject, in fact, of a special protest meeting of NBC radio affiliates in New York's Hotel Plaza, June 28 -- so Mr. Strouse's rebuttal merits full attention. In our own behalf, though, it should be noted that we've had only 2 dissents from dozen or so broadcasters whose reactions we've received so far, by mail or verbally. We have so much regard for the radio medium (which is really the father of TV), and so much respect for Ben Strouse's opinion, that we publish it in full on p. 6.

NARTB PLANS TV SET CENSUS, OWN AD BUREAU: NARTB's television board wants big TV sales promotion job done under its big tent, a la BAB, rather than by the now-forming Television Advertising Bureau (Vol. 10:17-22) -- and to that end, at its Washington meetings this week, it got moving on 2 closely related projects designed to drive home TV's value as an advertising medium. Association's TV board approved:

(1) Letting contracts for pre-testing circulation census as first step toward a nation-wide plan to determine sets-in-use coverage of stations. Long-delayed project, tentatively called TV Audit Circulation, has backing of network researchers, looks to semi-annual county-by-county figures that will be accepted as standard.

(2) Setting up industry-wide sales promotion group, a plan first initiated by NARTB in Dec. 1952 but dormant until recent formation of TvAB, which claimed 105 stations signed after first organization meeting during NARTB Chicago convention and which holds next meeting June 29 in New Weston Hotel, N.Y. NARTB move is in direct opposition to TvAB project, whose consultant is Richard P. Doherty, ex-NARTB v.p. He said this week TvAB expected to have membership of 200 stations by July.

Close inter-relation of the 2 NARTB moves was stressed by WGAL-TV's Clair McCollough, new TV board chairman, who explained: "Obviously, the primary responsibility of TV broadcasters to advertisers and their agencies relates to the circulation of the medium. We should know what we have to sell before we set about to sell it. When we're ready to sell it, we should do so on an industry-wide basis."

Alfred Politz Inc., N.Y. research firm, will do the pre-testing job which, according to retiring TV board chairman Robert D. Swezey, WDSU-TV, is merely paper

work to determine methods to be used in actual survey. It should be completed in few weeks, will be followed by pilot test involving sampling of specific areas. As to when final tests will get under way, NARTB officials are in disagreement. Actual testing will be conducted by "an industry-wide organization" yet to be formed and will cost "several hundred thousands of dollars" annually.

New promotion organization will be corporation separate from NARTB, similar to BAB, which Chairman McCollough called "a successful going organization which represents all elements of radio and sells and promotes in behalf of all elements." New organization will "not only employ the statistics developed out of the circulation studies, but also will originate sales promotion materials and methods to promote the virtues of TV as a sales medium on an industry-wide basis."

Swezey saw no permanent conflict between NARTB's projected group and TvAB, said there was no "ill feeling," felt certain they will eventually get together out of common necessity to avoid "intramural warfare characteristic of the in-fighting of the early days of radio, when Station A competed against Station B rather than working on behalf of radio itself." Eventual big fight for the advertising dollar, as Swezey sees it, will be between color TV and the magazines & newspapers. Therefore, in his view, it's mandatory for whole industry to get together to sell TV "as a facility" rather than one phase of it in opposition to another.

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There's no question but that swift-moving TvAB prodded NARTB into action and there's no question that, though aims are avowedly the same, TvAB is suspect to many on NARTB board and to networks because it's backed by the national reps and excludes networks as such. They fear this means it will undertake to sell national & local against network -- "against the TV medium as a whole," as they put it. The networks have made no secret of their unwillingness to put their owned stations into TvAB.

The chips are down as between the 2 projects, that's clear -- and NARTB board feels it can muster backing of nearly all its 256 station members (20 of them CPs), many of which are also identified with TvAB. From the sidelines, it's clear too that they must somehow be gotten together, though NARTB people say they tried to do it in advance of Chicago meeting but were rebuffed. No further approaches are scheduled, but they're altogether likely. Possible bridge is presence of W.D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., on both NARTB board and on TvAB executive committee. Also, there's George B. Storer Jr., who is on TvAB executive committee while his father sits on NARTB board. The senior Storer wasn't present at this week's meetings.

(For other news about NARTB board meetings, see pp. 5 & 7.)

3 VHF STARTERS AS PITTSBURGH UHF QUILTS: Indianapolis gets a second outlet this week, and 2 small cities in center of rich farm areas get their first, as one big-city uhf quits -- bringing TV's score to 387 on the air, 126 of them uhf. The new markets are LaCrosse, Wis. and Sedalia, Mo. Station signing off is WKJF-TV, Pittsburgh (Ch. 53), which leaves air just short of one year since it began operation. The starters:

WISH-TV, Indianapolis (Ch. 8) was all set to turn on test patterns June 26, definitely goes commercial July 1 with programs from all 4 networks and good backlog of national & local, reports Robt. B. McConnell, v.p. & gen. mgr., whose father Bruce McConnell is pres. and 50.7% stockholder. Indianapolis is last of the one-station cities among top 42 ranked in 1950 census (43rd being Toledo). WISH-TV will be basic ABC, primary NBC, while WTTV in nearby Bloomington (Ch. 4) remains NBC primary and pre-freeze WFBM-TV (Ch. 6) remains basic CBS. Equipped with 50-kw RCA transmitter, 473-ft. Ideco tower, WISH-TV is occupying 3-story addition to radio building. One of its stockholders is Frank E. McKinney, onetime Democratic national committeeman, 10%; P.R. Mallory Co. owns 10%. Robt. Ohleyer is sales mgr.; James Conley, midwest sales mgr.; Steve Briggs, program mgr.; Stokes Gresham Jr., chief engineer. Base rate is \$800, network rate \$1200. Rep is Bolling.

WKBT, LaCrosse, Wis. (Ch. 8) began test patterns June 21, starts regular programming Aug. 21 as NBC primary, carrying also CBS & DuMont. Nearest other stations are in Rochester, Minn., 60 mi.; Eau Claire, Wis., 70 mi.; Austin, Minn., 87 mi.; St. Paul-Minneapolis, more than 100 mi. It has 10-kw RCA transmitter with 12-bay

antenna. Gen. mgr. Howard Dahl owns 9%, his radio WKBH owns 40%; LaCrosse Tribune recently sold its radio WKTY to acquire 41%, remainder is owned by 5 residents. Tom Maloney is program mgr., Al Leeman chief engineer. Base rate is \$200, rep Raymer.

KDRO-TV, Sedalia, Mo. (Ch. 6), located 85 mi. east of Kansas City and 50 mi. from nearest TV station at Columbia, Mo., began sporadic tests this week of 5-kw GE transmitter with 3-bay antenna on 337-ft. former FM tower. It was to be checked out by GE engineer this week end, ready to go on regular 4-10 p.m. daily schedule as of July 1, according to owner Milton Hinlein. Herb Brandes is gen. mgr.; James Glenn, sales mgr.; Robert Harvey, program mgr.; Jack Coll, production mgr.; Roscoe Maracle, chief engineer. Base rate is \$200. Rep is Pearson.

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Pittsburgh uhf wired FCC that it's going dark July 2 for 90 days, or until it can gauge outcome of current Senate uhf probe. Owner is Agnes J. Reeves Greer, wealthy coal mine operator who publishes the Morgantown (W.Va.) Dominion News and owns radio stations there and in Elkins, W.Va. Station got some NBC service, but most went to DuMont's WDTV (Ch. 2) while WENS (Ch. 16) gets some ABC & CBS. WKJF-TV is the 18th station to quit air (not counting 2 share-time mergers). Of these, 15 are uhf -- most retaining CP status.

On imminent list, having promised late June or early July starts but not yet reporting tests: WLAC-TV, Nashville (Ch. 5); WTHI-TV, Terre Haute, Ind. (Ch. 10); WCHS-TV, Charleston, W.Va. (Ch. 8); WPBN-TV, Traverse City, Mich. (Ch. 7); KGEO-TV, Enid, Okla. (Ch. 5); KGVO-TV, Missoula, Mont. (Ch. 13); KSJB-TV, Valley City, N.D. (Ch. 4); WMSL-TV, Decatur, Ala. (Ch. 23).

SENATORS TO PARLEY WITH FCC ON UHF AID: Public hearing phase of uhf probe completed, the Senate communications subcommittee hopes to sit down next week with the FCC, and possibly others, to try and decide what should be done about it.

Subcommittee didn't get opportunity to hold its announced closed session on uhf problems this week because of Doerfer confirmation hearings which occupied its parent Interstate Commerce Committee June 23 & 24 (see p. 6), following windup of uhf airings June 22. Group now hopes to meet with Commission latter part of next week -- and some action by subcommittee could be forthcoming following week.

It's still anybody's guess just exactly what action subcommittee will take -- since the Senators themselves haven't decided yet. But in view of fact that no witnesses objected to a study of feasibility of reallocation, it's a reasonable assumption that one subcommittee recommendation probably will be for an FCC study of the technical possibilities of various types of reallocation plans proposed.

Subcommittee may also ask industry lawyers and engineers, representing all sides in uhf dispute, to work with it or with FCC on further study. In statement at conclusion of the public hearings June 22, Chairman Potter (R-Mich.) said the group hopes to call on FCC "and possibly seek advice of the best counsel we can secure on points that we need to search further." He added:

"I can assure you that we are not going to make any half-cocked decisions, but we are going to act immediately...Not only the members of this committee, but all members of Congress, are greatly concerned about this problem, if the communications that I have received from the various members of Congress are any indication."

Subcommittee is expected to reiterate its unanimous endorsement of the effort by Sen. Johnson (D-Colo.) to remove the 10% excise tax from TV sets with all-channel tuners -- aimed at encouraging the set makers to discontinue vhf-only sets. Senate Finance Committee, of which Johnson is member, has already agreed to consider this proposal as an amendment to House-passed estate tax bill (HR-6440).

Sen. Johnson refused to say die when the Finance Committee spurned his tax amendment 3 weeks ago (Vol. 10:22), now is encouraged about its chances. He told us he expects Committee to consider the amendment next week or week after, that it has good chance of Committee and Senate approval, that biggest hurdle may be House.

The only legislation actually before subcommittee at uhf hearings was the sliding-scale multiple-ownership bill (S-3095) introduced by Sen. Johnson as substi-

tute for FCC's 5 vhf & 2 uhf proposal. Nobody favored the Johnson bill -- in fact, Sen. Johnson himself disavowed it -- so subcommittee is expected to pass it by.

* * * *

Winding up network testimony June 22, NBC v.p. Joseph Heffernan outlined role of that network and parent RCA in building up and encouraging uhf. He reluctantly went along with CBS & ABC (Vol. 10:25) in agreeing to study of a "de-intermixture" allocation. However, he pointed out that Dr. Allen B. DuMont -- once the strongest proponent of non-intermixture -- had told the subcommittee that such a plan now would be impractical (Vol. 10:21). And he added this warning:

"We do not oppose a study of this by the Commission. We do suggest, however, that the institution of the study should not raise false hopes that it can yield a quick solution of problems that have been mentioned here, or that the elimination of intermixture can be accomplished without a major wrench to the viewing public and the broadcast operators who would be affected.

"We believe also that, before concluding to make such a study, everyone concerned should give careful thought to the effect the very institution of the study might have on uhf itself. Would conversion to uhf continue, or would the public just wait and see and all conversions stop? Would advertiser interest in uhf be further dampened while the industry waited for the development of a new allocation plan?"

NBC favored Johnson excise tax proposal, boosters & satellites, FCC's 5-&-2 multiple ownership plan -- and opposed the proposal to limit color telecasting to uhf as a sure way to stop the growth of color TV by making it a "hostage in the contest between uhf and vhf."

NBC has 46 uhf affiliates, Heffernan declared, and has "succeeded in selling them to advertisers substantially to the same extent as our vhf affiliates in comparable markets." Using vhf experience as a guide, he predicted that it should be at least 3 years before most uhf stations reach break-even point, and because they don't have ready-made circulation "they must be prepared to suffer financial losses."

