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ARTS AND INDUSTRY

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with ELECTRONICS REPORTS

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July 3, 1954

TALL TOWERS SPROUT IN GOOD WEATHER: Word of the 2000-ft. TV tower being sought by WHAS-TV, Louisville (Vol. 10:26) prompted us to explore progress being made generally in the "big stick" field -- which booms in summer's good construction weather.

Checking FCC files and information from stations themselves, we find 18 stations operating with structures 1000-ft. or more above ground, 16 more with CPs for such heights, 49 applications pending for towers 1000-ft. or more. The 49 applications represent considerably fewer than that many towers, since many of them are in competitive hearings; for example, 6 are seeking one channel in Toledo.

In the perpetual "I'm-bigger-than-you-are" race, Oklahoma City's now building 1572-ft. tower of KWTV (to be shared with educational KETA) still holds the lead among those with FCC authorization to build.

Close up is CP for unique 1521-ft. "candelabra" tower to support antennas of KRLD-TV & WFAA-TV, Dallas (Vol. 10:14). Then come the 1465-ft. stations on Empire State Bldg., New York, the 1326-ft. CP of WLWA, Atlanta, and the 1282-ft. grant of WWTV, Cadillac, Mich. This week, WWTV reported construction started.

For list of structures 1000-ft. or more now operating, holding FCC permits or applied for, see compilation on p. 8.

SUDDEN & RADICAL ACTION ON UHF UNLIKELY: Senators probing uhf problems deliberated in closed session June 29 on some 2400 pages of testimony and nearly 2000 additional pages of exhibits, written statements, etc. As a group, the Commerce communications subcommittee has reached no specific conclusions, says Chairman Potter (R-Mich.).

Real crux of matter is FCC's allocation plan. Vhf spokesmen and the FCC commissioners (except Comr. Hennock) think it's the best that can be had. Most of the uhf witnesses recommended changes -- principal ones being non-intermixture, an all-uhf allocation and reduction of power & height to curtail vhf stations' coverage.

It's plain by now that the subcommittee isn't going to take it upon itself to demand a specific reallocation or an immediate freeze, as some witnesses wanted it to do. The Senators have no intention of setting themselves up as a "super FCC." Best bet still is that the subcommittee will order extensive study by FCC, and possibly others representing all segments of the industry, to determine the potential effects of the various reallocation proposals on TV as a whole, and on the public.

The Senators know an allocation can't be set up by legislative fiat -- it requires plenty of study, engineering, legal rule-making, etc. What the Senators do believe they can do, as we see it, is to set wheels in motion to determine whether the various reallocation proposals are feasible, practicable and desirable.

Whatever happens on the allocation front -- and chances are still against any sharp change in the status quo -- it's going to take time.

After completion of allocation studies by FCC and any other individuals or groups working with it, subcommittee conceivably could make strong recommendation

that FCC adopt a new plan or modify the present one. First step paving way for an intensive study will come July 8, when subcommittee meets again in executive session -- this time with members of FCC.

The Senators haven't requested commissioners to come armed with any specific information -- "we just want to pick their brains," as Sen. Potter put it to us. Nevertheless, FCC held unusual Friday meeting with staff July 2, to arm itself with data on its own allocation plan and preliminary studies of proposals aimed at ending intermixture and at moving all TV to uhf.

One change expected by observers on both sides of dispute, as result of the Senate hearings, is the introduction of more flexibility by FCC into application of its own rules and allocations -- in such matters as substituting vhf channels for uhf wherever it can be done, permitting stations to continue telecasting on one channel while applying for another, and such other individual relief as can readily be granted on a case-by-case basis.

Whatever subcommittee recommends or doesn't recommend, uhf stations and permittees are expected to turn their guns on Commission now, redouble their efforts to get help on an individual basis -- through FCC and through the courts.

* * * *

Punctuating subcommittee's uhf deliberation was decision of the 15th uhf to quit the air -- Houston's KNUZ-TV (see p. 3) -- third to give up since the hearings began May 19. Other uhf stations in mixed markets are known to be waiting with fingers crossed for some Congressional action before deciding whether to give up the ghost. An official of KNUZ-TV, Leon Green, had told subcommittee at hearing:

"There are approximately 40 uhf stations which are experiencing economic difficulties. Most of these stations are holding on by the skin of their teeth -- just waiting to see what will be the result of these Senate hearings."

* * * *

Sen. Johnson's proposal to remove excise tax from all-channel sets did not come before Senate Finance Committee this week. Committee staffers say it may be squeezed in next week, but is more likely to come up week of July 12.

TV set makers this week protested 2 proposals made to subcommittee on final day of hearings last week (Vol. 10:26). In letter to Sen. Potter, RETMA pres. Glen McDaniel rejected as improper and undesirable Comr. Hennock's plan to ban interstate shipment of vhf-only sets and vhf counsel Ted Pierson's suggestion that the receiver manufacturers consider voluntary agreements to make all-wave sets only.

MERGER OF THE SALES PROMOTION GROUPS: Those semi-annual sets-in-use figures now at long last in sight, plus obvious foolhardiness of separate sales promotion agencies for TV, turned the tide this week in favor of one big Television Advertising Bureau like radio's BAB and ANPA's Bureau of Advertising -- and it will be launched under NARTB auspices, as anticipated after last week's NARTB board meetings (Vol. 10:26).

Television Advertising Bureau may or may not be the name -- probably will -- but this week the embryonic TvAB and NARTB got together on a unified plan, set up a 10-man all-industry committee to make the project a reality by autumn. Organization doubtless will get going before the set census, for which NARTB has authorized pre-testing by Alfred Politz Inc. Pilot sampling should be completed by year's end.

New steering committee grew out of hastily-arranged meeting of NARTB & TvAB prime movers in Washington June 30, only a day after TvAB executive committee met in New York to advance the much-publicized and well-backed plans which prodded slower-moving NARTB into action. TvAB chairman Richard A. Moore, KTTV, Los Angeles, phoned NARTB pres. Harold A. Fellows, and huddle resulted in the new committee.

Members are Clair McCollough, WGAL-TV, chairman of TV board of NARTB; Kenneth Carter, WAAM; Campbell Arnoux, WTAR-TV; W.D. (Dub) Rogers, KDUB-TV; Merle Jones, CBS; Roger Clipp, WFIL-TV; Lawrence Rogers, WSAZ-TV; H.W. Slavick, WMCT; George B. Storer Jr.; and Mr. Moore, who formally dissolved TvAB and said dues already collected would be refunded. TvAB staff probably won't be retained.

Meeting was entirely amicable, though Moore first expressed fears that NARTB bureau might be too "paternalistic". He was soon persuaded by Fellows, then agreed

to joint setup. Joint statement was issued, saying concept of new organization is "an autonomous bureau which will be independently financed and operated...a combination of the principals of the respective organizational structures set forth by both."

In role of "peacemaker", the ebullient Dub Rogers, who sat on both boards, was the honest broker who brought the divergent groups together after they couldn't or wouldn't during and after NARTB convention. Main objections to NARTB's "one big tent" idea seemed to be (1) fear that the bureau might become a tool of the reps as against networks, rather than a sell-TV-as-a-whole project, and (2) the apparent lethargy of NARTB -- until it was prodded by the enthusiastic reaction to the TvAB meeting in Chicago (Vol. 10:17-22), with its 105 immediate signatures.

DECATUR & MISSOULA OPEN NEW TV MARKETS: Two new commercial stations & educational TV's 7th outlet took to the air with test patterns this week as one more uhf quit -- and we also had assurances from 2 others, both vhf, that they definitely would start next week. This week's new ones are a uhf in Decatur, Ala., vhf in Missoula, Mont. Educational starter is uhf in Cincinnati. The uhf quitting is in Houston.

There are thus 389 stations now on the air, 127 of them uhf. Actually, 51 new stations started in first half of this year, 18 quit in same period. Week's starters:

WMSL-TV, Decatur, Ala. (Ch. 23) gives Muscle Shoals area first outlet with June 29 test debut, July 14 programming. Nearest other stations are in Chattanooga and Rome, Ga., each more than 100 mi. away. WMSL-TV uses 1-kw RCA transmitter with 380-ft. tower on downtown building. Owner-mgr. is Frank Whisenant; Bill Guy, station mgr.; Garland Sandlin, chief engineer. Base hour rate is \$150. Rep is Walker.

KGVO-TV, Missoula, Mont. (Ch. 13) began tests & programming same day, July 1, is using films and kines from all networks. It's 91 mi. from Butte, 134 from Great Falls, nearest other cities with stations. With 5-kw GE transmitter, 200-ft. Ideco tower, 12-bay antenna on nearby mountain site, it claims extraordinarily good signal over western Montana. A.J. Mosby is owner-mgr.; Jack Harrington, operations mgr.; Dick Conn, program mgr. Base rate is \$200. Rep is Gill-Perna.

WCET, Cincinnati (Ch. 48, educational), privately financed, began tests June 29, first uhf in 3-vhf city, plans some summer programs but major schedule of 15-20 hours weekly in fall. It uses 1-kw RCA transmitter with antenna mounted 350-ft. up WLWT tower. Foundation runs project, with supt. of schools Dr. Claude V. Courier as chairman, Catholic supt. of schools Rt. Rev. Msgr. Carl Ryan vice chairman. Gen. mgr. is Umberto T. Neely; Robert Huber, program mgr.; James R. Leonard, chief engineer.

* * * *

The 2 definitely due on air next week are WLAC-TV, Nashville (Ch. 5), which starts tests July 7 and CBS schedule Aug. 6, and WTHI-TV, Terre Haute, Ind. (Ch. 10) which is due to start July 12. (There are others imminent, too; see Vol. 10:26.)

KNUZ-TV, Houston (Ch. 39), the uhf that's quitting the air, is 15th uhf to do so. It went off at 11 p.m. June 25 but retains CP. It started last Oct. 10, only uhf in area which now has 3 vhf (one educational) and one upcoming. In letter to FCC, pres. Max H. Jacobs said station had continually operated at deficit, was unable to get network programs or national advertisers, had too much vhf competition. Upcoming in Houston is KTLJ (Ch. 13), to be owned by Houston Chronicle (Jesse Jones), Mayor Roy Hofheinz, et al, with no target date.

TWO CPs GRANTED, NEWSPAPER PROTEST DENIED: FCC awarded 2 CPs this week and breathed life into a third which had been blocked by protest. It also received one application, a rather rare document in recent weeks, dismissed 2 for lack of prosecution.

This week's grants: Dothan, Ala., Ala-Fla-Ga TV Inc., Ch. 9; Henderson, Nev. Southwestern Pub. Co., Ch. 2. The CP made effective immediately is Feb. 17 grant of WBLK-TV, Clarksburg, W.Va. (Ch. 12), which has been in limbo because of protest by Clarksburg Exponent & Telegram that WBLK-TV's owners -- the Stubblefield & Ogden families -- dominate TV-radio-newspaper media of the area (Vol. 10:13).

In denying the protest, FCC stated that although WBLK-TV principals hold "widespread interests" in communications media in the area, "we are unable to conclude that [the grant] would result in an unlawful concentration of control or in a monopoly of the media...We reach this conclusion especially since the [WBLK-TV] in-

terests do not publish newspapers in Clarksburg itself where the protestant owns the only daily newspapers."

Commission also said that Grade B overlap with WTRF-TV, Wheeling, 34% owned by WBLK-TV principals, isn't duopoly. And it had this to say about fact that 2 community antenna systems in Clarksburg pick up WTRF-TV:

"Community antenna systems are private business activities that may be varied or discontinued at will, and this Commission has exercised no jurisdiction over them; and [WBLK-TV] has no interest [in the systems]. The service afforded by such systems, in our view, is not pertinent to multiple ownership considerations."

Another protest denied was that of WAIM-TV, Anderson, S.C. (Ch. 40) against FCC's grant of Paris Mt. site to WSPA-TV, Spartanburg (Ch. 7), stating that WAIM-TV had failed to show itself "party in interest" qualified to protest. Comrs. Hennock and Bartley dissented. WAIM-TV has court appeal pending in the matter.

* * * *

Application for Ch. 10, Scottsbluff, Neb., filed by KFBC-TV, Cheyenne, Wyo. (Ch. 5) is as close to satellite as any yet requested. Station plans to have staff of 4 pick up KFBC-TV off-air, start off with film equipment only, with local programs to comprise film shot in area. Estimated plant cost is \$67,000, first year's operation \$48,000. Power is 12.3-kw, antenna 117-ft. above ground.

The applications dismissed for lack of prosecution were 2 seeking Ch. 34 in Los Angeles -- Lawrence A. Harvey and Spanish International TV Inc. Dropouts leave Harry Maizlish's KFWB free for grant on the channel.

Changes in allocations sought this week were: (1) Petition of Michigan State College's WKAR-TV, E. Lansing (Ch. 60), asking that newly-assigned Ch. 10 in Parma-Onondaga be designated educational, and stating that "uhf is not equal to the task." (2) Petition of WNAO-TV, Raleigh (Ch. 28), requesting that Ch. 5 in Raleigh and Ch. 11 in Durham be designated educational, shifting asterisks from uhf channels.

SATELLITE-BOOSTER OPERATION BY MILITARY: Private interests aren't yet permitted by FCC to operate boosters or satellites -- but first regularly operated satellite went into service July 1, and a 6-channel booster has been in regular scheduled operation for nearly a year, both run by military, both relaying commercial TV programs.

These are in addition to low-powered TV station at Limestone Air Force Base, Maine (Vcl. 9:52 & 10:19), which has been in operation for 6 months and was to be dedicated July 4. It's prototype for string of overseas stations to be operated by Office of Armed Forces Information & Education when Congress gets around to passing the required enabling legislation (see p. 8). The booster and satellite operations, however, use homemade equipment, were set up without hoopla by troops on the bases.

New satellite serves 3000 military and civilian personnel at Army's White Sands Proving Ground, N.M., rebroadcasts programs from KROD-TV, El Paso (Ch. 4) on uhf Ch. 44, with 8-watt transmitter built on the base. Though El Paso is less than 70 mi. from White Sands, mountains effectively blot out all TV signals.

Army carried on negotiations with FCC for more than 6 months on possibility of building relay installation at White Sands. It first requested vhf channel, but none could be moved into the area without violating channel-spacing regulations. Uhf Ch. 44 was decided on as only practical way to bring TV to the post.

FCC agreed to satellite operation on these conditions: (1) Programs will consist only of rebroadcasts from authorized stations. (2) There shall be no interference to any non-Govt. station. (3) Operation will be discontinued immediately when any authorized TV station provides satisfactory signal in the area. This is the FCC attitude toward all military TV requests -- except that condition No. 1 is waived when there is no nearby station to pick up, as in case of Limestone.

The booster operation, now rounding out successful year, serves China Lake Naval Ordnance Depot near Inyokern, Cal. With about 30,000 personnel, the Depot is located in deep valley about 110 mi. northeast of Los Angeles.

Signals from 6 Los Angeles stations are picked up by 6 honorably discharged parabolic radar antennas atop Laurel Mt., 12 mi. south of Depot, then amplified and

beamed down into valley on their original channels. Booster power is less than 5 watts. Installation was built at very small cost, since residents of 3 small valley towns near Depot pitched in with labor and equipment in the interest of bringing TV to the sailors -- and, incidentally, to their own homes. Extra channels were added as surplus radar antennas became available.

AM STATIONS RISE TO 2697 AT MIDYEAR: In first 6 months of this year, 53 more radio stations were added to U.S. roster -- July 1 count for our annual AM-FM Directory (which is kept current with weekly Addenda on FCC grants, etc.) showing 2697 AMs as against 2644 last Jan. 1. Of these, 2583 are licensed and on the air, 114 still in CP status. Total compares with 2543 July 1, 1953, which means an increase of 154 over the last 12 months. In late 1945, when end of wartime freeze started radio-building boom, total number of AM stations in U.S. & possessions was exactly 1056.

These figures would seem to negate TV's impact, much talked about lately, for it can be assumed new AM enterprisers aren't getting CPs and building just for fun. Fact is, there's been a consistent jump in the number of radio stations ever since 1945, viz.: end of 1946, 1579; 1947, 1961; 1948, 2131; 1949, 2246; 1950, 2351; 1951, 2410; 1952, 2516; 1953, 2644.

Only 5 AM licenses were turned in, only 8 CPs dropped during last 6 months. Applications pending for new AMs totaled 184 July 1, down from 207 Jan. 1.

As for FM, "shrinkage" best describes the trend. There were 575 FM stations authorized as of July 1 (549 on the air) as against 602 last Jan. 1 (550 on air) and 625 at mid-1953 (561 on air). Thus 50 quit in year. During last 6 months, 20 FM licenses were relinquished, one CP dropped. At end of 1952, there were 648 FMs authorized, at end of 1951 there were 654.

Personal Notes: Edward T. Stodola, appointed FCC chief examiner Feb. 11, returns to old job of CAB examiner, his physician recommending less strenuous duties . . . Wm. S. Paley, CBS chairman, elected to board of N. Y. Herald Tribune Fresh Air Fund . . . Wm. H. Fineshriber Jr., v.p. in charge of NBC radio network, named chairman of TV-radio committee of American Jewish Tercentenary in connection with 300th anniversary of Jewish settlement in U. S. . . . Richard Schlegel, operations mgr. of WCAU-TV, Philadelphia, named CBS-TV production consultant in station administration . . . Edward G. Smith has resigned as gen. mgr. of WTCN-TV & WTCN, Minneapolis; no successor yet named . . . James E. Blake Jr. promoted to asst. national sales mgr. of KSTP-TV & KSTP, St. Paul, under Karl Plain . . . James Brown, onetime WBKB, Chicago, appointed national sales mgr. of KBTV, Denver . . . George E. Probst, since 1944 director of *U of Chicago Round Table*, named asst. gen. mgr. & program director of upcoming WGBH-TV, Boston (Ch. 2), due on air in fall; he reports July 30 to gen. mgr. Parker Wheatley, who directs Lowell Institute Cooperative Broadcasting Council . . . Jack Rayel, producer of NBC-TV's *Home* show, appointed gen. programming executive, in charge of co-ordinating network's upcoming color "spectaculars"; George McGarrett, exec. producer of *Show of Shows*, promoted to gen. mgr. of NBC-TV daytime programs . . . Sandy Cummings, veteran TV-radio-movie producer, joins ABC-TV as coordinator of upcoming *Disneyland* series . . . Joseph M. Baisch, ex-gen. mgr. of Gran Enterprises, Milwaukee, becomes gen. mgr. of WREX-TV, Rockford, Ill., succeeding Soren H. Munkof, who joins Ch. 12 CP holder Milwaukee Area Telecasting Corp. . . . Ernie Greup, 1953 Standford U graduate who this June got first Master of Arts in TV awarded by that university, joins upcoming WTDV, Durham, N. C.; he formerly worked for KPIX & KRON-TV, San Francisco . . . Gordon Waltz promoted to production mgr., WLWT, Cincinnati . . . Robert Z. Morrison Jr., ex-NBC N. Y. sales office, of new WKBT, La Crosse, Wis. (Ch. 8) . . . John R. Overall, for 18 years with MBS, leaves July 6 to become eastern sales mgr. of

CBS Radio network . . . Luke Roberts, public service director, KOIN-TV & KOIN, Portland, Ore., elected pres. of Portland City Club . . . Stuart Griffiths promoted to CBC-TV special programs development officer under Jean Marie Beaudet, director of program planning & production; Robert Allen succeeds him as program director of CBLT, Toronto . . . James D. Russell, KKTV & KVOR, Colorado Springs, elected pres. of Colorado Broadcasters Assn. . . . Christy Walsh Jr., ex-NBC Hollywood, joins TV-radio production dept. of Ted Bates & Co., Hollywood . . . John S. McSheehy promoted to promotion mgr., WWOR-TV, Worcester . . . Ann Williams, ex-WROW-TV, Albany, joins WTRI, Schenectady, as continuity and women's editor, replacing Jane Ann Diekman . . . James A. Mahoney, Lennen & Newell account executive and director of station relations, has resigned, will announce future plans later . . . R. Earl Cobb, ex-Fuller & Smith & Ross, named TV-radio copy supervisor, Hicks & Greist . . . George W. Campbell Jr., ex-Washington news representative of People's Broadcasting Corp., subsidiary of Farm Bureau Insurance Co., named mgr. of radio & TV of the insurance company—operators of radio WGAR, Cleveland; WTTM, Trenton; WMMN, Fairmont, W. Va.; WRFD, Worthington, O. . . . Robert Schlinkert, onetime WWJ-TV, promoted to gen. sales mgr. of WKRC-TV, Cincinnati.

Bob Perez, sales coordinator of KNXT, Los Angeles, is also one of nation's top tennis players, competing in Hotel del Coronado tournament June 27, beating Japanese Davis Cup champion Kusi Komo in singles, then joining Bill Crosby to defeat U. S. Davis Cup player Tom Brown and Chilean champion Luis Ayala in doubles.

H. Quenton Cox, who recently resigned as pres. of KGW Inc., Portland, Ore., is leading candidate for new post of exec. asst. to NARTB pres. Harold Fellows.

Vincent Travers, 46, ex-musical director of WCAU, Philadelphia, and conductor of Eddie Cantor and Milton Berle shows, died June 25 in a N. Y. hospital.

Telecasting Notes: Biggest rate jumps in TV history are believed to be those CBS ordered into effect July 1 for its WBBM-TV, Chicago, and KNXT, Hollywood. WBBM-TV Class A hour (6:30-10 p.m.) goes from \$2000 to \$3000, half hour from \$1200 to \$1800, minute from \$500 to \$625. KNXT Class A hour (7:30-10 p.m.) goes from \$1750 to \$2700, half hour from \$1050 to \$1620, min. from \$450 to \$550. Both have published Rate Card No. 3, with other commensurate changes . . . Other Chicago stations' base Class A rates, varying time segments, are WNBQ \$2500 (with AA half hour at \$1800), WBKB \$1650, WGN-TV \$1320 . . . Other Los Angeles stations' Class A rates: KNBH \$1215 A (\$2000 AA), KABC \$1500, KTTV \$1400, KTLA \$1250, KHJ-TV \$1000, KCOP \$900 . . . Highest rates of all prevail in New York City—led by WCBS-TV's recent hike to \$6000 (Vol. 10:18) and WNBT's AA to \$6200 (Vol. 10:22) . . . There's better pay for top movie stars in TV films, proportionately, than in Hollywood features in which they have no ownership interest, says July 3 *Billboard*, which notes that Westinghouse's *Best of Broadway* on CBS-TV next fall is paying Frederic March & Claudette Colbert \$7500 each, Helen Hayes \$6000, Diana Lynn & Charles Coburn \$2000 each for their parts in *Royal Family* alone; that Leland Hayward's \$200,000 budget for each of NBC-TV's "spectaculars" next fall may include \$25,000 for one name; that GE is said to be "waving its folding money madly around the streets of Hollywood [with] about \$50,000 available per 30-minute show"—has approached 11 big stars, even asking the "biggest fish of them all, Cecil B. DeMille," to serve as director . . . TV film producers never had it so good so far as obtaining investment money is concerned, repeats *Billboard*—noting that "not only are American banks opening their coffers more readily than ever before [Vol. 10:25] but overseas sources, who are vying with each other to attract American TV film production to their shores, are using their pocketbooks as welcome mats more and more." Writer Jack Singer goes on to say this availability of foreign capital is due to (1) desire of foreign studios to put their sound stages and technical personnel to use during slack periods; (2) desire for U. S. dollars; (3) feeling that American TV films are good financial investments; (4)

idea that showing of native locales promotes tourism . . . British lifted quota system to make possible Official Films' *Colonel March of Scotland Yard* as well as *Douglas Fairbanks Presents* to be shown in theatres there as well as on TV in U. S.; Dutch are said to have helped studios where Official Films' *Secret File, U.S.A.* is being shot . . . Among others being produced abroad: *Paris Precinct* and *Sherlock Holmes*, for MPTV, in France; *Paris Detective* and *Capt. Gallant of the Foreign Legion*, for TPA, in North Africa; *Monte Carlo*, for Flamingo Films, in England; *Fabian of Scotland Yard*, for Telefilms Enterprises, in England; animated children's series for General Tele-radio, in England . . . Spate of new foreign activity was started by success of such prior foreign-produced shows as *Foreign Intrigue*, *Flash Gordon*, *China Smith*, *Vitapix Feature Theatre*, *Orient Express*, *International Police*, *Amazing Tales of Hans Christian Andersen* . . . "Just another instance of someone else minding our business," said RKO pres. James Granger to *Film Daily* in response to recurring report its old films are about to be released to TV. "There are no deals under consideration or pending. Nor is such disposition intended" . . . "Vidpix" have become great new "Tin Pan Klondike" for pop music publishers—now are most important source of revenue after disks, reports June 30 *Variety*. Fees for use of songs range from \$50 to \$1000, though Shapiro-Bernstein got \$1200 for permitting "Wagon Wheels" to be used in series of TV westerns . . . "Opera in English" plans of NBC-TV *Opera Theatre* for 1954-55 season embrace 8 or 9 productions, including one which Philadelphia composer Stanley Hollingsworth has been commissioned to write, based on Balzac's *La Grande Breteche*, another original by Lucas Foss, based on German folk legend—and, again at Christmas time, Gian Carlo Menotti's now-classic *Amahl & the Night Visitors* . . . Nielsen reports morning TV usage is on upgrade—9.1% of TV homes using their sets during average hour from 7 a.m. to noon during April as against 8.7% in same period last year . . . Vhf-uhf cooperation: DuMont's vhf WDTV, Pittsburgh, supplying crew to pick up Pittsburgh Pirates baseball games from Forbes Field, telecast over uhf WENS.

Station Accounts: B. & B. Enterprises Inc., Chicago (TV Time Popcorn) has signed time-&-talent deal involving about \$2,000,000 with CBS-TV Film Sales for syndication of *Annie Oakley* films for 2 years from next Oct. They will be placed in up to 100 markets, probably on alt. week basis. Canada Dry's present sponsorship in 70 markets expires in Dec., may be renewed as alt. with B. & B., whose agency is M. M. Fisher Assoc., Chicago . . . Phillips Petroleum has purchased next 52-week Ziv series, *I Led Three Lives*, for 23 markets, Golden State Dairy for 8; Ziv reports new series sold to sponsors in 65 markets . . . Toy Guidance Council Inc. buying local half-hour shows in 40 markets for Sept.-thru-Xmas campaign, thru Friend, Reiss & McGlone (Edward Ratner, TV-radio director) . . . Hoover Co.'s fall ad theme, using TV-radio spots, will be, "Now when mother buys her Hoover, daughter gets a play one free," referring to giveaway of toy replica of the cleaner; agency is Leo Burnett . . . Among other advertisers reported using or preparing to use TV: Time Inc., N. Y. (new *Sports Illustrated Magazine*), thru Young & Rubicam, N. Y.; Ex Lax Inc., Brooklyn (laxative), thru Warwick & Legler, N. Y.; Tailor-D Clothing Inc., Tacoma, Wash. (men's & boys' clothes, industrial uniforms), thru Gardner Jacobson Inc., Tacoma; Wilson & Co., Chicago (Pan Pac canned meat pie), thru Needham, Louis & Brorby, Chicago; A. Schilling & Co., div. of McCormick & Co., San Francisco (salts & spices), thru Beaumont & Hohman, San Francisco; Rogers & Gallet, N. Y.

(toilet articles & soap), thru Hicks & Greist, N. Y.; Motor Products Corp., Detroit (auto accessories), thru Betteridge & Co., Detroit; Sloane-Delaware Floor Products, div. of Congoleum-Nairn Inc., Trenton, N. J. (Duralin enameled surface floor coverings), thru E. T. Howard Co., N. Y.; Seldon-Watts Seed Co., St. Paul, Minn. (Smoothgreen, Fastgreen & Shadigreen brand lawn seeds), thru Oakes Miller & Assoc., St. Paul; Santa Fe Railway, Chicago, thru Leo Burnett Co., Chicago; Burton-Dixie Corp., Chicago (Slumberon and Vanity Fair mattresses), thru Robert Wesley & Assoc., Chicago; Fishery Products Inc., Cleveland (Blue Water Frozen Fresh Fillets & Fish Sticks), thru Blaine-Thompson Co., N. Y.; Panama City Chamber of Commerce, Panama City, Fla. ("industry, tourism & agriculture"), thru Bacon-Hartman-Vollbrecht, St. Augustine, Fla.

Educational TV's first big program hit, U of So. California's Dr. Frank C. Baxter lecturing on *Shakespeare on TV*, introduced on Los Angeles' uhf KTUE, now carried via kine on WCBS-TV, New York, will be carried live on CBS-TV from its KNXT, Hollywood, starting Aug. 1, Sun. 6-6:30 p.m.: New title: *Now and Then*.

Two perennial bills were re-introduced this week by Rep. Sheppard (D-Cal.): HR-9700, to give FCC authority to regulate networks; HR-9701, prohibiting rebroadcast of TV-radio programs without consent of sponsor, person paying for program, or originating station.

Network Accounts: ABC-TV reports \$15,820,000 of new business signed during June, including following 9 sponsors buying for first time on ABC-TV: Firestone (*Voice of Firestone*); Minute Maid Corp. (*Super Circus*); Florida Citrus Commission (*Twenty Questions*); A. E. Staley Co. (*Breakfast Club*); Lehn & Fink (*Ray Bolger Show*); American Dairy Assn. & American Motors (*Disneyland*); Elgin Watch Co. (*Elgin Hour*); Van Camp Sea Food Co. (*Name's the Same*) . . . Toni and Frigidaire to sponsor *Red Skelton Revue* on CBS-TV starting July 21, Wed. 8-9 p.m., former thru Weiss & Geller, latter thru Foote, Cone & Belding . . . Amoco to sponsor Washington Redskins' football schedule on ABC-TV southeastern regional hookup this fall, starting Sept. 26, thru Joseph Katz Co., Baltimore . . . Geritol (drugs) buys *Two in Love* on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru Edward Kletter Assoc. . . . Mutual of Omaha to sponsor *Great Moments in Sports* film on NBC-TV starting July 30, Fri. 10:30-10:45 p.m., thru Bozell & Jacobs . . . Lehn & Fink (Etiquet deodorant & Dorothy Gray cosmetics) sponsors *Ray Bolger Show* on ABC-TV starting Sept. 17, Fri. 8:30-9 p.m., thru Lennen & Newell . . . NBC-TV reportedly has 4 unidentified clients willing to sponsor a 4th color "spectacular" every 4th Sat. 7:30-9 p.m. if show can be arranged; 3 "spectaculars" are definitely lined up for fall . . . CBS-TV buys *Aldrich Family*, longtime NBC Radio favorite, for fall origination from Hollywood, to be produced by Harry Kronman . . . NBC-TV daytime program changes, effective July 5 (all Mon.-thru-Fri.): *Hawkins Falls*, shifts to 4-4:15; *Bride and Groom*, to 4:15-4:30; *Betty White Show*, to 4:30-5. New *Bob Smith Show*, sustainer, moves into 12-12:30 p.m., with 12:30-1 going to local programming . . . Electric Auto-Lite Co. drops *Suspense* on CBS-TV after Aug. 17, Tue. 9:30-10 p.m., after being notified it would have to relinquish that period in fall realignment of Tue. schedules.

"No one's awfully happy about a rate cut," was comment of one leading radio broadcaster after NBC radio affiliates' all-day meeting in New York June 28. But he also said no real protests developed against NBC's announced purpose of following CBS in again reducing network radio rates (Vol. 10:22, 25-26). NBC pres. Pat Weaver was applauded by the station executives as he outlined NBC's plans to build up radio program structure, on which progress reports were made by Wm. H. Fine-shirber Jr., v.p. in charge of the radio network, and Ted Cott, operating v.p. Permanent executive committee to guide NBC's efforts on behalf of radio was constituted as follows: Robt. D. Swezey, WDSU, New Orleans; Robt. Hanna, WGY, Schenectady and E. R. Vadeboncoeur, WSYR, Syracuse, vice chairman; Harold Essex, WSJS, Winston-Salem, secy.-treas.; Paul W. Morency, WTIC, Hartford; George Norton, WAVE, Louisville; Milton Greenebaum, WSAM, Saginaw, Mich.; Richard H. Mason, WPTF, Raleigh.

CBS and Zenith will submit their affirmative cases in writing on Sept. 15, in start of fight over Chicago's Ch. 2, and cross-examination of witnesses is due to begin Oct. 4. Zenith said it would rely on these points: local ownership, ownership-management integration, diversification of media ownership, superior program proposals and reliability in carrying them out, superior key staff members, record of promoting color and other advances in TV, reduction of monopoly in broadcasting. CBS said it will press these points of reliance: background & experience, public service record, greater knowledge of Chicago's needs, benefits of assured network service that Zenith doesn't have, superior programs, color TV activity, superior staff, reliability in carrying out program proposals, benefits of continuing existing WBBM-TV service.

THE TOP 100 national advertisers of 1953, as tabulated by *Advertising Age* June 28 from ANPA Bureau of Advertising & PIB sources, include 22 that used network TV and 5 that used network radio chiefly. ANPA supplied the newspaper & supplements figure, on basis of one-time rates, and PIB provided the general & farm magazines, the network TV and the network radio figures, also based on one-time rates. We'll publish the tabulation in full in our forthcoming *TV Factbook*, due off the presses in mid-July, but in the meantime here are the top TV network users with their rankings as to total expenditures on the 4 major media, and amounts they also spent on radio; also, the top 5 that used radio as their main medium:

Rank		Network TV	Network Radio	1953 Total
2.	Procter & Gamble Co.	\$14,790,061	\$14,341,931	\$44,016,318
8.	R. J. Reynolds Tobacco Co.	9,053,338	3,256,276	18,852,851
10.	American Tobacco Co.	7,289,961	2,437,267	18,358,585
11.	General Mills Inc.	5,547,473	4,627,955	16,079,831
13.	Gillette Co.	6,604,508	5,803,114	15,649,139
14.	Liggett & Myers Tobacco Co.	6,209,244	4,374,014	14,310,360
15.	P. Lorillard Co.	5,041,047	2,952,387	12,552,457
17.	National Dairy Prod. Corp.	3,789,949	997,382	11,216,157
20.	Philip Morris & Co.	4,288,794	1,939,738	10,432,952
26.	Kellogg Co.	3,393,926	1,378,215	8,678,583
29.	Westinghouse Electric Corp.	4,459,306		8,257,357
32.	Pillsbury Mills Inc.	3,369,913	2,247,316	7,595,355
36.	S. C. Johnson & Son	2,308,955	2,111,234	6,277,732
55.	Jos. Schlitz Brewing Co.	1,380,228		3,733,430
62.	Block Drug Co.	1,650,530	171,280	3,427,074
63.	Pet Milk Co.	1,459,056	1,184,729	3,397,162
67.	Carter Products Inc.	2,204,577	774,907	3,254,532
68.	Pabst Brewing Co.	2,309,896	17,000	3,122,668
80.	Serutan Co.	2,109,909	254,795	2,725,667
81.	Electric Auto-Lite Co.	1,180,623	698,747	2,716,565
82.	Gulf Oil Corp.	1,249,422	302,231	2,664,588
91.	Hazel Bishop Inc.	2,302,532	44,774	2,588,084

Rankings of the 5 Using Radio as Chief Medium

19.	Sterling Drug Inc.	\$ 525,120	\$5,955,302	\$11,010,939
21.	American Home Prod. Corp.	3,176,110	4,393,477	10,351,763
23.	Swift & Co.	695,482	3,390,442	10,278,674
25.	Miles Laboratories Inc.		7,450,604	8,804,696
66.	Manhattan Soap Co.		2,560,657	3,285,922

Proposed sale of KVVG, Tulare, Cal. (Ch. 27), which was started last Nov. 16 as KOK-TV, was reported to FCC this week by owner-manager Sheldon Anderson, who recently sold out his remaining holdings in KBAK-TV, Bakersfield (Ch. 29) along with radio KAFY (Vol. 9:47, 50). Radio KCOK (1-kw on 1270 kc, MBS) is included in Tulare sale price of \$175,000 plus assumption of indebtedness not to be in excess of \$478,000. Sierra Broadcasting System is proposed buyer, with 60,000 shares of preferred, 60,000 shares of common stock, \$25 par value. Officers are Byron J. Walters, Los Angeles municipal judge, chairman, whose net worth is stated as \$178,200; Cordel W. Fray, Hollywood film producer, pres., net worth \$48,399; Milton M. Stewart, secy.-treas., Los Angeles builder, net worth \$15,041; J. B. Hicks, Lynwood, Cal., director; Donald R. Luckham, Burbank, Cal., director. Walters and Fray each subscribes to 600 shares of common, 200 preferred, each will get 4400 shares of common as promotional stock; Stewart subscribes to 225 preferred, 75 common. New corporation has 82 preferred and 65 common stock subscribers. Stations' balance sheet as of Feb. 28 shows \$613,629 total assets, of which \$575,772 are fixed; liabilities include bank overdraft of \$17,155, accounts payable \$102,970, deferred adv. time sales \$67,656, accrued payroll taxes & sales commissions \$14,115, current liabilities \$142,880, term liabilities due beyond one year \$275,999. Anderson gives as reason for sale that he "desires to sell broadcast interests in Tulare because of financial burdens involved in uhf television operation."

McClatchy Broadcasting Co., in applying for higher power for its KMJ-TV, Fresno (Ch. 24), reported to FCC that its 5 radio stations and one TV showed operating loss of \$79,660 in first quarter 1954, lost \$127,374 in all of 1953 (KMJ-TV started May 23), earned \$50,460 after Federal taxes in 1952.

KVT are new call letters of pre-freeze KDYL-TV, now owned by Time Inc., effective July 1; radio KDYL call letters remain same.

ARMED FORCES' first TV station—the powerful little 8-watter at remote Limestone Air Force Base, Maine (Vol. 9:52 & 10:19)—gets its official dedication July 4, though it's been in operation since last Xmas. Ch. 8 station is prototype for other armed forces stations, to be built at overseas bases and operated by Office of Armed Forces Information & Education (AFIE), as soon as Congress passes enabling legislation. Station was built by RCA at cost of \$34,000, broadcasts 10 hours daily of kinescope network programs—supplied free, but with commercials deleted—plus live news, weather, religious and safety programs using vidicon camera.

At pre-dedication press preview June 30, Col. Bertram C. Harrison, commander, 42nd Bombardment Wing, estimated there were already more than 1000 TV sets-in-use on the 15,000-man Air Force installation. And perhaps with an eye to NARTB's objections to current armed forces TV-radio legislation (Vol. 10:26), he stated Air Force policy on operation of morale TV stations:

"We will operate TV stations only where it is not possible to receive TV programs from commercial outlets. We do not intend to compete with private industry. Our sole purpose is to provide TV entertainment to our people when it is not available from privately owned stations."

Meanwhile, Senate-passed bill to permit armed forces to establish network of TV stations similar to 11-year-old Armed Forces Radio Service (Vol. 10:19, 23, 26), was held up in House Armed Services subcommittee while it considers amendments suggested by NARTB pres. Harold Fellows. In letter to subcommittee chairman Rep. Leroy Johnson (R-Cal.), Fellows said bill as presently written might "unintentionally establish authority for the operation of govt.-owned broadcasting facilities in competition with those operated by private citizens." He suggested 3 safeguards which should be written into bill:

(1) The phrase "isolated posts, camps and stations in the U. S.," used in bill, should be spelled out so that authority is limited to areas where no commercial TV-radio service is now available. (2) Bill should limit service area to immediate area of post which station is intended to serve. (3) Measure should guard against "broadcast of commercial continuity in competition with privately-owned media."

AFIE spokesmen say their immediate plans are for stations at overseas posts, and no additional stations in U. S. are now in planning stage. In many cases, boosters, satellites or community antennas can do the trick at posts in continental U. S.—in fact, one satellite and one booster are already in operation at an Army and a Navy base (see p. 4).

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"A terribly dangerous lack of practicable liaison exists between the CAA which governs aviation and the FCC, the radio & TV licensing body," writes TV producer Bill Deming, of Film Craft Productions, Los Angeles, who also holds commercial pilot's license with 27 years' flight experience, in *May Aviation Age*. In addition to pointing out need for better TV tower lighting & marking, he says that there are "no periodic danger warnings published" by CAA or any other govt. body to indicate where and when new TV towers will be erected. "No safety recommendations could stand without emphasizing the urgency of providing every pilot who flies with *current* dangerous obstruction markings," he writes. "That this service is not provided to the airlines today is negligent, to say the least."

Footnote on the "aging" TV: It was just 13 years ago, July 1, 1941, that NBC began telecasting from atop Empire State Bldg.

New FCC amateur rules allow amateur clubs to give Novice and Technician class examinations.

S TATIONS with antennas 1000-ft. or more above ground (see p. 1), now operating, are the following according to FCC files (height above ground in parentheses): WABC-TV, WABD, WCBS-TV, WNBT & WPIX (all 1465-ft.), plus WOR-TV (1240) and WATV (1200)—all on Empire State Bldg., N. Y.; WHIO-TV, Dayton (1096); KXJB-TV, Valley City, N. D. (1085); WHBQ-TV, Memphis (1073); WSB-TV, Atlanta (1059); WJBK-TV, Detroit (1057); WBEN-TV, Buffalo (1057); WKAR-TV, E. Lansing (1034); WHUM-TV, Reading (1034); WTMJ-TV, Milwaukee (1032); WTAR-TV, Norfolk (1029); WFMJ-TV, Youngstown (1015).

These hold FCC grants to build structures in excess of 1000-ft.: KWTV & KETA, Oklahoma City (1572); WFAA-TV & KRLD-TV, Dallas (1521); WLWA, Atlanta (1226); WWTV, Cadillac, Mich. (1282); WLAC-TV, Nashville (1179); WBAP-TV, Ft. Worth (1113); KTVO, Kirksville, Mo. (1101); WMCT, Memphis (1088); KARK-TV, Little Rock (1084); WWJ-TV, Detroit (1063); KOTV, Tulsa (1060); WUOM-TV, Ann Arbor, Mich. (1047); KMBC-TV, Kansas City (1023); KCKT, Great Bend, Kan. (1000).

Applications for 1000-ft.-plus towers, by states: WSLA, Selma, Ala. (1864); Arkansas TV, Little Rock (1175); WTSP (1067) & Tampa Bay Area (1044), St. Petersburg; WFLA, Tampa (1054); WIBC (1005); Midwest TV (1014) & Crosley (1016), Indianapolis; KFH (1057), KANS (1064), Wichita TV (1071) & KAKE-TV (1079), Wichita; KTBS (1151), KWKH (1138) & Shreveport TV (1200), Shreveport; DuMont (1037), WCOP (1085), WHDH (1249), Greater Boston TV (1005), WEEI (1133), Boston; Booth Radio & TV (1075) & WKHM (1026), Parma-Onondaga, Mich.; KMOX, St. Louis (1018); KFAB, Omaha (1050); Great Lakes TV (1323) & WWOL (1078), Buffalo; WSOC (1073) & Piedmont Electronics (1049), Charlotte; WPTV (1189) & WRAL (1170), Raleigh; Toledo Blade (1036), WTOL (1034); WTOD (1039), Citizens Bestg. (1043), Maumee Valley Bestg. (1055) & Anthony Wayne TV (1039), Toledo; KVOO (1051), KOTV (1133) & Okla. Ed. (1133), Tulsa; WREC (1050), WMPS (1049) & WMCT (1088), Memphis; Ft. Worth TV (1079) & KFJZ (1074), Ft. Worth; KGUL-TV, Galveston (1199); Beachview Bestg., Norfolk (1029); WAVY, Portsmouth, Va. (1026); Independent TV (1046), WISN (1046) & WMIL (1066), Milwaukee-Whitefish Bay.