* * * *

Rebuttal period brought several new proposals June 22, plus a rehash of most old ones. Ted Pierson, counsel for 135 vhf operators, grantees and applicants who oppose reallocation, explained his clients' position:

"We believe that the remedy of de-intermixture is a drastic one that would be of doubtful use even as a last resort. If, given time and the help of the Congress and the Commission, the industry does not defeat this problem, then perhaps de-intermixture must be seriously considered and perhaps even adopted. I think its great injury to the public requires that we exhaust other remedies first.

"I would think that a program of de-intermixture would require very careful study and research, and to that end I suggest that the Committee immediately refer the matter to the FCC...and that the Committee set up an ad hoc committee of experts, engineers and those acquainted with the problem, to make a study of the actual effect it would have in the various areas."

With all the talk about de-intermixture, it should be noted that those at FCC who have given intermixture problem exhaustive study, during 1948-52 allocations proceedings and recently, have very grave doubts that de-intermixture will do much to alleviate situation. And uhf proponents themselves, though they favor study of de-intermixture, generally believe it should be interim step to all-uhf plan.

Other new proposals made by Pierson: (1) If Congress rejects bill to exempt all-channel sets from excise tax, Committee should consider urging voluntary agreement among set makers to eliminate vhf-only sets, after first getting ruling from Attorney General whether such a deal would violate anti-trust laws. If it would, special legislation should be prepared to exempt the manufacturers from anti-trust prosecution. (2) Encouragement of more and better film programming by providing tax inducements to movie producers, TV film stars, writers and directors.

Speaking for uhf stations, Ben Cottone (UHF Industry Coordinating Committee) and Wm. A. Roberts (UHF TV Assn.) reiterated their pleas for all-uhf allocation. They differed on govt. regulation of networks, Roberts favoring, Cottone opposing.

FCC Chairman Hyde defended Commission's actions -- particularly streamlined procedures making possible quick grants following mergers and drop-outs, hotly criticized by uhf spokesmen. He pointed out that Senate Commerce Committee unanimously approved FCC's rule to award quick grants to applicants when their competitors drop out of hearings. FCC had mandate from Congress to do something about TV application logjam, he said, and "elimination of red tape is not a violation of the anti-trust laws, nor is it something to get emotionally excited about."

Getting emotionally excited, Comr. Hennock made minority report, comparing uhf's position with the fate of FM. She offered one entirely new proposal, not even included in her prepared text: Ban from interstate commerce all sets not equipped to receive uhf. She pleaded for a 5-year program to move all stations to uhf, for immediate action to "make network programs available to uhf stations," for ban on "mergers, drop-outs and drop-ins," for reinstatement of cancelled CPs of uhf permittees who had asked more time to build, for boosters to increase uhf station areas.

* * * *

Note: News of uhf's plight has even been brought to attention of President Eisenhower. When NARTB board called on him June 25, he remarked that an earlier visitor had told him about TV channel problems. He said he had impression that it was a technical matter, which he felt ought to be referred to -- as he put it -- the CAB or some other agency in town which handles that sort of thing.

Personal Notes: Richard Pack, recently resigned director of programs & operation of NBC'S TV-radio flagships in N. Y., WNBT & WNBC, returns from European vacation July 27 to join Westinghouse Broadcasting Co. as national program director of its 2 TV and 5 radio stations . . . Kingsley F. Horton, CBS-TV Pacific Coast sales mgr., joins McCann-Erickson Inc. July 1 as TV-radio account executive . . . E. Stratford Smith, of Washington law firm Welch, Mott & Morgan, scheduled to be named exec. secy. of National Community TV Assn., also continuing with law firm . . . Joseph V. Heffernan, NBC financial v.p., left for England June 23 on 3-week vacation . . . Harold B. Gay, account executive of WABC-TV, New York, retiring pres. of Colgate Alumni Corp., elected alumni member of Colgate board of trustees . . . George Stanton, ex-Free & Peters, named media director, Dancer-Fitzgerald-Sample, Chicago . . . Wm. A. Pomeroy, ex-gen. mgr. of WLS-TV & WILS, Lansing, and former pres. of Michigan Assn. of Broadcasters, joins sales staff of Guild Films Co. . . . John T. Madigan, ex-ABC-TV special events mgr., named program mgr., effective in July, of upcoming Mt. Washington's WMTW (Ch. 8) . . . George J. Higgins, new sales mgr., elected v.p. by board of new KMBC Bestg. Co. formed by Cook Paint & Varnish Co. for purchase of KMBC-TV & KMBC, Kansas City (Vol. 10:24) . . . Dick Kidney, newscaster, assumes additional duties as program mgr. of WVEC-TV, Hampton-Norfolk, succeeding Irving Drill . . . George Gray, ex-WKNA-TV, Charleston, W. Va., named national sales rep, WLWD, Dayton . . . Felix Adams, ex-WLW, KMBC & WISH, now sales mgr. of KLAC, Los Angeles, under pres. & gen. mgr. Mortimer W. Hall . . . Roy M. Danish shifted from director of MBS commercial operations to asst. to pres. Tom O'Neil . . . Willam W. Van der Busch, ex-WTVJ, Miami, appointed local sales mgr. of WITV, Ft. Lauderdale . . . C. R. Woods named Wichita sales & studio mgr. of KTVH, Hutchinson, replacing Ernie Dallier, now sales mgr. . . . Robert H. Muhlbaugh, Notre Dame law student from Lima, O., named law clerk for summer months by FCC Comr. Hennock . . . Joseph S. Sample resigns as v.p. & media director, Dancer-Fitzgerald-Sample Inc. . . . Wynn Case resigns as TV-radio v.p., Cunningham & Walsh, handling Chesterfield account . . . Rodney Erickson, mgr. of account planning, Young & Rubicam TV-radio dept., elected v.p. . . . Glenn Kyker, ex-Kenyon & Eckhardt, named sales promotion mgr. of WWJ-TV & WWJ, Detroit.

NARTB boards, in addition to approving major steps toward organized sales promotion of TV (see p. 1), took these actions at Washington meetings this week: (1) Selected Washington for 1955 convention, Chicago in 1956. (2) Accepted resignation of administrative v.p. Robert K. Richards, effective Sept. 1, when he will become consultant on retainer basis. (3) Approved revised budget for fiscal year ending March 31, calling for expenditure of \$700,000 in general fund. (4) Asked pres. Harold Fellows to appoint committee to confer with representatives of University Assn. for Professional Radio Education to set up organization to train broadcasting personnel. (5) Adopted rule setting term of TV board chairman and vice chairman at one year, instead of present 2 years, with limit of 2 successive terms. In addition, radio board heard report of protests filed by Fellows and radio v.p. John F. Meagher with record companies against their plan to ship 45rpm records to radio stations, instead of customary 78rpm, estimating cost of converting playback equipment might involve outlay of "several hundred thousands of dollars" and authorized NARTB engineering dept. to compile list of 45rpm playback equipment for radio membership. Also, Fellows reported to board on NARTB plan to petition FCC for unrestricted use of remote control transmitters.

Clair R. McCollough, WGAL-TV, Lancaster, vice chairman of NARTB's TV board, elected chairman, succeeding Robert D. Swezey, WDSU-TV, New Orleans, who continues as board member; Campbell Arnoux, WTAR-TV, Norfolk, elected vice chairman, both terms for 2 years. Henry B. Clay, KWKH, Shreveport, elected chairman of radio board; E. K. Hartenbower, KCMO, Kansas City, was elected vice chairman.

Arthur C. Stringer, 57, ex-NARTB official recently handling its convention equipment exposition, died in Washington June 24 following a heart attack. Besides his widow, 2 children survive—"Tippy" Stringer, former U of Maryland homecoming queen, now a performer on WNBW, Washington; Arthur C. Jr., on staff of WFMY-TV, Greensboro, N. C.

Don Hollenbeck, 49, veteran CBS-TV newscaster, committed suicide June 22 in his gas-filled N. Y. apartment. He suffered severely from stomach ulcers and had been hospitalized twice in last several months. Native of Lincoln, Neb., he won the George Polk Memorial Award in 1949 for outstanding reporting.

BEN STROUSE, gen. mgr. of WWDC, Washington (MBS) takes issue with what he calls our "provocative" discourse on "Radio Rate Cuts—What They Could Mean" (Vol.10:25) and replies with these predictions: (1) National spot and local radio will have their best year in 1954. (2) National spot and local radio will be even bigger in 1955. (3) There will be more AM stations on the air in 1955 in this country than in 1954. Here's his reasoning:

"From a revenue point of view, networks have become increasingly unimportant to affiliates. Most Mutual and ABC affiliates have long since stopped looking to the network for a substantial percentage of their income and apparently that is becoming increasingly true of NBC and CBS affiliates.

"But that doesn't mean that radio is going down hill. Quite the contrary. National spot and local business continues to climb and climb.

"Changing times and conditions necessitate realistic re-examination of rate structures. Network rate cuts need not affect spot rates. Our station, WWDC, established a single day and night rate over 4 years ago. We think it was logical then and it is even more logical today. We did it by increasing daytime rates rather than by decreasing nighttime rates, coincident with a power increase. We think that there is a tendency towards lower nighttime rates and higher daytime rates in all stations.

"You probably have seen the newspaper slogan, 'All advertising is local.' That applies to radio too. We think that radio is still the most effective and least expensive medium for local advertising and national spot and that

well managed stations will continue indefinitely to grow and prosper.

"This is a competitive, 16-station market and while you may be right that a few small, marginal stations may drop out eventually, we don't think many will. Most of the smaller stations in this market and in many markets have found their niche. They specialize, going after good music listeners, Negro listeners, hillbilly listeners. And that specialization pays off. With low overhead and low rates, they attract different advertisers who cannot afford the larger radio stations, television or newspapers. Poorly run small stations under competitive conditions, stations that merely imitate others, may fold, but that's always true under our free enterprise system.

"We have found out one thing in competitive Washington. The more men that are out selling radio, the more total radio business develops—and yet with all of our 16 stations we don't have as many men on the street as do the 3 local newspapers. You can log about 500 advertisers on radio each week in Washington and that's probably 5 times as many as there were when there were only 4 stations here.

"Here's one more point that you missed. We haven't yet scratched the retail surface: 15 or 20% of the newspaper lineage of the 5 leading local department stores would sell out every radio station in town. Together with BAB we are working on it now and making progress, and that's happening in city after city. If we are successful, the radio problem in this city and many others will be one of obtaining availabilities."

COMR. JOHN C. DOERFER'S confirmation to new 7-year term on FCC appears assured—and there's strong presumption President Eisenhower will name him chairman—as result of June 23-24 hearings before Senate Commerce Committee.

This, despite full, frontal attack on him during hearing by broadcaster-publisher-industrialist Edward Lamb, who accused Doerfer of trying to take his licenses away out of "depraved" political motives.

Paradoxically, testimony at hearings would also support a prediction that Lamb—though he apparently faces a long, tortuous gauntlet—will eventually be cleared of Communist charges and be allowed to retain his stations.

Almost entire committee heard case, and audience jammed the committee room. The Republicans in addition to Chairman Bricker were Schoeppl, Potter, Duff, Payne, Butler, Bowring. Democrats were Edwin Johnson, Pastore, Monroney, Smathers. Sen. Kefauver, not a member of committee, listened in first day.

Lamb testified June 23, supported by his exec. v.p. and counsel J. Howard McGrath, former U. S. Attorney General. Doerfer took stand next day, when former Lamb counsel Ben Gaguine also testified at committee's request.

All of the witnesses were sworn. Testimony of Lamb and Doerfer was flatly contradictory on key matters regarding their conversation in latter's office. Testimony of Gaguine, who was the third man in the room during the conversation, greatly enhanced Doerfer's chances of Senate approval. He said he considered Doerfer's version "substantially correct." Gaguine also largely contradicted Lamb's testimony that Chairman Hyde said rest of FCC members felt Lamb was being treated unfairly but that they were "helpless" to intervene.

Lamb reiterated what he told court recently (Vol. 10:14) and amplified on it. Key statements were the charges that Doerfer said "it would be better if you were still a Republican" and that Lamb "would live to regret" he had been counsel for labor unions.

Doerfer flatly denied making such statements, and Gaguine said he would have remembered them if they had

been made—though he considered it conceivable the "Republican" statement could have been made, but "in jest."