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New rules covering 72-76 mc band, involving fixed communications services of various sorts, were finalized by FCC this week, Commission adopting strong policy of safeguarding TV reception on adjacent Channels 4 & 5. FCC concluded: "Reception on Channels 4 & 5 must be protected from interference from fixed operations on 72-76 mc irrespective as to where the particular TV receivers may be located with respect to the Channel 4 or 5 station . . . By this action we do not wish to minimize the importance of these fixed operations, but in certain sections of the country the so-called 'fringe area' reception is the only TV service many persons can enjoy." FCC rejected suggestions that it carve another TV channel out of the band, saying some 1200 fixed stations in safety & special services would have to be moved—requiring "forced obsolescence" of equipment and extensive reallocation. It also noted that "the new TV channel could not be created without seriously dislocating operations in Channels 5 & 6, or on Channels 2, 3 & 4." New rules are Public Notice 54-814, Doc. 10315, available at FCC, or we'll get you copy.

Experimental uhf booster for Waterbury, Conn. was granted this week to Adler Communications Labs which has been operating one at New Rochelle labs. Station will have 40-w ERP, 100-ft. antenna, rebroadcast signal of WATR-TV, Waterbury (Ch. 53).

TWO UHF STATIONS which quit the air last spring have had their transmitters and other equipment sold by GE to other operators. They're WIFE, Dayton (Ch. 22) whose 12-kw transmitter was shipped this week to WBUF-TV, Buffalo (Ch. 17) to replace its 1-kw; and WKLO-TV, Louisville (Ch. 21), whose 12-kw has been purchased by upcoming WCMB-TV, Harrisburg, (Ch. 27), due on air in mid-Aug. Dayton station quit March 13, its CP expiring Aug. 4 (Vol. 10:11). Louisville station quit April 20, CP expiring Aug. 1 (Vol. 10:17).

GE's only shipment reported this week was 4-bay antenna that went to WMTV, Montpelier, Vt. (Ch. 3), transmitter to follow later. GE plant shut down this week end for annual summer vacation, plans no shipment for 2 weeks.

DuMont ships 25-kw transmitter in mid-July to KTIV, Sioux City, Ia. (Ch. 4), which is aiming to get it on air by Aug. 10; station is affiliated with radio KCOM, two-thirds owned by veteran broadcaster Dietrich Dirks. DuMont also reports order for 50-kw amplifier from KDUB-TV, Lubbock, Tex. (Ch. 13), now using DuMont 5-kw.

RCA shipped 50-kw transmitter July 1 to WTOP-TV, Washington (Ch. 9), and a 25-kw amplifier June 30 to KDAL-TV, Duluth, Minn. (Ch. 3). It also reports new directional antenna shipped to WMGT, Adams, Mass. (Ch. 74).

Note: Two more operators dispute WTAR-TV's Campbell Arnoux in claim his station is only one with complete standby transmitter plant (Vol. 10:25). Besides that of WTMJ-TV's Walter Damm, we have statement this week by P. A. Sugg, WKY-TV, Oklahoma City, that it also has standby transmitter completely equipped for color. And General Teleradio's chief engineer, Earl M. Johnson, writes: "I think we outdo them all here at WOR-TV. As you may be aware, we are still maintaining a complete auxiliary installation at our North Bergen site, consisting of a GE 5-kw transmitter, 760-ft. tower and GE antenna. In addition, we also have a 500-ft. standby unit at Empire State."

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

WEDM, Mt. Cheaha, Ala. (Ch. 7), educational station near Anniston, to be operated by Alabama Educational Television Commission, Birmingham, has ordered 50-kw GE transmitter and 12-bay antenna, expects to be on air Sept. 1, reports consultant Thad Holt, onetime co-owner of WABT, Birmingham (Ch. 13), sold last year to Birmingham News principals (9:15, 23). It will use 500-ft. tower on Mt. Cheaha, where work has begun on building for transmitter and film studio. Auxiliary studios will be in Birmingham, Tuscaloosa & Auburn.

WCHS-TV, Charleston, W. Va. (Ch. 8), has 50-kw RCA transmitter on hand, now plans July 26 test patterns, Aug. 1 programming, reports pres. Lewis C. Tierney. It will use 576-ft. Ideco tower with 12-bay 73-ft. RCA antenna. It will be primary non-interconnected CBS affiliate, will also carry DuMont programs. Base rate will be \$500. Rep will be Branham.

WTHI-TV, Terre Haute, Ind. (Ch. 10) now has July 12 test pattern target, with formal opening as primary CBS outlet on July 20, reports gen. mgr. Joe Higgins. It will use 50-kw RCA transmitter and 475-ft. Beasley tower with 12-bay RCA antenna. Base hour will be \$400. Bolling will be rep.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), with offices in Lincoln Tower, Ft. Wayne, won't get going until Sept., reports pres. R. Morris Pierce, who also operates radio WDOK, Cleveland. GE 12-kw transmitter & 5-bay antenna are being installed at site 16 mi. north of Ft. Wayne where 800-ft. Stainless tower is ready. Rep not yet chosen.

KTLJ, Houston, Tex. (Ch. 13), hasn't set target dates, plans to ask for approval of new site southwest of Houston, near Almeda, reports pres. John T. Jones Jr., nephew of Jesse Jones & pres. of *Houston Chronicle* (KTRH). It has ordered 50-kw RCA transmitter for Aug. 2 delivery, and Ideco tower and RCA 12-bay supertturnstile antenna for early Aug. Plans for transmitter house are ready and contracts will be let when change to new site is approved. Board members include Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHT; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Rep not yet chosen.

WGTH-TV, Hartford, Conn. (Ch. 18), now installing 12-kw GE transmitter, expects to meet July 12 test pattern target, plans regular program operation Aug. 15, reports gen. mgr. Fred W. Wagenvoord. Lehigh 400-ft. tower with 4-bay GE helical antenna is ready. Co-owners are General Teleradio (Thos. F. O'Neil) and *Hartford Times*. It expects to be primary ABC, will be second station in area—WKNB-TV (Ch. 30), having begun in Feb. 1953. Base rate will be \$350. Rep will be H-R Television.

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CKCK-TV, Regina, Sask. (Ch. 2), now plans July 25 test patterns, Aug. 1 programming, reports gen. mgr. H. A. Crittenden. Stainless 600-ft. tower with GE 4-bay antenna is scheduled to be ready July 1 when installation of 5-kw GE transmitter begins. Owner is *Regina-Leader Post*, Clifford Sifton pres. Mr. Sifton also owns part of CHCH-TV, Hamilton, Ont. (Ch. 11), which began last June 6, and operates radio CKRC as subsidiary of *Winnipeg Free Press*; he also publishes *Saskatoon Star-Phoenix*. Base rate will be \$160. Reps will be Weed (for U. S.) and All-Canada Television.

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KCCC-TV, Sacramento, Cal. (Ch. 40) would be owned in equal parts by gen. mgr. Ashley L. Robison (now 37½%) and pres. Harry McCart (25%) under deal whereby they propose to buy out interest of Frank E. Hurd for approximately \$80,000, for which they filed transfer papers with FCC this week. Outlet, first in uhf-only Sacramento, was started Aug. 30, 1953 by Robison and Hurd, N. Y. food importer-distributor. Robison is a nephew of late Harold A. Lafount, of old Federal Radio Commission.

James J. Conrey group, holding CP for KTVO, Kirksville, Mo. (Ch. 3), this week asked FCC for authority to sell 250-watt WLCLX, La Crosse, Wis., to Phillippe family of Ottumwa, Ia., manufacturer of metal burial vaults. Sale price is \$30,000. Sellers say they want to devote more time & effort to TV. They also own 250-watters KBIZ, Ottumwa, and WBIZ, Eau Claire, Wis.

The \$150,000 purchase of KYOS, Merced, Cal. (Vol. 10:20) from Mrs. Hugh McClung was approved this week by FCC. Buyers are Charles O. Chatterton, owner of KWKL, Longview, Wash., in association with Glenn E. McCornick. Mrs. McClung retains KHSL-TV & KHSL, Chico, Cal., and KVCV, Redding, Cal.

FCC has amended application Form 301 (new stations or changes), Form 303 (renewals), Form 314 (assignment of CP or license) and Form 315 (transfer of control)—effective 30 days after publication in *Federal Register*. Forms 301 and 315 will be available in "near future," 303 and 314 "first of 1955."

Anti-gambling bill, introduced by Chairman Bricker (R-Ohio), was approved June 28 by Senate Commerce Committee. Administration-backed measure (S-3542) would prohibit TV-radio and other interstate media from transmitting gambling information on horse and dog racing (Vol. 10:23).

Trade Report
July 3, 1954

MIDYEAR TRADE FIGURES WELL BALANCED: Reasonably favorable "balance of trade" -- statistically -- is evident at various levels of the TV business as it enters second half of year. Except for depressed price and profit factors, it's better than many were willing to predict last fall. The statistics actually reflect a better balance than at mid-1953 -- year that was second only to 1950 in production and sales.

Production in first 6 months of 1954 is estimated at about 2,800,000 (which compares with 3,800,000 during first half of 1953). But whereas last year's factory sales for first 6 months were 3,300,000, or 500,000 less than production, this year they're 2,700,000, only 100,000 under production.

Distributor sales were 2,700,000 for first 6 months, also only 100,000 under production; last year at this time they were 3,100,000, or 700,000 below.

Retail sales were 2,800,000 -- equal to production -- whereas last year at this time, while sales were also 2,800,000, they ran 1,000,000 under production. All of which led to serious inventory problem at midyear 1953, as at start of year.

Inventories have risen considerably lately as result of new models, are now estimated about 2,050,000 -- composed of 550,000 at factory, 500,000 at distributor levels, 1,000,000 at retail. Though somewhat swollen from March's 1,600,000 sets (Vol. 10:15), they compare with 2,300,000 on June 30, 1953 and about 1,900,000 last Jan. 1. Current figures aren't considered out of line for this time of year.

Thus industry is "producing for the market" currently -- and has been so far this year -- as contrasted with its "folly of overproduction" during most of 1953.

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TV trade's high unit sales are part of general consumer durable goods pattern -- but nobody can say for certain how well either TV or other durables will hold up. The economic experts by and large seem quite optimistic in their traditional midyear prognostications. For example, July Fortune Magazine looks for increase of 3%, or \$10 billion, in the gross national product during next 12 months and a rise of 5% in industrial output. It foresees an increase of 2% in rate of consumer purchases during that period, mainly in new automobiles.

Cheery view is also taken by U.S. News & World Report, which says business will stay good simply because more customers keep demanding more things. Longer range outlook is summarized thus: "Business in the U.S. will go on booming in the years ahead. It's hard to see how things can go sour for very long at a time. The Americans like comforts, will pay for them. There is a growing market for new goods in a growing population. It's the urge for a better life that has raised the living standards 40% since 1929. And 1929 was called a boom year."

It uses TV as illustration of how new products hypo a nation's economy. It notes that in 1940, TV wasn't on the commercial market. Today it's in 61% of homes in U.S., it reports. As examples of "future growth" products, article cites air conditioners, now in only 3% of homes, and clothes driers, now in 5% of homes.

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TV production is still going up, totaled 117,840 week ended June 25, first full week of Philco production after 45-day strike. It compared with 104,192 units preceding week and 98,179 week ended June 11. It was year's 25th week and brought production for year to date to about 2,680,000 vs. 3,700,000 in same period of 1953. TV output was 103,629 (4804 private label) in corresponding week year ago.

Radio production went down to 149,760 (48,909 auto) from the 199,787 in week ended June 18 and 169,942 week before. For 25 weeks, output was 4,700,000, compared to about 6,900,000 in corresponding period of 1953. Radio production was 214,777 in same week of 1953, which was lowest for any week since start of year.

WHY NOT A "TV RADIO"? TV-radio editor Jack Gould asks that question in provocative column in June 27 *New York Times* devoted to thesis that most TV is good radio—and he knows whereof he speaks, having fiddled for more than a year with a portable set which picks up the sound of New York's 7 TV stations. It's an old 4-tube National 110 super-regenerative communications receiver, 4 tubes, which operates on battery or AC.

He poses this question: Why doesn't some enterprising manufacturer put out an inexpensive portable "TV radio"—one which will bring TV audio to TV fans on the beach, in the car, or even in the home? He thinks someone's missing a bet. And apparently his column struck home, for at least one good-sized manufacturer is said to be planning to bring out such a set. But some other manufacturers take an extremely dim view of the practicability and marketability of such a device.

Gould says "a rather astonishing amount" of TV fare is good without the picture—including virtually all daytime programming, discussion programs, quiz shows, some situation comedies, and of course the McCarthy hearings which weren't carried live on radio. And he adds:

"The merit of 'TV radio' is to be found in the contrast it offers to standard radio and, most especially, the light it sheds on what has happened to standard radio. The great thing that 'TV radio' has—and what standard radio doesn't—is that intangible sense of excitement. Stars and luminaries can be heard almost around the clock over the video channels while on radio, especially at night, the programming often seems a little drab and a little tired. TV is attracting the cash and the interest and is making the news."

Trade Personals: S. W. Gross, sales v.p., promoted to asst. to Emerson pres. Benjamin Abrams; Michael Kory boosted to sales director, Arnold Henderson to director of sales administration, Leo Hahn to TV-radio sales mgr., Israel Levine to distribution mgr. . . . James O. Burke, Standard Coil treas., elected exec. v.p.; Jere H. Cavanaugh, ex-McCord Corp. (refrigeration products) named financial administrator . . . E. R. Glauber, ex-Emerson director of distributors, elected pres. of Wormser Hat Stores Inc. . . . Ben Farmer resigns as sales mgr. of Rauland Corp., Zenith picture tube subsidiary . . . Stanley H. Manson named Stromberg-Carlson public relations director . . . Gordon G. Hoit, Stromberg-Carlson exec. v.p., elected finance div. v.p., American Management Assn. . . . Edward F. Morgan, ex-CBS-Columbia, named Magnavox N. Y. service mgr., replacing R. J. Guilfoyle, now Harrisburg, Pa. district sales mgr.; Vernon L. Brown Jr. appointed Chicago district service mgr., succeeding R. J. Weber, now sales training mgr. . . . Eli Saltz promoted by Philharmonic Radio to manufacturing v.p., Mike J. Morris to engineering v.p. . . . Ira Lavin, CBS-Columbia Chicago regional mgr., named Minneapolis mgr., replacing Leo Dunn, resigned; Anthony Dillon, midwest zone mgr., replaces Lavin . . . J. H. Stickle, ex-Philco & Westinghouse adv. executive, now v.p. of Marthens, Galloway & Sims, Chicago agency . . . Neal J. McAuliffe elected secy. and a director of Radio Industries Inc., Chicago . . . Albert Brand, RMS secy.-treas. and one of company's founders, named sales mgr., succeeding Martin Bettan who takes over RMS line for metropolitan N. Y. . . . George L. McKenna appointed mgr. of theatre & industrial marketing, RCA engineering products div. . . . Truett Kimzey, Ft. Worth dealer, elected pres. of Texas Electronics Assn., succeeding Leonard Smith; group holds annual electronic fair & clinic at Dallas Aug. 27-29 . . . G. Leonard Werner, ex-Mark Simpson Mfg. Co., now gen. sales mgr., Astatic Corp. . . . Frank W. Edmunds, ex-Langevin Mfg. Corp., named pres. of new Pacific div., Burnell & Co., So. Pasadena, Cal.

We sounded out the top engineering brains of 3 major TV set manufacturers—and an independent engineer with long TV-radio experience—on the "TV-radio" idea. The engineering v.p. of one of the larger TV makers said he thought "it might be a good idea for somebody, but I'd hate to try it myself." To revive the super-regenerative receiver with its radiation, its lack of noise suppression and its difficulty of tuning, would be unthinkable, he added, and putting FM circuits in a portable would bring the price up too high. He said the idea has been discussed from time to time. "It sounds good, but when you try to sell it, that's something else again."

Another manufacturer also took a skeptical view, thought it might be all right if somebody could make a good set—"but that would cost a lot of money, as much as a good second-hand TV set." A third set-making engineer was intrigued with the idea, said he'd never given it any thought before, and opined that current engineering methods should make possible a good and relatively inexpensive portable that might be saleable.

We also talked to an independent engineer—who also is a ham—and it turned out he'd been listening to TV audio, too. He thought such a set might sell, and that a portable with TV & FM bands could be turned out for \$25-\$50 using ratio detector or some other simplified FM circuit. "It might even bring FM back," he added.

Two years ago the Guild for the Jewish Blind, in New York, announced it was sponsoring the manufacture of "blind TV sets" that covered TV & FM bands so that blind persons could "watch" TV programs. It had planned to market them at \$50-\$60 (Vol. 8:34), but we don't know if those plans ever got off the ground.

Distributor Notes: Olson & Co., Inc., Philadelphia, headed by Victor E. Olson, onetime DuMont sales mgr., relinquishes DuMont line "by mutual agreement," reportedly will take on Capehart-Farnsworth line, replacing Trilling & Montague . . . DuMont appoints Ray Distributing Co., 2517 Bull St., Savannah (Fred A. Ray, owner) . . . CBS-Columbia appoints Standard Electric Supply Co., Milwaukee (Leonard Siegel, v.p.-gen. mgr.), replacing Graybar; Standard Electric appoints Erwin J. Merar, ex-Samson chain, as TV-appliance sales mgr. . . . Capehart-Farnsworth appoints Tom Holloway Distributing Co., Memphis . . . Moore-Handley Hardware Co., Chattanooga (Motorola) appoints E. B. Copeland branch mgr., replacing J. E. Harden, resigned . . . Ray Thomas Co., Los Angeles (CBS-Columbia) announces resignation of gen. mgr. Louis R. Swenson . . . Graybar transfers T. E. Mehan from Columbus, O. to Louisville as branch mgr., succeeding C. H. Brown, retired; M. P. Jones promoted to Columbus branch mgr.

Japanese TV manufacturing industry, enjoying boomlet, has turned out about 15,000 sets to date, its 35 factories currently producing total of about 2000 a month, planning on 1,000,000 over next 5 years. Ministry of International Trade & Industry has also permitted imports of about 16,000 sets. Most are 17-in., used mainly in bars and public places because of high price of 150,000 yen (\$417). RCA has set up service lab in Tokyo, directed by Edward W. Wilby.

Edward C. Tudor, pres. of Industrial Development Engineering Assoc., Indianapolis, named chairman of RETMA credit committee, succeeding H. A. Pope, National Union Electric Corp.; Thomas B. Judge, International Resistance Co., named eastern vice-chairman, Jack Krutek, Drake Mfg. Co., Chicago, western vice-chairman.

Frederick H. Corrigan, 64, RCA Victor finance v.p. from 1929-44, lately treas. of Horizons Inc., Princeton research firm, died June 30 in Morristown, N. J.

Topics & Trends of TV Trade: Anti-trust consent judgment was entered this week in San Francisco Federal Court against National Electronic Distributors Assn. and 6 of its members charged with restraint of trade in sale of electronic parts in northern California between 1946 & 1951 (Vol. 8:14).

In California complaint, filed by Govt. May 26, 1952, defendants were charged with "conspiring, through the association (NEDA) to prevent other wholesale distributors not members of the association and not recognized as 'legitimate' wholesalers by the defendants, from engaging in the wholesale distribution of radio and electronic parts and equipment. In furtherance of the conspiracy, the defendants agreed to boycott those manufacturers who sold such parts and equipment to wholesale distributors not approved by them."

Consent judgment enjoins defendants from entering into any agreement to boycott any manufacturer or to induce any manufacturer to refrain from selling to any legitimate wholesaler. NEDA was also ordered to admit to membership "any bona fide wholesaler making written application therefor" and to distribute to its members a copy of the consent judgment.

In addition to NEDA, defendants were Associated Radio Distributors, Kaemper & Barrett Dealers Supply Co., Tilton Industries Inc. (doing business as Pacific Wholesale Co.) and Zack Radio Supply Co., all of San Francisco; Frank Quement Inc., San Jose; Louise N. Miller, associated with Miller's Radio & Television Supply, Oakland.

* * * *

"Sympathy strike" halted production for 3 days last week at Westinghouse TV-radio plant, Metuchen, N. J. Some 1750 production workers, members of IUE Local 401, walked out for 3 days, reportedly as protest against disciplinary furlough of 65 co-workers who refused to work overtime. It was second "sympathy strike" at Westinghouse in 2 weeks for same reason, work having halted for one day in preceding week. Westinghouse is currently conducting negotiations with union on new labor contract.

Tele King Corp. has filed amended Chapter XI plan with Referee Herbert Loewenthal, proposing to pay 35% instead of the 100% in the annual 10% installments offered in original petition. Creditors will meet July 14 to consider proposed terms—2% on confirmation, 9 monthly 1% payments, 9 bi-monthly 1% payments, 15% out of earnings from fiscal year starting Aug. 1, 1957.

Sentinel's new line of 20 basic models, introduced to distributors this week at Chicago's Sheraton Hotel, starts at \$140 for vertical-chassis 17-in. walnut masonite table model, goes up to \$390 for 21-in. full-door korina console. Also shown was \$1000 color set; 6 new radios (plus 2 carryovers); 4 high-fidelity phonographs; one tape recorder.

DuMont's 30-in "Royal Sovereign" console is being offered to some 4000 golf and country clubs at special discounts, promotional mailings citing its advantage for club-room viewing of sports events, with tie-in possibilities of boosting income from food & beverage sales. Set list price is \$1795 vhf-only, \$1895 all-channel.

Admiral's second price increase since new line was introduced 4 weeks ago (Vol. 10:23) raises 21-in. full-door mahogany console from \$350 to \$390, blonde from \$370 to \$410, and 21-in. mahogany combination from \$500 to \$550, blonde from \$525 to \$575.

Shipments of radios to dealers, excluding auto radios, totaled 1,369,157 in first 4 months of 1954, according to RETMA state-by-state and county-by-county tables available on request. During April, 384,390 radios were shipped, compared to 418,997 in March.

Electronics Reports: New type of radically different design—smaller and more compact than conventional tubes, said to have high degree of stability under temperature extremes, shock and vibration, and capable of automatic production—is now being produced by Sylvania in limited quantities.

The "stacked tube," resulting from Sylvania Research Labs study, and developed under Navy contract, features ceramic envelope or cap instead of glass bulb, and the various parts are "stacked" one atop the other in assembly process. Tube uses ceramic spacers, instead of mica, permitting it to be assembled and operated at extremely high temperatures and eliminating dependence on foreign-produced high quality mica. The various stacked parts are electrically riveted by method easily adaptable to automatic production techniques, Sylvania engineers say.

Sylvania pres. Ward Zimmer says first application of new-type tubes will be military, "but it goes almost without saying that they will eventually become available for other applications."

* * * *

Tiny transistorized transmitter, designed to replace cumbersome mike boom on TV shows, was demonstrated July 1 by NBC in New York. The 8-transistor transmitter can be concealed in male performer's pocket or in folds of woman's costume, with microphone hidden in top of costume. NBC expects new "wireless microphone" to be especially useful in large production numbers featuring a singing dancer. In such numbers it's often necessary to pre-record the song because mike boom can't keep up with dancers' movements.

On heels of "solar battery" announced by Bell Labs (Vol. 10:18), a similar device has been developed by engineers at Wright Air Development Center, Dayton. It employs cadmium sulfide crystal, whereas Bell used silicon strips. In Wright development, $\frac{1}{8}$ -sq. in. area produced $\frac{1}{2}$ volt. Bell estimates that "battery" size of average home's roof would supply residence's power needs; Wright inventors figure that 4x15-ft. device of their type would be adequate.

Command of Signal Corps' Ft. Monmouth will be assumed July 5 by Col. Robert W. Raynsford, succeeding Brig. Gen. Wesley T. Guest who has been acting commanding general since Maj. Gen. K. B. Lawton was placed on sick list last May. Brig. Gen. Victor A. Conrad, Asst. Chief Signal Officer, becomes Commandant of the Signal School.

Love that magic word! Electronic Towel Corp. is name of N. Y. maker of mechanical driers.

Another big plug for 45rpm records came this week from RCA pres. Frank Folsom—even as differences between record companies and radio stations waxed hotter over issue of switching free promotional distribution of records to disc jockeys from 78rpm to 45. Folsom said 45s now account for 50% of record industry's \$225,000,000 annual sales volume, predicted increase to 75% within 5 years. He called 45rpm "the greatest advance in 50 years of recorded music," said it has won recognition "from every quarter, even from those who were its severest critics." RCA Victor, like other major record companies, starts free shipment of 45rpm records to some 2000 radio stations next month, replacing 78s as standard for disc jockeys, despite protests of NARTB and many stations which must buy new turntables or convert old ones. Several New York radio executives, after informal meeting June 25, declared they would prefer to buy 78s rather than take 45s free. Switch to 45s by all major record companies illustrates their increased output of that speed. Also, they contend 45s are cheaper to produce, provide better fidelity, decrease space needed for storage.

Financial & Trade Notes: Raytheon declared 10% stock dividend payable July 27 to holders July 13, first dividend on common since Sept. 1945 when 5% stock dividend was paid. This week, too, it issued preliminary report for fiscal year ended May 31, showing \$177,099,790 sales, \$3,523,316 profit after taxes (\$1.53 a share on 2,176,942 outstanding), which compares with \$179,179,379 sales and \$3,859,672 profit (\$1.68) for preceding year.

Emerson Radio sales in first 5 months of its fiscal year, which started Nov. 1, 1953, were 31% above like period of fiscal 1953. Pres. Benjamin Abrams tells *Wall Street Journal* this contrasts with an industry decline of 11-12% over same period. Nevertheless, he estimates Emerson's earnings for the 12 months ending next Oct. 30 will probably be lower by one-third than preceding year due to higher labor costs and increases in components, notably tubes. In 1953 fiscal year, Emerson sales were \$75,926,546 and earnings \$2,988,432 (\$1.54 a common share). The Abrams family owns about 25% of the 1,935,187 shares outstanding.

Sentinel earnings for fiscal year ended March 31 were \$151,301 (40¢ a share) on sales of \$13,541,962, down from \$404,246 (\$1.06) on sales of \$15,152,005 in preceding fiscal year. Working capital was \$2,636,538 at year's end. Pres. Ernest Alschuler noted that, while TV-radio unit sales were actually higher than preceding year, profits declined as result of "drastic, industry-wide price cutting." But he saw "very bright future" for TV-radio because excessive inventories have been largely liquidated and "the public now has a better understanding of the problems that lie in the path of the transition to color TV."

Daystrom Inc., manufacturer of electronics products, furniture and printing equipment, has authorized a \$950,000 increase in capital stock—to \$1,200,000, which may include 200,000 shares of new preferred—in order to purchase interest in Weston Electrical Instrument Corp. It has already acquired 44%. Daystrom's electronics div. is at Archbald, N. Y. It's parent company of American Type Founders Inc. (its original name) and of Daystrom Electric Corp., Poughkeepsie, N. Y. (tape recorders, etc.).

Avco Mfg. Co. reports net sales for 6 months ended May 31 were \$189,024,624, net income \$2,827,894 (30¢ a share) vs. \$219,455,797 & \$3,315,897 (35¢) for corresponding 1953 period.

Universal Pictures reports net earnings of \$1,721,000 (\$1.57 a share) for 26 weeks ended May 1 vs. \$1,346,000 (\$1.27) for corresponding period last year.

KGUL-TV, Galveston, Tex. (Ch. 11), the CBS outlet for Galveston-Houston area, which began operating in March 1953, lost \$112,988 from the time it was first projected in July 1952 to end of its first fiscal year June 30, 1953—during which its net income from times sales was \$15,204 and its selling administrative & general expenses were \$174,273. But in ensuing 11 months it hit the black, figures for June 30, 1953 to May 31, 1954 being: gross sales \$1,119,581, of which \$387,520 was network, \$371,837 national spot, \$353,222 "Texas spots and programs"; net income from sales after all commissions, etc., \$870,334; total expenses, \$773,622 (engineering dept., \$160,624, production & film dept., \$172,776, sales dept., \$235,067, administrative \$205,153); net profit, \$96,885. For the month of May 1954 alone, KGUL-TV's gross sales were \$124,557, of which \$37,873 came from network, \$42,133 from national spot, \$44,466 from "Texas spots and programs"; net income from sales, \$99,694; expenses \$81,427, of which engineering represented \$27,060, production & film \$15,471, sales \$17,024, administrative \$21,871; net profit, \$18,267. Foregoing figures are from statement filed with FCC this week in connection with application for higher power and changed facilities.

Color Trends & Briefs: RCA is still mum on details of new 19-in. color tube (Vol. 10:22), giving only barest hints. Consumer products exec. v.p. Joseph Elliott had this much to say about it in talk to Advertising Assn. of the West in Salt Lake City June 28:

"Word may already have got to you about the new line of 19-in. receivers which we expect to bring out this fall. These sets will have bigger and brighter tri-color tube, the result of continued efforts of our research men and engineers. The new tube will have a picture area of approximately 205 sq. in. Furthermore, the tube does not require any change whatsoever in the circuitry of the color TV receiver."

CBS-Hytron, aiming to capture larger chunk of picture tube business in color than Hytron enjoyed in black-&-white, will unveil its 205-sq.-in. 19-in. tube to press at Danvers, Mass. plant on July 7.

DuMont continues work toward introducing its 19-in. tube this fall (Vol. 10:18), demonstrating it to receiver manufacturers in New York Tele-Centre June 28.

* * * *

Novel color converter employing rotating disc, developed by Airtronics Research Inc., Bethesda, Md. (Vol. 10:6), has been licensed to unidentified manufacturer who aims to market it for \$100-\$125. Announcement by the manufacturer is expected shortly. Following details are reported: (1) Any set can be converted, regardless of bandwidth—some 10-15 makes having been tried. (2) A 16-in. color picture is obtainable with 30-in. disc containing 6 segments and driven at 600rpm by 1/70hp motor. (3) Conversion requires only \$5-\$7 service call, no alignment needed. (4) Brightness has been improved but flicker remains.

Chromatic TV Labs has signed agreement giving rights to make Lawrence color tube to N. V. Philips of Eindhoven, Holland, covering all markets except U. S. and Canada. Big Philips company has picture tube plants in Netherlands, Great Britain, France & Germany. Ten-year agreement specifies straight royalty payment for tubes made by Philips. Philips is Chromatic's third licensee, others being Crosley and Thomas Electronics.

Many were disappointed July 1 when NBC-TV's first regularly-scheduled nighttime color program *The Marriage*, 10-10:30, starring Hume Cronyn and Jessica Tandy, wasn't consummated—Miss Tandy being hospitalized for minor surgery. Black-&-white film was carried instead. Participants of many "color TV parties" were deflated, wondered why NBC-TV couldn't have substituted color film. *The Marriage* is rescheduled for July 8.

Network color schedules: NBC-TV—July 8-9, segments of 11-noon *Home* from mobile unit at Karamu Settlement House, Cleveland; July 5-9, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m. WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m. CBS has discontinued Fri. 5-5:30 *New Review*.

Color film tests will be conducted on closed-circuit July 12 by Film Producer's Assn. of New York and NBC-TV at Colonial Theatre, using various processes on both 35mm & 16mm. Some 50 commercial products are subject matter of the films.

Color slides were telecast July 1 by KING-TV, Seattle, using new GE scanner (Vol. 10:25), the first west coast color origination by any station other than network-owned outlets. Color bars were telecast May 18. Film transmissions are scheduled for early fall.

Dividends: RCA 25¢ payable Aug. 2 to stockholders of record Aug. 20; Aircraft Radio, 10¢ Aug. 13 to holders July 23; Indiana Steel Products, 37½¢ Sept. 10 to holders Aug. 25; Weston Electrical Instruments, 25¢ Sept. 10 to holders Aug. 26.

WESTINGHOUSE acquires KPIX, San Francisco (Ch. 5) in an exchange-of-stock deal which FCC approved July 2—and delay of some 4½ months since Feb. 15 closing date of deal has given the selling principals a gain of nearly \$1,800,000 in the market value of their Westinghouse stock. Original sale price was \$6,000,000 payable in Westinghouse stock on basis of market value last Feb. 15. FCC reported “stock and cash transaction has total value of about \$7,664,141,” which was as of June 2, but computation of value of stock as July 2 market’s closing shows it had enhanced by then to \$7,787,280.

Westinghouse takes over shortly, retaining Philip G. Lasky as gen. mgr. FCC decision charges it with 4 TV stations, although it actually has only 3—others being WBZ-TV, Boston, which it founded; WPTZ, Philadelphia, which it purchased for \$8,500,000 from Philco last year. FCC held that Westinghouse director John Hall’s disposition of his radio interests (he’s a director of Herald Traveler Corp., Boston, licensee of WHDH and TV applicant) and director John Schiff’s 15% non-voting preferred stock of Transcontinental Properties (whose subsidiary owns several TVs) should not be counted (Vol. 10:3).

But it did count director Dillon Anderson’s 8% interest in recent grantee KTLJ, Houston (Ch. 13). Westinghouse’s only other TV interests are in application for Ch. 8 in Portland, in which it had adverse examiner’s report last week (Vol. 10:26) and for Ch. 11 in Pittsburgh, not yet heard. FCC is waiving rules to permit it to prosecute both until April 1, 1955.

Under terms of the tax-free sale, which does not include acquisition of KPIX’s companion KSFO, Associated Broadcasters Inc., solely owned by Wesley I. Dumm, receives 81,775 shares of Westinghouse stock worth \$5,990,018 on basis of 73½ closing price July 2; Philip G. Lasky gets 11,845 shares (worth \$867,646) plus \$209,994 in cash; R. C. D. Bell gets 8461 shares (worth \$619,768) plus \$149,980 cash; Franklin Dumm gets 2538 shares (worth \$185,908) plus \$45,010 cash; George Hughes gets 1692 shares (worth \$123,939) plus \$30,006 cash.

New and complete allocation plan, which “trys to eliminate intermixture,” was submitted to FCC this week by Jay Millard, of Brookhaven, Ga. It offers city-by-city allocation table with 1581 assignments, of which 618 are vhf, 963 uhf. Included are 206 educational channels, or 13% of total. Also listed are existing stations and CPs which would be required to shift channels. FCC staffers said plan appeared to adhere to the engineering taboos, such as mileage separations, etc. Each city is either vhf-only or uhf-only. Covering letter confides: “I will have made many mistakes, but I hope you may correct them. The things which helped me make this was 2 black lead pencils, one red lead pencil, a writing pad, and a small but efficient road atlas . . . I hope you think this is satisfactory, but if you don’t, I take defeat gracefully . . . My age is 13.”

WHBQ-TV, Memphis (Ch. 13), along with its radio WHBQ (5-kw day, 1-kw night on 560 kc, MBS), are acquired by General Teleradio Inc. under 15-year leasehold from Harding College as result of FCC decision this week authorizing transfer (Vol. 10:11, 14). At same time, General Teleradio disposes of radio KGB, San Diego, Cal. (1-kw on 1360 kc, MBS) under leasing arrangement to gen. mgr. Marion R. Harris whereby he pays \$27,500 a year until Dec. 31, 1960. General Teleradio lease of Memphis stations gives it option to re-lease at annual rental of \$12,000, or to purchase for fair market value or \$50,000, whichever is greater. Subsidiary of General Tire & Rubber Co., the Thomas F. O’Neil company now has limit of 5 TVs, 7 radios—the other TVs being in New York, Boston, Los Angeles, Hartford (due on air soon); the other radios in Boston, Worcester, Providence, Hartford, Los Angeles, San Francisco.

Compromise to Bryson and Langer bills, which would ban all interstate advertising of alcoholic beverages (Vol. 10:26), was proposed in bill (HR-9774) by Rep. Pelly (R-Wash.) to ban beer, wine and liquor from advertising on TV & radio between 5-7 p.m. “so parents can allow their children to watch TV or listen to the radio without any fear that they will be subjected to harmful or objectionable advertising.” Like the Bryson and Langer bills, Pelly’s measure has virtually no chance of adoption in last few weeks before Congress adjourns.

Confirmation of FCC Comr. John C. Doerfer to 7-year term ending June 30, 1961, breezed through Senate Commerce Committee and Senate as expected (Vol. 10:26). He was approved unanimously by the 11 (out of 15) committee members present June 28, then endorsed on Senate floor with no dissenting vote. By time he took oath privately in his office July 1, rumors he would be named chairman were rampant again—but there was no word from White House to that effect.

Sen. Earle C. Clements (D-Ky.) who filled vacancy on Senate Interstate & Foreign Commerce Committee created by death of Sen. Hunt (D-Wyo.), was named this week to Hunt’s former post on 5-member communications subcommittee, headed by Sen Potter (R-Mich.).

Interconnected to AT&T network circuits last week end: KCBD-TV & KDUB-TV, Lubbock, Tex.; WDBO-TV, Orlando, Fla.; WISH-TV, Indianapolis. Scheduled for July 6 hookup is KZTV, Reno; for July 15, WTHI-TV, Terre Haute, Ind.

Power increases: WAAM, Baltimore (Ch. 13), from 22.5-kw to 316-kw ERP, July 1; WJIM-TV, Lansing, Mich. (Ch. 6), from 31-kw to 100-kw, July 2. WNCT, Greenville, N. C. (Ch. 9) began telecasting from new 878-ft. tower June 30.

Last of the 30 pre-freeze stations to shift channels in accordance with FCC allocation plan, WHAM-TV, Rochester, moves from Ch. 6 to Ch. 5 July 18, at same time hiking power from 23.4 to 100-kw.

NEXT TV FACTBOOK—PRE-PRINT ORDERS: Fall 1954 edition of our *TV Factbook*, which has become a sort of “World Almanac” of the entire TV-radio industry, will be off the presses week of July 20—the 19th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete tabulations of CPs outstanding and applications pending for new stations with details on principals involved, facilities, etc. The *Factbook*’s new features include color rules & regulations, latest sets-in-use count, directories of phonograph & record manufacturers, tables showing top advertiser expenditures in TV, radio & other major media. Other reference departments are brought up to date—such as the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by July 14, cost \$1.50 each; single copies, \$4.00.

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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21 STATIONS HAVE QUIT AIR, 18 WERE UHF: We've had several requests for a list of TV stations that have left the air -- and, because the mortality factor is so important currently, we've decided to print it in full on p. 14 of this issue. Including two that will go off shortly in Duluth, Minn. and Princeton, Ind. (see p. 4), you will count 23 on the list, plus one Mexican border casualty. But 2 really shouldn't be counted as quitting for they were simply mergers of time-sharers. So altogether, 21 U.S. stations have gone off the air for various reasons, 18 of them uhf. Most call it merely "suspension" and are retaining their CPs, without FCC objection -- but nearly all are obviously off for good. Besides giving dates of starting & quitting, reference is made in each case to issue of The Digest reporting occasion and reason for leaving the air. Note: Besides this list, Fall Edition of our upcoming TV Fact-book will among other things carry lists of pre-freeze and post-freeze CPs granted but relinquished (19 & 82, respectively); CPs for new stations outstanding (216 to date); lists of new-station applications pending (213 to date) -- with details as to principals, facilities granted or requested, counsel, engineers, etc.

CBS's BID FOR COLOR TUBE LEADERSHIP: The tough and expensive game called "color TV" moved into another inning this week, and the score is still unknown. The situation:

(1) The 15-in. \$1000 color set was a flop, is dead as a dodo.

(2) RCA announced a 19-in. tube, abandoned it, reported a new one in the works -- and has said almost nothing more about it since (Vol. 10:22).

(3) CBS-Hytron has settled on a 19-in. design, is now producing it at rate of 150-200 daily, says it will step up to 10,000 monthly by Sept. if demand warrants. The price to set makers is \$175, and it has at least one strong customer, Motorola, which says it will make 25,000 sets this year, using CBS tube. Price: \$895 & \$995.

(4) DuMont has fixed on a 19-in. similar to CBS's, aims for modest production starting this fall (Vol. 10:18).

(5) Lawrence tube has gained no strong support, so far as we can learn, in spite of strong Paramount backing and buildup; its Chromatic TV Labs has thus far signed license agreements with Crosley, Thomas Electronics, Philips of Holland -- but that's all. No TV maker has yet said he's putting Lawrence tube into set. And Crosley no longer makes even black-&-white tubes, having discontinued production at its Batavia, Ill. plant (Vol. 10:25).

(6) No other tube manufacturer claims to have anything new.

RCA is the big question mark, of course. CBS officials like to speculate that RCA's abandonment of its previous 19-in. design means that it will adopt the CBS approach. RCA will say nothing.

* * * *

This was CBS's week -- and its pitch was "mass production." Taking group of newsmen to Danvers, Mass. receiving tube plant where color tube was demonstrated and to Newburyport, Mass. plant where the tube is being made, CBS officials constantly

stressed that they could have shown tube months ago but held off until they were in position to back their promises with regular production.

CBS is serious about its commitment, no doubt of it. Its tremendous investment in equipment is there to be seen. "It's not merely serious," CBS pres. Frank Stanton said, "it's grim -- when I look at the bills for some of this machinery." His thoughts about color programming are just as serious (see p. 8).

CBS is aiming for at least temporary leadership in terms of quantity of tube production. Charles Stromeyer, pres. of tube-making subsidiary CBS-Hytron, predicted 50-60,000 output of 19-in. this year and asserted that CBS-Hytron will make 80% of them. He said, however, "We have no foolish ideas about monopoly, and we're actively negotiating with others to make the tube."

He said Patent Office has allowed "broad claims on basic principles" and negotiations for licenses are now underway with other tube makers.

First official figures on color set production, incidentally, were announced by RETMA this week. It reported 7713 made first 5 months of this year, 2982 of them in May. These don't include production of non-member Admiral, which reports 500.

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CBS tube is called "CBS-Colortron 205", figure referring to square inches of viewing surface. Emphasis is placed on area because RCA's old 19-in. had 162 sq. in. and DuMont's 19-in. has 185.

The "205" label was coined by Stanton, who says he found 19-in. variations too confusing. Incidentally, it was he who pinned the "360" tag on Columbia's phonograph, considers it highly successful.

As demonstrated to press, tube had good resolution, convergence and brightness. For some reason, however, the reds were deficient. This produced yellow and green where there should have been orange and yellow. Presumably, simple receiver adjustment could have cleared this up. We've seen DuMont's very similar tube with superb color fidelity (Vol. 10:18).

Demonstration was closed-circuit, signals fed from slide scanner to a 19-in. set and a 15-in. set; latter had better color fidelity. Engineers said the 19-in. brightness was about 25-ft. lamberts, as set up for average of the slides, but could be much brighter for different subject matter. No film or live matter was shown.

Some technical details of tube: 17 $\frac{1}{2}$ x13 $\frac{1}{2}$ -in. picture with rounded sides and 4x3 aspect ratio, 26 7/16-in. long, 900,000 dots, 31 lbs., 25,000 volts, 62-degree deflection, electromagnetic convergence, aluminized.

Principal difference from RCA tube is that phosphor dots are placed directly on face of tube, as phosphors are located in black-&-white tubes, and shadow-mask is curved in conformance with curvature of tube face. RCA's had dots on a flat glass plate, associated with flat shadow-mask, both affixed to heavy frame mounted some distance back from tube face. CBS says RCA tube is 12 lbs. heavier.