Regarding Lamb's testimony that Doerfer sought to probe his political and social beliefs as well as his financial position, Doerfer said that Lamb volunteered the information. Lamb had also testified that he told Doerfer he'd finance any FCC investigation of him; Doerfer confirmed this, said he told Lamb it wouldn't be good public policy to accept such assistance.

Doerfer obviously impressed committee with his recitation of how he got into Lamb case. He said he found in his office files (formerly Comrs. Robert Jones' and Eugene Merrill's) serious charges of Communist affiliation against Lamb, including derogatory FBI report, and he learned that little of it had ever been brought out in hearings. Thereupon, he said, he urged FCC to reopen case and try to get the material in probative form and determine whether charges are true. He made pointed note that Commission agreed with him unanimously, launched its own investigation.

Doerfer reiterated time and again that he hadn't prejudged case, was interested solely in finding out if charges are true. Lamb testified that his name had appeared as member of "letterhead" organizations before they were labeled subversive by Attorney General; that he had never had anything to do with them; that "I wish I had never heard of them."

Doerfer made it clear he wanted to explore circumstances of Lamb's memberships—when and why he dropped them—before concluding they should be held against him. This attitude seemed fair to committee, even to Democrats, judging from the questioning.

Heart of whole business seems to be this question Doerfer said he propounded to Lamb during their interview:

"Where are you going to be when the whirlwinds blow? That's the question and that's all I'm concerned with. I want to know your emotional makeup."

What Doerfer was referring to was attitudes expressed by Lamb in his book, *The Planned Economy of*

Soviet Russia, written in early 30's, in which Doerfer said Lamb advocated, among other things, that farmers and workers should take possession of the means of production.

Doerfer said he had thought book might have been a "youthful indiscretion" but that Lamb countered: "What's wrong with the book? I probably don't subscribe to all that now."

Sen. Pastore (D.-R.I.) probably posed most basic question of all, when he asked Doerfer if he thought he would be able to determine Lamb's "emotional stability." Doerfer thought he could, after a hearing. Hence, FCC hearing on Lamb, due to start July 28 unless delayed by Lamb's court appeal, will have as fundamental issue the charge that he cannot be relied upon "when the whirlwinds blow," i.e., if the ultimate military showdown with Russia comes.

Such a charge is virtually impossible to prove—and those who attended the hearings are betting that Lamb will retain his broadcast interests, albeit damage to reputation has already been done. A flaming liberal lawyer of the 1930's, turned fabulously successful businessman in the 1950's, he now controls multi-million-dollar operations which encompass manufacturing, real estate, amusement parks, etc., as well as one TV station (WICU, Erie). He contends he's being persecuted because he's New Deal Democrat.

"If this can happen to a Democrat now, it can happen to Republicans," he has repeatedly stated. Out of hearings he at least got assurances he would be presented with specific list of charges not shown him up to now.

Senate committee meets on Doerfer June 28. Only thing unfinished is statement to be supplied by Sen. Kefauver (D-Tenn.). Lamb had testified that Kefauver had talked to Hyde who said he believed Lamb is being treated unfairly.

NARTB Code Review Board this week backed up testimony of v.p. Ralph W. Hardy before House Interstate & Foreign Commerce Committee urging defeat of Bryson bill to ban interstate advertising of alcoholic beverages, including beer (Vol. 10:21). In letter to committee chairman Wolverton (R-N. J.), code board chairman John E. Fetzer, WKZO-TV, Kalamazoo, wrote that code is based on voluntary compliance of stations, networks and advertisers, and that beer sponsors have greatly improved their commercials as result of educational campaign.

Ten FCC lawyers have resigned or been dismissed because of reduced budget (Vol. 10:25), most of them leaving June 30. They are Walter L. Baumgartner, Francis W. Dunn, Joseph McCormack, Rex W. Van Atta, George M. Martin, John M. Webster, Wm. J. Huff, Paul R. Conway, Julian S. Egge, John A. Cooper, Bertram Tolley. Most had been hired with understanding jobs weren't to extend beyond June 30.

BBDO's Frank G. Silvernail has been appointed 1954-55 chairman of AAAA standing committee on broadcast media, with John H. Stewart, Glenn Adv., Ft. Worth, as vice chairman. John F. Devine, J. Walter Thompson, is chairman of TV-radio production committee; Alvin B. Fisher, of Lang, Fisher & Stashower Inc., Cleveland, vice chairman.

Wesley I. Nunn, adv. mgr. of Standard Oil Co. of Indiana, elected chairman and Elon Borton elected pres. & gen. mgr., Advertising Federation of America, at Boston convention this week; Miss Viola Erickson, excc. v.p. of Cleveland Better Business Bureau, elected secy.

Rogers & Smith and Potts-Turnbull, old-time Kansas City ad agencies, have merged; new firm, Rogers & Smith. Potts-Turnbull now located in Pickwick Bldg.

Network Accounts: NBC-TV reports greatest volume of new business for any 60-day period in its history in 2 months ended June 15. Pres. Sylvester L. Weaver Jr. announced sales covering new business totaled \$22,543,000 in gross time billings. Talent costs bring total to \$35,500,000, he said, purchases ranging from one-min. partic. to multi-million-dollar buys of color "spectaculars" . . . Procter & Gamble switches *Welcome Travelers* from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 1:30-2 p.m., thru Dancer-Fitzgerald-Sample . . . Hawaiian Pineapple Co. (Dole) buys Fri. 2:45-3 p.m. segment of Art Linkletter's *People Are Funny* on CBS-TV starting July 30, thru N. W. Ayer & Son . . . Johnson & Johnson buys partic. sponsorship of new Imogene Coca show, untitled as yet, on NBC-TV starting Oct. 2, 3 out of 4 Sat. 9-9:30 p.m., thru Young & Rubicam; other sponsors are Tums, Griffin Shoe Polish, S.O.S. Cleanser . . . Wesson Oil buys 10 partic. on *Home* on NBC-TV, starting Aug. 5, Mon.-thru-Fri. 11 a.m.-noon, thru Fitzgerald Adv., New Orleans; Cameo Curtains Inc. buys 3 partic. starting Sept. 9, thru Friend-Reiss-McGlone . . . Grove Laboratories (Fitch hair products) buys 78 partic. on NBC-TV's *Today* starting in Oct., Mon.-thru-Fri. 7-9 a.m., thru Harry B. Cohen Adv.; Royal Typewriter Co. buys 19 partic. starting in Aug., thru Young & Rubicam . . . International Shoe Co. (Peter Shoes) buys 26 partic. on *Pinky Lee Show* on NBC-TV starting Aug. 19, Mon.-thru-Fri. 5-5:30 p.m., thru D'Arcy Adv. . . Exquisite Form Inc. (brassieres) to sponsor *Arthur Murray Party* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. . . General Foods buys *December Bride* as replacement for *Red Buttons Show* on CBS-TV in fall, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Camels to sponsor *The Hunter* on NBC-TV starting July 11, Sun. 10:30-11 p.m., replacing *Man Against Crime*, thru Wm. Esty Co. . . International Shoe Co. (Red Goose shoes) to sponsor Tue. 10:15-10:30 a.m. segment of *Ding Dong School* on NBC-TV starting Sept. 28, Mon.-thru-Fri. 10-10:30, thru D'Arcy; Wander Co. (Ovaltine) to sponsor Wed. 10:15-10:30 portion, thru Tatham-Laird . . . Minute Maid Corp. (frozen juices) increases sponsorship of 5:30-6 p.m. segment of *Super Circus* from alt. week to weekly on ABC-TV starting June 27, Sun. 5-6, thru Ted Bates & Co. . . Gillette to sponsor *Highlights of the Week in the World of Sports* as summer replacement for boxing bouts on NBC-TV starting July 2, Fri. 10-10:30 p.m., thru Maxon Inc. . . Fred Waring troupe to do 4 programs, at least one in color, as part of *General Electric Theatre* series next fall on CBS-TV, Sun. 9-10 p.m. . . Hazel Bishop Inc. (cosmetics) drops *Dr. I.Q.* on ABC-TV, Sun. 9:30-10 p.m., but program will continue as sustainer . . . Monsanto Chemical Co. nears agreement with CBS-TV for purchase of 102 partic. on *Morning Show*, Mon.-thru-Fri. 7-9 a.m., thru Gardner Adv., St. Louis.

Shakeup in program schedule of CBS-TV, effective July 5, involves these new time positions: *Garry Moore Show* shifts to Mon.-thru-Thu. 10-10:30 a.m., Fri. 10-11:30; *Arthur Godfrey Time*, Mon.-thru-Thu. 10:30-11:30 a.m.; *On Your Account*, Mon.-thru-Fri. 4:30-5 p.m.; *Robert Q. Lewis Show*, Mon.-Wed.-Fri. 2-2:30 p.m.; *Double or Nothing*, Tue. & Thu. 2-2:30 p.m.; *The Seeking Heart*, Mon.-thru-Fri. 1:15-1:30 p.m.; *Portia Faces Life*, Mon.-thru-Fri. 1-1:15 p.m.; *Brighter Day*, Mon.-thru-Fri. 4-4:15 p.m.

Frank B. Parrish, 45, onetime band leader, since last fall gen. mgr. of Midwest Television Corp., Indianapolis, applicant for that city's Ch. 13, died June 23 while on a business trip to Lebanon, Pa.

Claude Mahoney, CBS Radio Washington newsman, awarded honorary degree of Doctor of Humane Literature by his alma mater, DePauw U.

HEVY LOSSES suffered by pre-freeze stations were detailed by operators in oral and written statements filed with communications subcommittee of Senate Interstate Commerce Committee at hearings on uhf (Vol. 10:25). Typical financial stories in subcommittee's record:

George B. Storer's WSPD-TV, Toledo, went on air July 1, 1948, had cumulative operating loss of \$234,000 by Dec. 1, 1950, operating losses continuing 18 months; his WJBK-TV, Detroit, went on air Oct. 24, 1948, lost \$147,000 by Dec. 1, 1950, had operating losses 11 months; his WAGA-TV, Atlanta, went on air March 8, 1949, lost \$226,000 by Dec. 1, 1950, had operating losses 21 months. Other reports from pre-freeze operators:

Hulbert Taft Jr., WKRC-TV, Cincinnati—operating loss of \$518,449 (including depreciation) April 1949-Feb. 1951.

J. Leonard Reinsch, WSB-TV, Atlanta & WHIO-TV, Dayton—capital investment plus operating losses prior to 1951 exceeded \$2,000,000.

D. Lennox Murdoch, KSL-TV, Salt Lake City—lost \$68,508 in 1949 (7 months), \$127,207 in 1950, \$132,511 in 1951, \$55,962 in 1952, before showing first yearly profit last year.

Donald W. Thornburgh, WCAU-TV, Philadelphia—operating loss of \$439,299 in 1948, \$391,357 in 1949, \$25,000 through April 1950.

Crosley Bestg. Co.—lost \$1,642,130 on its 3 Ohio stations before first profit dollar. Operating losses to Nov. 1, 1950 totaled \$951,920 for WLWT, Cincinnati, \$371,534 for WLWC, Columbus, \$318,675 for WLWD, Dayton. WLWA, Atlanta, has been continuously in the red.

Chris J. Witting, Westinghouse Bestg. Co.—lost more than \$300,000 on WBZ-TV, Boston, from sign-on June 1948 through 1949.

Robert D. Swezey, WDSU-TV, New Orleans—lost \$243,899 in 1949, \$116,333 in 1950, made first profit in 1951.

Nathan Lord, WAVE-TV, Louisville—lost \$65,306 in 1948, \$74,744 in 1949, \$2681 first 5 months of 1950.

WKY-TV, Oklahoma City—lost \$269,645 in 1949-50 before showing first profit.

These post-freeze vhf stations also reported losses: KERO-TV, Bakersfield, Cal.—lost \$4400 in addition to all radio profits in 1953, but now in black. KOLN-TV, Lincoln, Neb. (Fetzer Bestg. Co.)—lost \$350,000 in 1953 "due to competition from Omaha stations and the refusal of certain national networks to give us an affiliation." WSLI-TV, Jackson, Miss.—first full month's operation (April 1954) showed net loss of \$18,000. KWFT-TV, Wichita Falls, Tex.—loss of \$89,242 from March 1953 to April 1954.