Top-secret key to CBS tube is photographic method of fixing dots on the tube face. Asked what chemical is used, Stromeyer joked: "If you gave us a million dollars, then I would tell you."

Regular production has been going less than a month. Rate of 225 daily is expected shortly, growing to possible 10,000 monthly by September.

Much of production is still by hand but is gradually being mechanized. New \$6,000,000 Kalamazoo plant, just started on black-&-white tubes, is designed for ease of conversion to color. It has a capacity of 5000 black-&-white daily; color potential wasn't disclosed. CBS officials left impression that if demand exceeded 10,000 monthly, considerably higher rate could be achieved.

Percentage of rejected tubes, termed "shrinkage", is still quite large, but CBS officials are confident that production experience will reduce rejects to satisfactory level. And they said that the price is certain to go way down from \$175 as greater production is achieved and shrinkage is reduced.

Asked about 21-in. rectangular color tube, Stromeyer said he believes 19-in. is large enough to give color good start and that the 21-in. shouldn't be expected until well into next year. He insisted that bottleneck on 21-in. is "bottles", or

glass blanks -- and that glass-makers aren't yet able to make them satisfactorily.

As for confusion about types and sizes, Stromeyer said he feels sure that standardization will begin to emerge soon.

In addition to its own CBS-Columbia, CBS listed the following set makers as having chosen the tube for "an important part of their 1954 production": Motorola, Westinghouse, Capehart-Farnsworth and Sears Roebuck suppliers Pacific Mercury and Warwick Mfg. Motorola seems to be all-out for tube. Westinghouse says it has ordered some, will look over CBS-Hytron facilities before buying more. Stromeyer said CBS-Hytron has "substantial orders" and deliveries are being made now. Everyone except RCA has been shipped samples. Stanton said RCA isn't considered "a customer."

If Motorola takes 25,000 this year, CBS-Columbia will undoubtedly take sizeable chunk, leaving very few for anyone else.

Motorola's sets are an \$895 consolette with detachable brass legs, and two consoles at \$995. These compare with \$1000 tag which was generally placed on 15-in. Announcing plans, Motorola pres. Paul Galvin stated:

"We have a color picture the same size or larger than the one you now enjoy in your living room. Picture quality is excellent, and the tuning is simple. The price is within reach of millions of families. Color programming every evening of the week is fast becoming a fact."

Set has a horizontal chassis, to back of which is attached at right angles another chassis containing most of the color circuits. Among features claimed is a circuit containing "self-regulator" tube to control the 25,000 volts. This "Chroma discharge tube" was developed with help of Victoreen Instrument Co., Cleveland, O.

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There's little use speculating about RCA's plans. About the only clues it has given is that its new 19-in. will be "bigger, better and cheaper" than the old 19-in. (Vol. 10:22) and that it will have about 205 sq. in. (Vol. 10:27).

Not to be forgotten, though, is the "focus-mask" tube RCA demonstrated only once, in April 1953 (Vol. 9:16) and mentioned occasionally since. This was a 3-gun grid-type tube of exceptional brightness -- about 60 ft. lamberts. But whether it's impractical or very much alive -- RCA won't say.

If CBS has indeed pulled a coup, it's worth noting that mere 2 years or so ago it wooed famed color tube expert Dr. Russell R. Law from RCA; as head of CBS-Hytron research & development, he had major hand in fashioning new tube. Another ex-RCA tube specialist with CBS-Hytron is Norman F. Fyler, who worked at Princeton Labs next to Harold B. Law, also a tube "great" (no kin to Russell Law).

ST. LOUIS, NASHVILLE & ENID, OKLA.: Three new vhf operations got going this week, 2 in major markets and one opening up another new TV city in Oklahoma. With 2 more uhf dropping (see p. 4), this brings total now on the air to 390, of which 125 are uhf. Thus far this year, 54 new stations have started, 18 have quit. Latest starters:

KWK-TV, St. Louis, Mo. (Ch. 4), city's first vhf since Post-Dispatch's pre-freeze KSD-TV (Ch. 5) began in Feb. 1947, turned on unannounced test signals toward midnight July 7, continued them next day when it went on program schedule of 7 p.m.-to-midnight for rest of week. It goes to 5-to-midnight next week, until daylight time ends Sept. 27 when it starts full 7 a.m.-midnight schedule. RCA transmitter, 480-ft. tower surmounted by 42-ft. 6-bay antenna are all at downtown Globe-Democrat Bldg., 12th & Cole Sts. Station is result of merger of 4 applicants (Vol. 10:15), whereby it's owned 28% by Robt. T. Convey and associates, 23% by Globe-Democrat, 23% by KXOK Inc. (Elzey Roberts), 23% by KSTP Inc. (Stanley Hubbard), 3% by other stockholders. Executives are Mr. Convey, pres.; Ray E. Dady, v.p. & station director; V.E. Carmichael, sales v.p.; J.E. Goldsmith, TV sales mgr.; John W. Tinnea, executive program director; Nicholas J. Zehr, chief engineer. KWK-TV will affiliate with CBS-TV & ABC-TV, though former's programs now on uhf WTVI will be continued. Base rate is \$1000, network rate \$1500. Rep is Katz.

WLAC-TV, Nashville, Tenn. (Ch. 5), city's third vhf, began test patterns July 9, goes commercial Aug. 6 as basic CBS outlet. It has RCA 10-kw transmitter with 12-bay antenna on 1000-ft. Ideco tower. When it joins CBS, with which the 50-kw WLAC

radio is affiliated, network will quit WSIX-TV (Draughon), reported soon to be sold. WLAC-TV owners are Casualty Insurance Co. (Paul Mountcastle, Guilford Dudley Jr.), 50%; T.B. Baker, exec. v.p. & gen. mgr., 25%; A.G. Beaman, secy.-treas., 25%. Latter 2 sold their 250-watt WKDA, Nashville, for \$312,000 recently in order to get merger grant (Vol. 10:19); they also sold their interests in WCOP, Boston, to financier-publisher John Fox (Boston Post), now TV applicant. WLAC-TV chief engineer is Ralph Hucaby. Its base rate is \$550. Rep is Katz.

KGEO-TV, Enid, Okla. (Ch. 5), 67 mi. northwest of Oklahoma City, began first test patterns July 6 with 10-kw RCA transmitter and 12-bay antenna on 650-ft. Emsco tower. It interconnects with ABC-TV. Grantee is Streets Electronics Inc., appliance dealer. Owners include P.R. Banta, paving contractor, pres., 21.3%; George Streets, secy. & gen. mgr., 21.3%; L.D. Banta, 21.3%. Radio KCRC (Enid News and Eagle) have option to buy 20%. Tom Belcher is commercial mgr.; Marilyn Ellis, program mgr.; Wm. Teitzel, chief engineer. Base rate is \$225. Rep is Pearson.

MORE UHFs LEAVING AIR AS SENATORS PONDER: Two more uhf stations decided to suspend for economic reasons this week -- even as Sen. Potter's Commerce subcommittee on communications was quizzing FCC commissioners on what to do about uhf problem.

Curiously, uhf set circulation wasn't the big problem for either of the two stations requesting FCC permission to go off the air. WFTV, Duluth (Ch. 38), asked to suspend operations for 90 days, effective as soon as Commission gives its OK. It has been on air 13 months, having started as first TV in Duluth-Superior area, where it had 8-month head start before 2 vhf competitors went on air.

WFTV had programs from all 4 networks until the 2 vhf opened up last Feb. -- thereafter it got nothing from the top networks, and national spot fell off correspondingly, even though all sets in area were uhf-equipped from start and area's uhf reception reportedly was very good. WFTV's principal owners are Herbert Scheftel & Alfred Burger, who hold majority interest in Telenews as well as one-third of the reputedly successful uhf WICS, Springfield, Ill., and principal ownership in uhf CPs for Little Rock, Ark. and Sioux City, Ia.

WRAY-TV, Princeton, Ind. (Ch. 52) says it's shutting down July 15-Sept. 11 "pending financial reorganization." Owned by farm & hatchery operator M.R. Lankford, it's been on air 7 months in virtually uhf-only territory, the nearest vhf being in Louisville, 100 mi. away. In this case, competition was mainly uhf -- 2 stations in nearby Evansville-Henderson area having major network affiliations, while Princeton station listed no affiliation at all.

Facts seem to indicate that neither the Duluth-Superior nor the Evansville-Henderson-Princeton market could readily support 3 TV stations, uhf or vhf, at present. We know of other uhf stations grappling with problem of whether to quit now.

One such uhf operator summed up his problems to us thus: "When the local vhf station came on the air, we lost our good network programs. Even that wouldn't have been a fatal blow if we could have sold some local time -- we have about 50% conversion and there's nothing wrong with our signal. In many cases, though, we'll have a local distributor sold on the idea, but he can't get the OK from the manufacturer of the products he sells -- so many big companies have a flat 'no uhf' rule. So we're losing \$15-18,000 a month, with no prospects of things getting any better."

Senate communications subcommittee and FCC got together behind closed doors for nearly 4 hours July 8 to review every proposal made during the public hearings on uhf. All subcommittee members -- plus Sen. Edwin Johnson (D-Colo.) -- attended session, as did all commissioners except Sterling, who is on vacation.

Commissioners were grilled individually on the suggestions made by witnesses at hearings, and it was indicated that the views they expressed were substantially the same as their responses to questions by the Senators during public hearings. Subcommittee probably will now ask commissioners to sum up in writing -- for inclusion in hearing record -- their views on how best to help uhf.

Subcommittee's next step will be executive session within next 2 weeks, when it may come up with some recommendations. As of now, subcommittee as a whole has reached no decisions on the problem.

Expressing continued faith in uhf, meanwhile, big RCA is now soliciting orders for forthcoming 60-kw transmitter, capable of delivering maximum uhf ERP of 1000-kw. It's promising first deliveries in "early third quarter of 1955."

Details of transmitter are carefully guarded, but it's known that it will be driven by the new RCA 12½-kw transmitter -- first of which is now being installed at WBRE-TV, Wilkes-Barre. RCA is quoting these prices, subject to 10% leeway in either direction: 60-kw amplifier, for use with 12½-kw transmitter, including tubes, filterplexer, etc., \$194,500; complete 60-kw transmitter, \$329,000. "Orders are coming in at a remarkable rate," says an RCA spokesman.

GE is also accepting orders for 60-kw uhf transmitter on contingent basis, to establish priority, as reported earlier (Vol. 10:18), but prices and delivery dates haven't been announced.

ONLY 26 SEEKING UHF; 2 MORE VHF'S GRANTED: FCC's CP activity was exclusively vhf again this week, comprising 2 CPs and 2 initial decisions. Uhf applications have dwindled to mere 26, vs. 187 vhf. Coming via final decisions after dropouts, the 2 CPs were:

Daytona Beach, Fla., WMFJ, Ch. 2; Tulsa, Okla., Central Plains Enterprises, Ch. 2. Initial decisions favored WAPO over WDOD for Ch. 3 in Chattanooga, Tenn. and WVMI over WLOX for Ch. 13 in Biloxi, Miss.

Tulsa grant is 52.5% owned by oilman Wm. Skelly (KV00) and 35.88% by Sen. Robert S. Kerr (D-Okla.) and family who also control uhf WEEK-TV, Peoria, Ill. The Daytona grantee principal is veteran broadcaster W. Wright Esch.

Examiner J.D. Bond's choice of WAPO over WDOD was based mainly on his belief WAPO proposed superior programs, was more likely to carry out proposals. He also said WAPO's operating principals have superior radio experience, will engage in "meaningful operating participation." Owners are R.G. Patterson & Will Cummings.

Examiner Harold L. Schilz picked WVMI over WLOX because of greater integration of ownership and management, greater previous experience of gen. mgr. (Odes E. Robinson), superior "conduct and demeanor" of its principals during hearing, more extensive plans for "public service" programs. He also noted that J.S. Love Jr., 44.6% owner of WLOX, was involved in "the sale of intoxicants against the plain intendment of the Mississippi statutes" in his Hotel Buena Vista.

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FCC also disposed of the granddaddy of all protests by denying the one filed by WGRD, Grand Rapids, against grant of Ch. 35 in Muskegon, to Leonard A. Versluis, who had built then sold pre-freeze WLAV-TV there (now WOOD-TV). Grant was made Dec. 23, 1952, and protest was filed shortly thereafter, staying construction.

Commission turned protest down on all counts. A major complaint of WGRD was that Versluis picked site 22.9 mi. from Muskegon, 12.5 mi. from Grand Rapids. FCC ruled that he would serve Muskegon with signal of proper strength and that there was no evidence he would slight Muskegon in programming or any other way.

FCC also rejected WGRD's complaint that Versluis had falsified his balance sheets, trafficked in licenses. Unless WGRD appeals successfully to the courts, Versluis is now free to build on Ch. 35 -- if he desires.

For other actions on protests, in courts and at FCC, see below.

It was "protest" week in courts and FCC, producing these actions: (1) Courts of Appeals stayed construction of WSPA-TV, Spartanburg, S. C. (Ch. 7), probably for months, on appeal of WAIM-TV, Anderson, S. C. (Ch. 40). Court hearing on merits must be scheduled, decision rendered. (2) Court of Appeals permitted KWK-TV, St. Louis (Ch. 4) to get on air this week under STA (see p. 3), but told FCC not to give it "regular license" until appeal of WTVI, Belleville-St. Louis (Ch. 54) has been settled. (3) FCC dismissed protest against grant of CP to Tulsa Bestg. Co., Muskogee (Ch. 3), filed by KOTV (Ch. 6), KCEB (Ch. 23) and grantee KSPG (Ch. 17), saying that Tulsa Bestg. had gone through hearing and was immune from protest. (4) Commission rejected pro-

test of grantee WPRO-TV, Providence (Ch. 12) against STA permitting WNET (Ch. 16) to go on air, reiterating previous ruling that WPRO-TV hadn't proved itself "party in interest" by showing conclusively it would be injured.

In Edward Lamb case, involving allegations he falsely testified he never had any Communist affiliations (Vol. 10:26), Senate Commerce Committee has voted unanimously to ask FCC to furnish Lamb with "bill of particulars" regarding the allegations, prior to hearing now scheduled to start July 28, without making details public. Hearing is likely to be delayed because of Lamb's court appeal asking that whole thing be called off.

Licensed TV receivers in Britain totaled 3,300,838 as of May 1, increase of 51,946 during April.

Personal Notes: Arthur Scheiner, chief of FCC rules & standards div., resigned July 5 to join former FCC gen. counsel Benedict Cottone in private practice, firm to be named Cottone & Scheiner . . . Robert K. Richards, NARTB administrative v.p., underwent kidney operation July 7 at Emergency Hospital, Washington; he's due to return to desk about July 26 . . . Harry C. Butcher owner of KIST & part owner of KEYT, Santa Barbara, and Robert Mullen, exec. director of National Citizens Committee for Educational TV, were among guests at White House stag dinner July 7 . . . Theodore F. Streibert, director of U. S. Information Agency, off on month's flying trip to Europe to review his agency's operations . . . Harold Fellows, NARTB pres., named to media advisory committee of President's Action Committee for Traffic Safety . . . Howard E. Stark, station broker, back from European business trip . . . Milton L. Greenebaum, v.p. of WNEM-TV, Bay City-Saginaw, and chief owner of radio WSAM, Saginaw, was married July 3 to Miss Atilla Severo at Ft. Wayne, Ind.; they are honeymooning in Alaska . . . John I. Hyatt, v.p., gen. sales mgr. & director of WTVI, Belleville-St. Louis, has resigned as of Aug. 5; John D. Scheuer Jr., ex-WFIL-TV, recently was named executive v.p. & gen. mgr. . . . Ted Liss, ex-CBS Chicago, named production mgr., new KWK-TV, St. Louis . . . Edwin L. Dennis promoted to local sales mgr. of KMBC-TV, Kansas City . . . Harold Storm, promotion mgr. of KMBC-TV, Kansas City, elected "Editor of the Year" by Kansas City Industrial Editors Assn. for quality of house organ, *Heart Beats* . . . Dan F. Durniak, ex-WTOV-TV, Norfolk, and KFAZ-TV, Monroe, La., named production director, WJNO-TV, Palm Beach, Fla.; Frank Struzzieri, ex-WKNB-TV, New Britain, Conn., film director . . . Richard B. Barnhill, ex-WMAL-TV, Washington, named production mgr. of U of North Carolina's upcoming educational WUNC-TV, Chapel Hill . . . Frank Young, ex-NBC press, appointed press mgr., Screen Gems, TV subsidiary of Columbia Pictures . . . Herbert Jaffe, sales director, Official Films Inc., once with MCA and eastern sales mgr. of MPTV, elected v.p. and member of board . . . George C. Vaughan, ex-director of sponsorship, Advertising Council, joins N. Y. staff of MCA-TV Ltd. . . . Wm. Berech, account executive on RCA account, elected Kenyon & Eckhardt v.p. and will head its new Philadelphia office in Lincoln Liberty Bldg. . . . Larry DuPont named TV-radio director, Tracy-Locke Co., Dallas, succeeding Phil McHugh, now with Campbell-Ewald, Detroit . . . Howard Fisher named TV-radio director, Rogers & Smith, Dallas . . . Grant Atkinson named TV-radio director, Campbell-Mithun, Chicago . . . David Glickman, Hollywood mgr. for *Broadcasting Magazine*, recently transferred to Washington to handle Yearbook and other special issues, was guest of honor of 150 TV-radio people at farewell reception last week sponsored by So. California Broadcasters Association.

Some 15 ad agencies were briefed July 9 by Air Force officials on filing of bids for \$1,200,000 contract for recruitment advertising in fiscal year which began July 1. Brig. Gen. Norris Harbold, director of personnel procurement & training, indicated Air Force would continue 1952 policy of paying TV-radio production costs, but not for network or station time. Questionnaires in hands of agencies must be returned by July 20 to Headquarters Air Materiel Command, Wright-Patterson Air Base, Dayton, O. Meanwhile, Army Recruiting Service renewed its \$500,000 annual recruitment contract with Dancer-Fitzgerald-Sample through June 30, 1956.

Hole-in-one was scored by Orville Sather, CBS-TV mgr. of technical operations, during intra-company tournament at Plandome Golf Club, Port Washington, L. I.

RUNOFF of 2 Oklahoma ex-governors for Democratic nomination for U. S. Senator, required July 27 as result of indecisive vote in July 6 primary, pits Sen. Robert S. Kerr against Roy J. Turner. Besides being oil millionaires, both have interests in TV—Sen. Kerr and family controlling WEEK-TV, Peoria, Ill. (uhf) and Mr. Turner being president and 12½% stockholder in Oklahoma City's CBS-TV outlet KWTV. Sen. Kerr and family are also substantial stockholders in new Ch. 2 grant to Tulsa this week (p. 5).

Politicos and ex-officeholders aren't nearly so prominent in ownership of TV as of radio stations, presumably because TV is so relatively new and there are so many more radio stations. But study of the records reveals the wife of the Senate minority leader, Lyndon Johnson, as owner of pre-freeze KTBC-TV, Austin, Tex.; the Knowland family (*Oakland Tribune*), to which Senate majority leader Wm. F. Knowland belongs, as small stockholders in Ch. 2 application for San Francisco bay area; the Ohio Taft family, whose David Ingalls (now publisher of *Cincinnati Enquirer*) was once Secy. of the Navy, owner of WKRC-TV, Cincinnati, and WTVN, Columbus. The Cox newspaper family, whose venerable James M. Cox once was Democratic nominee for president of the U. S., owner of WHIO-TV, Dayton, and WSB-TV, Atlanta, and co-applicant for a new station in Miami.

Ex-Sen. Gordon Gray, former Secretary of the Army, who is president of the University of North Carolina, controls WSJS-TV, Winston-Salem, his minority stockholders including Mary Pickford and her husband Buddy Rogers. Rep. Alvin Bentley (R-Mich.), wounded seriously in the recent Puerto Rican shooting in Congress, owns one-third of WKNX-TV, Saginaw; Rep. Alvin O'Konski (R-Wis.) holds CP for uhf WOSA-TV, Wausau; Rep. R. W. Hoffman (R-Ill.) owns CP for uhf WHFC-TV, Chicago.

Ex-Gov. Horace A. Hildreth, of Maine, controls WABI-TV, Bangor, and owns a large interest in new Mt. Washington WMTW, Poland, Me.; he's now Ambassador to Pakistan. Ex-Gov. Francis P. Murphy, of New Hampshire, owns WMUR-TV, Manchester. Ex-Lt. Gov. James A. Noe, of Louisiana, owns KNOE-TV, Monroe. Ex-Ambassador to Cuba and Australia Robert Butler controls WTCN-TV, Minneapolis.

The former Democratic national committeeman Frank E. McKinney is part owner of new WISH-TV, Indianapolis. Ex-Federal economic stabilizer Roger L. Putnam heads WWLP, Springfield, Mass. Ex-Mayor Quigg Newton is a stockholder in KOA-TV, Denver.

Note: Ownerships and stockholdings in all TV stations are spelled out in Directory of TV Stations that forms major part of our semi-annual *TV Factbook* (No. 19), due off the presses in about 2 weeks.

Unified TV sales promotion bureau under auspices of NARTB, authorized last week when embryonic Television Advertising Bureau joined forces with NARTB (Vol. 10:26-27), moves step closer Aug. 5 when 10-man all-industry committee charged with setting up new promotion organization meets at Washington's Mayflower Hotel. Purposes of meeting, according to one NARTB official, are to "mesh" plans of dissolved TvAB and NARTB on who should be represented and to determine unique problems of selling TV, which would set new organization apart from radio's BAB and newspaper industry's Bureau of Advertising. Indicative of speed with which NARTB is moving on project, special meeting of NARTB's TV board is being considered for latter Aug. to act on committee's recommendations. Barring unforeseen snags, it's quite possible new organization, as yet unnamed, will be operating by fall — even before actual county-by-county sets-in-use census starts. Alfred Politz Inc., N.Y. research firm, has yet to begin pre-testing for methods to be used in census.

Telecasting Notes: Even with a full TV network, even with his show watched by every TV home, an advertiser still misses 17,100,000 non-TV homes, or 37% of U. S. total of 47,560,000 homes. That's main pitch in *Memo to a Television Advertiser*, promotional booklet issued this week by NBC network radio to urge national advertisers to complement network TV with network radio for full national coverage . . . Networks may emphasize their "live" productions—but, illustrative of growth of TV film use, NBC Film Div. reports it's now providing 736 weekly half hours of local programming compared to 235 year ago; Carl Stanton, v.p. in charge, reports film library now has 30,000,000 ft., having been augmented by 10,000,000 ft. from *March of Time* . . . Employment of screen directors and asst. directors in Hollywood is at all-time high, thanks to TV; so said Screen Directors Guild pres. George Sidney in progress report marking 3rd year since his election to office. Some 78% of SDG's members are now working, as opposed to 37% three years ago . . . Endless search for TV story material is illustrated by *Film Daily* interview with Theo Frederick, head of Doubleday's TV section, who says big publishing firm's TV business is at least 10 times greater than last year . . . And the movies turn more and more to TV for ideas, *Hollywood Daily Variety* reporting big studios interested in 5 shows of the U. S. Steel and Motorola drama series on ABC-TV . . . Small or medium TV stations provide best training ground for TV writers, v.p. Fred A Niles, Kling Studios, told recent Chicago meeting of National Federation of Press Women. He called shortage of competent experienced TV writers "the most serious problem facing the producer in TV today" . . . Exhibitors raising Ned in Minneapolis because *Tribune* and *Star*, both owned by Cowles, allegedly devote more free space to TV-radio than

Network Accounts: Automobile manufacturers will be biggest single category of network sponsors this fall, having contracted for whopping \$41,850,000 in time & talent costs so far, reports July 10 *Billboard*. It notes that about \$11,700,000 of total is being spent on network TV for first time. Purchases range from one-min. partic. to multi-million-dollar color "spectaculars." Top spenders are listed as Chrysler (\$16,750,000), General Motors (\$10,400,000) and Ford (\$9,200,000). Only Kaiser-Willys among auto manufacturers isn't advertising on network TV this fall . . . Trend to shared sponsorships is noted in July 3 *Tide Magazine*, reporting 61 advertisers have found ways to share network programs and costs, up 25% from a year ago, heaviest alt.-sponsor being American Tobacco Co., sharing *Robert Montgomery Presents* and *Your Hit Parade*, in addition to full sponsorship of *Jack Benny Show* . . . Johnson's Wax to sponsor *Life With Father* on CBS-TV starting in fall, Tue. 10-10:30 p.m., thru Needham, Louis & Brorby; *Danger*, sponsored by Block Drug & Kelvinator, shifts to 9:30-10 p.m. position vacated by dropping of Electric Auto-Lite's *Suspense* . . . Philip Morris sponsors *Telltale Clue* on CBS-TV starting July 8, Thu. 10-10:30 p.m., thru Biow . . . Brillo (soap pads) buys Sammy Kaye's *So You Want to Lead a Band* on ABC-TV starting Aug. 5, Thu. 9-9:30 p.m., thru J. Walter Thompson . . . Campbell Soup Co. to sponsor *Dear Phoebe* on NBC-TV in fall, Fri. 9:30-10 p.m., thru BBDO . . . Norcross Inc. (greeting cards) buys partic. sponsorship of *Omnibus* on CBS-TV starting Oct. 17, Sun. 5-6:30 p.m., thru Abbott Kimball Co., N. Y.; other sponsors signed so far are Scott Paper Co. and Aluminum Ltd. of Canada . . . Doeskin Products Inc. (napkins) buys 15 min. Fri. segment of *Robert Q. Lewis Show* on CBS-TV starting July 26, Mon.-thru-Fri. 2-2:30 p.m., thru Grey Adv. . . Swift & Co. (Pard dog food) to drop *Kukla, Fran & Ollie* on NBC-TV in fall.

to theatres—even though latter advertise at premium rates and Cowles family has no stations in Minneapolis; theatre-men especially don't like *Star's* daily previews and recommendations of TV shows . . . Crosley's WLWD, Dayton, has made swap deal with 3 RKO theatres whereby they show a WLWD trailer after each feature film throughout day, in return for which station carries plugs for current movies . . . Sales drive has started for fall TV film debut of *Meet Corliss Archer*, for which Ziv TV reports it paid \$4,000,000 for rights; Ann Baker will play title teenager role of F. Hugh Herbert story that began as Broadway hit *Kiss and Tell*, then had radio and film runs . . . Schwerin survey, asking mothers to what extent children under 12 should be allowed to watch TV, found 55% of 764 women questioned in N. Y. area said one or 2 hours, 26% said 3-4 hours, 13% as long as they like, 3% only 3 hours, 3% "not at all" . . . Bonded TV Film Service's sales chief Don McClure reports it has already signed 35 stations for its cheaper & speedier film shipping service (Vol. 10:25) . . . Dizzy Dean signed by Wm. Grady Sr., ex-MGM casting director, and producer Wm. Grady Jr. to do series of character-type comedies for TV films . . . More rate increases: KCCC-TV, Sacramento, raises base hour from \$300 to \$400, min. \$60 to \$80; KEYT, Santa Barbara, \$300 to \$400 & \$60 to \$80; WITV, Fort Lauderdale, \$250 to \$300 & \$50 to \$60; KCBD-TV, Lubbock, Tex., \$250 to \$300 & \$30 to \$50; KDUB-TV, Lubbock, \$250 to \$300 & \$35 to \$50.

Leading ad agency executives ranked TV third, radio fourth as their source of information about Army-McCarthy hearings in *Tide Magazine* poll; they put newspapers first, news magazines second. Gallup Poll few weeks ago also placed newspapers first, radio second, TV third (Vol. 10:24).

Station Accounts: G. H. P. Cigar Co. (El Producto) signs ex-welterweight contender Chuck Davey, Michigan State graduate, for Wed. 9:45-10 p.m. *Chuck Davey's Corner* on WJBK-TV, Detroit, immediately following CBS-TV Pabst Blue Ribbon bouts; show's setting will be locker room, and Davey will comment on sports and interview fight personalities. In latter Aug., he will do nightly show, with Household Finance Corp. already signed to sponsor Tue. & Thu. segments . . . Fitzsimmons Stores Ltd., So. California chain of Thriftimart Markets, buys new *My Big Moment* on KNXT, Los Angeles, Thu. 10:30-11 p.m.; film star Richard Arlen is m.c. of live audience show in which persons describe big moments in their lives for prizes, participants being selected according to letters they write in advance . . . E. & J. Gallo Winery signs for 1300 eight-second IDs to May 29, 1955 on DuMont's WABD, N. Y., thru Carlo Vinti Adv., N. Y. . . Ford Dealers will place *Ford Theatre* on 50-60 stations in smaller markets, in addition to NBC-TV network . . . Norwegian Canners Assn. using TV spots to back up newspaper campaign this summer in 4 major markets . . . Among other advertisers reported using or preparing to use TV: Liquinet Corp., Chicago (purse-size Liquinet), thru Ruthrauff & Ryan, Chicago; Charmin Paper Mills, Green Bay, Wis. (Charmin tissues), thru Campbell-Mithun, Chicago; Telechron Dept., GE, Ashland, Mass. (electric clocks), thru N. W. Ayer, N. Y.; Altes Beer, Chicago, thru W. B. Doner & Co., Detroit.

Gold Nugget TV Net is name of regional network formed jointly by KOA-TV, Denver; KCSJ-TV, Pueblo; KRDO-TV, Colorado Springs linked by microwave. Wm. F. MacCrystall has been named sales mgr., with headquarters at 1625 California St., Denver. National reps of the stations, Petry & Avery-Knodel, will sell national time.

Color Trends & Briefs: CBS pres. Frank Stanton was peppered with great variety of questions during press conference at Danvers, Mass. color tube demonstration (see p. 1), and he responded with some interesting estimates and predictions, as follows:

(1) "Eventually, everything in TV will be in color," except only those subjects, such as historical films, which are available only in black-&-white.

(2) Networks will offer "in excess of 6 color programs weekly," starting in fall. Stanton hopes and believes networks will avoid conflicts in color schedules, so as to give dealers and viewers greatest total color programming. "We're not going to try to fight color with color," he said.

(3) Color film will certainly be carried, but: "One of the great problems in color film will be lack of product."

(4) Will color TV repeat black-&-white TV's impact on movies? "It's my horseback opinion that color won't have the same impact that black-&-white did. The movie industry is now tooled up for TV, and it can switch to color."

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Color TV's effect on trademarks, as discussed by speakers at recent annual meeting of U. S. Trade-Mark Assn. in New York: Lyndon O. Brown, Dancer-Fitzgerald-Sample—"The experimental work that has been done with packages shows that many trademarks are going to suffer greatly in color TV, and they will have to be revised specifically for this new medium. For any new trademark, effectiveness in color presentation must be a No. 1 consideration." Package Designers Council pres. Jim Nash—"On TV, good packages appear better, poor packages are ineffective. The management who may have been loath to make changes in its trademark, sees the package in all its weakness on the screen and quickly wants a change."

Network color schedules: NBC-TV—July 14 & 16, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at Mount Vernon and Lee Mansion, out of Washington; July 15, *The Marriage*, 10-10:30 p.m.; July 12-16, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m.; WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

First local color program of WTMJ-TV, Milwaukee, which has RCA camera, is scheduled for 2 p.m. July 18; its veteran *Grenadiers* troupe will use circus setting. Station's first commercial color show will be *The Layton Art Story*, 8:30 p.m. July 20, salute to Layton School of Art, sponsored by Blatz Brewing Co.

Color film footage for Oldsmobile commercials—10,000 ft. of it—was shot this week in Atlantic City by Princeton Film Center, Princeton, N. J., for use in next fall's NBC-TV "spectaculars." Film used was Eastman's newly developed 35mm color process stock.

Protest against microwave grant to J. E. Belknap & Assoc., filed by WMCT, Memphis (Vol. 10:19, 23, 26), was denied by FCC which said that "the assertion that Belknap will do a legal injury to WMCT is remote, conjectural and speculative." WMCT had claimed it has property rights which will be "pirated" by Belknap when it feeds signals to community systems in Missouri and Arkansas. Commission also noted that other Memphis station, WHBQ-TV, hasn't said it would object to having its programs microwaved to community systems. Comrs. Bartley & Hennock dissented, former saying he feared people will buy sets, then be unable to get service.

Thirty-one theatres have already signed up for the-atre-TV presentation of Metropolitan Opera opening night Nov. 8 (Vol. 10:5), reports Nathan Halpern's Theatre Network TV Inc.

EGREGIOUS omissions in our roundup on "tall tower" projects (Vol. 10:27): We inadvertently failed to mention new 1069-ft. tower of WSAZ-TV, Huntington, W. Va., on which construction has already started and which will stand 1253-ft. above average terrain, 2049-ft. above sea level. We also neglected to report 1088-ft. tower of WMCT, Memphis, up since last Dec.

And we really started something, apparently, in this column when we printed claim of WTAR-TV, Norfolk, that it had only complete standby transmitter in full working order (Vol. 10:25). Besides me-too protests from WTMJ-TV, WKY-TV & WOR-TV, duly reported (Vol. 10:26-27), we have another from Scripps-Howard Radio's chief engineer Joe Epperson, who states:

"Emergency facilities at WEWS, Cleveland, include standby aural transmitter, standby visual transmitter, standby antenna and diesel generator emergency power supply. WEWS is probably the only TV station equipped for immediate switching between antennas and/or emergency transmitters [which] may be used as auxiliary drive units at or near full power in case of drive unit failure . . ."

Gene O'Fallon, KFEL-TV, Denver, also reports complete transmitter & antenna standby; in addition to main 25-kw DuMont plant and 6-section RCA antenna, it has 500-watt RCA and 3-section antenna in constant readiness, plus coaxial switching arrangement of either transmitter's video or audio to either antenna. "Then, too, we also have the original home-made antenna which enabled us to go on the air in 1952 as the first post-freeze TV station in the nation," he adds.

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DuMont and GE plants were still shut down for vacation this week. RCA reported shipment July 6 of 10-kw transmitter to KSWM-TV, Joplin, Mo. (Ch. 12), due to begin tests July 6.

In our continuing survey of upcoming stations, these were latest reports received:

KTIV, Sioux City, Ia. (Ch. 4), with 25-kw DuMont transmitter ordered for delivery by Aug. 1, plans late Aug. test patterns, Sept. 15 programming as NBC interconnected, reports pres.-gen. mgr. Dietrich Dirks, who operates radio KCOM there. It has transmitter house nearly ready, now is building studios. It will use 633-ft. Wincharger tower with RCA antenna. Base hour rate will be \$250. Hollingbery will be rep.

WJNO-TV, Palm Beach (Ch. 5), moved to 5 Cocoanut Row from West Palm Beach, now plans "infrequent" test patterns beginning Aug. 1, programming Aug. 22, reports gen. mgr. Walter L. Dennis. RCA 10-kw transmitter is ready and 377-ft. Ideco tower is scheduled for July 26 completion, with 12-bay RCA antenna being installed shortly thereafter. It will be primary NBC. Theodore Granik (*American Forum of the Air*) owns 21%. It will be area's second outlet, WIRK-TV (Ch. 21), having started Aug. 31, 1953. Base rate will be \$175. Meeker will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), expected to have 6-bay RCA antenna installed on 460-ft. tower last week, now has set July 15 target for test patterns, writes pres. Les Biederman of Paul Bunyan Network, operator of 5 AM locals. It will use 10-kw RCA transmitter, has signed NBC affiliation. Base hour will be \$120. Hal Holman will be rep.

WKBT, La Crosse, Wis. (Ch. 8), which began test patterns last June 21, now plans Aug. 1 programming as NBC primary, also carrying CBS & DuMont, reports gen. mgr. Howard Dahl.

Ala-Fla-Ga Television Inc., last week's grantee for Ch. 9 in Dothan, Ala., hasn't ordered equipment or decided on construction plans, but hopes to get on air by next Dec., reports pres. Charles Woods. Rep not yet chosen.

WDXI-TV, Jackson, Tenn. (Ch. 7), granted change from Ch. 9 this week, hasn't set target dates, reports pres. Aaron B. Robinson, who also publishes *Corinth* (Miss.) *Corinthian* and operates radio WCMA, Corinth, and Tenn. radio stations WDXI, Jackson & WENK, Union City. With transmitter house under construction, 5-kw DuMont transmitter is scheduled for Sept. 1 delivery. It will use 600-ft. Kimco tower and 12-bay RCA antenna. Rep will be Burn-Smith.

WMBV-TV, Marinette, Wis. (Ch. 11), installing 10-kw RCA transmitter, now plans early Aug. test patterns, programming about mid-Aug., reports gen. mgr. Joseph D. Mackin. Stainless 500-ft. tower with 12-bay RCA antenna, only 26 mi. north of Green Bay, are ready. WMBV-TV will be NBC affiliate for Marinette-Green Bay area. Base rate will be \$250. George W. Clark will be rep.

WTTW, Chicago (Ch. 11, educational) hasn't a fixed target, hopes to be on air in spring of 1955. "Until we have completed staff arrangements for the station, we cannot be certain about dates," reports secy. Robert L. Foote. Sufficient money is on hand to build, but drive continues for \$1,100,000 for construction and a 2-year operating fund. WOPT, Chicago (Ch. 44), planning to use WTTW tower, can't proceed until latter builds, according to pres. Egmont Sonderling (Vol. 10:23).

SEVEN ON AIR, 24 CPs granted, 18 applications pending. That's record of educational TV in 27 months since FCC adopted its 6th and *Final Television Allocation Report* of April 14, 1952 setting up 242 channel reservations for non-commercial educational stations. Whether bouquets or brickbats are deserved, depends on where you sit. To many commercial broadcasters, the progress has been demonstrably slow; to educators, "encouraging."

National Citizens Committee for Educational TV, summarizing gains, concluded in its semi-monthly newsletter recently: "In organization, assets and political influence, the evidence is impressive." On the other side, *Broadcasting-Telecasting* editorially blasted the educational "lobby," stating: "One day the FCC must take another look at the Communications Act in relation to these socialistic reservations, pitting govt. against industry."

Though "review" of educational reservations after first 2 years was once indicated, inclination at FCC is to give the educators their head, let them show what they can do for few more years. Actually, any commercial applicant may request rule-making to change educational reservations to commercial—but fact is that most of the commercially desirable channels reserved for education in major cities have been spoken for in one form or another. Moreover, FCC has ruled in favor of educators in the only 2 cases where their allocations were challenged by commercial interests—Hearst's bid to reallocate Milwaukee's Ch. 10 from educational to commercial (Vol. 9:20, 29) and petition of WWEZ Inc., New Orleans, to shift Ch. 8 there to commercial (Vol. 9:35).

To criticism that educators are sitting on valuable commercial channels, NCCET exec. director Robert Mullen points out that in markets over 1,000,000 population, only vhf channels on which educators do not have a station or CP are in Minneapolis and Milwaukee. In markets between 500,000-1,000,000, only unclaimed vhf channels assigned to education are in Miami, Dallas & Portland, Ore.; in markets under 500,000, only unclaimed vhf are in Phoenix, Des Moines, Albuquerque & El Paso.

CP, of course, doesn't necessarily indicate station will be built. Particularly is this true of educational interests, who must frequently depend on legislatures for funds with which to build—witness New York State, where 8 CPs are idle because legislature refuses to appropriate funds.

WOSU-TV, Columbus, O. (Ch. 34, educational), expects to have building plans ready in few weeks, after which State will ask for bids. But no target will be set until contract has been awarded, reports director Robert C. Higgy. Ideco 550-ft. tower with RCA pylon antenna is ready and bids on transmitter were received June 2, but order hasn't been placed yet.

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CJBR-TV, Rimouski, Que. (Ch. 3) has 10-kw RCA transmitter ordered for July delivery, plans mid-Sept. programming, reports mgr. Andre Lecomte. Transmitter house and RCA-designed 120-ft. 4-slot wavestack antenna & tower are being built on Peak Champlain, 1100-ft. above av. terrain. It will carry CBC French language programs. Base hour will be \$200. Reps will be Adam Young (for U. S.) and H. N. Stovin & Co.

CFQC-TV, Saskatoon, Sask. (Ch. 8), which received nod from CBC to increase power from 35.8-kw to 100-kw visual and antenna from 173.8-ft. to 866-ft. above average terrain, now plans mid-Sept. test patterns and Oct. 1 programming, according to commercial mgr. G. Blair Nelson. It will use 10-kw RCA transmitter, already has RCA 2-kw. Its 650-ft. tower with RCA wavestack antenna will be built by Dominion Bridge Ltd. Base rate will be \$160. Reps will be Adam Young (for U. S.) and Radio Representatives Ltd.

These educational non-commercial stations are now on the air: KUHT, Houston (Ch. 8); KTHE, Los Angeles (Ch. 28); WKAR-TV, E. Lansing (Ch. 60); WQED, Pittsburgh (Ch. 13); KQED, San Francisco (Ch. 9); WHATV, Madison (Ch. 21); WCET, Cincinnati (Ch. 48).

NCCET lists 17 more cities where financial backing for construction and at least one year's operation is assured: WTTW, Chicago (Ch. 11); WGBH-TV, Boston (Ch. 2); KRMA-TV, Denver (Ch. 6); KETA, Oklahoma City (Ch. 13); KUOW-TV, Seattle (Ch. 9); WOSU-TV, Columbus (Ch. 34); WTLC, Champaign-Urbana, Ill. (Ch. 12); WUNC-TV, Chapel Hill, N. C. (Ch. 4); WUOM, Ann Arbor (Ch. 26); KETC, St. Louis (Ch. 9)—and applicants in Philadelphia (Ch. 35), Detroit (Ch. 56), Memphis (Ch. 10), Birmingham (Ch. 10), San Antonio (Ch. 9), Nashville (Ch. 10). Athens, Ga. is also listed, though U of Georgia has yet to apply for that community's assigned Ch. 30, as anticipated.

But future of educational TV is shrouded in doubt, whatever may be assessment of its present. Few of the stations have financing assured beyond first year of operation, which would seem to mean they'll have to be an immediate hit with viewers to convince skeptical backers they're worthy of continued support. Considering the shaky start of Houston's KUHT (Vol. 10:8), the uncertain future of Los Angeles' KTHE (Vol. 10:24), and considering the problems of uhf, this looks like a herculean task.

Whether from self-interest or otherwise, several commercial telecasters have been generous "angels" of educational station projects. It's estimated that altogether they have contributed some \$1,250,000 of equipment and facilities thus far. That includes the transmitter, tower studio and other equipment donated by Mrs. Oveta Culp Hobby's KPRC-TV, Houston, to KUHT (value: \$150,000); transmitter donated by Mrs. Scott Bullitt's KING-TV to upcoming KUOW-TV, Seattle; KPIX's \$80,000 sale of transmitter to KQED, San Francisco, as against original cost of \$250,000.

Educational TV groups also are hopeful that Ford Foundation's generosity (\$6,000,000 in TV grants so far) will continue.

Note: Treasury Undersecretary Marion Folsom is now sole chairman of NCCET, Dr. Milton Eisenhower having resigned as co-chairman due to pressures of other work.

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Trade Report
July 10, 1954

PORTEANTS & PREDICTIONS ARE CHEERING: Several midyear economic "straws in the wind" gave new encouragement to TV trade this week. By deeds and words, big manufacturers strengthened a growing belief that TV sales would continue to keep pace with output (Vol. 10:27) and that both would exceed 6,000,000 this year.

At midyear, TV production was about 2,800,000, retail sales about 2,700,000. Radio's midyear position wasn't so encouraging, statistically. Production was about 4,850,000 (vs. 7,000,000 year ago). Retail sales were about 4,000,000, compared to about 6,250,000. Figures include auto radios, which comprise about 40% of total.

RCA pres. Frank Folsom said 1954 should round out as good year for TV-radio industry. RCA had best first-quarter sales in its history and "a healthy trend was maintained" in second quarter, he said. Color would have only limited effect on TV sales this fall but would be an "important factor" starting next year, he declared.

Philco exec. v.p. James H. Carmine saw "real opportunity" for dealers to pass last year's 6,200,000 TV sales because of "the low prices and great values now being offered." He said at least 6,000,000 sets should be manufactured and sold this year even though dollar volume will be lower than year ago. When big-screen color tube is developed, he said, "a whole new vista of expansion will open up."

Motorola pres. Paul V. Galvin, at annual distributors convention, predicted sale of at least 6,000,000 TVs and 10,000,000 radios -- "one of the best years the industry has had." He said Motorola's second-quarter TV unit sales should exceed same period of 1953. Sales of all products should be second highest in Motorola's 25-year history, he declared, but made no mention of profits.

Tube makers support general optimism of set manufacturers. Two of leading CR tube manufacturers told us this week that orders on their books indicate substantial upswing in TV production this fall. One of them said his plant would go on 3-shift basis after vacations. The other wasn't sure of future work schedules.

Further illustrating bigger production plans, GE announced that about 300 workers, laid off few months ago because of "readjustment in production schedules," would return to work July 19 at Syracuse electronics plant to man new black-&-white production line. Also on labor front, Westinghouse and Local 401 of IUE-CIO reached agreement sending 1800 TV-radio workers back to jobs this week after temporary shutdown at Metuchen, N.J. plant resulting from disciplinary furloughs meted to several production workers. No details were available on terms of settlement.

Emerson also reflected the optimism of major set manufacturers, disclosing plans to spend more than \$7,000,000 next 12 months to promote its products, using all media, through Grey Adv. This comes on heels of CBS-Columbia's announced plans to promote line in 45 top areas to get bigger share of TV market (Vol. 10:26).

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Motorola's new line of 17 basic models had leaders at \$130 for 17-in. ebony metal table and \$150 for 21-in. ebony metal table (down from \$150 and \$180). But low prices, undercutting Crosley's "Super V" at \$140 and matched thus far only by Emerson's 17-in. (Vol. 10:26), are said to be "for summer only" -- clearly designed to hypo slow summer market. Price increases by fall are forecast by both Motorola and Emerson. Crosley's Leonard Cramer has also said price hikes are "contemplated".

Lines of Motorola and Hoffman, both introduced this week (see p. 12), played up furniture styling in 21-in. categories. Natural birch woods and tapered detachable legs were features of Motorola line. Hoffman's "Pacifica" series was tied in with national promotion of "Pacifica" furniture line, had black iron bases.

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Reflecting plant vacations, TV production slipped to 99,878 units week ended July 2, the final week of first 6 months by RETMA calculations. This compared with

117,840 preceding week and 104,192 week ended June 18. Production of radios totaled 152,536 (61,339 auto), compared to 149,760 week of June 25 and 199,787 week before.

Official 5-month production was 2,301,005 TVs, 4,048,904 radios, according to another RETMA report released this week. Of total, 537,052 (or 23.3%) had built-in uhf tuners. This is in addition to output of uhf converters, on which no figures are kept officially. May TV production was 396,287, of which 86,790 (22%) were uhf. In April, 25% of all sets were uhf-equipped, 21% in March, 21% in Feb., 29% in Jan. Of 5-month radio production, 1,744,160 were auto sets, 1,086,921 home sets, 701,135 portable, 516,688 clock. May radio production was 722,104 (316,519 auto).

Trade Personals: J. L. Franke promoted to chief engineer of new RCA Victor Radio and "Victrola" div., reporting to gen. mgr. James M. Toney; Alexander D. Burt named mgr. of record changer engineering, Paul R. Bennett mgr. of radio phonograph engineering. Thomas S. Weeks promoted to div. gen. plant mgr., succeeded as Bloomington TV receiver plant mgr. by George L. Leinenweber . . . Ross Siragusa, pres. of Admiral, speaks July 14 on "Admiral Corp. and the TV Industry — Present & Future" before members of Midwest Stock Exchange and Stock Brokers Associates of Chicago . . . David S. Cook promoted to Stromberg-Carlson TV-radio adv. mgr., replacing S. H. Manson, now public relations director . . . Franklin H. Drew named to new post of Westinghouse west coast service mgr., San Francisco . . . Leslie A. Johnson, mgr. of Cornell-Dubilier's new plant at Sanford, N. C., elected v.p. . . . Harold Hennig named market & sales analyst for Raytheon renewal tube sales . . . Jerome R. Meltzer promoted to head distributor sales of Radio Receptor Co.

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Distributor Notes: Emerson appoints Grossman Distributors Inc., 185 Joseph Ave., Rochester, N. Y. (Jacob Grossman, pres.); Peaslee-Gaulbert Corp., 434 E. Bay St., Jacksonville (V. H. Hussey mgr.); Tri-City Radio Supply Inc., 320 E. 4th St., Davenport, Ia. (Max Leity, pres.) . . . Bendix Radio appoints Electric Sales & Service Co., 209 Walton St. NW, Atlanta (A. I. Butts Jr., pres.); Hart Distributing Co., 413 W. Main St., Louisville (Robert N. Hart, pres.); Fordyce Electronic Distributors, 1605 8th St., Miami (R. W. Fordyce, pres.) . . . Westinghouse appoints Edgar Morris Sales Co., 712 13th St. NW, Washington, replacing Westinghouse Electric Supply Co., now concentrating on service and supply . . . GE appoints Commercial Electric Co., 1720 S. Harrison St., Ft. Wayne (Maurice Casey, sales mgr.) . . . Brown-Roberts Co. (Admiral) opens branch at Commerce & Fanning Sts., Shreveport, La. (Francis Bickham, mgr.) . . . Kenrow-Georgia Inc., Atlanta (Motorola) opens Savannah branch (Wm. Logan, mgr.) . . . G. M. Popkey Co., 1201 Howard St., San Francisco, now undergoing reorganization, relinquishes Raytheon line . . . Chemung Appliance Distributors Inc., 103 E. Woodlawn Ave., Elmira, N. Y. (Philco) appoints Gus Blanck district sales mgr. . . . Larson Distributing Co., Denver (Crosley-Bendix) appoints Robert Maxwell sales mgr. . . . Motorola-Philadelphia announces resignation of adv. mgr. Al Bloom.

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Edmund Orgill, pres. of Orgill Brothers Co., Admiral distributor in Memphis-Little Rock-Jackson area, awarded honorary degree of Doctor of Comparative Law by U of the South, Sewanee, Tenn., and cited for helping create and endow the Wm. L. Clayton Center for International Economic Affairs at the Fletcher School of Law & Diplomacy, Medford, Mass.

Lt. Gen. Albert C. Wedemeyer, USA ret., has resigned as Avco v.p. & director to become v.p. & director of Rheem Mfg. Co., Sept. 1.

Next TV Factbook—Pre-Print Orders

FALL 1954 edition of our *TV Factbook*, which has become a sort of "World Almanac" of the entire TV-radio industry, will be off the presses week of July 20—the 19th semi-annual volume containing basic data on all U. S. and Canadian stations & networks (including digests of rate cards), lists of TV stations throughout the world, complete tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The *Factbook's* new features include color rules & regulations, latest sets-in-use count, directories of phonograph & record manufacturers, tables showing top advertiser expenditures in TV, radio & other major media. Other reference departments are brought up to date—such as the directories of stations, national sales representatives, advertising agencies, program producers & syndicators, set & tube manufacturers, the FCC, TV-radio attorneys, engineers & consultants, laboratories, etc. Also updated are the various statistical references relating to TV & radio time sales, set & tube production, shipments, inventories, financial status of major electronic manufacturers, etc. There are other features, too, including a revised copy of our 43x29-in. Map of TV Cities and interconnections, in color, suitable for mounting. One copy of the semi-annual *Factbook* goes to each of our full-service subscribers. Extra copies, if pre-print orders for 20 or more are placed by July 17, cost \$1.50 each; single copies, \$4.00.

First statistics on monthly production and sales of phonographs will come from RETMA in fall, if its plans materialize—and there's every indication they will. This will be particularly welcome news to National Assn. of Music Merchants, holding annual convention July 12-15 in Chicago's Palmer House with some 60 manufacturers exhibiting TVs, radios, phonos, high fidelity equipment, tape recorders, needles, accessories. RETMA has begun canvass of non-members in hope of getting widest possible participation in furnishing statistics, a preliminary step authorized by recent RETMA convention. (Note: Our next semi-annual *TV Factbook*, due in latter July, will carry lists of leading phonograph & record manufacturers, compiled from industry sources.)

Mrs. Leslie F. Muter, wife of pres. of Muter Co. & RETMA treas., and grandmother of 14-month-old boy, piloted single-engine Navion Super 260 from Long Beach, Cal. to Knoxville this week as one of 95 contestants in 8th annual "powder puff derby" for licensed women pilots. She competed for 3rd straight year and finished 35th under rules by which contestant is judged by speed in relation to plane capacity.

Emerson Radio claims its 222-ft. sign, covering entire right field fence of San Francisco Seals stadium in letters 6 ft. high, is largest painted billboard in world.

Topics & Trends of TV Trade: Motorola's new line, in addition to \$895-\$995 color sets (p. 1), comprises 17 basic models starting with a 17-in. table model at \$130. Leading 21-in. series is \$150 table model, with step-ups to a 21-in. consolette at \$370 and 24-in. consoles at \$350 to \$410. Both leaders are expected to be raised substantially by fall, however. All models except leaders have aluminized picture tubes and tinted safety glass.

New feature in most models is "amplified automatic gain control," which automatically compensates for variations in signal strength resulting from distance from transmitter, interference or channel switching. Full line:

Table Models: 17-in. ebony metal \$130, metal "sand" \$140, mahogany finish \$150; 21-in. ebony metal \$150; metal "sand" \$160, mahogany finish \$170; 21-in. mahogany finish \$200, blonde \$210; 21-in. mahogany finish \$230, blonde \$240.

Consoles: 21-in. mahogany finish \$200, blonde \$210; 21-in. mahogany \$250, blonde \$260; 21-in. mahogany \$280, blonde \$290; 21-in. mahogany \$330, blonde \$340; 24-in. mahogany \$350, blonde \$360; 24-in. mahogany \$400, blonde \$410.

Consolettes: 21-in. mahogany with tapered legs \$300, blonde \$310; 21-in. natural birch on wrought-iron stand \$350; 21-in. mahogany on swivel base \$330, blonde \$340; 21-in. contemporary birch with sliding front panel \$370.

Motorola also made first start in high-fidelity radio-phono field with introduction of "Masterpiece" in 2 models—a table model in mahogany or blonde, with 2 matched speakers, at \$180; and a console, also in mahogany or blonde, claiming 30-15,000 cycles per second range, at \$200. Also introduced was a green and white leatherette 3-speed portable phonograph at \$80. A table model plastic radio-phonograph at \$100 was carried over.

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Picture tube sales in first 5 months totaled 3,275,301 units, valued at \$69,052,136, down from 3,633,288 at \$84,464,685 sold in first 5 months of 1953, reports RETMA. Some 77% were 19-in. and larger. In May alone, 584,782 picture tubes worth \$12,062,269 were sold, compared to 727,655 at \$14,994,779 in April and 579,332 at \$12,124,090 in May 1953. Receiving tube sales in first 5 months totaled 134,677,745 worth \$99,025,891, down from 187,913,848 at \$111,382,370 in first 5 months year ago. May sales were 28,650,825 at \$20,465,451, compared to 29,640,942 at \$21,697,489 in April and 35,267,762 at \$25,093,037 in May 1953. [Note: Our fall *TV Factbook No. 19*, due in latter July, tabulates picture tube sales by years, 1947-53, and receiving tube sales 1949-53 (plus 5 months of 1954 in both categories), with breakdowns for initial equipment, renewal, export & govt. sales.]

TV's diminishing importance to dept. store sales is reflected in annual survey by National Retail Dry Goods Assn. reporting 19% decline in dollar volume of 1953 TV set sales below 1952—even while William R. Gard, exec. secy. of National Assn. of Music Merchants, noted increase over year ago in number of music merchants carrying TV. NRDGA survey covered 469 dept. stores, each grossing over \$4,000,000 annually. Despite dollar volume decline, number of individual TV transactions remained about same as in 1952 and inventories declined 8%, continuing trend of 1952, when they declined 42% from 1951. Combined TV-radio-phonos-records category declined 8% in dollar volume from 1952, compared to decline of 14% between 1952 & 1951.

Hoffman Radio Corp. has appointed Anderson-McConnell Adv. Agency, Los Angeles, following resignation of Foote, Cone & Belding.

Philco International starts refrigerator production at new TV-radio plant in Chigwell, Essex, England.

HOFFMAN RADIO'S new line, introduced to distributors this week at Pasadena convention, comprises 16 basic models ranging from 17-in. table model at \$160 to 21-in. combination at \$595. All models have wood cabinets. All consoles have casters, and matching bases for table models are optional. Four basic models are in de luxe-styled "Pacifica" series.

Two new chassis—a de luxe and super de luxe series—were presented. Selling points include "Soundarama," newly-developed high-fidelity system for TV, an advancement of Hoffman's "Trio-Phonic" system, featuring 3 speakers and 10-watt audio output and is said to reproduce sound from 20 to 15,000 cycles. Optional all-channel tuners on all models are average 10% extra. Full line:

Table Models: 17-in. mahogany \$160, blonde \$170, cherry \$180; 17-in. mahogany \$180, blonde \$190, cherry \$200; 21-in. mahogany \$190, blonde \$200, cherry \$210; 21-in. mahogany \$200, blonde \$210, cherry \$220; 21-in. mahogany \$230, blonde \$240, cherry \$250; 21-in. mahogany \$250, blonde \$260, cherry \$270; 21-in. mahogany \$280; 21-in. toast \$290; 21-in. light cherry \$290.

Consoles: 21-in. mahogany \$300, blonde \$310, cherry \$320; 21-in. mahogany \$340, blonde \$350, cherry \$360; 21-in. mahogany \$375, blonde \$385, cherry \$395; 21-in. mahogany \$395, blonde \$405, cherry \$415; 21-in. mahogany \$425, blonde \$435, cherry \$445; 24-in. mahogany or cherry \$425; 24-in. limed oak or cherry \$485; 27-in. mahogany \$495, blonde \$505, cherry \$515.

Combination: 21-in. mahogany \$595, blonde \$605, cherry \$615.

Also introduced was "Nugget," portable radio at \$35 in black, sand, red, gray and green; mahogany table radio at \$50, blonde & cherry \$53; plastic table at \$30 & \$33; clock radio at \$40 & \$43.

TV set sales by Canadian factories totaled 158,890 at average price of \$362 in first 5 months of 1954, when production was 179,172, reports Canadian RTMA. Projected production estimate is 97,890 more sets in next 3 months. Inventory at end of May was 89,115, compared to 83,822 at end of April. Quebec led in sales with 55,207; Toronto second, 35,801; British Columbia, 15,961; other Ontario, 14,993; Ottawa & eastern Ontario, 11,255; Hamilton-Niagara, 9152; Windsor, 5883; Maritime Provinces, 5340; Prairies, 5298. In May alone, sales were 21,623, production 26,916.

Bill to remove excise tax from TVs, radios, phonos and parts (HR-9742) was introduced this week by Rep. Simpson (R-Pa.) and referred to House Ways & Means Committee. Also introduced this week, by Sen. Dirksen (R-Ill.), was bill to exempt from excise tax TV tubes "sold for use in the manufacture or production of nontaxable component parts of TV sets or for export" (S-3721). Referred to Finance Committee, it's similar to HR-9351, introduced in House by Rep. Sheehan (R-Ill.).

Radio Moscow, announcing TV set production will go up from present 300,000 rate to 700,000 next year (about 5-week U. S. turnout), also reports Soviet color TV experiments will start soon. No claim this time that Russians invented it.

DuMont tube div. sets up west coast sales & service depot temporarily at 1235 E. Olympic Blvd., Los Angeles, pending completion of permanent building at 2456 Yates Ave. George J. Jollie is in charge.

CBS-Columbia got order for the 250 receivers (17-in.) installed in as many rooms of Knott Hotels' New Weston Hotel in N. Y. this week; central antenna system is handled by WABF Inc. (Ira Hirschmann).

Stromberg-Carlson is now listed on N. Y. Stock Exchange, its ticker tape symbol "SCA."

Financial & Trade Notes: If you want a handy thumbnail "financial dossier" on each of the 62 top TV-electronics manufacturers of the U. S., we will have it for you in the forthcoming edition of our semi-annual *TV Factbook* (No. 19), due off the presses in a few weeks. Data on the major manufacturers show their sales, pre-tax earnings, net per share, dividends, total assets, price range for each year from 1950 through first quarter 1954—as compiled for us by Edgar N. Greenebaum Jr., Chicago financial consultant formerly associated with Television-Electronics Fund. The tables show capitalization of each company, including debt and shares outstanding; indicate market on which traded; show bid prices as of June 14, 1954. Factbook will also contain directories of U. S. & Canadian TV set & tube, phonograph & record player, record and transmitting equipment manufacturers, as well as trade associations, etc. The *Factbook* goes to each of our full-service subscribers; extra copies, \$4 each.

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While stockholders in American corporations generally were more numerous in 1953 than in 1952, the electrical equipment category in *Forbes Magazine's* latest survey (reported July 1) showed varying figures. Among companies with 100,000 or more stockholders, RCA had 177,199 in 1953 compared to 181,605 in 1952, down 2.4% as against plus-2.5% average for 607 corporations as a whole. AT&T leads them all, with 1,265,461 stockholders last year, up 3.7%; GE 246,467, down 1.7%; Westinghouse 111,424, up 2.6%; Avco 65,534, up 1.1%; Sylvania 287,270, up 27.6%; Philco 17,478, up 9.6%; Admiral 5546, down 9.6%; Raytheon 8433, up 3%; Motorola 4606, up 4.4%; General Precision Equipment 5227, up 27.9%; DuMont 13,994, down 7%.

Thompson Products Inc., Cleveland, already heavily in electronics through recent acquisition of Bell Sound Systems and Dage Electronics, announces formation of Pacific Semiconductors Inc., Los Angeles, in which Thompson will have 60% interest. New firm will manufacture transistors and diodes, and will be headed by Harper Q. North as wholly owned subsidiary of Ramo-Wooldridge Corp., Los Angeles electronics research firm affiliated with Thompson Products.

American Electronics Inc., maker of high-frequency drive motors and related products used in electronics and aircraft industries, this week offered 160,000 shares of common at \$4 thru Van Alstyne, Noel & Co. and Crowell, Wedon & Co. Certain stockholders are selling 60,000 shares and 100,000 are new shares being issued to finance repayment of bank loans.

Edward R. Murrow adds annual Freedom Award of Freedom House to his long list of honors this week, plaque being inscribed: "Free men were heartened by his courage in exposing those who would divide us by exploiting our fears." Previous winners: President Eisenhower, Bernard Baruch, Gen. Marshall, Sen. Vandenberg, Gen. Clay, Dean Acheson, Paul Hoffman, Dr. James Conant, Gen. Ridgeway.

Richard C. Patterson Jr., onetime NBC exec. v.p., during Truman Administration Ambassador to Yugoslavia & Guatemala and Minister to Switzerland, sworn in this week as Commissioner of N. Y. Dept. of Commerce & Public Events, making him official city greeter—successor to Grover Whalen.

Dr. Saul Dushman, 71, electronics research pioneer known for the Dushman equation for determining the relationship between the temperature of a filament and its emission of electrons, died July 7 at his home in Scotia, N. Y. He was asst. director of GE research lab in Schenectady from 1928 until retirement in 1948.

Realignment in high Signal Corps posts, announced by Chief Signal Officer Maj. Gen. George I. Back: Brig. Gen. Wesley T. Guest, commandant of Ft. Monmouth Army Signal School becomes Chief Signal Officer of European Command, succeeding Brig. Gen. Edward R. Petzing, who returns to Office of Chief Signal Officer, Washington. Col. Albert F. Cassevant, asst. chief of procurement & distribution div., Office of Chief Signal Officer, becomes Signal Officer for Army Forces, Far East, succeeding Brig. Gen. Elton F. Hammond, who returns to Washington. Brig. Gen. Victor A. Conrad, chief of procurement & distribution div., Office of Chief Signal Officer, succeeds Gen. Guest as commandant of Army Signal School.

Portable radio which can be used as marine direction finder is now being marketed by Raytheon. Set weighing 13 lbs., including batteries, gets standard broadcast stations, as well as "marine" and "beacon" bands. Flat, knob-like antenna on top may be rotated until it points directly at AM radio stations or lightships and danger points marked by govt. beacons. According to Raytheon, set owner may listen to his favorite radio programs, obtain latest weather information on marine frequencies and use set to "make extremely accurate 'fixes'" using commercial radio stations or govt. beacons. Three-band Receiver is priced at \$149.50; broadcast & marine 2-band model \$99.95.

Radar control for traffic lights is in experimental use in Norwalk, Conn., and the manufacturer Eastern Industries Inc., New Haven, plans to go into full-scale production of the intersection-control device. Here's how system works: Small transmitter, receiver and antenna are mounted atop pole at intersection. Aimed at each of the intersecting streets is a microwave beam, which is reflected by passing cars. Unit controls traffic lights to meet actual conditions at the intersection, giving priority to street with heaviest traffic.

Walter H. McDonald, head of public & industry relations section, Signal Corps Office of Technical Liaison, named chief of Office of Technical Liaison, replacing Bruce Quisenberry, now asst. director of publicity, Automatic Electric Co., Chicago.

"Smellovision" has been subject of many a gag, but here come the Swiss with a device called "Scentovision" for theatres, whereby perfumes, coffee smells or such-like can be wafted through the theatre to coincide with appropriate scenes.

Common salt shaker was used to sabotage 1000 capacitors manufactured for Navy radar sets by Hopkins Engineering Co., Pasadena, Cal. Salt had been sprinkled in 2 cartons of capacitors, rendering them inoperative, company officials said, and salt shaker was found on scene.

RCA reports new life record for one of its 8D21 TV transmitter tubes which was retired after 15,646 hours at full-power operation in sound portion of TT-5A transmitter at KRON-TV, San Francisco—having been used since Sept. 12, 1951.

Some 360,000 lbs. of phosphors, worth \$4,700,000, are used annually by picture tube makers, reports *Electronics Magazine*. Each 21-in. tube uses about 8½ grams, some 32¢ worth. Ten companies make the phosphors, led by duPont, Sylvania and U. S. Radium Corp.

DuMont now offering radio equipment covering complete range of emergency service and commercial mobile 2-way radio, with introduction this week of 3rd mobile system covering 144-174 mc band.

Twelve scholarships have been presented by West Coast Electronics Mfrs. Assn. to 11 Western colleges and universities, for use by students entering electronic engineering field.

Pest-Freeze

Stations That Have Gone Off Air

As of July 10, 1954

(Does not include stations that quit temporarily but resumed)

KOY-TV, Phoenix, Ariz. (Ch. 10)—KOY Bctsg. Co. Began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently when FCC approved merger with KOOL-TV May 5, 1954 (see *Television Digest*, Vol. 10:19).

KRTV, Little Rock, Ark. (Ch. 17)—Little Rock Telecasters Inc. Began operation April 5, 1953, but quit air permanently March 31, 1954 (see *Television Digest*, Vol. 10:13).

KDZA-TV, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. Began operation March 16, 1953, but quit air on April 21, 1954, reverting to CP status (see *Television Digest*, Vol. 10:20). CP expires Sept. 1, 1954.

KFXD-TV, Nampa, Ida. (Ch. 6)—Frank E. Hurt & Sons Inc. Began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status; sold to Idaho Bctsg. & Television Co. Jan 27, 1954, and call letters changed to KTVI (see *Television Digest*, Vol. 9:34 & 10:15). CP expires Nov. 11, 1954.

WRAY-TV, Princeton, Ind. (Ch. 52)—Southern Indiana Tele-Casting Inc. Began operation Dec. 6, 1953, but quits air July 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:28). CP expires Sept. 11, 1954.

WKLO-TV, Louisville, Ky. (Ch. 21)—Mid-America Bctsg. Corp. Began operation Sept. 7, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:17). Has requested extension of CP which expires Aug. 1, 1954.

KFAZ, Monroe, La. (Ch. 43)—Delta Television Inc. Began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status pending FCC action on petition to allocate Ch. 13 to Monroe, La. (see *Television Digest*, Vol. 10:19). CP expires Dec. 1, 1954.

WBKZ-TV, Battle Creek, Mich. (Ch. 64)—Booth Radio & Television Stations, Inc. Began operation May 15, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for Ch. 10 in Parma, Mich. (see *Television Digest*, Vol. 10:17, 18, 21). Has requested extension of CP which expired June 13, 1954.

WTAC-TV, Flint, Mich. (Ch. 16)—Trendle-Campbell Bctsg. Corp. Began operation Oct. 28, 1953, but quit air April 20, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires Aug. 8, 1954.

WFTV, Duluth, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota. Began May 31, 1953, but has asked FCC for permission to quit air and revert to CP status (see *Television Digest*, Vol. 10:28). CP expires Dec. 13, 1954.

KACY, St. Louis (Festus), Mo. (Ch. 14)—Ozark Television Corp. Began operation Oct. 31, 1953, but quit air April 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:15). CP expires July 30, 1954.

KMBC-TV, Kansas City, Mo. (Ch. 9)—Midland Bctsg. Co. Began operation Aug. 1, 1953, sharing time with **WHB-TV**, but quit air permanently when FCC approved merger with WHB-TV June 9, 1954; WHB-TV changed name to KMBC Bctsg. Co. and retains KMBC-TV call letters for full-time operation (see *Television Digest*, Vol. 10:17, 24).

KCTY, Kansas City, Mo. (Ch. 25)—Allen B. DuMont Laboratories Inc. Began operation June 6, 1953, owned by Empire Coil Co.; on Jan. 1, 1954, was sold to DuMont; on March 1, 1954, quit air permanently (see *Television Digest*, Vol. 10:1, 7).

KFOR-TV, Lincoln, Neb. (Ch. 10)—Cornbelt Bctsg. Corp. Began operation May 25, 1953, sold to Fetzer Bctsg. Co. Feb. 1954; went off air permanently March 13, 1954. **KOLN-TV** (under same ownership) switching from Ch. 12 to 10. (For details, see *Television Digest*, Vol. 10:9, 11.)

WFPG-TV, Atlantic City, N.J. (Ch. 46)—Neptune Bctsg. Corp. Began operation Dec. 21, 1952, but quit air May 17, 1954, reverting to CP status (see *Television Digest*, Vol. 10:19). CP expires Dec. 21, 1954.

WBES-TV, Buffalo, N.Y. (Ch. 59)—WBES-TV Inc. Began operation Sept. 5, 1953, but quit air permanently Dec. 18, 1953 (see *Television Digest*, Vol. 9:50).

WECT, Elmira, N.Y. (Ch. 18)—El-Cor Television Inc. Began operation Sept. 30, 1953, but quit air May 26, 1954, reverting to CP status (see *Television Digest*, Vol. 10:22). CP expires Oct. 25, 1954.

WIFE, Dayton, O. (Ch. 22)—Skyline Bctsg. Corp. Began operation Oct. 3, 1953, but quit air March 13, 1954, reverting to CP status (see *Television Digest*, Vol. 10:11). CP expires Aug. 4, 1954.

WKJF-TV, Pittsburgh, Pa. (Ch. 53)—Agnes J. Reeves Greer. Began operation July 14, 1953, but quit air July 2, 1954, reverting to CP status (see *Television Digest*, Vol. 10:26). CP expires Sept. 1, 1954.

KNUZ-TV, Houston, Tex. (Ch. 39)—KNUZ Television Co. Began operation Oct. 10, 1953, but quit air June 25, 1954, reverting to CP status (see *Television Digest*, Vol. 10:27). CP expires Dec. 29, 1954.

WCII-TV, Newport News-Norfolk, Va. (Ch. 33)—Eastern Bctsg. Corp. Began operation Oct. 6, 1953, but quit air March 26, 1954, reverting to CP status (see *Television Digest*, Vol. 10:14). Holds CP without expiration date inasmuch as it compiled with FCC requirements concerning program tests.

WROV-TV, Roanoke, Va. (Ch. 27)—Radio Roanoke Inc. Began operation Feb. 15, 1953, but quit air permanently July 18, 1953 (see *Television Digest*, Vol. 9:29).

WOSH-TV, Oshkosh, Wis. (Ch. 48)—Oshkosh Bctsg. Co. Began operation June 27, 1953, but quit air permanently March 22, 1954 (see *Television Digest*, Vol. 10:12).

XELD-TV, Matamoros, Mexico (opposite Brownsville, Tex.)—(Ch. 7)—Televisión de Matamoros, S.A. Began operation Sept. 4, 1951, but quit air permanently April 18, 1954 (see *Television Digest*, Vol. 10:18).

Carl Haymond's KMO-TV, Tacoma, Wash. (Ch. 13), was sold this week for \$300,000 to J. Elroy McCaw, also a veteran broadcaster, who recently sold his 20.36% interest in Denver's KLZ-TV & KLZ in deal whereby Time Inc. acquired those properties for \$3,533,760. Mr. McCaw does not take over radio KMO, which Haymond retains, plans to run the TV station as a local. Originally, KMO-TV had NBC but lost it when KOMO-TV took the air, Tacoma's KTNT-TV having CBS-TV and Seattle's KING-TV having ABC-TV (Vol. 10:15). Thereupon Haymond made deal to sell both TV and radio stations to Jessica Longston group, operating radio KAYO, Seattle, for \$350,000—but this was dropped when FCC indicated hearing would be necessary due to overlap of KAYO & KMO (Vol. 10:21). Blackburn-Hamilton handled deal with McCaw, who also owns 25% of TV station KONA, Honolulu, operates 50-kw independent radio WINS, New York, and has interests in various other radio stations.

Pre-freeze WNBF-TV, Binghampton, N. Y. (Ch. 12) with radio WNBF, earned \$87,412 net profit after Federal taxes in 1952, \$70,572 in 1953 and \$75,398 up to April 30, 1954, according to statement filed with FCC this week with application for changed facilities (see *TV Addenda ZZ*). Owned chiefly by adman John C. Clark, founder, its April 30 balance sheet showed total assets of \$1,090,836, of which \$482,238 were fixed, \$583,034 current, \$25,563 deferred. Earned surplus at Dec. 31, 1953 was \$408,655; at April 30 it was \$484,054. Total net worth was given as \$844,054.

Brownen Industries, 75% owner, has acquired the 20% interests of gen. mgr. Knox LaRue and 5% of L. F. Chenault in KTVU, Stockton, Cal. (Ch. 36), which they founded last Dec. David M. Greene, operations mgr., succeeds LaRue as gen. mgr., latter devoting his time to his radio stations KSTN, Stockton; KMOR, Oroville; KONG, Visalia. Chenault is mgr. of radio KYNO, Fresno. Brownen Industries (Warren Brown Jr., pres.) also publishes *Fontana Herald News* and *LeMesa Scout*.

Philippines' second TV station and a TV set & picture tube plant are planned in Manila by Robert Stewart, pres. of radio DZBB and Stewart Electronics Laboratories Inc. New station DZBB-TV will have ERP of 30-kw, with 500-ft. tower, and use booster station in Cebu for added coverage, Stewart said. TV plant is to employ 250, with annual output of at least 15,600 sets and 36,500 tubes. Manila's first station, DZAQ-TV, went on air in Sept. 1953.

"High incidence" of wage-hour law violations by TV & radio stations has been revealed by recent inspections, Virginia Assn. of Broadcasters was warned this week by Charles H. Tower, mgr. of NARTB employee-employer relations dept. He urged broadcasters to enlist NARTB help in getting official interpretations of wage-hour law provisions.

New TV application for Visalia, Cal., Ch. 43, was filed this week by former movie producer Irvin V. Willat, making total of 213 pending FCC action (26 uhf). [For further details see *TV Addenda 18-ZZ* herewith; for complete details of all grants, applications, dismissals, hearings, etc., see *TV Factbook No. 18*, with Addenda to date.]

KVAR are new call letters assigned by FCC to old KTYL-TV, Phoenix-Mesa, Ariz., effective July 1; sale to new owners, KTAR Broadcasting Co., was recently approved by Commission (Vol. 10:18, 25).

Power increases: KLZ-TV, Denver (Ch. 7) from 10-kw to 50-kw transmitter power, July 5; WCAU-TV, Philadelphia (Ch. 10) from 27.3-kw to 316-kw ERP, July 7.

Next interconnections scheduled by AT&T: KWK-TV, St. Louis, July 10; WTHI-TV, Terre Haute, Ind. & WABI-TV, Bangor, Maine, July 15.

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

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RCA PITS 21-IN. COLOR TUBE AGAINST 19-IN.: RCA's answer to CBS's 19-in. color tube (Vol. 10:28) is one using same principle, also used by DuMont (Vol. 10:18) -- curved-mask and phosphors-on-face -- but larger and lighter. It's 21-in. round and metal-coned (CBS's is glass) and weighs 25% less than CBS's 31 lbs. It offers 250-sq. in. vs. CBS's 205-sq. in., will cost set makers \$175, as does CBS's.

RCA's announcement said tube will be demonstrated Sept. 15, but gave no word on production rate or availability to customers. With Admiral planning to use the tube and saying that 21-in. color sets will be "a reality by Christmas", it's presumed that regular production is due during latter part of year.

Fight is not only between RCA and CBS but between those set makers who plan to use their respective tubes. Motorola has said it plans to make 25,000 color sets this year, using CBS tube, selling sets for \$895 & \$995. Westinghouse is taking some CBS tubes, doesn't say how many. Admiral reports that its 21-in. will sell for a "price less than today's 19-in." -- thus aiming to put damper on any distributor-dealer-consumer enthusiasm for 19-in.

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Relatively few technical details were given out by RCA. In addition to reporting size and weight, RCA gave these aspects:

(1) Length: "The new RCA electron gun makes it possible to produce color tubes of shorter length than heretofore."

(2) Color purity characteristics: "The RCA new and improved shadow mask and mounting system produces an improved color picture and a markedly improved picture on black-&-white signals."

(3) Contrast: Improvement is made possible by use of "a filter-glass faceplate plus the new gun and shadow mask assembly which allow the tube to be driven harder than was previously possible."

(4) Room glare: Use of frosted faceplate "eliminates glare from reflection in the picture caused by room lights and windows."

Explaining use of curved mask, W.W. Watts, RCA exec. v.p., electronic products, said: "In the course of its development, RCA -- the creator of the shadow-mask color tube -- has experimented with many different types of masks, including curved masks. But up to now the basic problem in the use of the curved mask has been the color impurities it caused around the edges of the picture. The new RCA invention and development overcome this basic deficiency. They enable the full utilization of the faceplate area and establish a new high in color performance."

"A new color TV receiver chassis having greatly simplified circuitry" will also be demonstrated Sept. 15, Watts said, adding: "This substantially reduces the number of tubes and components required in the color set and results in significant reduction of costs." Specific number of tubes and receiver price weren't indicated. It's believed that metal cones are being made by United Specialties Co., Chicago.

Admiral pres. Ross Siragusa disclosed his 21-in. plans during July 14 talk to Stock Brokers' Associates of Chicago. He predicted a "luxury market" for the set this winter, but said it would be 2-3 years before large-screen receivers will be available at \$500. He added that in meantime "small screen sets may be offered for as low as \$500." He didn't expect more than trickle of big-screen sets until 1955.

Other tube and set makers aren't saying which way they'll jump. GE's color sales mgr. Joseph F. Effinger is reported saying GE will offer a 19-in. set at less than \$1000. Zenith this week showed distributors an experimental 21-in. rectangular tube made by subsidiary Rauland, emphasized it isn't ready for market. No other major manufacturer adds anything to clarify situation.

RCA's adoption of curved-mask phosphors-on-face principle employed by CBS and DuMont undoubtedly presages marathon patent litigation -- because they all claim tube incorporates their inventions.

The in-fighting thus becomes fiercer. Some awfully expensive gambles are being taken. NBC and CBS fall-winter color program schedules should whet public's appetite for sets -- but what size at what price, and just when? Previous programs, price and picture size didn't do the job.

Everyone is sure that some combination will click, but they wonder how many more millions must be fed the color machine before someone hits the jackpot.

'THEORY OF AM SURVIVAL'-ANOTHER ANGLE: Our recent discourses on possible "chain reactions" on smaller radio station operations to the forthcoming TV-induced network radio rate reductions (Vol. 10:25-26) evokes comment from another able small-station operator -- Joseph L. Brechner, gen. mgr. of WGAY, Silver Spring, Md., who incidentally also heads radio WLOF, a TV applicant for Ch. 9 in Orlando, Fla.

He thinks our approach was "negative", accuses us (quite erroneously) of pointing only to "radio failures" while calling TV's reversals "financial reorganizations". Our record of never purposefully talking-down radio, any more than one would talk down his parents, is quite clear -- but be that as it may, the Brechner viewpoint is quite pertinent to the discussion and has an angle worth pondering:

"Basically, as I see it," writes the lad who in the Saturday Evening Post of Jan. 25, 1947 told a fascinating story of how a pair of ex-GIs launched a community station in a Washington suburb, "the problems you are exploring -- or should be -- are not radio vs. TV but broadcasting vs. economic conditions."

"I think smaller and independent stations in both radio or TV face less difficulties than larger operations. In the last analysis, the smaller stations can reduce overhead and luxury expenses more easily than larger operations. They are also burdened with less 'unproductive administrative' personnel. They are less vulnerable to featherbedding restrictions. Local, privately-owned-&-operated radio, because of the possibility of absolute efficiency, has the greatest chance, not only of 'survival', as you see it, but of profitable income and return to its owner-operators, as I see it."

ONE NEW STARTER, 2 QUIT; CANADA'S 12th: Another vhf station in North Dakota, 2 more vhf going off the air, brought U.S. score to 389 now in operation (123 of them uhf) as Canada's latest started in Quebec City. Sole CP was Ch. 56 grant to Detroit Educational TV Foundation. Week's new stations:

KXJB-TV, Valley City, N.D. (Ch. 4) put on first test patterns July 12 in rich farm and oil area centering in Fargo, where WDAY-TV (Ch. 6) has been operating since May 1953. Valley City is 40 mi. from Fargo, and owner John Boler is claiming that market, reporting "strong signal 125 to 190 mi." and even Aberdeen, S.D. dealers getting "excellent pictures." It's Boler's second outlet in state; he started KCJB-TV, Minot, about 190 mi. distant, last April. KXJB-TV uses 5-kw DuMont transmitter with 6-bay RCA antenna on 1085-ft. tower, "tallest in upper midwest," located 20 mi. north of Valley City. Wm. L. Hurley is sales mgr.; Robert Ridgeway, chief engineer. Base rate is \$200, or \$300 in combination with KCJB-TV. Rep is Weed.

CFCM-TV, Quebec City, Que. (Ch. 4) began test patterns July 13, held official opening July 17, becoming Dominion's 12th TV outlet, 6th privately owned. It uses

500-watt DuMont transmitter with 400-ft. tower, is owned jointly by Famous Players Canadian Corp. and radio stations CHRC, CJQC, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. Claude Garneau is gen. mgr.; E.W. Miller, technical director. Bate rate is \$200, reps are Weed (U.S.) & Hardy (Canada).

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Leaving the air this week were KBID-TV, Fresno, Cal. (Ch. 53), operating since last Feb. 8, and WCHA-TV, Chambersburg, Pa. (Ch. 46), since last Sept. 3. In posting suspension order July 15, KBID-TV owner John Poole attributed it to inability to get network affiliation. Fresno area's other 2 uhf -- KMJ-TV (NBC & CBS) and KJEQ-TV (ABC & CBS) -- are both reputed to be doing well, both intense enthusiasts for uhf. The Chambersburg station quits July 18, having asked FCC permission to remain silent 120 days. Chief owner John S. Booth, whose Elmira uhf WTVE is "doing quite well" and is staying on the air, said he still thinks "there is nothing wrong with uhf... we went into uhf with our eyes open." He attributed Chambersburg failure to the unavailability of good network shows and fact that vhf signals penetrate his area from Washington's 4 stations, Baltimore's 3, and stations in Lancaster, Altoona, Johnstown. Thus 23 stations have quit to date, 20 of them uhf (for full list, see Vol. 10:28).

NEWSPAPER OWNERSHIP—THE FCC ATTITUDE: Publishers in TV, or hoping to get into TV, again seem to have qualms about FCC's attitude toward newspaper ownership -- but the record would tend to show that they have less reason to worry than they ever had. A study of ownership indicates little prejudice, for today something like 125 (out of 389) operating stations are owned in whole or part by newspaper companies or newspaper interests, according to the forthcoming TV Factbook No. 19. Just a year ago, it was 64 out of 198 (31%). And these do not include ownership by the big magazine publishing houses like Meredith (4 stations), Time Inc. (3).

Talk of discrimination against newspapers, oft-heard during the Roosevelt Administration, when there actually was an abortive "investigation" that had practical effect of freezing newspaper interests out of getting radio facilities for about 3 years, seems to be cropping up anew lately as the Commission approaches final decisions on several key hearings involving newspaper interests.

At the upper FCC echelon, it would appear that there's no real cause for concern -- albeit some publishers understandably are uneasy about FCC Broadcast Bureau's avowed attitude and Comr. Hennock's occasional outbursts on the subject. But fact is that when Congress was considering amendments to the Communications Act several years ago, it came close to forbidding the Commission specifically from discriminating against newspapers and other news media. But it dropped proposed amendment when it got assurances from Commission that newspapers wouldn't be handicapped.

The commissioners mean it -- though FCC has yet to come up with any post-freeze TV decisions involving newspaper vs. non-newspaper applicants.

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There are plenty of initial decisions awaiting final FCC action, however, in which examiners had something to say on "diversification of control of mass communications media." Examiners' views vary all over the map, but in none of their decisions have they held newspaper ownership to be sole fatal defect.

Facts entering into final FCC decisions are so numerous, so complex, often so intangible that newspaper ownership is just one of many aspects of an application.

Broadcast Bureau's attitude is simply that channels are scarce, so should be parceled out "one to a customer" as long as there are plenty of qualified customers. Then, it goes a step further and says a newspaper already has a "voice", shouldn't be given another if someone else wants it. Bureau doesn't maintain that newspaper ownership is automatically debarring, but it has assumed viewpoint that "overriding considerations" must be present if a newspaper is to win over a non-newspaper.

Comr. Hennock has done lot of talking on the subject, but it would be strange to see her vote against a Democratic publisher (and there are plenty Democratic newspaper publishers seeking TV, as well as Republican). Others see no reason for discriminating. Comr. Lee, for example, in a recent speech said he saw "certain ad-

vantages and economies" in joint newspaper-broadcasting operations. Like the rest of the FCC majority, he believes in a case-by-case policy, rejecting blanket rule.