"Uhf operators have done a great job of inducing conversions" in many cities, even though some vhf signals are available to local viewers, said NBC v.p. Joseph Heffernan in his June 22 testimony before Senate communications subcommittee. As examples, he cited these uhf conversion figures, based on an independent survey made in April: In Harrisburg, Pa., 86% of sets can receive uhf stations; Youngstown, 75%; Muncie, Ind., 79%; Montgomery, Ala., 98%; Mobile, Ala., 91%; Madison, Wis., 98%; Greenville, S. C., 70%; Danville, Ill., 87%; Zanesville, O., 78%.

The 7 telecaster tenants of Empire State Bldg. went to court this week over rents they're paying for air rights. They ask N. Y. Supreme Court to declare rent control law applicable, thus avoid the arbitration which they don't want. First 5-year lease expired in May; new one was agreed on, with rents to be set later. Each station has been paying \$70,000 annually for air rights. Rent for space in building is not in dispute. It's understood building management and stations are actually not far apart on price now.

NO CPs WERE GRANTED this week, but an examiner unloaded one of the "big ones," an initial decision for Ch. 8, Portland, Ore., favoring KGW over Westinghouse (KEX) and Portland TV Inc. Cascade TV Inc. was ruled in default. KGW is 59.97% controlled by Mrs. Dorothy S. Bullitt, the owner of KING-TV, Seattle. Hearing started Oct. 1, 1952, almost 21 months ago.

Examiner Elizabeth Smith ranked KGW over Westinghouse because: (1) Four of KGW's stockholders and directors are local residents, will take active part in day-to-day management. (2) KGW stockholders have fewer TV-AM-FM interests. (3) KGW proposes superior programs, particularly in children's shows. Westinghouse immediately served notice it would contest decision.

KGW was picked over Portland TV, despite latter's lack of TV-radio interests, because of former's experience in TV, its firm plans for programs and staff, its greater proposed ownership-management integration, its record of participation in local civic activities on part of principals.

One vhf CP is to be deleted under terms of transfer deal filed with FCC this week by Carman-Wrathall groups KWIK-TV (Ch. 10) and *Tribune-Journal's* KISJ (Ch. 6), both Pocatello, Ida. With no money involved, *Tribune-Journal* is to turn over Ch. 6 CP to other group, which would drop Ch. 10 authorization.

Two uhf CPs were cancelled — WCUI, Champaign-Urbana, Ill. (Ch. 21) and WBEC-TV, Pittsfield, Mass. (Ch. 61)—making 73 uhf grants turned in vs. 12 vhf.

Two uhf applications were dismissed—WGRD, Grand Rapids (Ch. 23) citing "serious plight of uhf" and leaving Peninsular Bestg. Co. unopposed for grant, while dropout of WSSB, Durham, N. C. (Ch. 73) leaves none seeking the channel.

In Detroit, Woodward Bestg. Co., controlled by Max Osnos, owner of Sam's dept. store, dropped Ch. 50 application to purchase — for token \$100—CP for WCIO-TV (Ch. 62) held by UAW-CIO, the union which had once ventured into FM, then withdrew. Woodward dismissal leaves WJLB free for Ch. 50 grant.

Among other actions, FCC this week: (1) Set July 23 for start of 3-way hearings on Ch. 9, Orlando, and 7-way fight on Ch. 11, Toledo, in both of which Edward Lamb is an applicant. Pending Lamb's appeal of "communist" charges (see p. 6), the hearings will exclude issues on those charges. (2) Denied protest of uhf WTVI, Belleville-St. Louis against grant of Ch. 4 to KWK. Counsel for parties and FCC have agreed not to put KWK-TV on air before July 8 pending July 1 oral argument before Court of Appeals and subsequent court decision.

Protest against microwave granted to J. E. Belknap & Assoc. to serve community systems, filed with FCC by WMCT, Memphis (Vol. 10:19, 23) was opposed this week by Belknap. It argued that WMCT's quarrel over "piracy" of signals is with community antenna operators, not Belknap—and that station has recourse to courts. Belknap stated that WMCT hasn't outlined "with particularity" the injury it will suffer, thus doesn't qualify as protestant. It also claimed that question of FCC's jurisdiction over community systems is immaterial to matter.

Picketing of WOR-TV, WOR and Mutual's New York facilities by AFM musicians was banned in permanent injunction granted this week by N. Y. Supreme Court Justice Walter, who also ruled the stations were entitled to damages because picketing was an attempt to achieve an illegal objective. A referee was ordered to take testimony to determine extent of damages. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians (Vol. 10:10). Court held union had violated Lea (anti-Petrillo) Act which forbids union to compel broadcast licensee to hire employes whose services are not needed.

Telecasting Notes: Frederic W. Ziv, the onetime Cincinnati adman who built up the industry's biggest independent TV film and radio transcription businesses on the theory that anything the networks do he can do better transcribed—except news and spot events—made TV program history this week by signing of Eddie Cantor to a 7-year TV film-radio transcription contract. The indestructible Cantor will henceforth do 39 variety films a year (appearing in 13, directing the others) and same number of radio transcriptions exclusively for Ziv, for which he's being paid a reported guarantee of \$4,500,000, with possibility of residual rights doubling this amount . . . Local stations will get the Cantor series via the Ziv syndicates, Mr. Ziv telling us: "Local and regional advertisers want, deserve and are going to get the very top-ranking names and shows—and we're going to give them to them." Other network "alumni" in Ziv production currently are *Meet Corliss Archer* and *Mr. District Attorney*, and among the talent already under Ziv radio contracts are Humphrey Bogart, Lauren Bacall, Tony Martin, Fred MacMurray, Ginger Rogers . . . Some more big-name TV film shows are also on the Ziv planning board, as yet unrevealable—and it could be he's starting a really big trend away from live. Cantor is reported to have rejected network offer to continue live, as on *Colgate Comedy Hour* last 4 years; he'll call Ziv TV shows the *Eddie Cantor Comedy Theatre* . . . CBS-TV Film Sales has report showing that, thanks to new stations and increased sets-in-use, film re-runs deliver more homes than original run despite lower ratings. In 1953 there were 6,000,000 more sets than 1952, hence that many more "first-run homes—and a show like *Range Rider*, which got a 56.0 rating in 52,000 New Orleans homes in Feb. 1952, on second run on same station in Dec. 1953 got 42.3 but delivered 74,300 homes . . . Matthew Fox's Motion Pictures for Television Inc. (feature films) has been combined with MPTV Syndication Corp. (syndicated films), with Edward D. Madden v.p. in charge of overall operation, E. H. Ezzes sales v.p. of the consolidation . . . NBC and British Broadcasting Corp. have signed contract for exclusive exchange of news film and cooperation on film coverage; NBC has 23 fulltime cameramen and 150 part-timers in more than 50 countries, BBC has 10 full-time and 200 part-time . . . Program buyers guide, listing more than 1400 TV & radio shows available for fall-winter season, will be off the presses of *Radio-TV Daily* July 30; 1954-55 edition, 15th annual, is titled *Shows* . . . More rate increases: WNBK, Cleveland, raises 20-sec. Class AA rate (7:30-10:30 p.m. Mon.-Sat.; 6-10:30 p.m. Sun.) from \$300 to \$375, 20-sec. Class A from \$225 to \$290; KWVL-TV, Waterloo, Ia. raises base hour from \$300 to \$400, min. \$60 to \$80; WBAY-TV, Green Bay, Wis., \$300 to \$400 to \$50 to \$80; WNAO-TV, Raleigh, \$200 to \$250 & \$40 to \$59; KOB-TV, Albuquerque, \$250 to \$300, & adds 7-9:30 p.m. daily Class AA rate for announcements only of \$50 min., \$25 10-sec. and Class A min. goes from \$28 to \$40 . . . Rate reductions: WBTV-TV, Danville, Va. cuts base hour from \$200 to \$150, min. \$50 to \$30 and WAPA-TV, San Juan, P. R. cuts hour from \$225 to \$200 . . . New reps: KHSL-TV, Chico, Cal. to Avery-Knodel; CHSJ-TV, St. John, N.B. to Adam Young (for U. S.); WMIN-TV, St. Paul, to Blair, which also represents WTCN-TV, other station sharing Ch. 11.

Jimmy Petrillo's AFM musicians drew \$6,086,000 in salaries & wages last year from TV, which ranked third as source of employment for musicians (behind radio and theatre), according to annual report. TV earnings breakdown lists \$2,461,000 derived from single engagements on live national shows; \$2,316,000, local miscellaneous jobs; \$817,000, film producers; \$491,000, networks & stations for regular staff musicians. Radio paid \$18,590,000, theatres \$6,489,900, recording companies \$3,768,400.

Langer bill (S-3294) to outlaw advertising of alcoholic beverages in interstate commerce, including beer, is as dead as the Bryson bill, companion measure in House (Vol. 10:21). Spokesman for Senate Commerce subcommittee, which this week heard same wet vs. dry arguments as House Committee, said not only sentiment of subcommittee but time is against Langer bill. Proposed Congressional adjournment date is July 31. Testifying for TV-radio industry, NARTB v.p. Ralph W. Hardy denounced bill as "a very discriminatory piece of legislation. It singles out for severe restrictions radio and TV broadcasting which, by their electronic nature, are interstate in nature, along with certain media which cross state lines, and places them in a manifestly unfair competitive position with respect to strictly intra-state media." He said TV-radio industry long ago agreed not to accept "the advertising of hard liquor," but declared broadcasters must "stand firm on the right to advertise products and services which are legal and generally available for public sale and use."

Opposition to Hinshaw bill (HR 6431), which would classify subscription TV as common carrier, was registered by RETMA pres. Glen McDaniel in June 23 letter to Rep. Wolverton (R-N.J.), chairman of House Commerce Committee. McDaniel wrote: "We know of no one who proposes that he be licensed by the Govt. to provide subscription TV facilities to enable subscribers to communicate with each other, or to provide a common carrier service to all purveyors of program material. Rather, the concept is that a purveyor of program material will use subscription TV as a means of financing the entertainment." McDaniel added that it's RETMA's policy to support "innovations which show a reasonable promise of serving the public interest." And he recommended that consideration of pay-as-you-look be left to FCC. Commission recently advised committee it believed fee TV should be classified "broadcasting", not common carrier (Vol. 10:20).

Most of the Senators on Army-McCarthy investigating subcommittee tend to oppose commercial sponsorship of televised Congressional hearings. UP roundup quotes Sens. McClellan (D-Ark.), Jackson (D-Wash.) & Potter (R-Mich.) as strongly opposed to commercial sponsorship. Potter, chairman of Senate Commerce subcommittee on communications, is co-sponsor with Sen. Bennett (R-Utah) of bill to forbid sponsorship of televised hearings (Vol. 10:25). Sen. Symington (D. Mo.) said he was "inclined" to be against commercial sponsorship, but wanted to study the question more. Acting Chairman Mundt (R-S. D.) said he had received "virtually no complaints" as result of sponsorship of Army-McCarthy hearings; Sen. Dirksen (R-Ill.) had no objections either. Chairman Jenner (R-Ind.) of Senate Rules Committee said Bennett's bill probably will be considered in connection with his committee's forthcoming hearings on investigating procedures.

Sen. Earle C. Clements (D-Ky.) was named by Senate Democratic Steering Committee to Senate Interstate & Foreign Commerce Committee to fill vacancy created by death last week of Sen. Hunt (D-Wyo.). Sen. Clements served in House 1944-47, was elected governor of Kentucky in 1947, has been in Senate since 1950. At week's end it was not decided which Democratic committee member would fill Hunt's post on communications subcommittee.

Amendment of political broadcasting rules proposed by FCC this week would provide that "charges made by any broadcast station for broadcasts by a legally qualified candidate for public office shall not exceed the charge made for comparable use of the station for other purposes." Comments may be filed until July 26. Document is Public Notice 54-795, Doc. 11092, available from FCC—or from us.

RCA's FIRST 12½-kw uhf amplifier (Vol. 10:4, 7) goes out week of June 28 to WBRE-TV, Wilkes-Barre (Ch. 28), to be followed first week in July by one to WFMJ-TV, Youngstown (Ch. 21) and then to WKBN-TV, Youngstown (Ch. 27). Type tests were completed this week, and only comment from Camden is, "it looks very good." Plan is to ship about 4 per month, though this schedule may not be met. Next on priority list, due for July deliveries, are WSBT-TV, South Bend (Ch. 34) and WHP-TV, Harrisburg (Ch. 55). New super-gain antennas, giving gain of about 45 at low end of uhf spectrum and 60 at high end and making possible 500-kw ERP when used with the 12½-kw transmitter, won't be ready for deliveries until late fall.