What really counts, in last analysis, is attitude of the commissioners -- and there's nothing in the record to show blanket predilections. Quite the contrary, Chairman Hyde and Comr. Sterling, oldest in point of contact with the industry, have consistently shown a healthy respect for the record of newspaper people who pioneered both radio and TV development. And, of course, examiners' initial decisions and the Broadcast Bureau's agreement or disagreement with them are merely recommendatory; they propose, the Commission disposes, sometimes without hesitation.

Several recent decisions indicate the inclination to treat each case as it comes up. In recent Clarksburg, W.Va. protest case (Vol. 10:27), it held that the Stubblefield and Ogden families shouldn't be denied a CP because they own newspapers and radio properties in area. On the other hand, it reversed examiner in Flint Ch. 12 case, awarding CP to WJR, Detroit, because it had no TV whereas the Bitner family has TV stations in Grand Rapids & Indianapolis, plus AMs there and in Flint & Evansville. Though newspapers weren't involved, FCC favored "diversification."

A crucial test comes when Commission decides Sacramento case (Ch. 10) wherein McClatchy family owns newspapers and radio stations, local and otherwise, whereas competitive Sacramento Telecasters is identified with no media. Examiner, in initial decision, found McClatchy's record of radio operation and community service so exceptional that it outweighed any advantage that might be claimed for diversification.

The contested decisions will tell the tale -- but in the meantime there's no discernible discrimination. In cases of purchase by newspapers, there has been no opposition at all. Time Inc. got all 3 stations that way, Meredith 3 of its 4.

SENATE UHF investigators prepared for the first of their decisive sessions on the uhf problem behind closed doors July 20—with one added proposal thrown into the pot. Suggestion by Comr. Bartley, as expounded July 9 in address to Virginia Assn. of Broadcasters and outlined at closed session with Senate communications subcommittee last week (Vol. 10:28), isn't new one, but is expected to get close attention from Senators.

Bartley pointed out that Federal govt. use of radio frequencies are not supervised by FCC, and urged that an ad hoc committee be set up to explore the uses of vhf frequencies by Govt.—with an eye to determining whether they're being used efficiently and whether they might better be relocated in another band.

"I don't know the military picture, and I certainly don't intend to imply that they're not using these frequencies," he told us, "but I am saying that nobody knows—and we ought to find out." He said he thought Congress could initiate such a study, to determine whether it is possible to squeeze in more vhf TV channels.

Federal govt. radio installations are approved by the President through Interdepartmental Radio Advisory Committee (IRAC) and there's no counterpart of FCC for assignment of govt. frequencies, Bartley pointed out. "Any ad hoc committee ought to determine how much wastage there is of frequencies—we do know that no govt. request for frequencies is ever turned down."

The commissioner called his proposal a "logical extension of what JTAC recommended." JTAC (Joint Technical Advisory Committee of IRE & RETMA), in its monumental 1952 study of *Radio Spectrum Conservation* (Vol. 8:4), had this to say about the vhf band above TV Ch. 13:

"Future expansion [of TV] is contemplated for the 470-890 mc [uhf] band. This choice seems unfortunate in that operation would be much more efficient in the region immediately above 216-mc [Ch. 13]. This region is now occupied by services which could operate effectively in a higher part of the spectrum."

While industry awaits Senate subcommittee's report

—and while more uhf stations continue to fold (7 have now gone off air since hearings started, see p. 3), there's been no letup in lobbying by both sides—many Congressmen feeling heavy pressure from their telecaster constituents. Rep. Donald Jackson (R-Cal.), this week inserted in *Congressional Record* article from *Spotlight* by Donald Manning, scoring "this alarming trend toward monopoly of the nation's TV channels" and demanding Congressional action "to effect a fairer division of station time between the 4 networks. . . ."

The one Senator whose attendance record at the uhf hearings was better than any other, with possible exception of Chairman Potter, is new Sen. Eva Bowring (R-Neb.). She came into hearing completely "cold" on subject of TV—she even hails from a non-TV area of Nebraska. We asked her views on the problem, particularly about reports that the subcommittee would make no recommendations or only minor ones. She replied:

"I'm not willing to say that nothing will come of this, or that our time has been wasted and we called these hearings for nothing. I took an emphatic stand at the [closed] meeting, and I think I can say that the others did, too." She didn't reveal what her stand was, and Sen. Potter says subcommittee as a whole has reached no decisions.

Administration-backed anti-gambling bill (S-3542), introduced by Sen Bricker (R-Ohio) and approved by Senate Commerce Committee (Vol. 10:22) but blocked on Senate floor by objection of Sen. Hendrickson (R-N.J.), is destined to be supplanted by new one which broadcasters regard as more liberal. Substitute will be offered from floor next week by Sen. Purtell (R-Conn.), has approval of Justice Dept., FCC and Sen. Bricker. It deletes most of restrictions on TV-radio stations, puts emphasis on "intent," rather than specific actions. Bricker measure would have banned broadcasting of horse racing information for one-hour period following end of race and barred stations from broadcasting more than one race per day.

Personal Notes: Jack Gould resigned this week as TV-radio editor of *New York Times* to become information advisor to CBS Inc. as of Aug. 2 . . . Lawrence L. Wynn resigns as sales mgr. of WABD, N. Y. . . . George Frey, NBC-TV sales v.p. and veteran of NBC organization virtually since its inception, guest of honor at testimonial luncheon given by 60 admen July 8 at University Club, at which ex-NBC pres. Niles Trammell was toastmaster . . . Ken Craig, onetime exec. asst to CBS central div. v.p. H. Leslie Atlass, has resigned as CBS Hollywood director of business affairs to return to TV production . . . W. W. Parish, supervisor of NBC story div., named supervisor of public service programs under mgr. Edward Stanley . . . Albert J. Eicholzer named chief engineer of WSYR-TV & WSYR, Syracuse, succeeding late Armand G. Belle Isle . . . James P. Walker, ex-gen. mgr. of KATV, Pine Bluff, Ark., named asst. gen. mgr. of upcoming KTVX, Muskogee, due in Sept.; also under gen. mgr. L. A. Blust, who also has charge of radios KTUL, Tulsa & KFPW, Ft. Smith, Ark., are Ben Holmes, ex-KOMA, Oklahoma City, national sales mgr.; and Wm. D. Swanson, local & regional sales mgr. . . . Donald A. Seek, ex-KLAS-TV, Las Vegas, named technical director of KERO-TV, Bakersfield, Cal. . . . Joseph L. Brechner, gen. mgr. of radio WGAY, Silver Spring, Md., elected pres. of Md.-D. C. Radio & TV Broadcasting Assn. . . . Eugene B. Dodson, administrative asst. to P. A. (Bud) Sugg, gen. mgr. of WKY-TV & WKY, Oklahoma City, named director of radio operations to succeed late Robt. E. Chapman . . . Dr. Robert N. Haakenson,

Temple U professor now on summer assignment with Educational TV & Radio Center, Ann Arbor, Mich., named to U of Missouri faculty to launch courses emphasizing TV techniques in speech . . . John H. Brock named sales mgr. of upcoming WBTW, Florence, S. C. . . . Esther L. Witt, ex-WKTV, Utica, N. Y., appointed traffic mgr. of upcoming WJNO-TV, W. Palm Beach, Fla.; Roberta Britt, ex-director of continuity, WAVE-TV, Louisville, named sales service mgr. . . . Frank Bibas, in charge of film production, TV-radio dept., McCann-Erickson, transfers Aug. 15 to Hollywood to handle all film commercials . . . Norman Gert, Cunningham & Walsh supervisor of TV-radio for Liggett & Myers account, promoted to v.p. . . . Edward Sutherland, ex-TV-radio executive, McCann-Erickson, Hollywood, becomes v.p., Gross-Krasne Productions . . . Gil Wyland promoted to asst. mgr. of technical operations at KNXT, Hollywood, under mgr. Herbert Pangborn; he's replaced as engineer in charge of TV technical operations by Wm. H. Copeland; Edwin Miller named to newly created job of engineer in charge of color TV operations . . . Arthur Blooston resigns as legal asst. to FCC Comr. Frieda Henstock . . . James T. Veeder, 4-H club agent, appointed as first fulltime extension TV specialist at Cornell U.

ASCAP forms new station relations staff to service TV & radio stations, including John T. Campbell, headquartering at Boston; Fred N. Brown, Atlanta; Wm. J. Barzen, Chicago; Wm. E. Fox Jr., Dallas; Wm. S. Hoffman, San Francisco.

Station Accounts: International Harvester Co., in one of biggest national spot deals, buys weekly *Halls of Ivy* film series from Television Programs of America for 40 markets, thru Leo Burnett Co., with provision for extension to 80 if alt. sponsor buys in. Time & talent costs are reported to be around \$4,000,000 for 36 weeks. Series features Ronald Colman & Benita Hume, starts in fall, was originally planned for network but turned to spot because of scarcity of suitable time . . . Ad campaign with significance to livestock associations everywhere is 12-ann-per-week on KTVT, Salt Lake City, plus 60 on radio KDYL, to run to Oct. 31, sponsored by Producers Livestock Marketing Assn. to urge eating more lamb; agency is Francom Adv., Salt Lake City . . . Country Club Malt Liquor buys Lefty Gomez in own live show on uhf WKNB-TV, New Britain, Conn., thru Compton Adv. . . . H. W. Lay & Co., Atlanta, (potato chips) buys *Ramar of the Jungle* for 30 Southern markets, thru Liller, Neal & Battle, Atlanta . . . Chock Full O' Nuts Coffee Co. planning TV-radio campaign in Conn. and Mass. markets, with wider distribution planned later; new agency is Austin Gosselin Co., New Haven . . . Mission Dry Corp., introducing new quart-size canned soft drinks, is planning TV-radio spots, thru Caples Co., Los Angeles . . . Day's Tailor-d Clothing Inc., Tacoma, Wash., biggest trouser manufacturer in West buys Sportsvision Inc.'s *All American Game of the Week* for Los Angeles and San Francisco markets, thru Gardner-Jacobsen Agency, Tacoma . . . Toni div. of Gillette Co. will use TV with other media to introduce Deep Magic, new facial cleansing lotion . . . Among other advertisers reported using or preparing to use TV: Pacific Toro Mfg. Co., Los Angeles (Toro power garden tools), thru McElroy Adv., Los Angeles; North American Philips Co., N. Y. (Norelco electric shaver), thru C. J. LaRoche Co., N. Y.; Hudnut Sales Co. (Quick beauty preparations), thru BBDO, N. Y.; Maybelline Co., Chicago (eye makeup), thru Gordon Best Co., Chicago; R. L. Christain & Co., Richmond (Smithfield hams), thru Ralph L. Domrower Co., Richmond; Cameo Curtains Inc., N. Y. (Shir-Back curtains & drapes), thru Friend-Reiss-McGlone, N. Y.; Pharma-Craft Corp.,

subsidiary of Jos. Seagram & Sons, N. Y. (Ting antiseptic medicated soap), thru McCann-Erickson, N. Y.; Reynolds Metal Co., thru Clinton E. Frank, Chicago and Buchanan & Co., N. Y. (appointed "jointly and equally" effective Oct. 1); Duquesne Brewing Co. of Pittsburgh (Duquesne beer), thru Walker & Downing, Pittsburgh . . . Prince-Gardner Co. (billfolds, etc.), thru A. A. Grey Inc., N. Y.

Network Accounts: Color "spectaculars" on NBC-TV this fall are completely sold out, as result of signing this week of Hazel Bishop, Reynolds Metal and Sunbeam Corp. for Sun. 7:30-9 p.m. series starting Sept. 12. Hazel Bishop and Sunbeam each will sponsor 45 min. of 10 programs, former thru Raymond Spector Inc., latter thru Perrin-Paus Co.; Reynolds will sponsor 3 complete programs, thru Russel M. Seeds. All 13 "spectaculars" Sat. 9-10:30 p.m. will be sponsored by Oldsmobile, and 13 on Mon. 8-9:30 p.m. jointly by RCA and Ford . . . Armour & Co. and Pet Milk Co. to be alt. sponsors of *George Gobel Show* on NBC-TV starting Oct. 2, every 3 of 4 Sats. 10-10:30 p.m., former thru Foote, Cone & Belding, latter thru Gardner Adv. . . . Kool to sponsor *Lineup* on CBS-TV in fall, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Standard Brands Inc. (Royal gelatin desserts) buys Mon. portion of *Howdy Doody* on NBC-TV starting Sept. 20, Mon.-thru-Fri. 5:30-6 p.m., thru Ted Bates & Co. . . . Monsanto Chemical Co. (plastics div.) buys 62 partic. on *Morning Show* on CBS-TV starting July 27, Mon.-thru-Fri. 7-9 a.m., thru Gardner Adv. . . . Nash Motors to sponsor *Stage Show* on CBS-TV for 5 weeks starting July 17, Sat. 8-9 p.m., replacing Sheaffer Pen Co., thru Geyer . . . Colgate reported about to sign for 2 unnamed daytime serials on NBC-TV 12:30-12:45 p.m. & 4:45-5 p.m., thru Wm. Esty Co. . . . ABC-TV shortly planning to extend *Breakfast Club* to west coast off line via kine, Mon.-thru-Fri. 9-10 a.m., then add 2 daytime serials in 10:10-30 segment.

WJR, The Goodwill Station Inc. reports \$1,534,532 sales and \$439,952 profit (41¢ per share) after taxes in first 6 months of 1954 compared with \$1,617,817 & \$530,652 (50¢) in same 1953 period.

Telecasting Notes: "Hollywood finished? Why, we haven't really started yet!" Thus Samuel Goldwyn, the producer, in July 11 *American Weekly*—again expounding his thesis that bad pictures in theatres and TV in living rooms caused the movie depression and noting that the movies are coming out of it now with good pictures; that these made it possible for 1953 attendance to jump 3,000,000 a week; that this will be exceeded in 1954 . . . "There is still a considerable way to go," he admits, "but the audience which has been lost to TV is finding its way back. The fact is that not only have motion pictures met TV competition but today there is more film being produced exclusively for TV than for motion picture showing. And by and large, the people who are making those films are people who grew up in the motion picture industry. At the same time motion pictures find new talent in TV [and] both benefit by this exchange" . . . Ignore TV? Never Sam Goldwyn, though he hasn't ever released any of his film to the medium either. He writes: "Several years ago [I] predicted a marriage between Hollywood and TV. They may not be married yet but they certainly are going steady. The knot will be firmly tied when subscription TV becomes a reality. When it comes, it will be possible to take in as much in one night, that way, as many pictures take in today in 6 months" . . . Good idea: Sterling TV's Saul Turrell writes NARTB to suggest it add a fulltime film specialist to advise stations on organization of their film depts., on programming & selling of films, etc.—even naming several station film people eminently qualified for the job: Elizabeth Bain, WGN-TV; Al Odeal, WNBK; Russ Landers, KABC-TV . . . "Eleventh Hour," local 11-midnight program patterned after Dave Garroway's *Today*—combining music, news, weather, features and personalities—is planned for fall on WENS, Pittsburgh, when it resumes local shows. "We think people

UNLIKE NEWSPAPERS, which got into radio slowly at first but plunged into TV quickly, theatrical interests don't cut as much ice as you'd think in the TV spectrum. Breakdown of TV station ownership by categories in the upcoming *TV Factbook* reveals a mere 40 stations owned by theatre people, including minority interests in many cases and those held as investments by such performers as Bob Hope (KOA-TV, Denver); Mary Pickford & Buddy Rogers (WSJS-TV, Winston-Salem); Jimmy Stewart (KGUL-TV, Galveston, Tex.).

Bing Crosby last year sold his 47.6% holdings in KXLY-TV, Spokane (Vol. 9:49 & 10:2), but retains 25% of share-time KMBY-TV, Monterey, Cal. Gene Autry controls 2 Arizona TV stations, besides 4 AM stations.

Biggest holding by theatrical interests in TV is American Broadcasting-United Paramount, with its ABC network and 5 owned stations. Of the producers, only Paramount Pictures has a station—KTLA, Los Angeles; there are no others, though Warner Bros. once held option to buy what is now KCOP.

Most of the theatre people who went into TV were exhibitors, like the Kallet Theatres, of Utica, and Wometco Theatres, of Miami (Mitchell Wolfson) with their pre-freeze WKTV & WTVJ, respectively; Martin Theatres of Georgia, controlling stations in Augusta & Columbus; Walter Reade Jr., one in Asbury Park, N. J.; Rowley family, one in Wichita Falls, Tex.; Stanley H. Durwood, Wichita, Kan.; Gran Theatres, one on air in Rockford & 2 CPs in Wisconsin; Balaban-Dubinsky, minority interests in Rockford & Springfield, Ill.—to mention a few.

This week, Myron N. Blank and Morris Ebin, the Iowa-Minnesota theatremen, sold out their stock interests in KCRI-TV, Cedar Rapids (Ch. 9) in a deal whereby the *Cedar Rapids Gazette*, now 30% owner, becomes 100% owner if FCC approves (see p. 12).

are a little tired of feature pictures," says gen. mgr. Larry Israel . . . Handy *Educators Guide to Free Films* (14th ed.), listing 2982 free 16mm and 35mm films and their sources, available for \$6 from publishers, Educators Progress Service, Randolph, Wis. . . Question of week is how Exquisite Form Brassieres Inc., signed as partic. in *Stop the Music* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., is going to demonstrate its product without running afoul of NARTB code—but Grey Adv. assures that its client will "conform" and will show sample commercial to network next week . . . Arthur Godfrey hit the headlines again July 14 when, on his morning TV-radio show, he spoke about "2 or 3 characters" in his company "hitting that bottle too hard" and discussed drinking habits of unnamed members of his troupe with tenor Frank Parker . . . Unique promotion: 8 races at Cleveland's Grandview July 14 were named for WNBK-WTAM and its leading personalities . . . WPTZ, Philadelphia, on Aug. 1 raises Class AA hour rate (8-10:30 p.m. Mon.-Sat.) from \$2000 to \$2500, 20-sec. from \$400 to \$500, 10-sec, \$200 to \$250; Class A (7:30-8 p.m., Mon.-Sat.; 7-8 p.m. Sun.; 10:30-11 p.m. daily) from \$1500 to \$1800, \$300 to \$360 & \$150 to \$180; Class B (5-7:30 p.m. Mon.-Fri.; 1-7:30 p.m., Sat.; 1-7 p.m. Sun.) from \$1125 to \$1300, \$225 to \$260 & \$112.50 to \$130; Class C rates remain same except for 20-sec. now \$170 and 10-sec. \$85 . . . CLBT, Toronto, with highest rates in Canada, on Sept. 1 raises base hour from \$800 to \$900 . . . Radio rate rise: WQXR, owned by *New York Times*, hikes one-time night spot ann. by 10%, day by 20%; station breaks are up 15% & 19%, respectively, effective Sept. 1 . . . Two uhf stations unconcerned about talk of uhf's "failures": WTVP, Decatur, Ill., raises base hour rate July 12 from \$200 to \$250, appoints Bolling as rep in lieu of George W. Clarke Inc.; WLBC-TV, Muncie, Ind., raises hour from \$200 to \$225, min. \$40 to \$45.

Clara Logan's National Assn. for Better Radio & TV came up with another sure-fire headline-grabber this week—good grist for Comr. Hennock and other anti-commercial crusaders. TV is offering children 4 times as many crime and violence programs as it did 3 years ago, NAFBRAT reported, and "murder, torture, sadism, morbid suspense and other fear and tension-inducing elements are saturating children's minds and physical senses to a degree never before experienced by any generation." NAFBRAT's 14-p. report analyzed typical week's program fare for children on the 7 Los Angeles stations, found 60 hours & 10 min. were devoted to children's shows—26 hours & 10 min. classified as "objectionable," 18½ hours excellent or good, 15½ as fair or poor. Group's 1951 analysis covered 54½ hours, rated 13 hours good or excellent, 29 objectionable, 12½ fair or poor. These were among shows classified as excellent: *Contest Carnival*, *Ding Dong School*, *Kukla, Fran & Ollie*, *Mr. Wizard*, *Super Circus*, *Winky Dink & You*, *Youth Wants to Know*, *Zoo Parade*. Rated objectionable: *Joe Palooka*, *Pinky Lee Show*, *Saturday Funnies*, *Space Funnies*. Rated objectionable because they are based on crime theme: *Gene Autry Show*, *Annie Oakley*, *Cisco Kid*, *Flash Gordon*, *Hopalong Cassidy*, *Kit Carson*, *Lone Ranger*, *Range Rider*, *Rocky Jones*, *Roy Rogers*, *Sky King*, *Space Patrol*, *Superman*, *Terry & the Pirates*, *Wild Bill Hickok*. Rated "most objectionable": *Captain Midnight*, *Captain Video*, *Dick Tracy*, *Eastside Kids* (old "Dead End gang" theatrical films), *Ramar of the Jungle*.

First book on subscription TV will be written by Ira Kamen on order of Howard W. Sams & Co., Indianapolis technical publishers, and will describe all systems, their applications to closed circuits, on-the-air operation, industrial & military applications. No date has been announced for publication.

FIRST VHF HELICAL antenna was shipped this week by GE to time-sharing WVET-TV & WHEC-TV, Rochester. Patterned after GE's uhf helical antennas, of which more than 50 are in use, the vhf helical—small, simple and economical—was dictated by the special situation in Rochester. The Ch. 10 time-sharers, now operating from temporary antenna, will share WHAM-TV's 325-ft. tower. GE said that stacking 2 batwing antennas wasn't considered practical, and special helical antenna was designed to minimize wind-loading and also allow new 6-bay batwing Ch. 5 antenna for WHAM-TV to be mounted on top of it. Helical antenna replaces the upper 36 ft. of tower, has gain of 7.2, which GE engineers say is 3 times the gain of batwing antenna taking same amount of room. When new antenna is installed, WVET-TV & WHEC-TV will have 125-kw ERP.

RCA shipped 50-kw transmitter July 12 to newly authorized KTLJ, Houston (Ch. 13), and next day sent out second of its new 12½-kw uhf transmitters to WFMJ-TV, Youngstown (Ch. 21)—first having been shipped preceding week to WBRE-TV, Wilkes-Barre (Ch. 28), and next being due to go to WKBN-TV, Youngstown (Ch. 27).

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In our continuing survey of upcoming stations, these are latest reports received:

KELP-TV, El Paso, Tex. (Ch. 13), had tentative Sept. target, but awaits FCC approval of petition filed recently with FCC to exchange Ch. 13 for Ch. 7, now reserved for educational use, writes v.p. Gordon McLendon. It has letters from El Paso's Texas Western College and Public School System stating they have no objection to switch. With studios ready, KELP-TV has purchased old RCA transmitter and other equipment of WTVN, Columbus, O. It's planned as a Spanish-language station—others being XEJ-TV, Juarez (Ch. 5), across border from El Paso, which began in April, and KCOR-TV, San Antonio (Ch. 41) which has Nov. 1 target. McLendon family bought CP of KTLG, Corpus Christi (Ch. 43) from H. L. Hunt, plan it as Spanish-language outlet also, but are concentrating first on KELP-TV. McLendons, once operators of now-defunct Liberty Network, also operate radio stations KELP, El Paso & KLIF, Dallas, and hold CP for KLIF-TV, Dallas (Ch. 29). KELP-TV rep will be Forjoe.

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CFRN-TV, Edmonton, Alta. (Ch. 3) expects to be on air this fall with films & kines from CBC, CBS & NBC, according to mgr. G. A. R. Rice. Construction of tower and new studio-transmitter building at Jasper Hwy. site, 6 mi. west of city, was delayed when subsoil tests following thaw located heavy clay deposits which had to be removed. Transmitter and 488-ft. tower and 6-bay antenna has been ordered from Canadian GE. Canadian rep will be Radio Representatives Ltd., U. S. rep not yet chosen.

CBHT, Halifax, N. S. (Ch. 3), is expected to get on the air next Dec., using films & kines of Canadian and U. S. network shows, reports TV director G. F. Bricken-den. It will be sixth city with CBC-owned outlet. Contract for 500-ft. guyed tower with wavestack antenna, to be built on Geizer's Hill NW of city, has been awarded RCA Victor Co. Ltd.

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Its 135-ft. tower blown down by twister July 12, WALA-TV, Mobile (Ch. 10) was back on air 2 days later with temporary single-section stub antenna on 100-ft. pole. Self-supporting tower in downtown Mobile toppled between 2 rows of cars on parking lot, narrowly missing the vehicles. If it had fallen in any other direction it would have crashed into a building.

SHORTER HEARINGS is aim of FCC as it amended its rules this week—but it's still largely up to examiners and contestants themselves to make new rules effective. Commission summed up changes as follows:

"(1) Requirement of a pre-hearing exchange between applicants, and submission to the examiner by each applicant of his direct case in written form.

"(2) Expanded use of the pre-hearing conference procedure, removal of the requirement that applicants submit points of reliance, and other changes.

"(3) Elimination of the requirement in pre-hearing letters that each applicant submit detailed supplementary information prior to the commencement of the hearings.

"(4) Extension of the interval of time between designation and commencement of a hearing from 30 to 60 days, with a corresponding change in the cut-off date for the filing of the competing applications."

Loophole in new rules is that examiner may permit applicants to offer oral testimony in "explanation" of their written direct case. These explanations could take up as much time as submission of whole case orally.

Rules are effective immediately, applicable to all applications not yet designated for hearing, though very few TV hearings remain to be designated. However, examiners have leeway to apply new rules to hearings where initial conferences haven't taken place or haven't concluded.

Rules are included in Public Notice 54-900, Mimeo. 8122, available from Commission, or we'll get you copy.

Westinghouse's 5 radio stations refuse to accept switch to 45rpm and Westinghouse Broadcasting Co. pres. Chris J. Witting so advised all record companies this week, asking them to continue furnishing 78rpm. Witting calls it a "backward step," stating: "The 45rpm record, in spite of any advantages it may have for use in the home, has so many disadvantages as to make it impractical to use in well-run radio station. They are difficult to pick up and handle with ease, speed or efficiency . . . extremely difficult to cut up and, after this difficulty is overcome, repeated use results in damage to the opening grooves and consequent distortion of the music. The microgroove frequently results in the needle skipping in the event of any unusual motion or vibration near the machine . . ."

Community antenna system is blamed, in part at least, for dropping of CP for KSPR-TV (Ch. 2), Casper, Wyo. by Donald L. Hathaway. He told FCC that system, which receives Denver stations via AT&T microwave, "has no program expense and sells their product and in turn takes away a considerable portion of any viewers we might hope to have." He also blamed color, saying black-&-white equipment might be worthless within a year—and he concluded by noting that "Casper is a small market to start with."

Private 213-mi. 12-hop microwave from Minneapolis to Valley City, N. D., sought by new KXJB-TV in latter city (Vol. 10:20), can't be granted without hearing, FCC told station this week. Commission cited its policy of granting private links only when AT&T is unable to furnish service, noted that AT&T offered to supply link by Sept. upon payment of "expedition charge" of \$22,000 by KXJB-TV and WDAY-TV, Fargo. AT&T is now building microwave to Fargo. Commission also doubted that station is financially able to handle the \$250,000 project.

More community antenna systems in the works: Sheridan TV Inc., Sheridan, Wyo., has applied to state utility commission for permission to start wiring up town; reportedly planning for same city is Cloud Peak Radio & TV Corp. In Athol, Mass., 3 companies are vying for franchise—Spencer-Kennedy Labs, Mohawk Valley TV Inc., Risotti TV & Appliance Co.

AFTER THE 'MIDSUMMER MADNESS'—WHAT? TV-radio trade was deep in midsummer doldrums this week, with all major manufacturers except RCA on plant vacations. Indicative of lethargy in July, RETMA reports production of mere 27,997 TVs and 56,526 radios (36,510 auto) week ended July 9 -- lowest in 3 years for TV, 4 years for radio. And indications are that figures for week ended July 16 will be little, if any, higher.

While plants are idle, TV manufacturers continued this week to give consumers some wonderful bargains -- said to be totally unrealistic from production costs and profits standpoint -- in low-priced leader models. Lines introduced this week by Stromberg-Carlson, Sylvania, Westinghouse & Zenith (details on pages 9-10) all gave added impetus to lower leader prices previously introduced by trade's trail-blazers (Vol.10:25-28). No doubt many of the prices will be raised by autumn -- but for the moment it's consumer's market, and high retail sales figures prove they like it.

More freshets of optimism burst over trade scene this week. Admiral's Ross Siragusa predicted sale of 20,000,000 TVs through 1956 (see p. 9). And Sylvania gen. sales mgr. Bernard O. Holsinger accompanied introduction of new line with statement that his company will increase TV output 50% remainder of year in anticipation of a boom fall market, influenced by second set and replacement purchases. Westinghouse announced it has increased production schedule 15% in last 6 months of 1954.

But one segment of trade is keeping its fingers crossed lest the industry be carried away by its own enthusiasm and repeat last year's overproduction mistakes. With wary eye on steadily rising TV inventories (about 2,000,000 at midyear), one big manufacturer communicated to us his fears that industry might badly over-evaluate TV market -- as last year -- because of high first-half 1954 sales (2,730,000).

"If manufacturers go hog-wild and turn on the spigots, we could turn out over 7,000,000 sets again this year, and that would be disastrous," he said. "As long as we keep up our present pace, maybe go a little higher to say about 6,200,000 for the year, we can end up with about 1,700,000 in inventory -- and that'll be okay. But anything over that figure could spell trouble for the whole industry."

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Picture tube market, which directly influences TV output and price decisions, seems to be settling down to something resembling stability. And though price trend is still downward, the element of throat-cutting appears to have disappeared -- at least for the moment. Black-&-white tube production is at near-capacity, although tube makers complain they're not making any money at today's prices. Latest tube price news was a \$2 reduction in bulb allowances by Sylvania.

RCA set up a special pro-rata warranty policy on replacement CR tubes this week, granting credit adjustments based on the length of time tubes are in service. In arrangement similar to auto industry's practice on battery warranties, RCA will replace fully any tube which fails in first 3 months, will allow credits of 75%, 50% and 25% toward purchase of new tube for failures during 2nd, 3rd or 4th three-month periods covered in full-year warranty contract.

Move had long been anticipated (Vol.10:21) and is expected to be adopted by industry generally in short time. It's reflection of recent price cuts and fact that tube no longer represents as large an investment in proportion to other parts.

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TV was very small potatoes at annual convention of National Assn. of Music Merchants this week in Chicago's Palmer House. As last year, spotlight was on the high-fidelity sets, with scant heed to TVs, low prices notwithstanding. Sales of musical instruments last year totaled \$325,000,000 for retailers -- and with advance in high-fidelity and continuing boom in records, higher 1954 volume is foreseen.

Attitude of many towards low-price TV was epitomized by comment of one big

chain store operator that he sold 200 more TV sets in first half of 1954 than in first 6 months year ago and ended up with \$6000 less dollar volume. Reminiscent of NARDA conventions were complaints about low profit margins and discount houses.

Some 224 exhibitors displayed wares at convention, which attracted some 8000 retailers. Inventories were reported generally low, especially on phonographs and radio-phono combinations, and brisk order business was reported by manufacturers.

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TV production for 27 weeks ended June 9 was about 2,830,000, as compared to about 3,950,000 for corresponding period year ago. Radio output was about 4,855,000 compared to about 7,125,000 in first 27 weeks of 1953.

Retail TV sales for first 5 months were placed officially at 2,453,875 in RETMA report released this week, thus exceeding the 2,344,811 TVs sold at retail in first 5 months year ago. Retail sales of radios, excluding auto radios, totaled 1,873,399 in first 5 months, far below the 2,568,080 in first 5 months of 1953.

Topics & Trends of TV Trade: "In the next 3 years we expect TV receiver sales for the industry to total about 20,000,000 units—or an average of some 6,500,000 a year." Thus Admiral's Ross D. Siragusa appraised TV market through 1956 in address this week to Chicago Stock Brokers' Associates. Here's basis for forecast:

"Within 3 years 95% of American families will have TV, just as they now have radio. At present 29,000,000 families have sets, leaving 14,000,000 still to buy before 95% coverage is reached. In addition, new families are being formed at a rate of 950,000 annually. Almost all of them will buy TV.

"Finally, replacement demand among existing set owners should total at least 2,000,000 units annually for the next 3 years. Fully one-quarter of the present 30,000,000 sets in service are outmoded screen models. These figures add up to more than 20,000,000 units, and they do not include second set buying, which is steadily increasing."

Siragusa estimates that when TV reaches 95% penetration, annual black-&-white replacement sales will total at least 6,000,000. He concludes that TV is a "\$2 billion-plus annual industry and it has become a permanent part of the American scene." As for his own company, he forecast second-half sales and earnings about level of second-half 1953, figured total 1954 sales within 15% of 1953's \$250,000,000 and earnings within 20% of last year's \$8,250,000.

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Muntz TV Inc. has been producing about 3000 sets a month since output was resumed May 10 under court-appointed trustees in Chapter X reorganization proceedings (Vol. 10:10-12), according to report of creditors committee headed by National Video Corp.'s Asher J. Cole. About 185 are on payroll. May receipts were \$1,177,333, compared to April's \$1,006,613, according to trustees' report to Chicago Federal district court this week. Creditors' report declared trustees and pres. Earl Muntz "have done a fine job in pulling all of the loose ends together and getting the company back in business." Claims against Muntz must be filed by July 30 with Carl W. Williams, creditors committee secy., 327 S. LaSalle St., Chicago.

Sears, Roebuck & Co., part owner of Pacific Mercury TV Mfg. Corp., acquired stock interest this week in Crescent Industries Inc. (Henry F. Gefvert, pres.) immediately after company was discharged from Chapter XI proceedings by Chicago Federal district court. Gefvert said all creditors would be paid in full and company would continue to market magnetic recorders, record changers and phonographs under own brand name. Jerome J. Kahn, ex-Standard Transformer Corp., was in charge of Crescent reorganization.

ZENITH RADIO introduced 39 TV models July 14 to distributors at Chicago's Drake Hotel. Line ranges from 17-in. mahogany finish table at \$160 to 27-in. de-luxe combination at \$1250. Full line:

Table Models: Chatham, 17-in. mahogany finish \$160, blonde, \$170; Melbourne, 17-in. plastic \$170, blonde \$180; Mayflower, 21-in. ebony metal \$180, maroon \$190; Shoreham, 21-in. maroon metal \$200, tan \$210; Sutton, 21-in. grained maroon metal \$210, blonde \$220; Ambassador, 21-in. maroon metal \$240, blonde \$250.

Consolettes: Traymore, 21-in. mahogany metal \$260, blonde \$270; Royalette, 21-in. mahogany \$340, blonde \$350.

Consoles: Fairfax, 21-in. open-face mahogany \$280, blonde, \$290; Rutledge, 21-in. open-face maple \$320; Saxony, 21-in. open-face walnut \$300, mahogany \$320, blonde \$330; Latham, 21-in. open-face mahogany \$300, blonde \$310; Model "X," 21-in. open-face mahogany \$380, blonde \$390; Gramercy, 21-in. open-face mahogany \$400; Broadmoor, 21-in. full-door blonde \$450, ebony \$460; Sussex, 21-in. full-door mahogany \$460; Wilshire, 24-in. open-face mahogany \$400, blonde \$420; Winthrop, 27-in. open-face mahogany \$600; Claridge, 27-in. open-face blonde \$625; Mount Royal, 27-in. full-door afara wood \$650.

Combinations: Clarendon, 21-in. mahogany \$680; Waldorf, 21-in. blonde \$700; Stratosphere, 27-in. blonde or cherry \$1250.

Also introduced were maroon plastic table radio at \$20, dozen clock radios from \$40 to \$52, portable high-fidelity phonograph at \$140, 2 console phonographs at \$230 and a radio-phono console combination at \$300.

Magnavox, departing from usual practice of introducing full line, showed only 2 leader models at this week's NAMM convention—17-in. table at \$150, or \$10 under set it replaced, and 21-in. table at \$180, same as preceding 21-in. leader. Each has vertical chassis, 41-mc IF, controls and speaker on top of wood frame hardboard cabinets. Intensifying emphasis on sound refinements, Magnavox also introduced new high-fidelity radio-phonograph, with tape recorder, at \$745—most expensive of 10-model high-fidelity radio-phono line, which starts at \$150. Also introduced were 3 high-fidelity portable phonographs at \$100, \$150 & \$210.

Kaye-Halbert was granted injunction this week by Los Angeles Superior Court to restrain Caltech Electronics Corp., Culver City, Cal., from producing and selling announced 100% printed-circuit chassis for private label lines (Vol. 10:25). Kaye-Halbert charges secret information on printed circuits was "pirated" by Herman Kaye, Caltech pres. and onetime Kaye-Halbert secy.-treas., and other ex-employees who joined in forming Caltech.

WESTINGHOUSE'S new line, introduced July 12 via 90-min. closed circuit telecast on CBS-TV facilities to distributors in 28 cities, comprised 28 TVs ranging from 21-in. leatherette table model at \$170 to 24-in. full-door blonde console, with aluminized picture tube, at \$460.

Richard L. Sandefur, TV-radio sales mgr., said Westinghouse TV production this year would be about 15% above 1953 and predicted company would increase its share of TV sales as well. Westinghouse is now estimated to account for 5% of industry production and sales. He said 95% of Westinghouse's TV production this year will be in sets retailing under \$300 and 37% under \$200. Full line:

Table Models: 21-in. leatherette \$170; 21-in. mahogany finish \$200; 21-in. mahogany finish \$230, blonde \$240; 21-in. mahogany finish, with swivel base, \$250, grey linen stripe finish \$250, simulated leather, black and gold, coral, green or blue \$270; 21-in. mahogany, with aluminized tube, \$270, blonde \$280; 24-in. mahogany, with matching swivel base, \$310.

Consoles: 21-in. open-face mahogany \$250, blonde oak \$260; 21-in. de luxe open-face mahogany, with aluminized tube, \$300, blonde \$310; 21-in. de luxe half-door mahogany, with aluminized tube, \$360, blonde \$370; 24-in. open-face mahogany, with aluminized tube, \$370, blonde \$380; 24-in. half-door mahogany, with aluminized tube, \$400, blonde \$410; 24-in. full-door mahogany, with aluminized tube, \$450, blonde \$460.

Also introduced was 28-model radio line ranging from 4-tube table model in brown plastic cabinet at \$17 to blonde 3-speed radio-phono combination at \$130. Westinghouse also made debut in high-fidelity field, with 3 radio-phonos at \$170, \$350 & \$470.

Trade Personals: Joseph B. Elliott resigned this week as RCA consumer products v.p. to become pres. of Schick Inc., as of Sept. 1; Robert A. Seidel, recently named v.p. of RCA sales & service subsidiaries, succeeds him. Elliott has been with RCA since 1935, except for period in 1944-45 when he left to become Schick sales & adv. v.p., and has been a Schick director since 1950 . . . Carroll Hasler promoted by Sylvania to supervisor of sales administration for electronic products . . . John S. Learoyd retires Aug. 1 as Sylvania secy. & asst. treas., after 38 years with company; he's succeeded by Arthur L. B. Richardson . . . James Bonelli named Emerson mgr. of materials division, reporting to division director Stanley L. Abrams . . . Edward A. King Jr. promoted to mgr. of Bendix Radio govt. sales . . . Wm. M. Cagney, ex-Link Radio, named regional supervisor of all U. S. activities of British manufacturer Pye Ltd., with offices at 200 Fifth Ave., N. Y. . . . H. Scott Kilgore, Emerson Radio director of govt. sales, has resigned to become pres.-treas. of TeleBroadcasters Inc., 41 E. 42nd St., N. Y.; he also owns radio WKXL, Concord, N. H. & WARE, Ware, Mass. . . . A. George Rogers, Westinghouse TV-radio operations mgr., resigns because of ill health; he's succeeded by his asst., Jay M. Allen, with title of works mgr. . . . H. Jeffrey Mapes, ex-Hutchins Adv., Philadelphia, named Stromberg-Carlson TV-radio sales promotion mgr. . . . Henry A. Pope Jr., ex-National Credit Office, named CBS-Columbia credit mgr. . . . O. R. Barnes, ex-Crosley & Philco, named CBS-Columbia regional mgr. out of Detroit; Murray Fiebert promoted to mgr. of Pa.-Md.-Va. area . . . Stanley R. Seltzer, ex-Judson & Burns, Philadelphia (Emerson), named Olympic Radio New England factory rep . . . John W. Dixon, Clevite Corp. exec. v.p., heads organization's new research center at 540 E. 105th St., Cleveland, embracing all research activities of subsidiaries Brush Labs and Clevite-Brush Development Co.

SYLVANIA'S new line of 16 basic models, introduced to distributors July 14 at national sales meeting in Buffalo, was priced generally lower than old line. It starts with 17-in. mahogany finish table at \$170 and goes up to 21-in. blonde combination at \$520.

Bernard O. Holsinger, gen. sales mgr., told distributors discounts had been increased substantially. He said new models contained "silver screen 85" aluminized picture tubes which produced brighter pictures through "extended range of tone contrast." He said additional brightness is obtained by adding silver to phosphor coating on inside of tube face plate. Full line:

Table Models: Avalon, 17-in. mahogany \$170; Berwyn, 21-in. ebony \$180; Chadwick, 21-in. mahogany \$200, blonde \$210; Dundee, 21-in. mahogany \$250, blonde \$260; Hillsdale, 21-in. mahogany \$270, blonde \$280; Fairfax, 21-in. mahogany \$300, blonde \$310; Croydon, 21-in. mahogany \$320, blonde \$330.

Consoles: Hartford, 21-in. open-face mahogany \$270, blonde \$290; Glendale, 21-in. open-face mahogany \$290, blonde, \$310; Kirkwood, 21-in. open-face mahogany \$320, blonde \$340; Lombard, 21-in. open-face mahogany \$350, blonde \$370; Mayfield, 21-in. full-door mahogany \$390; Newport, 21-in. full-door mahogany \$390, blonde \$410; Penhurst, 24-in. open-face mahogany \$400, blonde \$420; Maynard, 21-in. full-door mahogany \$425, blonde \$445.

Combination: Oakland, 21-in. mahogany \$500, blonde \$520.

Also introduced were 9 radio models ranging from 6-tube ebony table model at \$20 to automatic clock radio at \$47. Sylvania's first high-fidelity radio-phonograph was priced at \$150 in mahogany, \$160 in blonde korina.

STROMBERG-CARLSON cut price of its 21-in. tables from \$230 to \$200 and \$250 to \$230 in new line introduced to distributors July 15 at Rochester plant. TV-radio sales mgr. Leo Granger said new prices "are designed to make it possible for both our distributors and authorized dealers to compete in the present price-crazy market and still be able to make a fair profit." Full line:

Table Models: 21-in. plexitone wood \$200; 21-in. mahogany wood \$230, maple, bleached mahogany & walnut \$240.

Consoles: 21-in. open-face mahogany \$290, maple, bleached mahogany & walnut \$300; 21-in. open-face mahogany \$350, bleached mahogany \$360; 21-in. full-door mahogany \$440, limed oak \$450; 21-in. de luxe full-door mahogany \$575; 24-in. open-face mahogany \$490.

Combinations: 24-in. full-door mahogany, with high-fidelity sound, \$1090; 24-in. full-door limed oak, with high-fidelity sound, \$1110.

Also introduced were 2 plastic portable radios at \$30 & \$40, plastic table radio at \$27 and 2 plastic clock radios at \$30 & \$40. Five high-fidelity radio-phonographs ranged from \$99 to \$585.

Three figures from electronics industry named by Asst. Air Secretary Roger Lewis this week to 16-man advisory group on small business, who will meet quarterly with Air Force officials to exchange views: Glen McDaniel, pres. of RETMA and partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel; E. K. Foster, head of Bendix Radio div.; Ernest F. Leathem, asst. to pres. of Raytheon.

New 90-degree deflection tubes, in 17-&-21-in. sizes, were announced this week by RCA. The 21-in. is 18% shorter than 70-degree type, has 263-sq. in. metal-backed screen; 17-in. is 12% shorter than old type, has 145-sq. in. screen.

Financial & Trade Notes: Sylvania's second-quarter sales showed substantial gain over first quarter's \$67,000,000 and "probability" is that total 1954 sales will approximate 1953's \$293,000,000, including defense billings of about \$66,000,000. That's one of major conclusions of special 16-p. printed study of Sylvania released this week by Paine, Webber, Jackson & Curtis, New York.

Full 1954 pre-tax earnings probably will be about 15-20% below 1953 pre-tax profits of \$24,500,000 and at current tax rates will result in net earnings of about \$3 per common share compared with \$3.10 in 1953, study reports. Last year's net earnings were \$9,536,181. Second-quarter earnings this year may not quite cover the 50¢ dividend paid in last 17 quarters, report adds.

It calls Sylvania one of "second 5" in TV production, declares TV-radio div. last year accounted for 25% of company's total sales. This could be substantially increased this year, with larger facilities in new plant at Batavia, N. Y. Company has already increased its share of TV and home radio market this year, it said.

Sylvania is now second largest manufacturer of receiving tubes, supplying more than 20% of TV-radio market, according to the report. It also supplies almost 20% of picture tubes to industry, report notes, without giving its numerical rating among CR tube manufacturers. Last year, CR tubes accounted for more than 10% of company's total sales, and over 1947-53 period about 20%.

Between 1946 and 1954 Sylvania increased gross plant value from \$12,200,000 to \$82,600,000, while net working capital rose from \$23,900,000 to \$88,400,000. Sylvania's 1954 capital expenditures budget is around \$15,000,000, with depreciation alone expected to provide more than 50% of this year's fixed capital needs.

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Haydu Bros., tubemaker and component manufacturer of Plainfield, N. J., has been bought out by the Burroughs Corp., Detroit manufacturer of adding machines, etc. According to John S. Coleman, Burroughs pres., purpose is "to provide specialized manufacturing facilities needed for the production of new type manufacturing tubes and other electrical components developed in the course of Burroughs' extensive research activities in the electronics field." George K. Haydu, ex-pres., is gen. mgr. of new operation.

Hoffman Radio Corp. profit for first 6 months of 1954 was \$818,683 (\$1.15 per share) compared to \$697,320 (98¢) for same period last year, reports pres. H. Leslie Hoffman in statement to shareholders reflecting financing program concluded with Metropolitan Life and the recent sale of 130,000 shares of common through Blyth & Co. and William R. Staats & Co. Sales for the 6 months were \$22,916,497 vs. \$24,688,235 for same 1953 period.

General Instrument Corp. reports net operating loss of \$176,302 on sales of \$4,684,405 for 3 months ended May 31, compared with profit of \$456,076 (75¢ a share) \$10,633,659 sales in same 1953 period. Chairman Blumenkrantz attributed loss to TV industry's trend to lower volume and prices this year (Vol. 10:26).

Defunct Tele-tone Corp.'s trademark and patents have been acquired by B & R Electronics Co., N. Y. radio & phonograph manufacturer headed by I. Rothman and selling under trade-names "Electronics" and "Peter-Pan."

Philco, as summer specials only, reduced price of 17-in. mahogany table from \$190 to \$160, will give away swivel-top matching tables with purchase of 21-in. table at \$200 or \$220.

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Charles Gordon Pyle, 60, exec. director of National Assn. of Electrical Distributor and onetime Sylvania gen. sales mgr., died July 16 in Bronxville, N. Y. Surviving are his wife and a son.

Color Trends & Briefs: NBC-TV will have capacity for 500 hours of color in fall-winter season, pres. Sylvester L. Weaver stated this week, claiming color facilities 300% greater than "any other network." The elaborate 90-min. color "spectaculars," now completely sold out, will provide total of 49½ hours and comprise "backbone" of color schedule, he said. Series leads off Sept. 12 with original musical starring Betty Hutton on her TV debut.

New Brooklyn studios, formerly owned by Warners, will be color-equipped by Sept., and new \$3,600,000 Hollywood color studios will be ready by Jan. 1.

In addition to "spectaculars," there will be other programs on regular or intermittent basis — including many pickups from mobile unit. Film will be offered, both theatrical and special for TV.

Weaver reported that 31 affiliates now carry color and that 64 will be ready by Oct., offering color to 78% of population.

He said that NBC has spent \$15,000,000 on color research besides the \$25,000,000 parent RCA has laid out.

Summarizing NBC's color contributions to date, Weaver pointed to: first coast-to-coast color; first series offering regular sponsors rotating chance at color; completion of more than 80 color programs; color clinics for 35 ad agencies, with demonstrations of more than 200 products; indoctrination seminars for NBC and affiliate personnel; special sessions with film producers; first mobile unit, etc.

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Six southeastern cities got network color from AT&T color-corrected routes July 15: Atlanta, Jackson, Birmingham, Memphis, New Orleans, Winston-Salem. Some routes are coaxial, requiring frequency conversion to get color subcarrier into 2.7-mc band. First coaxial route to carry color was Dallas-Houston link which started May 1. WDSU-TV, New Orleans, began broadcast day one hour earlier July 16, supplying color test pattern to aid dealers. Report from Winston-Salem's WSJS-TV, after reception of July 15 *Marriage* and July 16 *Home* shows in color, was that reception came through perfectly, color arousing great enthusiasm among local dealers.

Televised color film at its best can be superior to live color TV. That seemed to be consensus of film producers and agency executives attending 2 separate closed-circuit NBC color showings in New York. Demonstration July 12 at NBC's Colonial Theatre, arranged by Film Producers Assn. of New York in cooperation with NBC, showed 35 product packages as televised from 5 different film processes. At National TV Film Producers demonstration July 8, film was televised following live studio production—with near unanimous agreement that the film provided more color information than the live TV picture.

Network color schedules: NBC-TV—July 22, *The Marriage*, 10-10:30 p.m.; July 23, segments of 7-9 a.m. *Today* and 11-noon *Home* from mobile unit at B&O roundhouse in Baltimore; July 19-23, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m.; July 19, WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

Motorola offers advanced color training course for servicemen, to begin shortly after Labor Day. Invitations were mailed this week to some 180 service and contractors' organizations, applications to be handled through Motorola distributors.

Another "converter" reported: Colored TV Co., Fresno, Cal., is said to be planning \$50 device enabling black-&-white sets to show color. Principals are Frank Guida, Harold Adams, W. L. Johnson.

Denver's KFEL-TV reports DuMont color film scanner is due to be installed by Jan. 1, operating at transmitter on Lookout Mt.

SEVERAL MORE station sale deals are in negotiation stage, should be made known shortly. This week, *Cedar Rapids Gazette*, 30% owner of recently established KCRI-TV (Ch. 9), concluded deal whereby it buys out other stockholders in TV-AM properties for \$101,500, subject to FCC approval. And Louis R. Draughon, gen. mgr. of WSIX-TV, Nashville (Ch. 8), has tentatively agreed to sell out two-thirds interest in TV-AM stations to W. H. Cresswell and Robert Stanford, local businessmen, subject first to conclusion of banking arrangements and then to FCC approval; previous negotiations with prospective N. Y. buyers collapsed in April (Vol. 10:17).

Approved by FCC this week was purchase, for token \$100, of Detroit Ch. 62 CP from grantee UAW-CIO Bestg. Co. by Woodward Bestg. Co., headed by Max Osnos, owner of Sam's Dept. Store there; union decided not to go through with project for proposed uhf WCIO-TV and Woodward dropped own Ch. 50 application (Vol. 10:26). FCC also approved transfer of 25% interest in WDAK-TV, Augusta, Ga. (Ch. 28) to Martin Theatres of Georgia, which now holds 75% while Allen M. Woodall retains 25% (Vol. 10:24).

In the Cedar Rapids deal, out of 1450 shares outstanding, of which *Gazette* already holds 435, the following stock is being sold: Sutherland C. Dows, pres., 101.5 shares; Myron N. Blank, Des Moines theatreman, 328.4; Morris B. Ebin, Minneapolis theatreman, 162.4; Harrison E. Spangler, ex-Republican National Committee chairman, 50.75; David E. Beardsley, 50.75; Nicholas P. Creamer, 50.75; Wm. C. Culver, 40.6; Donald T. Hines, 40.6; Charles J. Lynch, 40.6; Harry G. O'Donnell, 101.5; A. L. Mulekoff, 50.75.

Knoxville's WTSK (Ch. 26), which went on air last Oct., had total income of \$74,937 in first 5 months of this year, lost \$21,610, according to financial statement filed in connection with application for \$300,000 sale to owners of radio WIKY, Evansville, Ind. (Vol. 10:23). Income was \$22,576 from CBS, \$16,306 national spot, \$16,095 local spot, \$13,748 local programs, \$2154 DuMont, \$1675 film slides, \$1469 talent, \$907 miscellany. Expenses ran \$44,505 on program dept.; \$19,930, technical dept.; \$17,255, sales dept.; \$14,856, administrative. Station is 80% owned by oilman W. R. Tuley, 10% each by No. Carolina broadcasters Harold Thoms & J. Horton Doughton, who propose to sell to So. Central Broadcasting Co., 39.6% owned by John A. Engelbrecht, gen. mgr. of WIKY; 39.6% by George F. Stoltz, chief engineer; 19.8% by Leighman D. Groves, secy-treas.

Two TV applications were filed this week, both by educational groups, bringing total pending to 213 (25 uhf). They were for Onondaga, Mich., Ch. 10, by Michigan State College (WKAR-TV & WKAR, East Lansing), which proposes non-commercial operation on the commercial channel; for Birmingham, Ala., Ch. 10 (educational), by Ala. Educational TV Commission, (CP for WEDM, Munford, Ala.), replacing application of Birmingham Area Educational TV Assn. [For further details about these applications, see *TV Addenda 19-A* herewith; for complete listings of all grants, new stations, applications, etc., see *TV Factbook No. 19*, off press next week.]

Educational TV in Louisiana advanced step this week when Legislature authorized \$150,000 to set up station under auspices of State Board of Education and Louisiana State U, created state-wide commission on educational TV with \$52,000 operating funds for 2 years, and added \$60,000 to LSU budget for educational TV.

A second coaxial circuit for cities south of Jacksonville, Fla. is scheduled for Sept. 26, good news for rapidly growing number of stations served by single circuit up to now. Third circuit is scheduled a month later.

TV was influential, but not decisive, in 1952 presidential campaign. That's principal finding of survey by Miami U, Oxford, Ohio, made under \$10,000 grant by Crosley Broadcasting Co. Survey was conducted during presidential campaign, using panel of about 1000 residents of 14-county Ohio area, including Cincinnati, Dayton and rural sections. Other findings of survey: (1) Campaign TV viewing fell off between end of conventions and final 10 days of campaign. (2) At close of the 2 political conventions, panel members favored Eisenhower over Stevenson better than 2-1. In campaign's closing days, Stevenson showed greatest gains when he was making bi-weekly TV appearances while Eisenhower was engaged in western whistle-stop campaign. (3) Majority of panelists said TV was their major source of campaign information, and TV viewers were better informed than the public generally. (4) "Election decision lay more in the realm of personalities than in any differences in platform planks or candidate proposals . . . and it seems reasonable to conclude that it was in the areas [of personality] rather than in the area of issues, that TV contributed the most to the final election results." Summary of survey, *The Influence of TV on the 1952 Elections*, is available from Dr. Joseph Seibert, Marketing Dept., Miami U, Oxford, O.

Lamb case burst into political arena this week—and attorneys for broadcaster-publisher-industrialist Edward Lamb (WICU, Erie, Pa.) filed defamation-of-character suits totaling \$1,500,000 against a Congressman and 3 TV stations in Nashville court. Suits grew out of 26-hour TV-radio talkathon July 12-13 on Nashville stations by Rep. Pat Sutton (D-Tenn.) in his campaign against Sen. Kefauver (D-Tenn.) for Democratic Senatorial nomination. In course of broadcast, Sutton accused Kefauver of associating with "known communists," specifically naming Lamb. Lamb telegraphed the stations (WLAC-TV, WSIX-TV, WSM-TV) threatening suits if satisfactory apologies and retractions were not made. Two hours before end of talkathon, Sutton read statement, saying he had been "incorrect" about Lamb. "The true facts," he said, are that "Lamb has denied the charge and has not been convicted for such an offense in court." Lamb called statement "unsatisfactory."

New system of TV film production, already in use in England, will be introduced later this year by General Precision Laboratory Inc. Developed jointly by GPL and Pye Ltd. (England), it uses 745-line image orthicon TV cameras and monitors with high-definition 35mm film recorder, which makes high-grade kine-type film from monitors. GPL says product is virtually indistinguishable from standard 35mm film. Advantages listed for electronic film production system are elimination of film editing, greater speed, fewer retakes. Similar system is in use by big British TV film producer High Definition Films Ltd.

Well-heeled educational aspirant is Oklahoma Educational TV Authority, holder of CP for KETA, Oklahoma City (Ch. 13) and applicant for Ch. 11 in Tulsa. This week, it informed FCC it has \$480,000 available from sale of bonds, \$250,000 from public building fund, \$750,000 in facilities and cash from gifts for Oklahoma City station, plus gift from KOTV, Tulsa, of \$275,000 in equipment and \$25,000 cash.

NLRB relinquishes its jurisdiction over some TV-radio stations in directive issued this week. Labor Board announced it won't handle disputes involving TV or radio stations with annual gross revenue of less than \$200,000. It formerly handled cases of any stations whose operations affected interstate commerce. Also changed were rules governing NLRB's jurisdiction over disputes on newspapers, in defense plants and retail stores.

MARTIN CODEL'S
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FOR MANAGEMENT
OF THE
VISUAL BROADCASTING
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ARTS AND INDUSTRY

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INDIANA STARTER MAKES 390, MORE IMMINENT: Only new station to take to air this week was vhf WTHI-TV, Terre Haute, Ind., bringing on-air total to 390 (123 of them uhf). The imminent list, however, shows possible week-end starts, or at least early next week, for the General Teleradio-Hartford Times WGTH-TV, Hartford, Conn. (Ch. 18) and WPBN-TV, Traverse City, Mich. (Ch. 7). Also slated to test before end of month, but not for sure, are WGR-TV, Buffalo, N.Y. (Ch. 2); WCHS-TV, Charleston, W.Va. (Ch. 8); WJNO-TV, Palm Beach, Fla. (Ch. 5). And about a dozen are on the August agenda.

Terre Haute's new WTHI-TV (Ch. 10) began programming July 22 as CBS primary, carrying some DuMont, after first tests preceding day. Nearest other outlets are in Danville, Ill., 47 mi. distant; Bloomington, Ind., 51 mi.; Champaign, Ill., 63 mi.; Indianapolis, 70 mi. Equipment is 50-kw RCA plant, 475-ft. Ideco tower, 12-bay antenna at downtown site. Anton Hulman Jr. is chief owner; Joe Higgins, gen. mgr.; Ben Farber Jr., TV operations director; Louis Froeb, commercial mgr.; Pat Murphy, technical director; Don Petit chief engineer. Base rate is \$400. Rep is Bolling.

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Only 2 CPs this week, and 2 more in the works after elimination of competing applications. The grants: Tulsa, Okla., Okla. Educational TV Authority, Ch. 11; Big Spring, Tex., KBST, Ch. 4. Due soon is Ch. 46 grant to Notre Dame U, South Bend, Ind., which this week bought competing AM station WHOT for \$140,000 plus net quick assets. In line for Ch. 13 grant in Huntington, W.Va. is WHTN, after WPLM decided to drop out of hearing and was dismissed.

TV INVESTIGATION FEVER SPREADS ON HILL: Even as the Potter subcommittee was posting "help wanted" sign for a committee of outstanding experts to delve further into the uhf-vhf allocations problem, Chairman Bricker (R-Ohio) of Senate Commerce Committee was pushing for all-out investigation of the entire broadcasting industry.

Bricker outlined his plans July 20 to Sen. Potter's communications subcommittee, where he didn't get particularly enthusiastic reception from the group which has just completed exhaustive inquiry into uhf problems. But Bricker said that he intends to put it before full Committee at next meeting, probably next week.

Principal legislation involved is Bricker's bill (S-3456) to put the networks under FCC jurisdiction, but the proposed probe promises to cover whole broadcasting waterfront. In Sen. Bricker's words, full Commerce Committee would look into "uhf, vhf, all phases of broadcasting -- everything that's before the Committee."

Bricker's idea is for staff to begin investigation immediately, then for the Committee to hold full-scale hearings when Congress reconvenes. Informally proposed by Bricker to head staff for the probe is ex-FCC Comr. Robert F. Jones, onetime Ohio Republican Congressman, now in Washington law practice.

Investigation seems slated for Committee approval -- unless Bricker himself changes his mind in meantime. At week's end he told us he intends to push for the

probe at next Committee meeting, but there's plenty of behind-the-scenes lobbying going on, and it's conceivable his plan may be dropped, or at least watered down.

It's possible that Jones' name won't come up at Committee meeting -- because of openly expressed industry fears that hearing will be "vindictive" and "punitive." It's pointed out that Jones has long record of needling networks; only last week, arguing before FCC in behalf of group of AM stations, he referred to CBS chairman William Paley and NBC chairman David Sarnoff as "sultans of squat" who are becoming "maharajahs" by "sitting on their frequencies."

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Potter communications subcommittee took 2 formal actions on vhf-uhf problems at its July 20 meeting:

(1) Agreed to create an ad hoc advisory committee for further fact-finding study, particularly on reallocation proposals made at hearing.

(2) Urged full Commerce Committee to endorse subcommittee's stand in favor of exempting uhf-equipped TV sets from 10% manufacturers' excise tax.

Ad hoc committee probably will have 5 members, none of them directly connected with private TV-radio interests or with FCC. Subcommittee hopes to appoint them before Congress adjourns, so they can turn in final report before next Congress.

Group will be patterned after old Condon Committee, set up in 1949 by Sen. Johnson (D-Colo.), then chairman of Commerce Committee, to study color TV. It took more than year to complete its study (Vol. 5:25 & 6:28). Headed by the then director of National Bureau of Standards Dr. Edward U. Condon, it included Dr. Newbern Smith of NBS; consulting engineer Stuart L. Bailey, onetime IRE president; Dr. Wm. L. Everitt, head of U of Illinois electrical engineering dept.; Donald G. Fink, then editor of Electronics Magazine. The subcommittee hopes to choose group of similar calibre, is now sifting through mass of suggested names.

Excise tax proposal probably will be endorsed at next meeting of the full Commerce Committee -- but this endorsement will only be a recommendation to Finance Committee, which has charge of tax legislation. Tax exemption will be proposed by Sen. Johnson as amendment to estate tax bill (HR-6440) when it comes up before the Finance Committee, possibly next week. Chances of approval are considered good.

Subcommittee is going ahead with plans to hold conference of all TV receiver manufacturers on ways to increase output of uhf-equipped sets, aiming at agreement to turn out no more vhf-only sets. Sen. Potter has already written Justice Dept. for assurance that such a conference would be in accord with anti-trust laws.

No formal stand on multiple ownership of TV stations has been announced by subcommittee, but Chairman Potter (R-Mich.) is known to favor FCC's proposed rule to permit single entity to hold interests in 5 vhf & 2 uhf stations -- and this proposal seems certain to get subcommittee endorsement.

Some stones remain unturned in subcommittee's uhf actions, and at next meetings it's expected to: (1) bypass all proposals for network regulation, due to the pendency of Bricker Bill hearings; (2) make recommendations to FCC on such matters as boosters & satellites, directional antennas, multiple ownership; (3) appoint ad hoc committee and spell out ground rules for its inquiry; (4) take action looking toward set makers' conference if Justice Dept. grants clearance.

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FCC is completing summary of its views on uhf problems, as requested by the subcommittee for inclusion in hearing record. Majority statement has been drafted, is now being circulated for individual commissioners' corrections and word changes. It favors removal of excise tax on uhf-equipped sets, adoption of FCC 5-vhf & 2-uhf multiple ownership rule. It opposes all-uhf reallocation, is extremely skeptical about possibility of "de-intermixture," is dubious about adding more vhf channels to TV spectrum. And it reiterates opposition to use of directional antennas and lowering of station powers as means of squeezing in more vhf allocations.

Comrs. Bartley and Hennock are writing separate comments, Bartley outlining his proposals for investigation of govt. use of vhf band (Vol. 10:28), Hennock summarizing her stand for non-intermixture, all-uhf allocation, etc.

One positive result of uhf hearings is FCC's more liberal policy toward requests by uhf grantees for more time to build. Staff has been delegated authority to grant 6-month extensions on "adequate showing" by grantee. CP-holder no longer is required to have ordered equipment in order to get extension.

New criterion is whether grantee has "put forth effort" -- such as having staff take courses to prepare for TV, etc. Also considered acceptable grounds for extension is grantee's statement that he wants to start with 12-kw transmitter, rather than lower-powered one, because of nature of his market. Effect of this new policy is that no one need have his uhf CP cancelled if he wants to keep it.

SHOWDOWN ON COLOR TUBES & SETS YET TO COME: This week brought little clarification in the color tube situation, in wake of RCA's announcement it has developed a 21-in. tube -- its answer to CBS-Hytron's and DuMont's 19-in. units (Vol. 10:28-29).

Both CBS-Hytron and its first customer Motorola state that RCA announcement doesn't alter their plans. Former says it's concerned whether it will be able to keep up with demand. Motorola reports good response from trade, says it will make money on the \$895 & \$995 sets, introduction of which will be timed with CBS-TV's first color splash, Toast of the Town Aug. 22.

Biggest question is whether prospects for RCA 21-in. tube with 250-sq. in. will pull the rug out from under CBS's 205-sq. in. 19-in. before it gets to market. If CBS-Hytron and its set-making customers continue with plans unchanged, answer won't come until receivers are on dealers' floors.

Another angle of competition is RCA's possible rate of tube production. It says it will demonstrate Sept. 15, is mum about production. Will CBS be able to make any headway with a bird-in-the-hand 19-in. vs. a 21-in. to come? Will RCA get into production faster than is commonly expected? Will fall-winter network color programs produce demand for sets that will drown out competitive square-inch claims and minor price differentials? Your guess is as good as anyone else's.

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A little more has been learned about RCA tube. Metal cones are being made by I-T-E Circuit Breaker Co., Philadelphia, not by United Specialties Co., as was reported last week (Vol. 10:29).

Most interesting aspect is that I-T-E is supplying entire bulb, including cone and faceplate. In black-&-white, no metal-cone maker ever supplied faceplates. I-T-E gets the glass from Pittsburgh Plate.

Objective of I-T-E in supplying both cone and faceplate is to broaden its possible market and compete more directly with glass bulb makers Corning and Kimble who always supplied whole bulb. I-T-E is thus in position to supply tube makers who previously shied away from problems of processing faceplates for metal cones.

I-T-E reports considerable interest in metal cones on the part of other tube makers, but it can't supply them the RCA types until released by RCA. It anticipates rectangular metal shells will come sooner or later, noting that it made hundreds of thousands of them for monochrome. But emergence doesn't seem imminent.

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Three tube-making giants have fixed on one type of tube, for the present at least. RCA, DuMont & CBS-Hytron have chosen the curved-mask, phosphors-on-face approach. There are rumors Sylvania and Tung-Sol will go for it, too. Does this mean a standardized design has finally emerged? The Spokesman for another big tube maker, GE's Dr. W.R.G. Baker, doesn't think so, saying:

"I don't think the industry will standardize on any tube that has so far been announced. The tube with the final principle is yet to come. RCA has an interesting tube, however; it's the size the public wants."

GE hasn't any imminent tube announcement, Dr. Baker said, and he added that GE would undoubtedly make some tubes similar to those announced to date, according to demand -- "just as we did the 15-in."

Philco's developmental tube, which was dubbed "Apple" as a secret code name, is still undisclosed. We've heard the rumor that it's a "post-deflection" type with

phosphor lines on face. Reported drawback is very complicated circuitry required to drive it; we hear it initially demanded a 100-tube chassis, then 60, currently 47. Tube itself is supposed to be simple to produce. Philco will say nothing.

There's one axiom of trade to be remembered in considering any undisclosed products: When a manufacturer has something saleable, he usually shouts his wares.

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Small tube makers who don't make receivers are also uncertain. For example, National Video Corp. pres. Asher Cole has view similar to Dr. Baker's, saying:

"The shadow-mask tube is very tough to make. The RCA flat-mask type was impossible to make; that's why RCA dropped it. The curved-mask type can be made by brute force, but it still isn't simple enough. Placement of those dots requires a witch doctor. The \$175 price is purely arbitrary."

Dr. Allen B. DuMont finds a definite "trend toward standardization" in the RCA, CBS-Hytron and DuMont choice of principle. He says: "We have the patents." He looks for 21-in. & 17-in. rectangular to emerge as dominant types in color just as they did in black-&-white. Dr. Baker also foresees rectangular types evolving -- "for the same reasons they did in monochrome."

Dr. DuMont sees only "a small sale" in color coming season. "I can't get excited about it," he told us. "Sets will have to get down to \$300 to \$500 before there's any sort of volume. That's still a couple years off."

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Hallicrafters pres. Wm. Halligan also urged caution on color sales prospects, telling distributors at regional sales meeting: "Don't let anyone's high pressure publicity or propaganda cause you to be booby-trapped into this color situation." Hallicrafters v.p. Richard Graver said big push won't come until price hits \$500.

There are several dates to mark on your calendar as focal points in the color battle: Aug. 22, when CBS kicks off color programming with Toast of the Town extravaganza; Sept. 12, when NBC launches its color season with first 90-min. color "spectacular"; Sept. 15, when RCA demonstrates 21-in. for first time. And from now on, you can also expect individual stations to start whooping it up as they get prepared to carry big network shows, and a few will trumpet their own originations.

EPISTOLARIZING THE INDUSTRY'S GROWTH: From a 4-page supplement in 1947 to a 400-page volume that is a veritable World Almanac of the TV-radio-electronics industries, the fall edition of our semi-annual TV Factbook (No. 19) is really a barometer of fantastic growth. What we called TV Directory No. 1 in Nov. 1947, less than 7 years ago, listed mere 16 stations on air, 55 CPs outstanding, 48 applications pending.

The new Factbook sets forth rates, facilities, ownership and personnel data on 389 stations that were on the air as of July 15, plus 40 more due before year's end. It gives same details on 12 Canadian stations in operation and 9 upcoming. And it details 217 CPs for new stations outstanding, 211 station applications pending.

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If a sponsor wanted to buy an hour of prime time on all of the 382 commercial stations in operation July 15 (the 7 others are educational), it would cost him just \$194,875 -- an average of \$510.14 per station for Class A time, which is generally 6-11 p.m. Highest rates are \$6200 & \$6000 charged by network keys WNBT & WCBS-TV, New York. Lowest is the \$90 of KVOS-TV, Bellingham, Wash., though there are quite a few charging \$100 to \$150 an evening hour.

Purchase of such a "TV blanket," were it possible, would guarantee that some 31,000,000 TV sets could receive no other message at that time -- for the Factbook's trade statistics show approximately 33,000,000 sets produced since 1946, and it's known some 2,000,000 are now in trade pipelines. Also revealed is fact that U.S. has 3 times as many TV stations as rest of world combined, for Factbook lists 110 stations in 32 foreign countries (see story, page 5).

New features in the compendium are text of the FCC Color Standards and the J. Walter Thompson Jan. 1, 1954 count of TV households in first 340 markets of U.S. The Factbook brings up to date the allocation tables, lists of CPs relinquished and

stations quitting the air, network rates & personnel, TV-radio network time sales by months (PIB), TV-radio revenue figures by years (FCC), top 100 national advertisers and their TV-radio expenditures, directory of major advertising agencies, list of program producers and syndicators.

Ownerships of stations are broken down by categories -- multiple, network, newspaper, theatrical, manufacturer, educational.

On the manufacturing side, besides trade statistics, there are directories of set & tube and phonograph & record manufacturers, laboratories, station equipment makers; and a tabulation of 1950-54 financial data on top 62 manufacturers. Other features include directories of the FCC, attorneys practicing before FCC, consulting engineers, labor unions, research firms, community antenna systems, theatre-TV and subscription-TV services, trade publications, trade associations, etc.

A 43x29-in. wall map in color comes with each Factbook, showing present and prospective TV cities, time zones, cities with more than 10,000 population, routes of actual and projected coaxial-microwave network interconnections.

One copy of the TV Factbook (map included) is in the mails now to each of our full-service subscribers; extra copies are \$4 each, extra maps \$1 each.

WORLD BECOMING TV-CONSCIOUS--BUT SLOWLY: The United States has 390 TV stations -- the rest of the world 110, or considerably fewer if you don't count boosters, satellites and low-powered experimental bloopers.

The world's 110 stations are in 32 foreign countries on 5 continents -- an increase of 28 stations in the last 6 months. Most of the new stations were opened in countries which already had TV. Only 2 nations got their first TV outlets this year -- Colombia and French Morocco.

These statistics are taken from the foreign section of the new fall edition of our semi-annual TV Factbook, just off presses this week. Featured in the Factbook is a completely revised and up-to-date Directory of TV Stations in Foreign Countries -- on air, under construction and planned -- giving locations, ownership, frequency, power and current status of each. We believe it's the most accurate list ever compiled, based on information direct from foreign governmental and private contacts, from diplomatic agencies, equipment manufacturers and other sources.

While foreign TV isn't exactly going like a house afire, our new compilation shows increase during last 6 months of almost as many stations in foreign countries (28) as the accretion of new stations in U.S. during same period (34) after subtracting the 23 that dropped in U.S. since last Jan. 1. Of course, some of foreign installations would hardly be counted as TV stations by American standards -- for example, the experimental 30-watter at Chulalongkorn University in Thailand and a technician's jerry-built 50-watt unit in Johannesburg. But the majority of the 32 nations with TV have some sort of regular program service, and there are many new stations under construction.

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Europe has taken lead in new-station activity so far this year -- mainly due to the spur of Eurovision, the 8-nation network now undergoing a month's trial. A number of European stations have been put on air in advance of target dates, and some temporary boosters and satellites have been erected to give Eurovision the maximum possible coverage.

West Germany has displaced Cuba as the foreign nation with greatest number of TV outlets, if you include the 7 German satellites pressed into service for European network programs. That nation now has 16 outlets, increase of 9 since Jan. 1. Second in number of outlets is Canada with 12 on air, up from 7 in Jan. Britain, Cuba and Italy have 9 each, Italy having opened 5 new stations for Eurovision, and Great Britain having added one in last 6 months (although its total includes temporary boosters). Cuba is only country to have fewer stations on air than at first of year, George Storer's CMTV, Havana, having quit in April (Vol. 10:18,22).

Though TV information from behind Iron Curtain is as scarce as any other kind of news, indications are that Russia now has 7 TV stations, including experimental one at Odessa. Best information 6 months ago indicated there were only 4. Mexico

still has 6 stations, new one at Tijuana balanced by Matamoros outlet which went off air. Japan now has 5, up one from Jan., France and Brazil 4, increase of one each. Venezuela still has 3, but with considerably more programming in past few months. Only other countries with more than one station are Sweden, Belgium and Netherlands, with 2 each -- but the second stations in Sweden & Netherlands are experimental. Sixteen other countries have one station each.

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While commercial TV is the rule in Western Hemisphere, most European stations are either run by or closely affiliated with government. Britain is due to get its first commercial outlets next year in London, Manchester and Birmingham, but they'll be owned by govt.-controlled corporation. Africa's first regularly operated station is privately-owned commercial outlet which opened in Feb. in French Morocco, although the stations in France are govt.-owned and non-commercial.

Japan has 3 govt.-operated and 2 private stations (both in Tokyo), and in Europe commercial stations are planned for Monaco (Monte Carlo) and the Saar. In most foreign countries, TV programming is scanty and set circulation extremely low -- and bread is still more important than TV to the average family.

[Note: New feature in fall TV Factbook is the table of Principal TV Systems of the World, giving at a glance the technical TV standards adopted by nations following the American, British, French, European (CCIR) and Soviet patterns.]

Personal Notes: FCC Comr. Robert E. Lee addresses luncheon of Washington's National Press Club Tue. July 27 on "Labels, Libels and Equal Time" . . . Edward G. Smith, recently resigned gen. mgr. of WTCN-TV, Minneapolis, named gen. mgr. of WTVH-TV, Peoria, Ill., recently taken over by Peoria Star Journal Co. . . . Joseph E. Baudino, v.p.-gen. mgr. of Westinghouse Broadcasting Co., nominated for chairmanship of BAB, succeeding Charles Caley, WMBD, Peoria; election in Nov. is automatic . . . Robert Fierman, ex-Foote, Cone & Belding and NBC-TV, joins Walter Reade's WRTV, Asbury Park, N. J., on temporary assignment as program consultant until returning to Coast in fall . . . Richard D. Johnson promoted to production mgr. of WNBQ & WMAQ, Chicago, succeeding Alan Beaumont, who resigned to direct new NBC-TV *Time to Live* series . . . Claude Traverse, NBC-TV color unit mgr., principal speaker at banquet of Northwestern U-NBC Television Institute Banquet in Chicago, July 30 . . . Jack Hoskins promoted to program director of WICS, Springfield, Ill., succeeding James Harelson . . . Isadore Rosenblatt, ex-KTLA, joins CBS legal dept. in Hollywood, succeeding Michael Franklin, now in TV business affairs dept. . . . Bernard Platt promoted to gen. mgr., Miles David to editorial director, *Sponsor Magazine* . . . Wallace A. Ross joins Box Office Television and Sheraton Hotel TV Network as gen. sales mgr. . . . Edward B. Bench Jr. named chief engineer of KSTM-TV, St. Louis . . . Patrick F. Welch, asst. mgr. of educational KUHT, Houston, named asst. to Dr. I. Keith Tyler, director of Ohio State U's Institute for Education by Radio & TV, while working on Ph.D.; he's replaced by Dr. Tom C. Battin, head of U of Florida TV-radio dept. . . . Dick Ashby promoted to production director of WMAZ-TV, Macon, Ga., succeeding Norman Gray . . . Rudolph O. Marcoux, ex-sales mgr. of WCMB, Harrisburg, returns to Maine to become business mgr. of upcoming WTWO, Bangor . . . Donald F. Langhan, WHEN chief engineer, promoted to director of technical operations of WHEN-TV, Syracuse, as Frank Spain moves to new post of director of engineering of WHEN-TV & WHEN . . . Allen Gunderson, chief TV engineer, promoted to director of engineering of KVT & KDYL, Salt Lake City, as v.p. John M. Baldwin is designated director of TV-radio engineering operations . . . James E. Gordon, WJMR-TV, New

Orleans, Sept. 1 becomes v.p.-gen. mgr. of WNOE, Ch. 4 applicant in New Orleans, succeeding Benton Paschall, resigning to return to Los Angeles . . . Fred Littlejohn, ABC-TV mgr. of news & special events, off for European cities and Cairo July 20 to look over news facilities . . . Hal Cranton, ex-BAB, appointed senior writer of NBC-TV network sales presentations under mgr. David H. Hedley . . . Phil Cohan, ex-CBS-TV, named asst. to Glenhall Taylor, N. W. Ayer west coast mgr., on Hollywood TV-radio originations . . . John I. (Bud) Edwards, who operated own Los Angeles ad agency last 3 years, named director of programs & production, KCCC-TV, Sacramento . . . Stuart A. Lindman promoted to program director of WMIN-TV, St. Paul . . . Irvin A. Eubanks resigns as sales mgr. of WKST-TV & WKST, New Castle, Pa., to devote full-time to own local ad agency . . . James N. Manilla, ex-film chief of Geyer Adv., joins TV staff of McCann-Erickson, N. Y. . . . Max Tendrich, Weiss & Geller TV-radio-media director, elected v.p. . . . Winfield Case resigns as Cunningham & Walsh TV-radio v.p. . . . Wm. McIlvain promoted to v.p. in charge of TV-radio operations, N. Y. office of Leo Burnett Co. . . . Wayne Kearn resigns as station mgr., KGMB-TV, Honolulu, for reasons of health; dept. heads now report directly to C. Richard Evans, v.p. & gen. mgr. . . . Robert Allison, director of news & special events, KTTV, Los Angeles, joins Republican National Committee for duration of campaign, to take charge of TV newsreels . . . Lovick Draper named TV-radio director, Bozell & Jacobs, Houston.

Brendan McInerney, appointed asst. to FCC gen. counsel Warren Baker, has spent most of career in govt. military procurement, was employed in N. Y. law firm of Satterlee, Warfield & Stephens 1946-48, worked for Gov. Dewey in 1948 presidential campaign. Louis C. Stephens is new legal asst. to FCC Comr. Hennock, succeeding Arthur Blooston who returned to FCC safety & special services bureau. Stephens has worked for various govt. agencies, was gen. counsel of International Refugee Organization in Geneva, most recently was in import business in New York.

Hollister Noble, 53, onetime editor of *Musical America* and CBS staffman, died July 20 of a self-inflicted gunshot wound in his home in Sherman Oaks, Cal.

Network Accounts: DuMont signs 12 new clients, including several regional sponsors, representing more than \$4,000,000 in gross time sales: Consolidated Cosmetics Inc. (Lanolin-Plus shampoo) for *They Stand Accused*, hour-long weekly drama series on time and date to be announced, thru Frank E. Duggan Adv., Chicago; Miller Brewing Co. & Atlantic Refining Co., All-Star football game Fri. Aug. 13, from 9:30 p.m., thru Mathisson & Assoc., Milwaukee, & N. W. Ayer; Hamm Brewery & Drewys Ltd. U.S.A. Inc., *Greatest Football Plays of the Week*, starting Sept. 30, thru Campbell-Mithun Inc. & MacFarland, Aveyard & Co., Chicago; Brewing Co. of America, Cleveland Browns' games, thru Lang, Fisher & Stashower, Cleveland; Atlantic Refining Co. & Chevrolet Dealers Assn., Philadelphia Eagles, Pittsburgh Steelers & N. Y. Giants games; Plymouth Motors, for special Thanksgiving Day game between Detroit Lions & Green Bay Packers, thru N. W. Ayer; Vitamin Corp. of America (Calometric weight reducer) & M-G-M as partic. sponsors of *Paul Dixon Show*, starting Aug. 2, Mon.-Wed.-Fri. 3-4 p.m., thru BBDO & Donahue & Coe; Walter H. Johnson Candy Co. (Power House candy), for *Captain Video*, starting Oct. 7, Thu. 7-7:15 p.m., thru Franklin Bruck Adv. In addition, an unidentified client bought Tue. 9-9:30 p.m. time period for mystery show starting Sept. 14 . . . Bishop Sheen quoted as saying he hopes sponsor Admiral will not carry out plan to limit his *Life Is Worth Living* on DuMont to 63 stations live, rather than 179 live and film used last year; neither Admiral nor DuMont would comment . . . Format breakup of CBS-TV's 7-9 a.m. *Morning Show*, which has attracted only 9 partic. sponsors (4 currently) in 4 months on air, will place greater emphasis on entertainment rather than news, as reflected in replacement of newsman Walter Cronkite with comedian Jack

Paar as m.c. . . . Pontiac to sponsor *Red Buttons Show* on NBC-TV in fall, Fri. 8-8:30 p.m., replacing *Dave Garroway Show*, thru MacManus, John & Adams . . . Bristol-Myers to sponsor *Honestly Celeste*, starring Celeste Holm, on CBS-TV starting in fall, Sun. 9-9:30 p.m., thru Young & Rubicam . . . Pet Milk to be co-sponsor (with Johnson's Wax) of *Life with Father* on CBS-TV in fall, Tue. 10-10:30 p.m., and (with Armour Co.) of *George Gobel Show* on NBC-TV, Sat. 10-10:30 p.m., thru Gardner Adv., St. Louis . . . Quality Jewelers of America to be alt. sponsor (with Exquisite Form Brassieres Inc.) of *Stop the Music* on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. . . . Remington Rand and Esquire Shoe Polish to be alt. sponsors of *Masquerade Party* on CBS-TV starting Sept. 29, thru Young & Rubicam & Emil Mogul Inc. . . . Sterling Drug Co. to sponsor as yet untitled mystery show on ABC-TV in fall, Fri. 9:30-10 p.m., thru Dancer-Fitzgerald-Sample . . . 5 new sponsors on NBC-TV's *Today*, Mon.-thru-Fri. 7-9 a.m.: Grove Laboratories (Fitch shampoo), 78 partic., thru Harry B. Cohen Adv.; Owens-Corning Fiberglas Corp., 17 partic., thru McCann-Erickson; American Express Co., 15 partic., thru Benton & Bowles; Prince-Gardner Co. (billfolds), 12 partic., thru Grey Adv.; Campbell Soup Co., 5 partic., thru Grey Adv.

Biggest hookup to date, with 310 stations on 4 networks, surpassing the 235 used on General Foods' Rodgers & Hammerstein extravaganza last spring (Vol. 10:14), is assured for special 2-hour electrical industry program Sun. Oct. 24 from 9-11 p.m., marking 75th anniversary of Edison's invention of electric light. Sponsored by Light's Diamond Jubilee Committee, thru N. W. Ayer & Son, program will mark TV production debut of David O. Selznick, is expected to attract top-rung entertainers.