GE shipped 20-kw transmitter this week to WCNY-TV, Carthage, N. Y. (Ch. 7), due on air Aug. 15; its 12-bay antenna will follow in about week. On June 22, GE sent 12-bay antenna to KPLC-TV, Lake Charles (Ch. 7), which has had 5-kw transmitter since March, plans Sept. debut. On June 25, a 12-kw transmitter went to WINT, Waterloo, Ind. (Ch. 15), which already has antenna, and it's due to start in July.

DuMont has shipped 5-kw transmitter for KXJB-TV, Valley City, N. D. (Ch. 4), due on air in early July, and on July 2 it ships another 5-kw to WTVD, Durham, N. C. (Ch. 11), due to start Aug. 20. DuMont also reports orders for 50-kw transmitter from WATV, Newark (Ch. 13), and for 50-kw amplifiers from KHQA-TV, Hannibal, Mo. (Ch. 7) and KCRI-TV, Cedar Rapids, Ia. (Ch. 9).

RCA shipped 50-kw transmitter June 25 to KWTW, Oklahoma City (Ch. 9), now on air and building new 1572-ft. tower, highest in TV. RCA on June 24 shipped 50-kw driver to WCHS-TV, Charleston, W. Va. (Ch. 8), due on air in July.

Note: In this column last week (Vol. 10:18), it was reported that Campbell Arnoux, gen. mgr. of WTAR-TV, Norfolk, claims his station is only one outside the network keys with a complete standby transmitter — retaining old 5-kw plant ready in addition to the new 25-kw. WTMJ-TV's Walter J. Damm reports from Milwaukee that when that station went on air with new 1035-ft. tower and transmitter, it retained old 5-kw and 300-ft. tower as a working standby, remodeled for color as well. WTMJ-TV, says Damm, "is probably the only TV station in the country which is operating a 10-kw transmitter plus a 25-kw amplifier through its 12-gain antenna [which] permits us to run the equipment at about 50% capacity at a tremendous tube and equipment saving."

* * * *

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

WGR-TV, Buffalo, N. Y. (Ch. 2), planning late July test patterns and Aug. programming as NBC basic, expects to have 436-ft. Emsco tower and RCA 6-bay antenna ready in 2 weeks. It's now installing 25-kw RCA transmitter in Hotel Lafayette penthouse where WGR radio also is located. WGR-TV studios and offices will be in remodeled building at 184 Barton St. Gen. mgr. is Joe J. Bernard. Base hour will be \$800. Headley-Reed will be rep.

KXJB-TV, Valley City, N. D. (Ch. 4), has its 5-kw DuMont transmitter, plans to meet July 1 test target, reports pres. John W. Boler, who also operates KCJB-TV, Minot, and N. D. radio stations KCJB, Minot & KSJB, Jamestown. It has 920-ft. up of 1085-ft. tower, "tallest in upper midwest," scheduled to be ready for 6-bay RCA antenna by June 25. It will begin programming Aug. 1 as CBS primary affiliate, having studios in both Valley City & Fargo. Base hour will be \$200, with \$300 combination rate with KCJB-TV. Weed will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), is installing 10-kw RCA transmitter and studio equipment in new building, plans test patterns early in July, NBC programming later that month, reports pres.-gen. mgr. Les Biederman. Construction of 460-ft. tower with 6-bay RCA antenna is scheduled for completion in about 2 weeks. It will be only TV station of Paul Bunyan Network, operator of 5 AM locals. Base hour will be \$120. Hal Holman will be rep.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage telecaster from atop 6288-ft. Mt. Washington, N. H., now plans Aug. 15 test patterns, may not begin programming until Sept. 1, writes v.p.-gen. mgr. John H. Norton Jr. RCA-equipped studios in Riccar Inn are about ready and transmitter building is being prefabricated, with assembly at mountain site scheduled about July 1. RCA 25-kw transmitter is being wired and tested before being transported up mountain for installation around July 20. A special antenna to be used on old Yankee Network's 50-ft. FM tower has been built by Andrew Alford, designer of WOR-TV's Empire State antenna. WMTW will be primary CBS affiliate. Harrington, Righter & Parsons will be rep.

CBC board of governors on June 18 recommended these 3 additional private applications for TV licenses (tantamount to a CP): CKX, Brandon, Man. (Ch. 2); CKCW, Moncton, N.B. (Ch. 2); CJIC, Sault Ste. Marie, Ont. (Ch. 2). This makes total of 28 Canadian TV stations authorized, 11 already in operation. Action on Ch. 2 application of CJON, St. John's, Nfld., was deferred because CBC plans to request permission to operate own TV outlet there. Except for bilingual stations in Montreal and projected bilingual outlet in Ottawa (Vol. 10:25), the Canadian Govt. licenses only one TV outlet in each city. Recommended for boosts to 100-kw visual power and higher tower are upcoming CHCT-TV, Calgary, Alta. (Ch. 2) and CFQC-TV, Saskatoon, Sask. (Ch. 8), both due in Sept. The 12 other CPs outstanding and their prospective starting dates: CFRN-TV, Edmonton, Alta. (Ch. 3), fall; CBHT, Halifax, N. S. (Ch. 3), "late in 1954"; CKWS-TV, Kingston, Ont. (Ch. 11), early fall; CBC's 2nd in Ottawa (Ch. 9), Dec.; CHEX-TV, Peterborough, Ont. (Ch. 12), Jan. 1955; CFFA-TV, Port Arthur, Ont. (Ch. 2), Aug.; CFCM-TV, Quebec City, Que. (Ch. 4), July; CKCK-TV, Regina, Sask. (Ch. 2), July; CJBR-TV, Rimouski, Que. (Ch. 3), mid-Sept.; CHLT-TV, Sherbrooke, Que. (Ch. 7), no target; CJCB-TV, Sydney, N. S. (Ch. 4), July; CKLW-TV, Windsor, Ont. (Ch. 9), Aug. 15.

Allocations changes proposed by FCC would add Ch. 79 to Toledo, substitute Ch. 70 for Ch. 15 in Port Chicago, Cal., substitute Ch. 35 for Ch. 28 in Salinas-Monterey, Cal. Commission received petition from CP-holder KELP-TV, El Paso (Ch. 13) to shift educational reservation from Ch. 7 to 13 there, so that it may get modification to go to Ch. 7, stating that it will be at competitive disadvantage if it is at top of dial. Applicant WORA, Mayaguez, Puerto Rico (Ch. 5), asked that Ch. 6 be shifted from San Juan to Caguas, Ch. 11 from Caguas to San Juan. WWPA (AM), Williamsport, Pa., seeks allocation of Ch. 9 to Blossburg, Pa.

Request for Ft. Wayne studios, filed by CP holder WINT, Waterloo (Ch. 15), was attacked bitterly by WKJG-TV, Ft. Wayne (Ch. 33) and applicant Anthony Wayne Bcstg. (Ch. 69), who claim WINT is trying to circumvent FCC's rules and never intended to build at Waterloo or Angola.

KOV'R are new call letters assigned to H. Leslie Hoffman's now-building Television Diablo, Stockton, Cal. (Ch. 13), formerly KHOF, with which he expects to cover San Francisco bay area, due on air Aug. 15 (Vol. 10:25).

PARADOX OF CURRENT TV PRICE SITUATION: Trade continued to reduce prices this week -- at least on leader models -- but at same time the manufacturers talked, publicly and privately, of raising TV prices generally by fall. This apparent paradox is partly explained by desire to tempt slow summer market with bargain-basement buys, but it's also symptomatic of considerable confusion among set makers on economic trends.

Trade is thus still feeling its way on price tightrope, trying to recapture profits on one hand while retaining high unit sales on other. Further clarification is expected when Philco and Motorola, only 2 major producers which have not yet introduced their new lines, bring them out shortly.

Philco, strike-bound for 45 days up to June 15, this week set its distributor convention for Aug. 2-3 at Waldorf-Astoria, N.Y. Brand-new TV-radio lines will be shown, spokesman said, dispelling reports that several carryovers would be included because of time lost during strike. Meanwhile, no hint of how line will be priced. Motorola introduces new line July 8-9 at Chicago's Conrad Hilton Hotel. Its prices probably will be generally firm, but lower leader models are distinct possibility.

While trade awaited further price clarification from industry's pace-setters, Emerson's Ben Abrams this week flatly predicted industry-wide price increases by fall, announced he plans to boost prices 10-20% within 90 days -- even while introducing a lower-priced line, leading off with 17-in. table model at \$130, which is lower by \$10 than Crosley's "Super V" (for details of line, see p. 12).

Crosley itself is considering higher prices for its newly-introduced 21-in. "Super V 21 Plus" (Vol. 10:24). Leonard F. Cramer, Avco v.p. & TV-radio gen. mgr., said increases are contemplated, but by no means decided upon, because of higher labor costs and indications that parts prices might go up.

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At Chicago marts this week, there was plenty of support for viewpoints of Abrams and Cramer, even before they spoke. We heard talk of price hikes by fall in exhibit spaces of nearly all 17 set makers who have permanent booths there. True, they didn't say flatly they would raise prices. Most spoke of the need to increase them -- but several of the major manufacturers, at least, spoke with an assurance that seemed to betoken definite intentions.

After traditional summer lull, manufacturers look to final 4 months of 1954 for big production push -- bigger, in fact, than the 1,904,718 TVs turned out in the first 4 months of year, now that high inventory has been worked off. This prospect was supported by comments of several manufacturers at RETMA parley last week.

Dealer attendance at marts, normally light in midyear, was way down. (Other products apparently had similar experience, for it was widely conjectured that mart dates may be changed next year to spring and fall.) Those dealers we spoke to were generally favorably impressed by new lines, thought they could do well profit-wise with step-ups. As for discounts, traditional complaint of dealers, it was every man for himself, each dealer negotiating his own terms, based chiefly on his volume.

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TV production went up to 104,192 week ended June 18 (including only 2 days of production at Philco), compared to 98,179 preceding week and 72,042 week ended June 4. It was highest since week ended April 30, last full week of production at Philco. It was year's 24th week, brought production for the year to date to about 2,580,000 compared to 3,860,000 in corresponding period of 1953.

Radio production also rose nicely, totaling 199,737 (79,754 auto), up from 169,942 week ended June 11 and 140,812 week before. It was highest week since May 14. For 24 weeks, output was 4,550,000 vs. 6,700,000 first 24 weeks of 1953.

Topics & Trends of TV Trade: Emerson Radio introduced 17-in. vhf-only table model at \$130, \$140, \$150 & \$160 this week—starting \$10 lower than even Crosley's "Super V" \$140-\$160 range—but pres. Benjamin Abrams told distributors at same time that its prices would be increased by 10-20% within 90 days and predicted rest of industry would also be forced to raise prices.

Emerson's line also figured obliquely in uhf hearings on Capitol Hill this week. Comr. Hennock told Potter subcommittee a "well-known" TV manufacturer told her a vhf \$130 set could be produced as all-channel for same price if excise tax on all-channel sets were removed. An aide to Comr. Hennock later told us she was referring to Abrams.

Emerson's 19-model line was priced average 13% below comparable models in old line and included a 14-in. table model at \$150. Latter weighs 40 lb., is 12-in. high, 15-in. wide, is claimed to be "truly portable." The 17-in. leader at \$130 is not "stripped down," Abrams said, explaining it has standard-size chassis, with "same circuitry found in all our other models."

Abrams indicated new low prices represented attempt to capitalize on slow summer market. He said it was "inconceivable" that the general industry price structure can be maintained much longer at current low level, adding that "the ingenuity of this industry, great as it is, has been considerably overtaxed in this drive for lower prices." This is Emerson's full line:

Table Models: 17-in. ebony wood \$130, walnut \$140, mahogany wood \$150, blonde \$160; 14-in. ebony wood \$150, brown \$160; 17-in. mahogany wood finish \$160, blonde \$170; 17-in. mahogany wood \$180, blonde \$190; 21-in. mahogany wood finish \$180; 21-in. mahogany wood finish \$200, maple, walnut, blonde or limed oak \$230; 21-in. mahogany or blonde wood \$250; 21-in. Early American maple wood (on base) \$270; 21-in. mahogany wood de luxe \$250, blonde \$270; 21-in. mahogany wood de luxe with side controls \$280, limed oak \$300.