Telecasting Notes: TV film prices should be based on fixed percentage of individual station's rate card for the time segment when the films are used. This, says WFIL-TV gen. mgr. Roger W. Clipp, would have effect of stabilizing both prices and stations' film-buying methods. Currently, TV film series are offered at prices ranging from 50% below to 300% above station rate cards for the period in which they are played, he said . . . Clipp proposal brought immediate retort from TV film industry spokesmen as "pulled out of thin air," ignoring cost of producing the film program and bound to cause confusion and pandemonium in TV film industry. They said film prices must reflect cost of production, can't be standardized or pinned to the time charges of stations that use them . . . Reverse twist: Matty Fox's Motion Pictures for TV Inc. now preparing to go heavily into theatrical film production —its first movie, *Operation Manhunt*, due for release soon by United Artists. Strangely, MPTV's 2 big theatrical properties were both results of contact made while filming TV interview with former Soviet Embassy code clerk Igor Gouzenko who exposed Canadian spy ring; first movie deals with Gouzenko's experiences, second will be based on his widely acclaimed first novel, *Fall of a Titan*. Fox is reported looking for other movie properties . . . Biggest draws at night clubs and theatres now are TV stars—"worth their weight in gold at boxoffices," reports Hollywood columnist Hal Humphrey. "A performer connected with almost any of the top TV shows can demand fabulous dough [and] draw sell-out crowds." He cites *My Little Margie's* Gale Storm at Dallas State Fair and her \$12,000-a-week booking for 3 weeks in Las Vegas, *Private Secretary's* Ann Sothern at \$20,000 a week in Las Vegas and a booking at Chicago's Chez Paree, *I Married Joan's* Jim Backus in successes in San Diego and Madison, *Hit Parade's* Dorothy Collins at Las Vegas, and of course

Lucille Ball-Desi Arnaz in their hit movie *The Long, Long Trailer* . . . Australian films used in U. S. telecasts have doubled in year, most of them documentaries made by Dept. of Interior, reports Australian News & Information Bureau . . . Ziv-TV to open offices in Rome, Paris, Frankfurt, possibly other European cities, sends Edward Stern, pres. of international div. over on survey . . . Westbrook Pegler does 2-series yap at Peabody Awards in columns this week based largely on "expose" by Jack Lait Jr., TV-radio editor, *Los Angeles Examiner*. "By careless common consent, Peabody Award is respected," is essence of complaint, which sees "leftist" significance in fact that Ed Murrow and Elmer Davis each won it 3 times, other winners including Cecil Brown, Raymond Gram Swing, Wm. Shirer, Eric Sevareid, Martin Agronsky, Charles Collingwood, Paul White, Chet Huntley, Gerald W. Johnson. Our prediction: Peabody Awards will outlast both Messrs. Pegler and Lait, as will the reputations of winners . . . "CBS brass winces at each new headline" about Arthur Godfrey, reports July 21 *Variety*, noting that none of Godfrey's shows is among top 10 in latest Nielsen ratings and that the continuing "newspaper notoriety" may have been a contributing factor; June 12 Nielsen rates *Talent Scouts* 11th (it was No. 2 for several years), *Arthur Godfrey & His Friends* 32nd . . . Atlanta's WSB-TV & WSB about to begin construction of new \$1,500,000 home, whose architecture will typify charm and dignity of Old South; Austin Co. is builder of structure on Peachtree St., which will include 50x75-ft. & 40x50-ft. studios and all modern TV-radio appurtenances . . . Helen Traubel, the opera star with flair for comedy and musical satire, signs exclusive CBS-TV contract.

Power increases: WAAM, Baltimore, July 12, to 316-kw ERP; WABI-TV, Bangor, due to go to 30-kw ERP Aug. 4.

SUMMER vacation shutdowns ended, major manufacturers of TV transmitters and associated equipment this week reported considerable activity—with DuMont reporting 2 transmitter orders and both GE & RCA resuming shipments. DuMont got order for complete 5-kw plant from WTVB, Durham, N. C. (Ch. 11), which has Sept. target; it also has new order for 25-kw amplifier from WFMY-TV, Greensboro, N. C. (Ch. 2), to replace present 5-kw which will be retained as standby, and reports order for 16mm color film scanner from CBS's KNXT, Hollywood.

GE reports shipments of 35-kw transmitter July 23 to KCKT, Great Bend, Kan. (Ch. 2), due on air in Sept.; 5-kw transmitter July 21 to WMVT, Montpelier, Vt. (Ch. 3), due in Aug.; 5-kw July 2 to KTVX, Muskogee, Okla. (Ch. 8), which has Sept. target date and is due to get 50-kw transmitter in Oct. To existing stations, GE also shipped 35-kw transmitter July 22 to WWJ-TV, Detroit (Ch. 22); new 6-bay antenna July 16 to KOIN-TV, Portland (Ch. 6); 12-bay antenna July 16 to upcoming WCNY-TV, Carthage, N. Y. (Ch. 7). Only new order reported this week by GE is for 12-kw amplifier by KBMT, Beaumont, Tex. (Ch. 3), now on air with GE 1-kw.

RCA shipped 25-kw transmitter July 16 to WUSN-TV, Charleston, S. C. (Ch. 2), which plans Sept. 1 start. On July 19, it shipped driver for new 12-kw transmitter to KPTV, Portland, Ore. (Ch. 27), with amplifier to follow later. On Feb. 23, it shipped 50-kw transmitter to WJRT, Flint, Mich. (Ch. 12), whose grant (to Detroit's WJR) is being protested by competing applicant.

Note: In reporting start of KXJB-TV, Valley City, N. D. (Ch. 4) last week, we inadvertently gave wrong transmitter rating; it's a 25-kw DuMont.

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

WMVT, Montpelier, Vt. (Ch. 3), its GE 5-kw transmitter delivered, plans Aug. 15 test patterns, Sept. 7 programming, according to pres. C. P. Hasbrook. Transmitter building (with space for two 50-kw power generators and living quarters for 2 engineers) and GE 4-bay antenna on 50-ft. Blaw-Knox tower will be ready within week. Signal from Mt. Mansfield, state's highest peak, is expected to reach as far north as Montreal as well as neighboring New York and New Hampshire. Montpelier studios are at radio WSKI, and Burlington studios are in new building. Signed as CBS primary, but also expecting to carry other 3 networks, plan is to interconnect by way of Albany. Weed will be rep.

KTVX, Muskogee, Okla. (Ch. 8), now that protests against its grant have been dismissed by the FCC (Vol. 10:28), plans Aug. 28 test patterns, Sept. 1 programming, writes v.p.-gen. mgr. L. A. Blust Jr. GE 5-kw transmitter is due to be ready by Aug. 15, with 50-kw amplifier scheduled for Oct. delivery to site near Haskell, about midway between Tulsa & Muskogee, 44 mi. apart. Andrews 650-ft. tower is to be ready Aug. 18 and 12-bay GE antenna is due to arrive by Aug. 23. Ownership (John T. Griffin interests) interlocks with KWTV, Oklahoma City & KATV, Pine Bluff, Ark., and principals control radio stations KTUL, Tulsa; KOMA, Oklahoma City; KFPW, Fort Smith, Ark. Rep will be Avery-Knodel.

KSWM-TV, Joplin, Mo. (Ch. 12), with 400-ft. tower and RCA 6-bay antenna ready, is installing 10-kw RCA transmitter, hopes to meet Aug. 1 test pattern and Aug. 15 programming targets, reports pres.-gen. mgr. Austin Harrison. It's 25½ mi. from Pittsburg, Kan., where KOAM-TV (Ch. 7) began last Dec. 5, and 68 mi. from Springfield, Mo., where KTTS-TV (Ch. 10) and KYTV (Ch. 3) are operating. KSWM-TV has signed with CBS. Base hour will be \$200. Rep will be Venard, Rintoul & McConnell.

KTLJ, Houston, Tex. (Ch. 13), planning late fall or early winter programming, recently held ground-breaking ceremonies at newly authorized transmitter site on Blue Ridge Rd. near suburban Almeda, according to pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle* (KTRH). With 50-kw RCA transmitter on hand and 900-ft. Ideco tower with RCA 12-bay superturnstile antenna due for early Aug. delivery, construction completion date is about Oct. 30. It's currently negotiating with U of Houston for lease of studios of KNUZ-TV, which left the air last June 25 (Vol. 10:27), also is seeking to purchase KNUZ-TV cameras and other studio equipment that can be adapted. Board members include Wright Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KTHT; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Rep not yet chosen.

WLOS-TV Asheville, N. C. (Ch. 13), plans Aug. test patterns, Sept. programming as interconnected ABC & DuMont, reports v.p. Charles B. Britt. After grading 2.3 miles of road and building 3000-ft. inclined railway up 45-degree slope, it has begun work on transmitter house at site atop 6000-ft. Mt. Pisgah in the Smokies, second highest peak east of Mississippi. Federal 25-kw transmitter is due as soon as building is ready, and 300-ft. Lehigh tower with 8-bay Federal antenna is to be ready about July 31. Studios will be in remodeled Westray Battle residence with 12,000-sq. ft. on 4 levels, next to famed Grove Park Inn. WLOS-TV will be first local competitor for WISE-TV (Ch. 62) which began year ago in July. Base rate will be \$250. Rep will be Venard, Rintoul & McConnell.

WCNY-TV, Carthage-Watertown, N. Y. (Ch. 7), has 20-kw GE transmitter, but can't begin installation until building is ready early in Aug., so now plans test patterns about Sept. 15, programming about Sept. 25, writes asst. mgr. James W. Higgins. Tower base and 3 guyed piers are ready and construction of 500-ft. tower with 12-bay GE antenna begins Aug. 15. Owner *Watertown Times* gave up Ch. 48 CP in Watertown as condition of Ch. 7 grant (Vol. 10:10). It will carry CBS & ABC, interconnected via microwave. Base hour will be \$150. Weed will be rep.

WCMB-TV, Harrisburg, Pa. (Ch. 27), now has 12-kw GE transmitter it purchased from now-dark WKLO-TV, Louisville (Vol. 10:17, 27), and expects to begin test patterns Aug. 25, programming Sept. 8, reports gen. mgr. Ed K. Smith. Construction of 400-ft. Wind Turbine tower with 5-bay GE antenna begins July 28. Negotiations with DuMont network are "proceeding as planned." It will be third uhf in Harrisburg—WHP-TV (Ch. 55) & WTPA (Ch. 71) having begun year ago. Base rate will be \$200. Rep will be Donald Cooke.

NCAA football TV schedule, probably to be offered for co-op sponsorship, on ABC-TV: Sept. 18, California-Oklahoma; Sept. 25, Iowa-Michigan State; Oct. 2, Stanford-Illinois; Oct. 9, Wisconsin-Rice; Oct. 16, Oregon-Southern California; Oct. 23, Pittsburgh-Northwestern, Holy Cross-Boston U, Montana-Brigham Young (regionally); Oct. 30, Penn-Penn State; Nov. 6, Baylor-Texas; Nov. 13, Ga. Tech-Alabama; Nov. 20, Ohio State-Michigan; Nov. 25 (Thanksgiving), Maryland-Missouri, Utah-Utah State (regionally); Nov. 27, Army-Navy; Dec. 4, Notre Dame-SMU.

Saturday night's just for laughs, is view of NBC-TV, with 6 back-to-back comedy programs set for that evening this fall: 7:30, *Ethel & Albert*; 8, new Mickey Rooney situation comedy; 8:30, *Great Gildersleeve*; 9, *Imogene Coca*; 9:30, *Jimmy Durante* alt. with Donald O'Connor; 10, *George Gobel Show*.

FACTORY AVERAGE \$130 IN LOW-PRICE MARKET: Average factory value of TV set was about \$130 at end of June and was about \$140 for first half of 1954, according to one of industry's top marketing specialists. Compared to \$170 average for all of 1953, it is clear reflection of extent of price downswing since last year.

Thus factory billings of about \$400,000,000 were realized out of production of some 2,800,000 TVs in first 6 months. About 45-50% should be added as markup on sets between factory and consumer, compared to about 60% for all of 1953. So retail value of TV sets in the 6 months would be about \$600,000,000. Adding the cost of components, antennas, accessories, service and miscellaneous other charges -- and it can be conservatively estimated over-counter value of trade was about \$875,000,000.

Average servicing cost to consumer is still said to run about \$20 per year, or average of 2 calls per set -- and likelihood is it will continue at that rate.

That there's less mix than some manufacturers would lead you to believe, is evident from the extremely low factory average. As if to emphasize concentration on low-end, Crosley took full-page ad in July 18 New York Times to proclaim that its \$140-\$160 "Super V" accounted for 46.2% of all 17-in. set sales in March and April.

With second-half prospects bright, it looks like a \$2 billion retail year for TV trade, easily. And with really good Xmas season, it could go quite a bit higher.

Factory value of radios averaged \$20 for the 6 months, down from \$23 for all 1953. Taking production estimate of 4,850,000, plus extras, servicing and all other items, total value is placed roughly at \$175,000,000 -- possibly going up to about \$450,000,000 for the whole year. Last year's radio value was about \$600,000,000.

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Trade is moving sluggishly through July -- production & sales showing normal seasonal downturns. More plants were closed for vacations (RCA's 2-week shutdown started this week) and others were reopened (including Admiral, Motorola, Zenith). Sales chiefs were busy visiting distributors and dealers to push new lines. With one accord, they had optimistic statements on prospects for balance of year.

Motorola spokesman said 1954 could be its biggest in terms of TV unit output, hinting it may go as high as 700,000. He said 2 leader models at \$130 & \$150 (Vol. 10:28) will be made in "generous quantities", felt fall season will be excellent.

Hallcrafters' Wm. J. Halligan, predicting 1954 production of "slightly more than 6,000,000 sets," told distributors industry is on threshold of "golden age of electronics" and trade could anticipate "very strong black-&-white market ahead."

Public's ability to provide strong TV market was buttressed this week by report of Commerce Dept. showing personal income for first 5 months at annual rate of \$285 billion, approximately \$60 billion higher than 5-month rate a year ago -- this despite drop in total industrial production. It indicated too that high level of personal income was likely to continue for rest of year.

Another economic barometer was Census Bureau report showing no substantial increase in number of unemployed, as is usual in June & July, when college graduates normally flood labor market. Nearly all economic surveys look to fall job pickup.

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TV production went up to 47,539 week ended July 16 from 3-year low of 27,997 units preceding week -- reflecting returns from vacations. It was second lowest for any week since July 1952. It was year's 28th week and brought production for year to date to about 2,875,000, compared to 4,080,000 in same period of 1953.

Radio production was 91,008 (49,660 auto), up from 56,526 preceding week but down from 152,536 week ended July 2. For 28 weeks, production was about 4,955,000, compared to approximately 7,225,000 in corresponding period of 1953.

Trade Personals: Ray George, Fred Ogilby, Ray Rich & Sam Regenstreif, all v.p.'s, are slated for election to Philco board of directors at July 28 annual meeting . . . Keeton Arnett, gen. asst. to Dr. Allen B. DuMont, promoted to new post of v.p., administration . . . Edward R. Taylor, Motorola marketing v.p., elected to board and exec. committee of Brand Names Foundation . . . E. Finley Carter, Sylvania v.p. & research director, joins Stanford Research Institute Oct. 1 as mgr. of research operations . . . Robert C. Sprague, ex-RETMA chairman who won RETMA's Medal of Honor this year, named chairman of special awards committee to pick next year's winner . . . H. T. Harrod appointed asst. sales mgr. for Westinghouse defense products, succeeded as mgr. of aviation sales by W. J. Reed . . . E. R. Sliger, in charge of market research for Westinghouse electronic tube div., promoted to div. asst. gen. sales mgr. . . . Robert G. Scott promoted to asst. sales mgr. of DuMont CR tube div., under sales mgr. Bill C. Scales . . . A. E. Cascino, Avco market research director, promoted to new post of marketing director for all Crosley & Bendix products . . . James M. Farrell, Crosley eastern regional sales mgr., promoted to new post of national field sales mgr. . . . Gerhard G. Schneider elected production v.p. of National Union Electric Corp. . . . A. R. Baggs, ex-Television & Appliance Distributors Inc., New Orleans (RCA), named product mgr. of RCA Victor Radio and "Victrola" div. . . . James D. Helm promoted to sales mgr. of GE mobile communication equip-

ment, Syracuse . . . Walter E. Tripp, ex-Consolidated Sales Co., Richmond (Stewart-Warner), named Stromberg-Carlson southeastern district mgr., Richmond . . . Wells R. Chapin named N. Y. district sales mgr. for GE broadcast equipment, succeeded as St. Louis district mgr. by Robert E. Lauterbach, now Atlanta sales rep . . . Jack Weisman, ex-O'Donnell Distributing Co., Syracuse (Crosley), named Emerson Radio northeastern district mgr., Syracuse . . . Neal F. Harmon promoted to southwestern regional mgr. for GE communication equipment, Dallas . . . Robert McNulty, ex-Schiffer Distributing Co., Atlanta (Stromberg-Carlson), named DuMont southeastern service mgr., replacing Ernest Curtis, resigned . . . Thomas M. Blake, exec. v.p. of Littelfuse Inc., elected pres., succeeding E. V. Sundt, who continues as chairman . . . Al Jacobs elected treas. of Symphonic Radio & Electronics Corp., Boston (phonographs), replacing and buying out interest of Bernard Damsky, resigned . . . Henry Munson, head of Chicago rep firm bearing his name, is pres. & gen. mgr. of new Munson Mfg. Corp., organized to make resistors, capacitors, etc. . . . Henry Goldsmith named high-fidelity sales mgr. of Leru Laboratories Inc., Wayne, N. J., new U. S. sales agency for German Siemens radios.

Lawrence V. Wells, 48, partner in Haggerty-Wells Co., Kalamazoo, Mich., onetime chief engineer of Wilcox-Gay, died July 12 at his home in Kalamazoo. He is survived by his widow and mother.

Sen. Williams (R-Del.) this week revived old charges, first aired before Kefauver crime investigating committee, linking Tele King Corp. chairman Louis I. Pokrass with underworld characters Frank Costello and late Benjamin "Bugsy" Siegel. In Senate speech, Williams said Pokrass had been given clearance from Army in 1951 for "top secret" information and that few months later Tele King vice-chairman Franklin Lamb was appointed asst. to GE's Charles E. Wilson, then defense mobilization director, despite testimony that Costello had helped finance Tele King. Pokrass denied charges, saying Williams was "well aware there is no basis for making his statements." Lamb said, "I am not a member of the underworld and do not know and never have known anyone connected with it." He added that "no one has any stock in Tele King except the Pokrass family and myself."

New officers of National Assn. of Music Merchants, elected last week at Chicago convention: pres., Earl Campbell, Campbell Music Co., Washington, succeeding Russell B. Wells, Charles E. Wells Music Co., Denver, who moves up to chairman of American Music Conference; v.p., Paul E. Murphy, M. Steinert & Sons Co., Boston, succeeding Campbell; secy., H. T. Bennett, H. T. Bennett Music Co., Santa Barbara, Cal., succeeding Murphy; treas., Ben Duvall, W. W. Kimball Co., Chicago, succeeding Parker M. Harris.

Injunction restraining Caltech Electronics Corp. from marketing printed-circuit chassis (Vol. 10:25, 29) was voided this week by Los Angeles Superior Court Judge Arnold Praeger. Petition for injunction, granted last week by Judge Praeger, was filed by Kaye-Halbert Corp. which charged secret information on printed circuits was "pirated" by several ex-Kaye-Halbert employes who formed Caltech.

Arvin introduced new line of 12 models, all 21-in., at distributors convention this week in Asheville, N. C. Line begins with \$150 metal table model, goes up to \$340 for blonde console. Optional uhf tuners are \$30 extra. Last year's prices on comparable models ranged from \$200 to \$470. Models have 90-degree tube.

Distributor Notes: Motorola appoints Lee Distributing Co., 845 Washington St., Buffalo (Louis T. Henrichs, pres.), replacing M. E. Silver Corp., which continues as Motorola's Rochester outlet . . . DuMont appoints newly-formed Eastern Wholesalers Inc., 818 W. Baltimore St., Baltimore (Charles Shulman, pres.), replacing H. O. Berman Co. . . . Hallicrafters appoints Graybar, Des Moines . . . Stromberg-Carlson appoints Wood Alexander Co., Hartford (G. R. Wood, pres.) . . . Raytheon appoints H. G. Bogart Co., Toledo (H. W. Sharp, gen. mgr.) . . . Victor H. Meyer & Co., Sylvania N. Y. distributor, becomes Sylvania factory branch under name of Victor H. Meyer Distributing Corp. . . . Television & Appliance Distributors Inc., New Orleans (RCA) names Glen Smith v.p. & gen. sales mgr., replacing A. R. Baggs, now product mgr. of RCA Victor Radio and "Victrola" div. . . . Raymond Rosen & Co., Philadelphia (RCA) promotes James Davis to v.p. & asst. to pres. Thomas F. Joyce; he's succeeded as appliances mgr. by Edward H. Rosen, ex-Philadelphia district mgr. . . . Codomo Distributors, Miami (Capehart-Farnsworth) appoints Joseph Pentrack sales mgr., replacing Sam Paiken, resigned . . . Graybar promotes R. C. Litchfield and T. A. Huston to joint heads of national TV-radio-appliance sales, replacing George T. Bryant, now Compton Adv. v.p. . . . Hoffman Sales Corp. of Oregon, Portland, names Tom Munford, from Los Angeles branch, as mgr., replacing Norfleet Callicott, now sales mgr. of Kansas City branch . . . Nash-Hudson-Kelvinator Sales Corp., St. Louis (DuMont) promotes A. J. Rufkahr to zone mgr. . . . American Distributing Co. Inc., Charleston, S. C. (DuMont) announces resignation of gen. mgr. M. D. Steiner, his duties to be assumed by pres. Jack Vane . . . Philco appoints Bob White Inc., 734 W. Hargett St., Raleigh (Robert J. White, pres.), replacing Philco factory branch.

Sylvania dedicated new 422,000-sq. ft. TV plant at Batavia, N. Y. July 15. TV production is concentrated in new plant, which began operations March 22, employs about 1200. TV engineering, including developmental work on color, will continue at Buffalo TV-radio headquarters.

Topics & Trends of TV Trade: All but color sets and tubes, and radios using transistors, get patent royalty reductions of 25-55½% in new RCA schedule announced July 22 to become effective Jan. 1, 1955. The reduced rates apply to black-&-white TV receivers & kinescopes, radios, tubes and certain commercial radio apparatus. Last previous reduction was on June 1, 1950 when rate was cut from 2½% to 1¾% on TV sets and to 1⅓% on sound equipment.

The 2¼% rate had prevailed since 1940 when it was cut from 5% set in 1932, which was first reduction from the 7½% originally set in 1927. Export rate is half. Royalty rates are based on manufacturer's selling price, are currently being paid by virtually all TV set & tube manufacturers, notable exception being Zenith which since 1945 has been challenging in the courts RCA's right to impose them.

"These reductions are in accord with RCA's tradition of continuously reducing, so far as practicable, the cost of bringing inventions and scientific developments to the industry and the public," said Ewen C. Anderson, exec. v.p., commercial dept. "These new rates further reflect the efforts of RCA to advance the radio and TV industry.

"The reduced rates are being made available to all RCA licensees whose agreements expire on Dec. 31, 1954 as well as to all the licensees who have already renewed agreements for the period of Jan. 1, 1955 to Dec. 31, 1959. In keeping with RCA's long-standing policy of granting licenses to use its inventions to those desiring to utilize them, the reduced rates will be available to new licensees, as well. RCA license agreements are free from restrictions and contain no provisions affecting selling price, or other merchandising factors, or the quantity that may be manufactured, or the territory in which the licensed apparatus may be sold."

Present rates, new rates and percentage of reductions are as follows:

	Present Rates	New Rates	Amount of Reduction
Sound Radio Receivers (using tubes)	1½%	½%	55½%
Sound Receivers (using transistors)	1½%	1½%	—
Auto Radios (using tubes)	1½%	½%	55½%
Auto Radios (using transistors)	1½%	½%	—
Commercial Radio Apparatus	2%	½%	25%
Television Receivers (black-&-white)	1¾%	1¼%	28½%
Television Receivers (color)	1¾%	1¾%	—
Kinescopes (black-&-white)	1¾%	1¼%	28½%
Kinescopes (color)	1¾%	1¾%	—
Other Electron Tubes	1¾%	1¼%	28½%

First 7 of new "series string" receiving tube types are now available to TV manufacturers, RCA announced this week. The new tube types correspond mechanically and electrically to standard tubes widely used in TV sets, but feature specially designed 600 milliamperere filaments so that they may be operated in series directly across power-line supply, eliminating need for power transformer and cutting TV set weight and costs. These are first of line of 24 "series string" tubes announced by RCA 2 months ago (Vol. 10:21).

Hallicrafters introduced 50-lb. "portable" 17-in. table model at \$160 at sales meeting in Chicago July 24. Set uses 90-degree tube, has blonde plastic cabinet, is equipped with luggage handle and is scheduled for Sept. delivery. Also introduced was 21-in. open-faced mahogany console, with 90-degree aluminized tube, at \$200, blonde \$210. Uhf versions are \$30 extra. Also shown were two 4-tube portable radios at \$34 & \$40, and company's first tape recorder, with built-in jacks for connections with TV & radio, at \$180.

Color TV dictionary, defining more than 260 names and terms and containing 45 illustrations, has been published by John F. Rider (70 pp., \$1.25).

Electronics manufacturers listed by Small Business Administration as having received govt. business loans in last 9 months: Oregon Electronic Mfg. Co., Portland (22 employes), \$75,000 (bank participation loan), for working capital; Resel Engineering Corp., Los Angeles (64 employes), \$81,000, working capital; Industrial Television Inc., Clifton, N. J. (90 employes), \$100,000, working capital; Lynmar Engineers, Philadelphia (7 employes), \$10,000, new machinery & working capital; Pioneer Electronics (picture tubes), West Los Angeles (50 employes), \$85,000, debt payment, new equipment & working capital; Plamondon Magnetics Inc., Chicago (10 employes), \$150,000 (bank participation).

Despite TV & radio, the "music business" is flourishing as never before—and this is how *Billboard* breaks down U. S. total of \$1.16 billion in 1953 expenditures: instruments, \$325,000,000; jukebox music, \$300,000,000; records, \$225,000,000; phonographs, \$150,000,000; band dates, \$75,000,000; concert field, \$50,000,000; sheet music, \$30,000,000; music teachers, \$5,000,000. Spending on music this year is expected to reach new peaks. Louis G. LeMair, pres. of American Music Conference, quotes Federal Reserve Board as estimating that sales of musical merchandise were up more than 20% in first quarter. Big advance is likely to occur in phonograph field, with heavy manufacturer promotion, notably for hi-fi.

TV shipments to dealers totaled 2,370,098 in first 5 months, exceeding production of 2,301,005 in that period, according to RETMA's state-by-state and county-by-county tables released this week and available on request. They compared with 2,695,856 shipped in first 5 months of 1953, when production was 3,309,757. New York led, with 219,165; then California, 165,544; Pennsylvania, 147,991. In May alone, shipments were 304,227, compared with 410,032 in April and 243,348 in May 1953.

RETMA has issued 48-p. booklet, *Instructor's Guide for Advanced TV Service Techniques*, giving detailed recommendations for schools and organizations interested in organizing or improving courses for advanced TV service technicians.

At a cost of £10 (about \$28), a 12-tube miniature TV set has been built by an RAF technician, using 1½x1¼-in. screen, reports *TV Newsletter of London*. Pilot had a 3-in. job in commercial production, listing for \$100, about 5 years ago—but it didn't take with the public.

Sixth edition of product list and membership roster of West Coast Electronics Manufacturers Assn. has been released, copies available from gen. mgr. Don Larson, 339 So. Robertson Blvd., Beverly Hills, Cal.

Why do British prefer 17-in. sets instead of 21-in., as Americans do? GE reports that a recent British visitor to its Syracuse plant, H. G. Foster, managing editor of *Electronic Engineering*, blames it on fact that the British don't have central heating, thus must huddle more closely to coal fireplace—and the TV set.

Report from Bonn, Germany, relates that, of 18,000 TV owners surveyed, more than 25% were "making do" without a bathroom in order to have TV while many others prefer TV to telephone. One was quoted: "If you have a TV, you forget about having a bath—and a telephone only interrupts the program."

First telecast linking eastern & western Canada will be British Empire & Commonwealth Games, July 30-Aug. 7 in Vancouver, B. C. Programs will be microwaved from Vancouver to Seattle, sent across the continent to Buffalo via AT&T, thence to CBC affiliates in Toronto, Ottawa, Montreal, Kitchener, London & Hamilton.

Financial & Trade Notes: Muter Co. stockholders are being asked to vote approval of proposed purchase of 75% of E. L. Oliver Co.'s interest in the Ebert oil lease of 160 acres in Lincoln County, Okla., underlying what is known as the Southeast Sunflower Pool. Seven out of 16 wells have already been drilled, net revenue from them for May having been \$11,126 after working expenses but before depletion and depreciation. Purchase price for the 75% of the Oliver interest, including the 7 wells and equipment, is \$320,000, payable \$160,000 in cash and \$160,000 in Muter stock at \$6 per share (25,667 shares). In addition, purchasers would also pay 75% of cost of drilling wells No. 8-16 inclusive, or approximately \$22,500 per well.

Pres. Leslie F. Muter, in July 20 proxy statement asking for necessary two-thirds majority at July 31 stockholders meeting in Chicago, calls the price "entirely reasonable" and notes that he has had previous experience in the production and sale of crude oil. Muter Oil Co., a syndicate he headed in 1939, operated with financial success both in Michigan & Indiana until dissolved in 1947-48. As of March 31, 1954 Muter Co. had 694,783 shares of common stock outstanding and, except for Mr. Muter, no person holds of record more than 10%. Mr. Muter's holdings were 115,566 shares, or 11.66%. E. L. Oliver Co. wants the Muter stock as an investment and not for resale, says proxy statement.

* * * *

American Broadcasting-Paramount Theatres Inc., for quarter ended June 30, estimates net operating profit at \$715,000 (14¢ a common share) compared with \$756,000 (16¢) for same 1953 period. For first half of this year, net operating profit was \$1,754,000 (37¢) vs. \$2,236,000 (51¢) last year. Capital gains for second quarter were \$25,000, for first half \$96,000, compared with \$62,000 & \$4,314,000 in 1953 periods. Second quarter's drop in profit was attributed by pres. Leonard H. Goldenson to increased depreciation charges, reflecting installation of new theatre wide-screen and sound equipment. He noted pickup in theatre grosses and earnings in June, stating this was in part due to reduction of the Federal admissions tax, and predicted further improvement in third quarter. ABC division's figures weren't broken down, but Goldenson said it operated at about break-even.

Seeking control of Olympic Radio & TV Co., undisclosed purchaser has offered \$6 a share if more than half of the 432,000 outstanding shares can be purchased. Until offer was made public, stock had traded between 3½-4¾ this year on American Stock Exchange. Offer was revealed by Sol M. Zweifach, who has been associated in business enterprises with financier-industrialist Louis E. Wolfson and who says he owns and represents 50,000 shares. Largest individual Olympic stockholder Fox Wells & Co., which owns about 123,000 shares or 28% of the outstanding stock, is reported unwilling to consider the offer.

Control of Alliance Mfg. Co., major maker of antenna rotators, phonograph motors, converters, etc., has been sold to Tectum Corp., manufacturer of building materials. Newark, O. Tectum pres. Murray D. Lincoln now heads Alliance, succeeding Fred Mozley, who remains as consultant. Board has been replaced by directors of Farm Bureau Mutual Insurance Co., Columbus, which also operates radio stations. Tectum bought 80% of Alliance stock, is offering to buy rest at \$40 a share.

Dividends: RCA, 25¢ payable Aug. 23 to stockholders of record July 16; International Resistance, 5¢ Sept. 1 to holders Aug. 16; Audio Devices Inc., 10% stock July 20 to holders July 9; American Electronics, 10¢ (initial div.) Sept. 15 to holders Sept. 1.

Among officers' and directors' stock transactions reported by SEC for May: Thomas A. O'Hara bought 500 Avco common, 200 pfd., holds 1595 common, 235 pfd.; Marvin A. Heidt bought 100 Bendix (April), holds 122; George E. Stoll bought 150 Bendix, holds 257; Octave Blake sold 1310 Cornell-Dubilier in April, 356 in May, holds 35,042 directly, 7139 through I. O. Blake estate; Wm. H. Miller sold 100 Gabriel Co. in April, 300 in May, hold 13,010; John W. Belanger sold 133 GE, holds 1000; Frederick D. Herbert Jr. received 3744 General Precision Equipment in exchange for Kearfott Co. Class B preference stock, sold 2562, holds 11,497; Vladimir A. Reichel received 5905 GPE in exchange for Kearfott stock, sold 500, holds 12,020; Richard A. O'Connor sold 996 Magnavox, holds 55,686; Earl W. Mutnz sold 51,000 Muntz TV (pledged stock sold by trustees) in Feb. & March, holds 187,999; Stanley P. Lovell bought 375 Raytheon, holds 1000; Wm. B. Harrison sold 300 Sylvania, holds 171; Don G. Mitchell sold 100 Sylvania, holds 3235; Milton R. Schulte bought 300 Tung-Sol, holds 2445 and Daystrom Inc. bought 55,000 Weston Electrical Instrument, holds 171,000 (including commitment to purchase 116,000 shares).

General Electric's pattern of economic growth is spelled out in report listing record first-half 1954 earnings of \$93,856,000 (\$1.08 per common share), up 24% from \$75,417,000 (87¢) earned in first 6 months of 1953 and \$57,119,000 in 1952. Earnings record was achieved despite decline of 7% in sales, which totaled \$1,447,597,000, down from \$1,560,448,000 in first 6 months of 1953 but up from \$1,171,202,000 in first half of 1952. Taxes were \$114,500,000 vs. \$195,000,000 in 1953 and \$96,500,000 in 1952. Higher earnings on lower sales were attributed in part by pres. Ralph J. Cordiner to repeal of excess profits tax. He said sales of appliance and electronics group, including TV, were higher than in first half of 1953. He said too that sales of commercial products in 1954 "should not be far from the high level attained in 1953" but that defense billings were expected to be 20% below 1953. Second-quarter profit was \$45,827,000 (53¢) after taxes of \$56,500,000 on sales of \$732,001,000, compared to \$41,568,000 (48¢) after \$99,000,000 on sales of \$782,629,000 in second quarter of 1953 and \$28,095,000 after \$60,000,000 on \$610,645,000 in 1952.

Sylvania's first-half earnings were \$3,522,785 (\$1.08 per common share) on sales of \$127,070,638, compared to profit of \$5,169,092 (\$1.70) on \$149,092,932 in same 1953 period. Second-quarter earnings were \$1,401,298 (41¢) on sales of \$60,075,187, compared to profit of \$2,395,849 (78¢) on \$69,032,624 in second quarter year ago. In semi-annual report, chairman Don G. Mitchell and pres. H. Ward Zimmer noted that TV inventory adjustment was just about over and industry is now moving "from its rapid expansion phase into a smoother, more stable, upward trend." They said Sylvania TV sets sales in second quarter were almost equal in units to year earlier but that "heavy price competition induced by the widespread inventory correction" caused drop in dollar volume. Sylvania CR tube sales increased in second quarter, over both first quarter of 1954 and second quarter of 1953, and receiving tube orders showed pickup towards end of second quarter.

Loew's Inc. (MGM) earnings were \$4,466,376 (87¢ per common share) after taxes of \$2,684,504 on sales of \$138,250,000 in 40 weeks ended June 10, up nicely from profit of \$3,185,871 (62¢) on \$133,612,000 in corresponding period preceding year. For 12 weeks ended June 10, earnings were \$1,267,210 (25¢) on sales of \$41,144,000, compared to profit of \$1,014,142 (20¢) on \$39,684,000 in comparable 1953 period.

Color Trends & Briefs: Though true mass production of color sets is still nowhere in sight—because of uncertain color picture tube situation (see p. 3)—a very few manufacturers are willing to go out on a limb and predict rate of growth as far as 10 years ahead.

A few months ago (Vol. 10:13), RCA predicted following progression of color set sales: 350,000 in 1955; 1,780,000 in 1956; 3,000,000 in 1957; 5,000,000 in 1958.

This week, GE's John T. Thompson, mgr. of tube dept. distributor sales, spoke at parts distributors' seminar in Seattle, gave out fruits of his market researchers' labors. He stated that 4-5,000 sets have been built (RETMA reports 7715 for first 5 months of year), but that mere 200 have been sold to customers. But, he said: "In 1955 we will expect some action."

Thompson didn't estimate 1955-56 sales, but he fore-saw 7,500,000 color sets in use in 1957; 24,500,000 in 1960; 37,500,000 in 1964.

Color picture tube replacement sales will be \$65,000,-000 in 1957, Thompson estimated, and that year black-&-white tube sales will be \$180,000,000, while receiving tube replacement sales should amount to \$312,000,000. For 1960, he visualized \$262,000,000 in color tube replacement sales, \$102,000,000 for monochrome, \$321,000,000 in receiving tubes. Then, for 1964, he gave this picture: \$476,000,-000 in color tube replacements, \$69,000,000 in monochrome, \$321,000,000 in receiving tubes.

* * * * *

First NBC-TV color "spectacular" of the 13 to be produced by Leland Hayward will star Mary Martin in 3 playlets from Noel Coward's *Tonight at 8:30*. Producer Max Liebman leads off with first of his series Sept. 12—musical comedy featuring Betty Hutton. Meanwhile, among color program possibilities being considered by NBC-TV are pickups from the stations with live cameras—WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee—to be inserted in 11-noon *Home* show. Daily chromatic *Here's Looking at You*, carried on WNBT, N. Y. only, goes off Aug. 6. On Aug. 11, it's planned to offer 11-11:15 a.m. feature in color as part of big Army-sponsored demonstration of TV's use in tactical warfare, to be conducted at Ft. Meade, Md. On Aug. 16, color film *My Favorite Show* is due to be carried on WNBT only. CBS's sole color show, *Time for Color*, seen via WCBS-TV, N. Y. only, goes off Aug. 16.

NBC-TV's sole regular color program, *The Marriage*, Thu. 10-10:30 p.m., has turned out to be smash hit, already has perked interest of several sponsors. Fact that it's in color is insignificant to advertisers, because of minuscule color set circulation, but program has proved definite exception to one tentative generality—viz., that color means little to a dramatic show. Program appears drab indeed in monochrome to anyone who has seen it in color.

Network color schedules: NBC-TV—July 28, mobile unit at Philadelphia rookie fire demonstration, in 7-9 a.m. *Today* and 11-noon *Home*; July 29 *The Marriage*, 10-10:30 p.m.; July 30, mobile unit at Philadelphia Art Museum, *Today & Home*; July 26-July 30, WNBT, New York only, *Here's Looking at You*, 1:30-2 p.m. WCBS-TV, New York only, *Time for Color*, 5-5:30 p.m.

DuMont has opened "color theatre" at its new N. Y. Tele-Centre, available for agencies and sponsors to test color film and slides.

Revised edition of color TV manual for servicemen, *Practical Color TV*, has been issued by RCA, is available from RCA Service Co., Camden, N. J., at \$2 each, \$1.60 in quantities of 12 or more.

Shipment of its first color set, 15-in., is reported by Capehart-Farnsworth.

Electronics Reports: Assailing govt. procurement methods, House Military Operations subcommittee this week charged millions of dollars had been spent by Air Force on an "untested model" radio transceiver which has so far proved "so unreliable as to be of no practical use." Subcommittee took secret testimony on details of "\$100,000,-000 procurement of an advanced type of long-range radio set [AN/ARC-21] for military aircraft." Its report said many millions of dollars had been needlessly spent as result of large-scale procurement of the radio from RCA "before its development had been completed or the set tested and proven." Contracts were started in 1948, according to report, and approximately 790 sets have been delivered out of total of 5743 ordered. Subcommittee added it will cost \$4200 a set to make necessary modifications to these already delivered. RCA actually received 2 contracts for the sets, one at estimated price of \$54,000,000 (now re-estimated at \$71,000,000) and a second at approximately \$38,000,000. While report assailed Air Force methods, it was careful to point out "there was no evidence reflecting upon RCA's integrity or upon its good faith in its efforts to solve these difficult engineering problems."

Automatic machine to produce glass capacitors at rates up to 30 times faster than present manual methods was announced this week by Corning Glass Works, which will initiate automatic production of 4 sizes of high-quality capacitors. New technique, Corning says, will make America independent of foreign sources for raw material supply—most high-quality capacitors now use foreign mica.

"Subminiaturization Techniques for Low-Frequency Receivers" (Bureau of Standards Circular 545), covering second phase of program for development of miniaturization techniques applicable to airborne electronic equipment being conducted by NBS with Navy support, is now available for 50¢ from Govt. Printing Office, Washington.

New technical books and servicing aids out recently: *Transistors—Theory & Practice*, by Rufus P. Turner (Gernsback, 144 pp., \$2); *Servicing TV Vertical & Horizontal Output Systems*, by Harry E. Thomas (Rider, 176 pp., \$2.40); *TV Field Service Manual* (Vol. I, Admiral through Automatic), edited by Harold Alsberg (Rider, 128 pp., \$2.10).

Microwave Associates Inc., owned by American Broadcasting-Paramount Theatres and headed by Dana W. Atchley Jr., will locate soon in new plant being constructed at Lowell, Mass.

New magazine *Popular Electronics*, is due to be started in October by Ziff-Davis, publishers of *Radio & Television News*.

Russell E. Cramer, pres. of Radio Condenser Co., Camden, N. J., had an eerie experience night of July 18 when, sitting with his family in living room of their summer home at Ocean City, N. J., a bullet crashed through the window and lodged harmlessly in a wall. A 14-year-old grandson was slightly cut by flying glass. Also in room were Mrs. Cramer and a married daughter. Mr. Cramer told police he heard a car roar away after the incident, and police said the bullet had been fired from a .22 or .25-caliber rifle.

Harry W. Chesley Jr., Philip Morris v.p., named national chairman of TV-radio films committee of United Community Campaigns of America, succeeding Joseph M. Allen, TV-radio director of Assn. of National Advertisers.

Rudolph Block, 59, Washington correspondent for group of western stations, including KOMO-TV & KOMO, Seattle, where he once was city editor of the *Times*, died July 22 in Washington, D. C. of Hodgkins disease.

FCC hearing on Edward Lamb, concerning allegations he had Communist affiliations (Vol. 10:29), was postponed from July 28 to Sept. 15. Examiner Herbert Sharfman granted the delay this week, pending FCC action on Senate Commerce Committee's request that Commission furnish Lamb with "bill of particulars" concerning precise origin and nature of the allegations. In discussion with Sharfman July 20, Walter Powell, FCC chief of renewals & transfers, insisted that it was up to examiner to determine whether Lamb should get the information. Lamb counsel J. Howard McGrath argued that Commission itself should release it. Sharfman set Aug. 9 for argument on the matter. Three slander suits seeking total of \$1,500,000 damages were filed this week in Nashville by J. Lacey Reynolds, Washington correspondent for Lamb's *Erie Dispatch-Herald* and TV-radio stations, against Rep. Sutton (D-Tenn.) in connection with latter's campaign talkathon charges of Lamb-Reynolds "Communist associations" (Vol. 10:29). Lamb himself sued same parties for same amount last week (Vol. 10:29).

Half interest in WHYN-TV, Springfield-Holyoke (Ch. 55), and radio WHYN (1 kw on 560 kc, CBS) was acquired this week by Republican Television Inc., owned by the Employes Beneficial Fund of the *Springfield Union, News and Sunday Republican*, headed by editor Paul F. Craig. Fund paid \$250,000 for 50%, FCC approving transfer. Formerly, Wm. Dwight and family owned ½, gen. mgr. Charles DeRose ½; though the DeRoses publish *Northampton Daily Gazette* and Dwights own *Holyoke Transcript*, neither has any ownership in the Springfield newspapers.

Commenting on FCC procedures, Committee on Communications of American Bar Assn., headed by Washington attorney Arthur W. Scharfeld, takes Commission severely to task for vacillating on "protests" and for adopting hearing procedures that "soon founded on the rocks of stubborn practicality." In a last-minute supplement, report analyzes new hearing rules issued last week (Vol. 10:29), lauds elimination of "points of reliance" but lambastes requirement that entire direct case be in writing.

Youngsters, parents and teachers aren't watching TV as much as they did, says 5th annual study by Northwestern U's Prof. Paul A. Witty. It embraces 1500 elementary and 400 high school children and their parents and teachers in Chicago and Evanston. The 1954 figures show average elementary pupil watched TV 21.5 hours per week, compared with 23 hours in 1953; high school students 14, compared to 17. Viewing by parents decreased to 16.5 hours from 19, by teachers to 11.5 from 12.