Consoles: 21-in. open-face mahogany wood \$230, blonde \$250; 21-in. open-face mahogany wood \$300, blonde \$320; 21-in. half-door mahogany wood \$350, blonde \$370; 21-in. full-door French provincial \$430; 27-in. open-face mahogany wood \$500; 27-in. full-door mahogany wood \$600; 27-in. full-door mahogany wood \$700.

Combinations: 21-in. mahogany (with phono only) \$250, blonde \$280; 21-in. full-door mahogany wood (with radio and 3-speed phono) \$550.

Also introduced were a high-fidelity portable phonograph listing at \$50, six table radios from \$15 to \$40, a clock radio at \$25-\$28, four portable phonographs (\$40, \$50, \$60, \$80) and a 3-speed radio-phono console at \$130.

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Federal Trade Commission's proposal to require merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23-24) drew formal opposition of RETMA this week—pres. Glen McDaniel writing FTC attorney H. Paul Butz that no deception is involved in failure to label vhf-only or all-channel sets as such. He wrote it would be "untenable" to contend there was deception in sale of 21,000,000 vhf-only sets prior to allocation of uhf frequencies. He asserted it was comparable to charging deception in sale of AM sets if label "not capable of receiving an FM signal" was not included. McDaniel asked for reopening of 3-year-old trade practices conferences if FTC insisted on provision. Butz said this week that several TV manufacturers had also written individually to express opposition.

Fourth annual Sylvania TV awards, for advancing creative programming techniques in year ending Oct. 31, 1954, will be presented at N. Y. dinner Nov. 30. Deems Taylor again heads judges.

VACATION shutdown schedules of manufacturers, as revised by RETMA on basis of reports from its members, include following periods:

Set manufacturers: Arvin, June 19-July 6; Avco, July 1-16; Bendix Radio, June 27-July 12; CBS-Columbia, July 1-15; Capehart-Farnsworth, July 2-19; DuMont, July 1-13; Emerson, June 27-July 10; GE, July 5-19; Hallcrafters, June 28-July 9; Hoffman Radio, July 16-30; Magnavox, June 25-July 9; Motorola, July 2-19; Olympic Radio, July 1-19; Packard-Bell, June 21-July 5; Philco, July 1-22; RCA, July 17-31; Raytheon, July 2-16; Stewart-Warner Electric, July 2-18; Stromberg-Carlson, July 5-19; Sylvania, July 19-Aug. 2; Wells-Gardner, July 2-16; Westinghouse, July 19-Aug. 5; Zenith, July 5-19. Admiral, not a RETMA member, closes down first 2 weeks of July.

Tubes: CBS-Hytron, July 2-16; DuMont, June 24-July 15; Eitel-McCullough, July 31-Aug. 14; National Union Electric Corp., July 1-18; Tung-Sol, July 19-Aug. 2; Westinghouse, July 18-31. Among those not shutting down is Kimble Glass Co.

Components and others: Aerovox, July 12-26; Alliance Mfg. Co., July 3-19; American Condenser, July 5-19; American Phenolic, July 19-Aug. 2; David Bogen Co., July 5-19; Clarostat, July 4-11; Erie Resistor, July 5-19; Gabriel Co., July 30-Aug. 9; General Instrument (F. W. Sickles div.), July 2-16; Hazeltine, July 26-Aug. 9; International Resistance Co., July 24-Aug. 8; Machlett Labs, Aug. 2-16; Oak Mfg. Co., July 5-19; Quam-Nichols, June 26-July 11; Radio Condenser, July 19-Aug. 1; Sangamo Electric, July 16-Aug. 1; Weston Electrical Instrument, July 19-Aug. 2.

Federal Reserve Board, in Part 2 of its 1954 *Survey of Consumer Finances*, reported this week that in early 1954 nearly 50% of all consumer spending units owned a TV set and that proportion of consumer units buying TV rose from 11% in 1952 to 14% in 1953. Substantial increases in the proportion of consumers buying sets were reported in all regions except northeast in 1953, though more sets are owned in northeast than any other area. Amounts spent for TV sets declined sharply after 1948 as volume production was achieved, but since 1950 they have been relatively constant. Study is conducted by FRB in cooperation with U of Michigan Survey Research Center.

TV shipments to dealers totaled 2,065,871 in first 4 months, exceeding production of 1,904,718 in that period, according to RETMA's cumulative state & county tables released this week and available on request. They compared with 2,452,508 shipped in first 4 months of 1953, when production was 2,872,821. New York led, with 192,720; then California, 132,613; Pennsylvania, 131,072. In April alone, shipments totaled 410,032, compared with 582,839 in March and 392,492 in April 1953.

CBS-Columbia will burst forth with saturation advertising campaigns in 45 top markets, mainly newspapers and TV-radio spots, next fall in its bid, under new pres. Seymour Mintz (ex-Admiral), to acquire major position in TV-radio market. This week at Chicago, sales v.p. Harry Schechter disclosed it now has 65 distributors, expects to have 85 by end of year, aims to have 2000 additional dealers. TV line was disclosed at Furniture Mart (Vol. 10:25).

Trav-Ler Radio introduced 8 new TV models, all under \$200 and starting with 17-in. mahogany finish table model at \$130 (vs. \$150 in old line) and ending with 21-in. blonde console at \$190 (vs. \$200). Also introduced was 3-speed portable phonograph at \$30. Pres. Joseph Friedman said first-half sales would approach \$9,000,000, compared to \$8,400,000 in first 6 months of 1953, but that profits would be somewhat below the \$468,607 (61¢ a share) earned in first half year ago.

Trade Personals: John J. Holland, ex-electronic equipment contracting officer for Army Signal Corps, Ft. Monmouth, joins Stromberg-Carlson as head of TV-radio div. quality control . . . Dr. Allen B. DuMont named Father of Year in science by Boys Clubs of America . . . Frank M. Folsom, RCA pres., one of group of 17 businessmen at stag dinner at White House June 24 . . . Douglas Wallace, Pittsburgh mgr. of Graybar since 1943, elected to Graybar board . . . Herbert A. Frank, ex-CBS-Columbia, named DeWald Radio gen. sales mgr., replacing J. Steven Katonah, resigned . . . Don Larson, ex-adv. director, Hoffman Radio, named to new post of gen. mgr., West Coast Electronics Manufacturers Assn. . . . Gordon M. Christie, ex-Sylvania sales mgr. of Asia & Africa, appointed sales mgr., eastern hemisphere, CBS-Columbia . . . H. Leonard Sain, with GE since 1923, appointed pres. & gen. mgr. of General Electric, S.A. Argentine . . . R. E. Johnson, GE, elected pres. of Electric Club of Los Angeles . . . James C. P. Long promoted to mgr. of Sprague Electric's Washington engineering office, replacing John P. Sheridan, now coordinator of govt. activities at N. Adams, Mass. headquarters . . . George J. Koeck Jr. promoted to Zenith Radio midwest district sales rep, Kansas City, replacing Wm. R. Campbell, now sales mgr. of Columbian Electrical Co., Kansas City (Zenith) . . . Norman C. Sabee, ex-Coolerator Co., named national merchandising mgr., Crosley-Bendix home appliances . . . Frank N. Krautzmann Jr., ex-adv. & sales promotion mgr., Crosley div., Avco, named to similar post in GE's laminated & insulating products dept. . . . J. McNamee named gen. mgr. of Danielson, Conn. plant, General Instrument's F. W. Sickles div., succeeding T. Jackson, now Elizabeth plant mgr. . . . Wm. Griffin, ex-Hallcrafters, named Bendix Radio northeast regional mgr., Newark . . . Walter H. Kelly, ex-Proctor Electric Co., named sales mgr. for 11 eastern states by Wincharger Corp., Zenith subsidiary . . . Mrs. Azilda Nielsen elected pres. of Best Mfg. Co., Irvington, N. J. (speakers), succeeding her late husband, E. W. Nielsen . . . Dr. Rodolfo M. Soria, American Phenolic development director, appointed engineering director, succeeding Richard M. Purinton, now New England rep . . . Harry L. Chaney, ex-Tele King & ex-Electronic Devices Co., named chief engineer, Kay-Townes Antenna Co., Rome, Ga. . . Robert L. Farnsworth promoted to asst. sales mgr., Pentron Corp. . . . Robert N. Vendeland upped to Jerrold promotion mgr. . . . John L. Esterhai, Philco asst. counsel, elected v.p. of U. S. Trade Mark Assn.

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Distributor Notes: CBS-Columbia this week appointed Kiefer-Stewart Corp., 124 S. Senate St., Indianapolis; also American Wholesalers Inc., 5th & W Sts. NE, Washington (ex-Hoffman Radio) . . . Admiral appoints newly-formed John E. Amberg Co., Seattle, replacing Columbia Distributing Corp. . . . Admiral Distributors Inc., Newark, appoints George Caharack adv. director, replacing Stanley F. Zajac, now head of own adv agency in Newark . . . Motorola-New York appoints Joseph A. Kerr, ex-Gross Distributors (Stromberg-Carlson), as district mgr. . . . Raytheon Distributors Inc., Chicago, appoints Wm. Kilmer, ex-Westinghouse Electric Supply Co., as gen. mgr., succeeding James Flora, now Raytheon district mgr. . . . Judson C. Burns, Philadelphia (CBS-Columbia) announces resignation of gen. sales mgr. Charles J. Goodmanson.

RETMA officers re-elected at convention in Chicago last week (Vol. 10:25) were Glen McDaniel, pres.; James D. Secrest, exec. v.p. & secy.; Leslie F. Muter, treas.; Dr. W. R. G. Baker, engineering director. We inadvertently reported Dr. Baker as secy. last week.

Fortune Magazine will shortly release article on Motorola and its heads, pres. Paul V. Galvin and son Robert W. Galvin.

Bill to let armed forces own & operate TV stations at remote foreign and domestic bases (Vol. 10:19,23), already passed by Senate, got hearing this week by House Armed Services subcommittee headed by Rep. Leroy Johnson (R-Cal.), but its approval was held up following conference between Johnson and NARTB officials. NARTB wants safeguards in the bill to make sure govt.-operated stations don't compete with privately owned ones, will submit comments to subcommittee next week. Broadcasters' group is expected to ask that bill be amended to include these provisions: (1) No advertising to be permitted on the govt. stations. (2) Area of coverage to be limited to the base itself. (3) The term "isolated," used in bill, to be carefully defined. At this week's hearings on bill (S-3401), Maj. Gen. Harlan N. Hartness, Defense Dept. information & education chief, described 6 months trial operation of pilot TV plant at Limestone Air Force Base in Maine (Vol. 9:52), which is to be officially dedicated July 4, and said, "The men are thoroughly sold on it." Armed Forces already have tentative plans for initial group of 12 low-powered TV stations—all overseas—in such areas as the Azores, Iceland and Saudi Arabia, but construction must await passage of current bill and subsequent appropriation (Vol. 10:19).

The story of Sarkes Tarzian and how his Sarkes Tarzian Inc. grew from a \$40,000 investment in 1943 to 2500 employes in Bloomington, Ind., handling \$17,000,000 worth of tuners, \$5,000,000 worth of rectifiers and \$3,000,000 in TV-radio station business last year, is recounted in financial section of June 20 *New York Times*. Now 53, Tarzian is an "alumnus" of Atwater Kent and RCA, going to Bloomington in 1940 from Buenos Aires, where he was RCA chief engineer, to work on proximity fuses during war, then striking out on his own.

Here's how TV will stack up in 1960, according to survey by Chicago's Columbia College embracing 154 TV station executives, 14 network officials, 10 TV directors of leading ad agencies: (1) 913 stations on air, as against 387 now. (2) 80,000 working in telecasting, as against 43,000 now. They thought added personnel would come from in-service training by stations, more women will be employed. color won't enlarge personnel requirements.

"Trade or profit bootleggers" is way members of Northwest Appliance & TV Assn., Seattle, designate so-called discount houses. Group is so worked up that it adopted resolution stating that any member who refers to such a firm at an association meeting as a "discount house" will be fined 25¢.

Rudolph Wurlitzer Co., big retail music chain, discontinues TV set sales in its 4 Chicago stores, spokesman blaming increased competition from discount houses. Only Cincinnati stores will continue to carry TV. Outlets in N. Y., Philadelphia, Detroit & Buffalo having already dropped it.

Westinghouse's new line, to be introduced via closed-circuit telecast July 12, will be "slightly lower" than current models, though 17-in. leader is expected to remain at \$160. Top end of line is said to be 24-in. full-door console in mahogany and blonde at \$400. Several 24-in. sets will be added to line, it was indicated.

■

Charles Taylor Wandres, 56, recently appointed N. Y. area sales mgr. for Capehart-Farnsworth, died June 23 at a nursing home in Norwalk, Conn. He formerly was with DuMont for 6 years after 15 years with GE. Surviving are his wife and 2 sons.

Dr. David Galen McCaa, 72, radiotelephony pioneer and associate of Marconi in his early experiments, died June 23 at Long Branch, N. J. For last 12 years he was civilian engineer for Signal Corps at Ft. Monmouth, N. J.

Color Trends & Briefs: Color program fare this fall begins to shape up as something substantial, with this week's announcement from CBS that it will have at least 3 color shows weekly, for total of more than 40 for season. CBS confirmed that it will rotate its regular black-&-white programs in color "premieres," as did NBC, in addition to inaugurating new *Best of Broadway* series of great plays (Vol. 10:11).

NBC has capacity of 12-15 hours of color weekly from New York studios alone, and its salesmen are now out beating bushes to sell them. NBC's sale of 90-min. "spectaculars" (Vol. 10:13), plus CBS's new schedule, guarantees customers full opportunity to judge color—something they scarcely have now.

CBS network program v.p. Hubbell Robinson disclosed the rotating plan in talk to Advertising Federation of America in Boston June 22, in which he reiterated CBS's contention that color, at maturity, will cost 5-20% more than black-&-white for talent and production—with average of 10%. Report is that CBS will absorb extra color costs for the premieres this fall. Robinson said that 60-70 affiliates will carry the shows. Following is CBS schedule:

Best of Broadway, Sept. 15, Oct. 13, Nov. 10, Dec. 8, Jan. 5, Feb. 2, March 2; *Toast of the Town*, Aug. 22; *Big Payoff*, Aug. 25; *Danger*, Aug. 31; *Jo Stafford Show*, Sept. 7; *Love of Life*, Sept. 8; *Art Linkletter's House Party*, Sept. 16-17; *What's My Line?* Sept. 19; *My Favorite Husband*, Sept. 25; *Jane Froman Show*, Sept. 30; *Chrysler Show*, Sept. 30; *Garry Moore Show*, Oct. 4-8; *Red Skelton Show*, Oct. 5; *Meet Millie*, Oct. 12; *Studio One*, Oct. 18; *Bob Crosby Show*, Oct. 19-22; *You Are There*, Oct. 24; *Mama*, Oct. 29; *Jack Benny Show*, Oct. 31; *Perry Como Show*, Nov. 5; *That's My Boy!* Nov. 6; *Suspense*, Nov. 16; *Meet Millie*, Nov. 16; *Beat the Clock*, Nov. 20; *Arthur Godfrey & Friends*, Nov. 24; *Valiant Lady*, Dec. 1-2; *Two for the Money*, Dec. 11; *Arthur Godfrey Time*, Dec. 13-16; *Search for Tomorrow*, Dec. 20; *Omnibus*, Dec. 26; *Guiding Light*, Dec. 30; *Douglas Edwards & the News*, Jan. 10-11; *Jackie Gleason Show*, Jan. 15; *Strike It Rich*, Jan. 18; *On Your Account*, Jan. 21; *Robert Q. Lewis*, Jan. 24-28; *Arthur Godfrey's Talent Scouts*, Jan. 31; *Two in Love*, Feb. 5; *I've Got a Secret*, Feb. 9; *Sports Spot*, Feb. 16; *The Morning Show*, Feb. 21-25; *Sunday News Special*, Feb. 27.

* * * *

NBC-TV affiliates in 31 cities are now equipped for rebroadcast of network color, and 33 more are due by year's end. The 31 are in New York, Washington, Chicago, Cleveland, Los Angeles, Philadelphia, Baltimore, Milwaukee, St. Paul, St. Louis, Omaha, Denver, Salt Lake City, San Francisco, Wilkes-Barre, New Haven, Johnstown, Boston, Providence, Kansas City, Oklahoma City, Ft. Worth, Dallas, Youngstown, Houston, Lancaster, Wilmington, Cincinnati, Toledo, Detroit, Grand Rapids. Those to be added this year: Birmingham, Fresno, Dayton, Columbus (O.), Huntington, Schenectady, Utica, Syracuse, San Antonio, Winston-Salem, Memphis, New Orleans, Atlanta, Davenport, Bloomington (Ind.), Louisville, Wheeling, Buffalo, Roanoke, San Diego, Portland (Ore.), Seattle, Jackson (Miss.), Peoria, Harrisburg, Norfolk, Richmond, Des Moines, Bethlehem, Erie, Springfield (Mass.), Columbia (S. C.), Ft. Wayne.

One-week color training sessions for distributors' technicians are being conducted at Rochester plant by Stromberg-Carlson, under direction of John H. Craft Jr., TV service mgr.

First 35mm color film telecast was scheduled by NBC over WNBT, New York, for *Mrs. U.S.A.* program 3-3:30 p.m. June 25. The few previous film colorcasts were 16mm.

Network color schedules: NBC-TV—June 30-July 1, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at Governor's Mansion, Columbus, O.; July 1, *The Marriage*, 10-10:30 p.m. CBS-TV—July 2, *New Review*, 5:30-6 p.m. Over WNBT, New York only, NBC has daily *Here's Looking at You*, 1:30-2 p.m., and WCBS-TV starts weekly color film series *Time for Color*, 5-5:30 p.m. June 28. CBS's KNXT, Los Angeles, started 60-min. color bar schedule June 19 at 10:30 a.m., will carry it each Sat. before sign-on. For its mobile pickups in Washington, July 14 & 16, NBC has chosen Lee Mansion and Mt. Vernon.

Reports Ford is buying 25,000 color sets from RCA for dealer showrooms are denied by RCA which said there have been only "tentative and casual conversations" on the matter. There seems to be strong possibility, however, that deal involving about 2000 sets, at least 19-in., may be in the works. NBC this week announced Ford is buying 45-min. of the 90-min. color "spectaculars" every fourth Mon. 8-9:30 p.m., starting Oct. 18. RCA is taking the other 45 min.

"Road show" color school for technicians is being conducted by Hoffman Radio with mobile unit working out of new Kansas City plant. Crew takes equipment to St. Joseph, Springfield, Joplin, Columbia, all in Missouri, and Topeka, Kan.—conducting 3-hour classes one night a week for 8 weeks in each city. A recent 10-week series in St. Louis attracted more than 400, at \$10 fee.

Some 7-10,000 color sets have been sold to date, NBC v.p. Joseph Heffernan estimated this week in reply to question by Sen. Potter (R-Mich.) at Senate hearings on uhf problems. RCA sold 5000, he said, and other manufacturers "2-3000 or possibly 5000."

DuMont color scanner was delivered to CBS, New York, June 16; another has been shipped to KTLA, Los Angeles. DuMont reports production well underway, but demand already well beyond ability to deliver in immediate future.

New spring book catalog of John F. Rider Publisher Inc., 480 Canal St., N. Y., includes *Introduction to Color Television*, by M. Kaufman and H. Thomas (150 pp., \$2.10) and *Highlights of Color Television*, by John R. Locke Jr. (48 pp., 99¢).

3-D TV, oft-discussed, sometimes demonstrated, but seldom taken seriously (except in some industrial applications) is getting the full treatment by RCA scientists, chairman David Sarnoff revealed in interview with June 16 *Hollywood Daily Variety*. "We have been conducting laboratory tests at Princeton for the past 3 years, and the results have been encouraging," he is quoted. "It's coming along and 3-D will be a reality before many more years, and most certainly our time." Gen. Sarnoff also said: (1) Video tape recordings will be field tested by end of this year. (2) "The East has a definite advantage over Hollywood as a TV production center [because] Hollywood has to unlearn a lot of bad habits acquired during the lush days of picture-making. The East, however, has much to learn from Hollywood to compete in the new medium of color TV." (3) There will be a ready market for the 50,000 color sets made this year, and more than 300,000 sets will be sold next year.

For pioneering use of TV in medicine, Smith, Kline & French pharmaceutical house was awarded plaque and citation by American Medical Assn.—first such award by AMA to a commercial house. Citation was for *March of Medicine* network programs and use of closed-circuit color TV to demonstrate medical procedures at AMA meetings.

In England, too: The 1160-seat Theatre Royal, Manchester, has closed down and auctioned all appurtenances "because TV hurt attendance," reports Canadian Press.

Financial & Trade Notes: Stromberg-Carlson's WHAM-TV & WHAM last year accounted for \$2,600,000 in revenues, reports Hudson Fund, which has added the stock to its portfolio. Company's business of \$65,241,861 last year (Vol. 10:9) was 50% represented by telephone equipment div.; 29% by TV-radio div.; 17% by sound equipment div. This year, it's expected to reach new peak of \$70,000,000. Last year, Stromberg acquired Southern Electric & Transmission Co. (electronic wire carrier equipment) and 50% interest in Electronic Control Systems Inc. (process controls), an outgrowth of Hughes Aircraft. Note: TV-radio div. in 1949 accounted for 59% of sales; down to 29% now, this is attributed to management's policy of "reducing the company's dependence on this highly competitive, cyclical industry."

Herbert A. Gumz, ex-production v.p., Webster-Chicago, is scheduled to take over as gen. mgr. of Crescent Industries Inc., Chicago (tape recorders, record changers, speakers) and to continue company with Sears, Roebuck backing. Crescent has been operating under Chapter XI, with Jerry Kahn as manager for trustees, and for a time was being considered for purchase by Muter Co. Under new arrangement, Sears will guarantee loans, have 2 members of board. Small creditors will be paid in full at once, larger ones over an extended period. Hearing on petition to dismiss Chapter XI proceedings has been set for July 2 before Federal Judge Igoe.

General Instrument Corp. will report loss for first fiscal quarter ended May 31 as against \$456,077 earnings (75¢ a share) in same 1953 quarter, chairman Abraham Blumenkrantz attributing drop to lagging TV business. Quarterly dividend was halved to 12½¢, payable Aug. 3, Mr. Blumenkrantz stating: "This dividend reflects current conditions in the TV industry. Retail set demand has been and promises to continue good but manufacturers have been living off inventory. Furthermore, the industry's emphasis on lower priced sets has exerted downward pressure on prices of component parts."

American Phenolic Corp. earnings were \$121,016 (30¢ a share) on sales of \$6,261,035 in first quarter of 1954, down from profit of \$300,670 (75¢) on sales of \$8,862,067 corresponding 3 months of 1953. Pres. Arthur J. Schmitt attributed declines chiefly to dip in defense billings, reporting civilian orders exceeded military requirements this year for first time since 1950.

Westinghouse first quarter profit was \$26,286,000 (\$1.61 a share), 56% above the \$16,858,000 (\$1.04) in same 1953 quarter. Sales were \$406,537,000, vs. \$382,226,000 a year earlier. Pres. Gwilym A. Price attributed higher earnings to bigger sales volume, expiration of excess profits tax and leveling out of pre-production expenses in new facilities.

Clevite Corp., whose pres. James L. Myers reports gains over last year's first quarter in electronic products, had gross income of \$16,707,031 and profit of \$941,115 (48¢ a share on 17,799,652 shares) in first quarter 1954 as against \$16,190,462 sales and \$932,785 profit (54¢ on 1,599,652 shares) in same 1953 period.

Davega Stores Corp., in year ended March 31, had loss of \$181,181 vs. earnings of \$118,998 (24¢ a share) in same 1953 period.

Dividends: Emerson Radio, 10¢ regular quarterly and 5¢ extra payable July 15 to stockholders of record July 6; General Instrument, 12½¢ Aug. 3 to holders July 2; American Phenolic, 12½¢ July 30 to holders July 17; Reeves-Ely Labs, 10¢ July 1 to holders June 25.

Russia sends delegation of TV experts to Britain for 3-week study of British TV next month under UNESCO auspices.

National advertisers will spend \$1.24 billion on TV in 1958—more than double the \$529,700,000 they spent last year, and exceeding every other medium except direct mail. That's prediction of DuMont Network research dept., as relayed to Senate communications subcommittee by director Ted Bergmann in exhibit filed in uhf hearing record June 24. Using *Printers' Ink*-McCann-Erickson table of advertising expenditures (see p. 370, *TV Factbook No. 18*)—which shows total 1953 national advertising expenditures of \$4.5174 billion, including \$529,700,000 for TV, \$379,900,000 for radio, \$634,300,000 for newspapers—DuMont researchers added these projected figures for next 5 years: 1954, TV \$675,000,000, radio \$375,000,000, newspapers \$646,000,000, total all media \$4.836 billion; 1955, TV \$800,000,000, radio \$375,000,000, newspapers \$675,000,000, total \$5.135 billion; 1956, TV \$1 billion, radio \$400,000,000, newspapers \$730,000,000, total \$5.619 billion; 1957, TV \$1.11 billion, radio \$370,000,000, newspapers \$745,000,000, total \$5.772 billion; 1958, TV \$1.24 billion, radio \$375,000,000, newspapers \$770,000,000, total \$6.045 billion.

Radio is the "everywhere medium," not only used everywhere but by almost everyone, and it's still the biggest advertising medium in America, said CBS Radio Network sales v.p. John Karol last week in speech before Assn. of National Advertisers in Chicago. During an average week, he said, 92% of America's 47,000,000 radio homes listen to radio and "they listened for almost one full day—20 hours and 44 minutes." In a typical afternoon minute, 10,000,000 listen to radios, and in a typical evening 13,000,000. Referring to projected night rate cuts, he stated: "Our network is examining a new evening-rate structure that will further increase nighttime radio's cost efficiency . . . The networks, in general are doing what other media could not do. They are adjusting their costs in relation to delivered audience. In spite of inflation and higher operating costs, the networks generally have been basing rates on audience and not on the cost of doing business. That, we believe, is the soundest way of making the advertisers' dollar more effective."

FCC approved \$153,000 sale of WTMA, Charleston, S. C. (5-kw on 1250 kc, NBC) this week, thus paving way for Evening Post Publishing Co. (*Charleston News & Courier* and *Post*) to exercise option to acquire 30% of upcoming WUSN-TV, Charleston (Ch. 2) while J. Drayton Hastie family continues ownership of WUSN (250-watts on 1450 kc, MBS). Purchasing group comprises Charles E. Smith, WTBO, Cumberland, Md., 40%; George H. Clinton, WPAR, Parkersburg, W. Va., 40%; David W. Jefferies, 10%; Dorothy A. Marks, 10%.

Commercial TV for Britain was given final approval June 22 by House of Commons, 291-265. Conservative-sponsored bill would permit commercial programs to exist alongside govt.-operated non-commercial BBC (Vol. 10:11). Bill now goes to House of Lords, where approval is certain, thence to Queen Elizabeth for signature. During debate, Labor opposition again warned that they will kill commercial TV if they get back into power.

Murray Carpenter, owner of 250-watt WGUY, Bangor, Me. and grantee of WTWO there (Ch. 2), due on air in fall, has sold his radio station for \$35,000 to Sherwood Tarlow, owner of WHIL, Medford, Mass.

Biggest theatre-TV event to date was June 17 Marciano-Charles heavyweight title bout, carried by 61 theatres in 45 cities, which reportedly grossed about \$450,000. Fight was televised and syndicated by Theatre Network TV Inc.

Lincoln Dellar, owner of KXOA, Sacramento, Cal. and applicant for Ch. 3, has sold his KXOC, Chico, Cal. (10-kw on 1050 kc, MBS) for \$150,000 to Hal Gibney, Hollywood TV program producer presently working on *Dragnet*.

Network TV-Radio Billings

May 1954 and January-May 1954

(For April report see *Television Digest*, Vol. 10:22)

(For preceding years, see *TV Factbook No. 18*, p. 369)

CBS-TV NETWORK billings went to all-time industry high of \$11,497,850 in May, shading NBC-TV for fifth straight month this year. The 4 networks totaled \$25,941,679 in May, reports Publishers Information Bureau, second only to March and comparing with \$18,392,907 in May 1953. Five-month total of \$125,496,864 compares with \$87,805,951 for same 1953 period, all networks showing gains.

Each of the 4 radio networks showed diminished billings in May, their aggregate going to \$12,098,065, low for year, from \$14,107,428 in May 1953. Biggest loser was NBC, whose \$2,780,725 for the month compared with \$4,141,070 for same 1953 month. CBS, consistent top runner, slipped to \$5,115,837 from \$5,334,225. The PIB report:

NETWORK TELEVISION

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
CBS	\$11,497,850	\$ 7,622,432	\$54,477,931	\$36,837,673
NBC	11,043,823	8,052,545	52,313,133	38,044,773
ABC	2,411,656	1,813,985	12,889,785	8,263,932
DuMont	988,350	903,945	5,816,015	4,654,553
Total	\$25,941,679	\$18,392,907	\$125,496,864	\$87,805,951

NETWORK RADIO

	May 1954	May 1953	Jan.-May 1954	Jan.-May 1953
CBS	\$ 5,115,837	\$ 5,334,225	\$25,532,817	\$26,065,483
NBC	2,780,725	4,141,070	15,951,564	20,753,318
ABC	2,307,029	2,593,923	12,764,603	13,242,116
MBS	1,894,474	2,038,210	9,501,810	9,466,887
Total	\$12,098,065	\$14,107,428	\$63,750,794	\$69,527,804

NETWORK TELEVISION—January-May 1954

	ABC	CBS	DuMont	NBC	Total
Jan.	\$ 2,780,574	\$10,713,329	\$1,445,608	\$10,116,937	\$25,056,448
Feb.	2,502,372	9,965,481	1,108,157	9,368,148*	22,944,158*
Mar.	2,640,699	11,379,631	1,205,526	10,981,690*	26,207,546*
Apr.	2,554,484	10,921,640	1,068,374	10,802,535*	25,347,033*
May	2,411,656	11,497,850	988,350	11,043,823	25,941,679
Tot.	\$12,889,785	\$54,477,931	\$5,816,015	\$52,313,133	\$125,496,864

NETWORK RADIO—January-May 1954

	ABC	CBS	MBS	NBC	Total
Jan.	\$ 2,830,654	\$ 5,166,174	\$1,896,925	\$ 3,391,873	\$13,285,626
Feb.	2,494,737	4,749,512	1,783,452	3,176,849	12,204,550
Mar.	2,764,547	5,456,351	2,034,961	3,639,278	13,895,137
Apr.	2,367,636	5,044,943	1,891,998*	2,962,839	12,267,416*
May	2,307,029	5,115,837	1,894,474	2,780,725	12,098,065
Tot.	\$12,764,603	\$25,532,817	\$9,501,810	\$15,951,564	\$63,750,794

* Revised as of June 24, 1954.

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar incomes. They're compiled by Publishers' Information Bureau on basis of one-time network rates, or before frequency or cash discounts, so in terms of dollars actually paid may be inflated by as much as 40%. However, they're generally accepted in the trade as an index.

Fabulous 2000-ft. TV tower costing around \$1,000,000 is being considered by WHAS-TV, Louisville—though Govt. Airspace Committee hasn't yet approved it nor has application been filed with FCC. Tower would be tallest yet, exceeding 1572-ft. structure now being built by KWTW, Oklahoma City. First 35-ft. of latter went up June 21. There seems to be no question of physical feasibility of 2000-ft. structures, several tower manufacturers having shown willingness to build them.

TV reception's silly season is here again. Freak tropospheric conditions hit New York June 23, resulted in about 150 phone calls to WABC-TV (Ch. 7), complaining of interference by other stations—with Boston's WNAC-TV (Ch. 7) coming in strongly in New York's northern suburbs. Clear pictures from Washington and Philadelphia stations were also received by a number of N. Y. viewers, as was sound of WDEL-TV, Wilmington (Ch. 12).

Type approval of frequency monitors for TV visual & aural transmitters and modulation monitors for TV aural transmitters was proposed by FCC in Public Notice 54-797, Doc. 11094, copies of which are available from FCC—or we'll get them for you. Deadline for comments is Aug. 16.

Time Inc. acquired its third TV interest this week, with FCC's approval of purchase of KLZ-TV, Denver (Ch. 7), along with AM-FM, for \$3,533,760 from theatremen Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry, Theodore R. Gamble and J. Elroy McCaw (Vol. 10:25). Huffman and Terry are selling because of illness. Approval was over objections of Wolfberg Theatres' Denver TV Co., which had lost to Huffman group in comparative hearing. Commission rejected Denver TV's claim that sale to non-Denver interests 4 months after station began operations negates the comparative hearing which Huffman won largely because of local ownership. FCC stated that Communications Act says it can approve sale to qualified purchaser but must ignore merits of any third party such as Denver TV. Comr. Lee dissented, raising question as to whether Congress intended such sales, whether sale came too soon after station began, whether price is too high, whether loser in hearing has rights in matter, etc. He wanted a hearing. Time Inc. and subsidiaries also own 50% of KOB-TV, Albuquerque, and 80% of KDYL-TV, Salt Lake City.

San Antonio Express and News (Frank G. Huntress Jr., pres.) has definitely concluded \$3,500,000 cash deal to purchase Storer Broadcasting Co.'s KGBS-TV (Ch. 5) along with KGBS (50-kw day, 10-kw night on 680 kc, CBS)—and transfer papers were filed with FCC June 25. At same time, newspaper sought authority to sell its KTSA (5-kw on 550 kc, ABC) to O. R. Mitchell, local Dodge-Plymouth dealer. Banking for deal was arranged through Society for Savings, Cleveland, after May 20 deadline had passed, casting some doubt whether newspaper planned to go through with it (Vol. 10:22). Storer had to sell one of its 5 TV stations to pave way for approval of recent \$10,000,000 purchase of Empire Coil Co. (Vol. 10:2), which involves acquisition of another vhf in Cleveland and uhf in Portland, Ore. The uhf cannot be acquired unless FCC passes proposed rule permitting one entity to own 2 uhf in addition to 5 vhf; rule is favored by Commission majority but has been held up pending Senate uhf probe.

N. Y. State Board of Regents, whose U of the State of N. Y. holds 7 CPs for uhf stations in as many cities but failed to get the Legislature to appropriate for them, this week granted charter to Metropolitan Educational TV Assn. Inc. of New York City to broadcast non-commercial educational programs in metropolitan N. Y. and Westchester, Nassau & Suffolk counties. Plan is to get Ch. 25 transferred to group, with headquarters at 20 W. 40th St., which will try to raise \$1,000,000 for the project from participating institutions. Charter provides for 37 trustees, including city's supt. of schools, prominent citizens and one each from 18 local universities, museums, libraries, etc. Only person identified with radio among 19 thus far designated is Mrs. Helen Sachs Straus, WMCA. Sidney Dean, McCann-Erickson, is also a trustee.

Educational KTHE, Los Angeles (Ch. 28), bereft of backer G. Allen Hancock (Vol. 10:24), plans to continue indefinitely, though prospect is that Wm. Sener may resign as station mgr. to join Capt. Hancock, his uncle, at latter's California ranch. U of So. California, according to educational TV leaders, is prepared to expand its financial assistance to assure continuance of station. In another educational TV development, newly-appointed Texas Commission for Educational TV, at first meeting in Austin June 19, adopted resolution asking FCC "to continue for an indefinite time the 18 TV channels reserved for educational use" in Texas.

AT&T extended TV network service to KTTS-TV & KYTV, Springfield, Mo. last week end. Scheduled for interconnection July 1 are WKNA-TV, Charleston, W. Va.; WISH-TV, Indianapolis; KCBT-TV & KDUB-TV, Lubbock, Tex.