NARTB conducts referendum among members on resolution, submitted at recent Chicago convention, opposing use "by governmental bodies or tax-supported institutions (such as state universities) of any part of the spectrum for commercial broadcasting operations." Deadline is Aug. 20 for return of ballots to NARTB secy-treas. C. E. Arney Jr. Resolution would affect such stations as Iowa State College's WOI-TV, Ames, and U of Missouri's KOMU-TV, Columbia.

Interconnected to AT&T network circuits this week was WTHI-TV, Terre Haute, Ind. Due for hook-up Aug 1: WCHS-TV, Charleston, W. Va.; WSM-TV, Nashville; KSBW-TV & KMBY-TV, Salinas-Monterey, Cal. Latter 3 stations have been getting network programs via private pickups; WSM-TV has had own microwave from Louisville for years.

WTVN-TV are new call letters of WTVN, Columbus, O., latter call being taken over by radio adjunct, formerly WHKC. Both are owned by Cincinnati Enquirer (Hulbert Taft Jr.) interests who also operate WKRC-TV & WKRC, Cincinnati.

FCC's security proposal (Vol. 10:24), aimed at eliminating subversives among commercial and amateur operators, brought dozen or so pro and con comments this week. Among those in favor: RCA Communications, American Merchant Marine Institute Inc., NABET-CIO, Cecil E. Smith, mgr. of KUOA, Siloam Springs, Ark. Those against, or disagreeing in part: American Communications Assn., Conference of American Maritime Unions, American Civil Liberties Union, Friends (Quakers) Committee on National Legislation, KPFA, Berkeley, Cal. Those against proposal generally argued it would unduly restrict personal freedoms without catching any Communists. Those in favor felt it would tighten security by weeding out subversive or criminal elements. NABET-CIO had novel proposal; giving idea "whole-hearted approval," it suggested that station owners and managers be covered by same rules.

Possibilities of international TV and other governmental uses of international telecommunications will be investigated by 9-member commission, which will report to Congress by end of this year. House this week passed and sent to White House S.J. Res. 96, setting up Commission on Governmental Use of International Telecommunications with \$250,000 budget. Five members will be named by the President, 2 Senator members by Vice President Nixon, 2 Congressman members by House Speaker Martin (R-Mass.). Senate approved bill last July (Vol. 9:29-30).

Alfred E. Politz Inc., N. Y. research firm hired by NARTB to pre-test markets for projected TV sets-in-use audits (Vol. 10:26), has virtually completed preliminary work on methods to be used in census and expects to start field sampling in specific areas in about 3 weeks. Entire pre-testing project is expected to be completed in Oct. Markets to be pre-tested will be closely-guarded secret, says NARTB.

"TV squat" and "TV slump" are latest in long series of TV-induced ailments we've been hearing about for last 10 years. Dr. August L. Schultz warned National Chiropractic Assn. in St. Louis that "TV squat" will injure millions of children who sit cross-legged on floor to watch TV, while "TV slump" weakens sacroiliac of adults who don't do their viewing in an erect position.

"TV photography"—taking snapshots from TV screens—has become fad with camera fans, even was subject of column by *New York Herald Tribune* photography editor Don Langer July 22; he specifically mentions flood of entries in TV snapshot contest being conducted by comedian Ernie Kovacs over New York's WABD.

NARTB radio v.p. John Meagher this week wrote major record manufacturers asking for early meeting to discuss possible modification of record companies' recent switch from 78rpm to 45s in promotional shipments to radio stations (Vol. 10:27). Latter have protested against cost and delays in buying or converting turntables.

Substitution of a uhf channel for Ch. 7 in Tyler, Tex. is requested in petition filed this week by KTVE, Longview (Ch. 32). Though Ch. 7 is granted to KLTV, KTVE argues that neither itself nor KETX, Tyler (Ch. 19) will be able to survive if KLTV takes to air on Ch. 7.

"The Smallest TV Station in the World" titles article in RCA's house organ *Radio Age* for July, describing 8-watt Air Force station at Limestone Air Base, Maine (Vol. 9:52 & 10:26).

CBS Inc. and Time Inc. are cited as best-managed companies in their respective industries in *The Corporate Director*, issued by American Institute of Management.

Coast-to-coast TV: KEYT, Santa Barbara, Cal., reports receipt of card from Harvey Eckler, who logged the Ch. 3 station at Cooperstown, N. Y.

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

Television Digest

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UHF TAX RELIEF PASSES FIRST HURDLE: "We asked for a loaf of bread and got a slice." Thus Sen. Johnson (D-Colo.) sums up action of Senate Finance Committee in approving \$7 Federal tax credit to manufacturers for every TV set equipped with uhf tuner.

Committee's vote was 8-5 at July 26 meeting. Johnson, member of the Finance as well as Interstate Commerce Committee, pushed hard for plan to exempt completely from the 10% manufacturers' excise tax all uhf-equipped sets. He argued for a full hour -- but fellow Senators were unimpressed, in face of statement by Treasury that such exemption would cost Govt. \$115,000,000 a year (apparently based on 7,000,000 TVs a year, all uhf-equipped, at average factory cost of about \$165).

Some Finance Committee members appeared openly hostile to proposal. Among suggestions made by Senators: (1) Tell FCC to "force" manufacturers to equip all sets for uhf. (2) Increase -- rather than eliminate -- excise tax on TV sets.

Johnson then called in Sen. Potter (R-Mich.), chairman of communications subcommittee, who summarized recent uhf hearings, pledged for tax exemption. When he saw the proposal was making no headway, Johnson submitted the \$7 compromise.

The \$7 is figured as differential between cost of vhf tuner and vhf-uhf tuner -- and manufacturers and tuner makers we contacted said they thought the figure was realistic. Though final language hasn't been worked out, it's assumed credit would apply to all-channel sets only -- not to sets which receive only some uhf channels.

Uhf tax fight isn't over -- it's just begun. Tax credit proposal was added as amendment to HR-6440, a catch-all tax bill already approved by House. Next, the bill goes to Senate floor, where uhf amendment is given good chance of passage, then to House-Senate conference committee, thence to House, whose attitude is uncertain.

Communications subcommittee still hopes to call meeting of set manufacturers to explore ways of increasing production of uhf sets, has gotten tentative OK from Justice Dept. -- but with warning to be sure that any such meeting or agreement does not trample on the rights of the smaller set makers. Meeting could be held next week, or week after, or -- considering mercurial nature of Washington politics today (see story below) -- never.

UHF & NETWORK PROBES CAUGHT IN GOP POLITICS: Under pressure from Republican National Committee -- and perhaps even the White House -- plans of Sen. Bricker (R-Ohio) to immediately begin slam-bang probe of TV-radio in general, and the networks in particular, most likely will wither on the vine.

By the same token, it now appears that the already-announced plan of Sen. Potter (R-Mich.) to form "ad hoc" committee of impartial experts to study uhf problems (Vol. 10:30) might die with the waning Congressional session. A disillusioned group of uhf operators, meanwhile, took a look at the Senate situation and concluded "no sound relief is forthcoming now or even in the foreseeable future."

Publicly, Sen. Bricker says he hopes to call meeting of full Senate Commerce

Committee next Wed., Aug. 4, for a vote on his plan to begin gathering evidence now for hearings in Jan. on his network control bill (S-3456). But privately, he concedes there is very little likelihood of another Commerce Committee meeting this session. And he pledges to push his network probe with full vigor next January -- that is, if he is still chairman of the Committee.

Behind the whole investigation muddle is the intra-party rift which has plagued the GOP throughout the Eisenhower Administration -- along with a liberal sprinkling of strong behind-the-scenes lobbying. Sens. Bricker and Potter are on opposite sides of the GOP schism -- Bricker in the old guard, and Potter among the so-called "Eisenhower liberals."

Bricker makes no bones about his feelings toward the Potter uhf probe. He feels it uncovered valuable facts, but he thinks the subcommittee isn't taking the right action. Subcommittee's proposal for ad hoc committee is merely "buck-passing", as Bricker sees it, and he flatly pledges that no such committee will be appointed while he is chairman of the full Commerce Committee.

The key to the uhf problem is programming, and the key to programming lies with the networks -- that's Bricker's publicly expressed view. When word leaked out that he was considering an investigation -- starting this summer, and with ex-FCC Comr. Jones slated for the driver's seat -- there was swift action by the networks. It's understood Bricker was informally advised by the Republican Committee that a network probe now would be "most unwise." There are even reports that the networks have reached ear of President Eisenhower.

Every scheduled meeting of Commerce Committee in last 3 weeks has been postponed -- generally at last minute. There's good reason to believe postponements are parliamentary tactic by Chairman Bricker to avoid taking up certain bills and recommendations -- including Potter subcommittee's uhf proposals.

* * * *

What's motivating the ultra-conservative Sen. Bricker? It's said to be, in part at least, pique at networks for what he feels was unfair treatment during the recent bitter fight over his treaty amendment, opposed and beaten by his own party. He has been outspoken in opinion that networks and their commentators should not express own opinions -- possibly referring to Ed Murrow's cause celebre with McCarthy. Also, he has been strongly influenced and well coached by Ohio constituents, notably Ronald Woodyard, whose WIFE in Dayton (Ch. 22) was a uhf casualty last March.

Note: If Democrats capture control of House in this year's elections, it's understood there are plans for full-scale investigations of the networks and AT&T by special committee to be headed by Rep. Wayne Hays (D-Ohio).

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Uhf telecasters who favor reallocation have written off Potter subcommittee investigation as virtually worthless. Harold H. Thoms (WISE-TV, Asheville, N.C.) and Fred Weber (WFPG-TV, Atlantic City, now off air), the pres. & v.p. of UHF Industry Coordinating Committee (85 members), spent entire week in Washington, visited all members of communications subcommittee, other Commerce Committee members and FCC commissioners, then sent this report to uhf members July 30:

"This latest series of discussions on the Hill with those in authority compel us to report that no sound relief is to be forthcoming now or even in the foreseeable future...[The Senators'] many other Congressional duties before adjournment make them unwilling to take bold action, and a reallocation plan will not be adopted now, soon, or possibly ever."

Of the Finance Committee's excise tax credit plan for uhf sets (see p. 1), the report said: "This positively is no solution and is ephemeral and we have emphatically told this to all [Commerce] Committee members."

"We would be remiss if we did not advise you that little can now be accomplished in behalf of the uhf industry," report continues. "Neither can we offer realistic hope that even reasonable time will produce an equitable, necessary solution to present disparities between vhf & uhf when subjected to direct comparison."

The uhf representatives predicted that "the present domination by a limited number of vhf stations" will lead to "ultimate regulation and damaging effect even to the present stations with their unnatural and peculiar advantages."

Report made one recommendation to uhf telecasters: "Many operators report serious consideration of applications for vhf facilities that do not conform to the present mileage restrictions but which propose the use of new techniques & standards including boosters, satellites and directional antennas. Substantial expression of such operator interest may eventuate a method of producing additional competitive facilities. This is not wholly foreclosed even by FCC in its reports and opinions."

ONE UHF COMES BACK AS 2 MORE SIGN OFF: First uhf station to return to the air after suspending operations for lack of economic support is WACH-TV, Newport News-Norfolk (Ch. 33), which resumed test patterns this week and was due to resume programming Aug. 1. There were reports, too, that Houston's KNUZ-TV (Ch. 39) might also resume on a reduced basis, even as FCC was informed this week that WKAB-TV, Mobile, Ala. (Ch. 48) and WCOC-TV, Meridian, Miss. (Ch. 30) were going off air Aug. 1. Former says it hopes to return after microwave facilities have been completed about Oct. 1, and Meridian station told FCC it was signing off "until Sept. 15."

That makes 22 uhf stations to quit to date, most of them retaining their CPs, with 122 still on air. It's generally believed few of them will ever resume. This week, Flint's WTAC-TV (Ch. 16), which quit air in April, turned in its CP -- despite reports that the Trendle-Campbell interests, who founded it, were about to sell it.

(For complete list of all the stations that had gone off air up to last July 15, see our TV Factbook No. 19, p. 28.)

WACH-TV is one of 3 uhf stations in 4-station area where uhf conversions reportedly have now passed 50%. It began last Oct., suspended in March after experimenting with various film-only formats and losing about \$12,000 a month. Though it still has no network, new gen. mgr. Hal Seville believes he has found a formula for uhf success in Norfolk market: simulcasting.

During 4 months of TV silence, AM affiliate -- daytimer WACH -- has undergone metamorphosis, even changing call from WHYU. It now specializes in "sweet music" and news. TV time will be sold in combination with AM, at \$300 an hour national, \$150 local. Cameras will pick up disc jockeys, local personalities, film & live commercials, while news strip and clock are continually superimposed on screen.

AM station is now in the black, says Seville, and 60 of its 150 sponsors have already signed up for the simulcasts. He thinks easy-going pace of the shows, along with plenty of local personalities, will be welcome change from network fare.

BUFFALO, TRAVERSE CITY & REGINA: Two more vhf stations, including Buffalo's second, can be added to roster of stations now on the air -- with another also starting in Canada. With one uhf resuming and 2 more suspending (see story above), that makes 391 stations now in operation in U.S., 13 in Canada. Week's starters:

WGR-TV, Buffalo, N.Y. (Ch. 2), facing up to pre-freeze WBEN-TV (Ch. 4) and uhf WBUF-TV (Ch. 17), started intermittent test patterns July 26, begins programming Aug. 14 as basic NBC. It has 25-kw RCA transmitter in Hotel Lafayette penthouse and 436-ft. Emsco tower with 6-bay antenna. Studio & offices are at 184 Barton St. It's new TV project in which George F. Goodyear (10%) heads large group of stockholders, including Kudner's Myron Kirk whose 10.66% is largest single stockholding. Niagara Falls Gazette has option to buy 25% after disposing of its radio WHLD, the WGR-TV group having bought out Leo Fitzpatrick-Ike Lounsberry radio WGR. Joe Bernard, ex-Kenyon Brown stations, is gen. mgr.; Karl Hoffman, ex-WGR, engineering mgr.; Ollie Howard, sales mgr.; Van Devries, program mgr. Base hour is \$800, rep Headley-Reed.

WPBN-TV, Traverse City, Mich. (Ch. 7) began test patterns July 24, starts NBC kines Aug. 1, plans microwave relay from Grand Rapids for live network. It's second outlet in that Lake Michigan area -- WWTV, Cadillac (Ch. 13), about 40 miles away, having started Dec. 11. It uses 10-kw RCA transmitter and 6-bay antenna on 460-ft. tower. Owner is Paul Bunyan Network, which operates string of 5 radio locals and is

controlled by pres.-gen. mgr. Les Biederman, with Wm. H. Kiker as v.p. & chief engineer, R.E. Detwiler sales mgr. Base hour rate is \$120. Rep is Hal Holman.

CKCK-TV, Regina, Sask. (Ch. 2) began tests July 28, goes commercial Aug. 1, 7th privately owned station out of the 13 now on air in Canada. It uses 5-kw GE transmitter, 4-bay antenna on 600-ft. tower. Clifford Sifton is pres. of licensee Transcanada Communications, which operates radio CKCK, Regina & CKRC, Winnipeg, and has minority interest in CHCH-TV, Hamilton, Ont. (Ch. 11). Sifton Newspapers publish Regina Leader-Post, Saskatoon Star-Phoenix, Winnipeg Free Press. CKCK-TV gen. mgr. is H.A. Crittenden, with Lloyd Westmoreland as sales mgr. and E.A. Strong chief engineer. Base rate is \$160. Reps are Weed and All-Canada.

2 VHF GRANTS, NOTRE DAME TO GET UHF: This week's FCC decisions included 3-2 vote in favor of local group for vhf in Portland, Ore.; vhf to ex-uhf CP holder Birney Imes Jr. in Columbus, Miss.; initial decision paving way for commercial uhf operation by Notre Dame U in South Bend, Ind., already opened up as "uhf country" by WSBT-TV.

Oregon TV Inc. won Portland's Ch. 12 in final decision upholding 8-month-old initial decision, based largely on local ownership, civic activities, diversification of control. Grantee group are local business men who won out over the Wesley Dumm-Portland Journal combination and over company headed by San Francisco-Hawaii station operator John D. Keating. Vote was Comrs. Webster, Doerfer & Lee vs. Hyde & Bartley.

Bartley's dissent said majority should have given "controlling weight to the outstanding record of performance" of Portland Journal and its radio KPOJ. Hyde also thought KPOJ's record merited more consideration. Mr. Dumm was principal in recently approved \$6,000,000 sale of KPIX, San Francisco, to Westinghouse (Vol. 10:27).

Ch. 4 grantee in Columbus, Miss., Mr. Imes (WCBI), once held CP for Ch. 28, owns 4 Miss. AMs, publishes Columbus Commercial Dispatch. Comr. Hennock dissented on grounds of "undue concentration of mass media" in line with her oft-voiced opposition to newspaper ownership.

Notre Dame plans to build on Ch. 46, which it will get automatically; only opponent was radio WHOT, South Bend, which it bought out last week (Vol. 10:30).

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Commission this week adopted new interpretation of who is entitled to enter hearing as "party in interest" -- one which probably will be used extensively by uhf stations when hearings are held on vhf applications for their areas. Based upon a recent court ruling, FCC now permits party to enter a hearing on making "allegation of economic injury." On that basis, Commission this week permitted WENS, Pittsburgh (Ch. 16) to intervene in Irwin, Pa., Ch. 4 hearing, and KACY, Festus-St. Louis (Ch. 14, now off air) to enter St. Louis Ch. 12 hearing as "parties in interest."

In other actions this week, the FCC: (1) Proposed to substitute Ch. 38 for 65 at Sunbury, Pa., 74 for 38 at Lewistown, and add Ch. 65 to Shamokin. (2) Rejected petition by 5 Pennsylvania uhf stations to reconsider its decision granting power & height increase and site change to Lancaster's WGAL-TV (Vol. 10:10). (3) Cancelled 3 uhf CPs at request of grantees -- E. Anthony & Sons' Ch. 50 in Boston & Ch. 28 in New Bedford, and WTAC-TV's Ch. 16 in Flint (now off air). Anthony has applied for Ch. 12 in Providence, already granted to WPRO-TV, but being held up by protest.

WHY ONE TV OWNER IS QUITTING RADIO: Speaking of trends in radio forced by impact of TV, as we did in recent items in these columns (Vol. 10:25-26, 29), here's an old-time broadcaster who's quitting radio in favor of fulltime attention to his TV -- and for reasons that may be quite significant, whether or not you agree with him.

Joseph B. Fuqua set up WJBF-TV, Augusta, Ga. (Ch. 6) last Sept., with Martin Theatres as 35% partner. Now he's selling out his highly profitable radio WJBF (250 watts on 1230 kc, NBC) for \$125,000. Buyer is Media Inc., of Tarboro, N.C., headed by V.E. Fountain Sr., operating other radio stations. Agreement permits Media Inc. to retain the WJBF call for 6 months after FCC approval.

Joe Fuqua tells us he's getting equivalent of about \$200,000 for the radio station. "Profits have been off since we went into TV," he says, "but we felt that it was largely because of the occupation of management with TV, although there is no

use kidding ourselves that our local TV sales haven't to some extent come from radio money. After analyzing every point, I decided it was foolish to compete with myself.

"The TV billing has already gotten up to several times the radio. And profit potential in TV is so great compared with radio, that I felt the time diverted by myself and my associates from TV to radio would yield comparatively small results... It is obviously more profitable to spend more time selling a TV spot for \$50 than a radio spot for \$4." He even looked into newspaper ownership, he said, and came away convinced that "radio stations tended to be stepchildren to newspapers and I am sure they will likewise be stepchildren to TV owners." Then, too:

"The tax angle encourages the sale of successful radio stations. In our case, our net profit after taxes from the sale will be the equivalent of several years profit after taxes, even if the radio station continued to be reasonably profitable. Since we take our profits now while it is sure, instead of diverting our time from TV and hoping that we would get it over the next several years, it seems a good move.

"While I do not deprecate the future of radio, I will make the prediction that the most successful operators in TV will be those who have no radio affiliation. While a lot of us talk about it, I know of no complete separation of management of radio and TV where they are under the same ownership..."

"This TV is a rugged business to get started in, but I am very well pleased with the way it has treated us. We have been out of the red for several months, and I am very enthusiastic about the future."

Note: Only about 3 out of every 20 TV stations is without any AM affiliation, and record shows many TV grantees have acquired AM ownership after first going into TV. This is second case of a TV operator selling out his AM to devote full attention to TV -- other one having been Gene O'Fallon's KFEL, Denver (Vol. 10:9, 17).

Personal Notes: Rosel Hyde, FCC acting chairman, leaves week of Aug. 9 for 3-week vacation in Ida.-Wyo., as Comr. George Sterling returns from July vacation in Maine . . . A. Donovan Faust, ex-managing director of WENS, Pittsburgh, and ex-WDTV, to be gen. mgr. of upcoming WJRT, Flint, Mich. . . . Clarke A. (Fritz) Snyder resigns as CBS-TV station relations director, though date of departure hasn't been set; after vacation, he expects to enter TV station management . . . John J. (Chick) Kelly, WPTZ promotion mgr., appointed asst. adv.-sales promotion mgr. of Westinghouse Broadcasting Co., assuming duties in N. Y. offices Sept. 1 and reporting to David E. Partridge . . . John Cleghorn, gen. mgr. of WHBQ-TV & WHBQ, Memphis, recently acquired by General Teleradio Inc. (Tom O'Neil), named v.p. and director of that General Tire subsidiary . . . Kenneth H. Berkeley, gen. mgr. of WMAL-TV & WMAL, Washington, negotiating for purchase of own radio station, expected to resign shortly from *Washington Star* stations . . . Richard L. Geismar, promoted to exec. asst. to DuMont managing director Ted Bergmann, is replaced as network business mgr. by Louis Arnold; Henry J. Opperman promoted to new post of program procurement mgr. . . . George D. Robinson resigns as mgr. of WSUN-TV & radio, but will continue his newscasts . . . Wm. B. Faber resigns as v.p. in charge of TV at Headley-Reed rep firm . . . Martin Umansky promoted from radio sales mgr. to gen. mgr. of upcoming KAKE-TV, Wichita (Ch. 10), due in Sept. . . . Paul Martin promoted to national adv. mgr., Don Lee, Hollywood, succeeding Art Mortenson, now mgr. of KFMB, San Diego . . . A. M. Cadwell, pres., is acting as gen. mgr. of KOAT-TV, Albuquerque, N. M., with departure of v.p. Phil Hoffman to become station mgr. of KLZ-TV & KLZ, Denver, under gen. mgr. Hugh B. Terry . . . Wayne Kearl, relinquishing his post as mgr. of KGMB-TV, Honolulu, because of illness in family, has been retained as consultant by the station . . . Daniel M. Lissance, ex-Emil Mogul Co., name NBC Spot Sales mgr. of sales development & research . . . John D'Auitolo, ex-O. L. Tay-

lor Co., named national sales mgr., WTRI, Albany . . . John F. Sloan, ex-WOR-TV sales mgr., and Stanley Smith, ex-eastern sales mgr. of ABC-TV, join N. Y. staff of Ziv TV under city sales mgr. I. E. (Chick) Showerman . . . Richard C. Huntley, production mgr. of WWOR-TV, Worcester, joins upcoming WCAX-TV, Burlington, Vt., as program mgr.; Norman C. Locke succeeds him at WWOR-TV, with Harold Eckman becoming film director . . . Paul Dawson, ex-Arizona stations, named continuity chief, WKJG-TV & WKJG, Ft. Wayne, Ind. . . . Casey Shawhan, city editor of *Los Angeles Mirror*, appointed NBC Hollywood press director under Les Raddatz . . . Wallace Hutchinson, ex-Los Angeles sales rep for now-closed KBID-TV, Fresno, named promotion mgr. of John Poole Bestg. Co., Hollywood . . . Warren Ambrose, ex-Leo Burnett Co., and Winfield Hoskins, ex-Needham, Louis & Brorby, join TV commercial staff of McCann-Erickson, N. Y. . . . Donna Quigley promoted to TV director, Cayton Inc., N. Y. . . . Robert H. Forward, ex-asst. gen. mgr. of KABC-TV, Hollywood, appointed production director, Sportsvision Inc., San Francisco . . . Lovick Draper named TV-radio director, Bozell & Jacobs, Houston . . . Harold P. See, KRON-TV, San Francisco, elected chairman of newly formed West Coast NBC-TV Affiliates Organization, launched July 23 with luncheon for John West, NBC West Coast v.p.; Sheldon Hickox, newly assigned station relations mgr., and others.

Clayland Tilden (Clay) Morgan, 60, onetime French Line and Air France public relations director, who from 1936-49 held various publicity and promotion posts with NBC, died July 26 in New York Memorial Hospital. He had been in ill health for many months. His wife died last Jan.

James Ed (Smilin' Ed) McConnell, 62, on the radio with children's shows for the last 32 years and recently filmed for TV, died July 23 on his cabin cruiser docked at Newport Beach, Cal. He had been living in California for last 8 years. He is survived by his widow and 2 children.

Station Accounts: Top 25 spot advertisers in second 1954 quarter, with number of spots they used, are reported in latest quarterly *Rorabaugh Report on Spot TV Advertising* as follows: Procter & Gamble 714, Brown & Williamson 443, Standard Brands 326, Colgate 240, General Mills 184, National Biscuit 179, U.S. Rubber 172, General Foods 170, Bulova 167, Sterling Drug 160, Lehn & Fink 157, General Motors 154, Miles Labs 150, Reynolds Tobacco 144, Carter Products 141, Toni 125, Ford Motor 124, GE 102, Swift 102, Best Foods 98, Coca-Cola 97, B. T. Babbitt 96, Armour 90, Miller Beer 89, Ratner Mfg. (Sona cosmetics) 89. Year ago (Vol. 9:32), top 25 included Lever Bros., American Chicle, Ronson, Williamson Candy, Kellogg, Pacific Coast Borax, Borden, Paper-Mate, Rival Packing, Trico, Kraft, S.O.S. . . Niagara Mfg. & Distributing Corp., Adamsville, Pa. (mechanical massage units) using TV-radio and newspapers in 125 cities to promote "Relax and Live Longer" slogan during National Relaxation Week, Aug. 2-7, thru Olian & Bronner, Chicago . . . Lion Oil buys Ziv's *Meet Corliss Archer* for 9 markets, Sealtest for 6, Carolina Power & Light for the Carolinas, among 54 markets in which it has been sold . . . RCA buying TV-radio spots with introduction of new TV line, starting with NBC-owned stations Aug. 2, thru Kenyon & Eckhardt . . . Lemon Products Advisory Board using some TV in summer campaign for California frozen lemonade, thru McCann-Erickson . . . Piel Beer & Robert Burns Cigars first to buy into WPIX's 69 Madison Square Garden events starting Oct. 27, both thru Young & Rubicam . . . Among other advertisers reported using or preparing to use TV: Manco Chemical Co., Denver (Manco for lawn, Kill-Weed, Kill-Mouse), thru Boccard, Dunshee & Jacobson, Denver; Anasco Div., General Aniline & Film Corp. (cameras), thru Biow Co., N. Y.; Campbell Soup Co. (frozen soup), thru Leo Burnett, N. Y.; Dad's Root Beer Co., Chicago (Dad's Old Fashioned Root Beer), thru Grant Adv., Chicago; Anahist Co., Yonkers, N. Y. (Super Anahist anti-histamine tablets), thru Ted Bates & Co., N. Y.; S. B. Thomas Inc., Long Island City, N. Y. (bread & muffins), thru Robert W. Orr & Assoc., N. Y.; Deering, Milliken & Co., N. Y. (Milium fabric), thru Sterling Adv., N. Y.; S. G. Innocenti, N. Y. (Lambretta motor scooter), thru Doyle Dane Bernbach, N. Y.; Barbizon Studio of Fashion Modeling, N. Y. (fashion & photograph modeling courses), thru Blaine-Thompson Co., N. Y.; Hercules Chemical Co., N. Y. (R-D root destroyer for blocked sewers), thru Lewin, Williams & Saylor, N. Y.; Dixie Cup Co., Easton, Pa. (Dixie paper cups & containers), thru Hicks & Greist, N. Y.; Cardinal Products Inc., Hollywood, Fla. (Mattress Fresh mildew stop & anti-ant deodorizer), thru Harris & Whitebrook Agency, Miami; Trio Chemical Works, Brooklyn (Amazon Germicidal floor wax), thru Peck Adv., N. Y.

BAB report on 64 pre-freeze TV markets, released this week to its 850 radio station members, shows radio sets now have 99% penetration in homes in those markets, compared to 81% for TV, and that last year 6,786,000 radios were sold there vs. 2,803,000 TVs. Further, says BAB, radio set sales in the 64 markets last year were 25% above 1952, whereas TV sales declined 22%. Report attributes continuing high radio sales to trend to extra sets in home, plus growth of auto radio business, "now virtually a medium in itself."

American Assn. of Advertising Agencies has issued 1954 edition of its *Roster and Organization*, listing 303 AAAA member agencies operating 553 offices in 81 U.S. and 27 foreign cities. Included are texts of standards of practice, agency service standards, qualifications for membership.

Network Accounts: Polaroid Corp. buys 8 partic. thru BBDO as first sponsor of Steve Allen's new NBC-TV show, *Tonight*, starting Sept. 27. An on-again-off-again proposition for last 6 months, show was finally set this week, will be seen Mon.-thru-Fri. 11:30 p.m.-1 a.m. in east, midnight-1 a.m. in midwest as far as Omaha. Show will be sold in same manner as *Today* (7-9 a.m.) and *Home* (11-noon), with 4 one-min. commercials available each half-hour. In addition, 5-min. local station cut-ins are planned each half-hour for local news, sports and weather. Show will place primary emphasis on entertainment . . . Miles Labs, returning to TV networks after 3-year absence, buys into 4 shows, thru Geoffrey Wade Adv., Chicago: Mon. 2-2:15 p.m. segment of *Robert Q. Lewis Show* on CBS-TV starting Sept. 27; Mon. 3:30-3:45 p.m. segment of *Bob Crosby Show* on CBS-TV, also starting Sept. 27; alt. Wed. & Thu. 10:45-11 a.m. portion of *Three Steps to Heaven* on NBC-TV, and alt. Wed. & Thu. 3:45-4 p.m. segment of *Concerning Miss Marlowe* on NBC-TV . . . Pillsbury Mills and Green Giant Peas to sponsor *Mickey Rooney Show* on NBC-TV starting Aug. 28, Sat. 8-8:30 p.m., thru Campbell-Mithun & Leo Burnett . . . Kent Cigarettes to sponsor *Father Knows Best*, replacing *The Web*, on CBS-TV starting Oct. 3, Sun. 10-10:30 p.m., thru Young & Rubicam . . . Hazel Bishop (lipstick) to sponsor *Martha Raye* in untitled variety show every 4th week on NBC-TV starting Sept. 28, Tue. 8-9 p.m., thru Raymond Spector Co. . . . Preston Enterprises, Upper Darby, Pa., acting as clearing house for several hardware manufacturers and retailers, all but signed to sponsor new Goodson-Todman panel show, *It's in the Family*, on ABC-TV starting in fall, on unspecified time . . . Geritol (drugs) buys Fri. portion of *Douglas Edwards and the News* on CBS-TV, Mon.-thru-Fri. 7:30-7:45 p.m., thru Edward Kletter & Assoc. . . Maytag Co. buys 28 partic. in 7-9 a.m. *Today* on NBC-TV, thru McCann-Erickson; Ralston-Purina Co., 20 partic., thru Gardner Adv.; Armour & Co. (poultry), 10 partic., thru John W. Shaw Adv.; Nebraska Consolidated Mills (Duncan Hines mixes), 23 partic. in central time zone only, thru Gardner Adv. . . . Swift & Co. (poultry) buys 5 partic. on NBC-TV's *Home*, 11-noon, thru McCann-Erickson . . . Florsheim Shoes to sponsor Tam O' Shanter golf finals from Chicago on ABC-TV in N. Y., Chicago & Detroit Sun. Aug. 15, 8-9 p.m.; it will be offered as co-op in other cities . . . DuMont offers *Paul Dixon Show*, originating from WCPO-TV, Cincinnati, Mon.-Fri. 3-4 p.m., on partic. basis from Aug. 2.

"Is Madison Ave. Selling UHF Short?" Definitely not, says supervising time-buyer Jim Luce of J. Walter Thompson Co. in article in July 26 *Broadcasting-Telecasting*. Advertising agencies "are extremely anxious that uhf be successful," he writes, because advertisers need TV very badly in areas where there has been no TV or a single vhf station. Breaking down some of his agency's typical network shows, he points out one uses 40 uhf stations, others use 16, 14, 11, 10 & 9. "The most harm done uhf has been by individual stations themselves," he opines, claiming: (1) Too many rushed on air without proper engineering facilities. (2) In many cases, conversion claims are far in excess of what exists. Agencies judge uhf stations "in exactly the same manner as other local media," he concludes.

New weekly TV program magazine, carrying local and national advertising and sold only in selected eastern areas at outset, will be published this fall by Curtis Circulation Co., Philadelphia, which handles newsstand & subscription services of Curtis Publishing Co. Presumably it will compete with Walter Annenberg's localized TV Guide. As yet unnamed, it will sell for 15¢. Robert D. Wheeler will be publisher & editor, Jonathan Kilbourn managing editor.

Telecasting Notes: Networks may soon start own film production, despite union restrictions, as one way of halting spiraling production costs. First to make move, CBS-TV has held at least 3 negotiating sessions with Screen Actors Guild in Hollywood on wages for actors (present film scale: \$70 a day minimum, or \$250 weekly), plans to discuss matter with at least 10 other unions involved. Unions now forbid networks to use own facilities, plenty adequate in Hollywood at least, for film production—hence one problem will be to lease adequate space, not to mention possibility of touching off inter-union warfare . . . Hurdling union curbs can mean substantial savings, declares Hollywood *Variety*, citing costs of outside filming of such existing shows as CBS's *I Love Lucy*, *Our Miss Brooks*, *Amos 'n Andy*, *Life With Father*, *That's My Boy* and such projected shows as *My Wife Irma* and *The Mighty*. NBC-TV farms out such shows as *Life of Riley*, *The Falcon*; ABC-TV does same for the Danny Thomas, Ray Bolger, Ray Milland, Frank Leahy and other shows. Along same line, July 31 *Billboard* reports CBS-TV officials feel "the only way they can keep a check on costs is to produce for themselves so as at least to be able to absorb the producer's cut." . . . Programs filmed for TV and sold on network, national spot or syndicated basis—called TV's "pugnacious young offspring" will be \$130,000,000 business this year, says *Variety*. That's not counting sales of feature films to stations or filming of TV commercials. Distribution companies will gross some \$70,000,000 in direct sales to stations and local-regional sponsors—and *Variety* names 4 of them as "certain to exceed the \$6,000,000 mark" in individual billings: Ziv, CBS-TV Film Sales, NBC Film Div., MCA-TV . . . 4 Brit-

AMENDMENT of FCC political broadcasting rules to require a station to give discount time rate to individual candidate if his opponent gets discount as part of pooled purchase (Vol. 10:26) was opposed this week by NARTB. It said FCC's interpretation "goes unnecessarily beyond the Congressional enactment" of Section 315 of Communications Act and "its application would unnecessarily compound the administrative and legal problems of the Commission, licensees, candidates and political parties."

In another political allusion this week, FCC Comr. Lee told luncheon of Washington's National Press Club that broadcaster who is required by law to provide equal time but cannot edit remarks of speaker is "truly the man in the middle." As remedy, he suggested all states adopt laws to protect station operators from libel suits resulting from political broadcasts, as some have already done. He deplored fact that broadcasters are legally required to provide equal time while no check was made on newspapers' coverage to determine if equal space was given. He felt self-regulation was best policy for all media. Also, he said he was opposed to FCC regulation of networks, as proposed in Bricker bill (Vol. 10:30).

In reply to question, "Why does FCC discriminate against newspaper ownership of TV-radio stations?", Lee replied he wasn't aware of any discrimination, pointing out that of 3000 TV & radio stations, some 800 were owned wholly or in part by newspaper interests. He said there was no question of monopoly, said they were doing a good job, expressed hope more newspapers would enter TV-radio.

It was generally agreed Lee, newest FCC member, handled himself well before critical audience of press, attorneys, govt. officials, etc., particularly with his ready quips and his deft replies to loaded questions about his relations with Sen. McCarthy. To question, "Do you still love Joe?", he replied: "I take friendships very seriously. And while I sometimes disagree with my friends, the answer is: 'Yes, I still like Joe!'"

ish labor unions promise retaliation if Hollywood unions succeed in forcing U.S. TV film makers to stop shooting programs in England . . . Ace TV director Worthington (Tony) Miner returns to Broadway to direct and co-produce, with Theatre Guild, *Home is the Hero*, Dublin's Abbey Theatre success by Walter Macken, due Sept. 22 at the Booth, N. Y.; and Fred Coe, now in Hollywood, has given up plans to produce Horton Foote's *The Trip to Bountiful*, which others are producing for Sept. premiere on Broadway . . . Newark's WATV, which operates with the 6 other N.Y. metropolitan area stations from Empire State Bldg. antenna, tells *Advertising Age* it's making money and gives this formula for success: Signs on at noon, carries about 85% film, offers lowest rate in area (\$1000 an hour); billings for first quarter of this year were up 60% over last year, with 22 new national advertisers . . . Recommended reading: "10 Ways to Put More Sell in Your TV Commercials," by Irving Settel, and "How Well Can UHF Sell?"—both in July 26 *Sponsor*; latter cites case histories of commercial results in intermixed as well as uhf-only areas . . . WABC-TV enters early-morning sweepstakes with 8-9 a.m. *Good Morning Show* to compete with NBC-TV's *Today* and CBS-TV's *Morning Show* . . . More rate increases: WDTV, Pittsburgh, raises base hour from \$1200 to \$1400, min. \$190 to \$250; WHAS-TV, Louisville, \$700 to \$850 & \$140 to \$170; WAGA-TV, Atlanta, \$750 to \$850 & \$120 to \$135; KHQ-TV, Spokane, \$400 to \$500 & \$80 to \$100; KLZ-TV, Denver, \$500 to \$550 & \$100 to \$120; WFBC-TV, Greenville, S.C., adds new Class AA min. only rate of \$100 for 7:29-10 p.m. daily and raises Class A hour from \$325 to \$400, min. \$65 to \$80.

Unified TV sales promotion bureau under auspices of NARTB (Vol. 10:26-27) will operate with annual budget of \$400-500,000, under plan to be submitted to 4-man all-industry steering committee in Washington Aug. 4, day before meeting of 10-man group representing NARTB and now-disbanded Television Advertising Bureau. Steering committee consists of Clair McCollough, WGAL-TV; Roger Clipp, WFIL-TV; Campbell Arnoux, WTAR-TV; Richard Moore, KTTV. McCollough said he hopes bureau will be in operation by Oct., or just about time Alfred E. Politz Inc. concludes its pre-testing on sets-in-use census, the companion to sales promotion organization. He said several applications received for director will be considered at Aug. 5 meeting. He foresaw amicable session with TvAB representatives, though it was reported some in NARTB are disgruntled because they were not consulted before TvAB Chairman Moore sent questionnaire to about 120 station supporters asking their views on operating details of projected organization. Lawrence H. (Bud) Rogers, WSAZ-TV, another prime mover in TvAB, followed up questionnaire this week with letter urging early replies so 5 TvAB representatives can have "a definite mandate for action" at meeting. He said only purpose of questionnaire was to make certain views of supporters hadn't changed since organization was disbanded. Like McCollough, he also foresaw amicable meeting and defended TvAB against "anti-network" charges, which he said resulted from "inflammatory publicity."

Meeting of major record manufacturers with NARTB radio v.p. John Meagher, to discuss possible modification of recent switch to 45rpm of promotional record shipments to radio stations (Vol. 10:30), has been tentatively set for Aug. 5 at N. Y. Athletic Club.

Mrs. Arch Robb, wife of the NBC director of program services, suffered fractured ribs in an auto collision July 24, near Pickens, S. C. Mr. Robb and their 10-year-old son were bruised.

GOOD PICTURES out to 45-50 miles are reported from this week's after-hour tests of RCA's first 12½-kw uhf amplifier, put in operation July 26 at WBRE-TV, Wilkes-Barre, Pa. (Ch. 28) where it was to go on regular programming July 31. Station started with 1-kw RCA transmitter, now has about 250-kw ERP, will go up to 500-kw ERP when new high-gain antenna being built for it is ready toward end of year.

RCA also delivered 12½-kw amplifiers this week to WKBN-TV, Youngstown (Ch. 27) and WSBT-TV, South Bend, Ind. (Ch. 34), and now promises production and deliveries at rate of 7 per month. Next ones are due for Aug. deliveries to WHP-TV, Harrisburg, Pa. (Ch. 55); WCOV-TV, Montgomery, Ala. (Ch. 20); WAFB-TV, Baton Rouge, La. (Ch. 28); KPTV, Portland, Ore. (Ch. 27); KMJ-TV, Fresno, Cal. (Ch. 24); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WITV, Ft. Lauderdale, Fla. (Ch. 17).

New order shipped by RCA July 29 was 10-kw to WSAU-TV, Wausau, Wis. (Ch. 7), due on air in fall. Also shipped this week were 50-kw to KMBC-TV, Kansas City (Ch. 9) and 25-kw to KELO-TV, Sioux Falls, S. D. (Ch. 11). Note: In this column last week, we mistakenly reported Feb. 23 shipment of 50-kw to upcoming WJRT, Flint, Mich. (Ch. 12); it should have read *July 23*. We also erred in giving channel of WWJ-TV, Detroit, getting delivery of GE 35-kw; it should have read *Ch. 4*.

DuMont shipped 25-kw transmitter July 27 to KTIV, Sioux City, Ia. (Ch. 4), which plans mid-Aug. start.

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In our continuing survey of upcoming stations, these were reported this week:

KUTV, Salt Lake City (Ch. 2), has started construction of 200-ft. Blaw-Knox tower with 3-bay RCA antenna, now plans tests about Sept. 1, with ABC programming to begin Sept. 7 or later, according to gen. mgr. Frank Carman. Its 20-kw composite transmitter and 5-kw auxiliary were built in own Salt Lake City workshops. Owners are 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 5 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began year ago; KLIX-TV, Twin Falls, Ida. (Ch. 11), and KWIK-TV, Pocatello, Ida. (Ch. 10), both due in fall; KIFT, Idaho Falls (Ch. 8), due in 1955; KTVI, Nampa-Boise, Ida. (Ch. 6), without target.

WMBV-TV, Marinette, Wis. (Ch. 11) has RCA 10-kw transmitter and 500-ft. tower with 12-bay antenna ready, plans test patterns Aug. 9, programming next day, writes gen. mgr. Joseph D. Mackin. Transmitter site is but 26 mi. north of Green Bay. It will be NBC affiliate for Marinette-Green Bay area. Base rate will be \$250. George W. Clark will be rep.

KLIX-TV, Twin Falls, Ida. (Ch. 11) is "still several months away from on-the-air date," reports v.p.-gen. mgr. Frank C. McIntyre. It's owned by Frank Carman-Grant Wrathall group. Partially-built transmitters are being moved to Twin Falls for completion from Salt Lake City workshop operated jointly by Carman stations. Grant Wrathall is building antenna. Studio equipment is being installed in new studio-office building as it arrives from Carman's Salt Lake City workshop. Base rate will be \$120. Hollingbery will be rep, will include it under "group market plan" (see KUTV above).

WBLK-TV, Clarksburg, W. Va. (Ch. 12), hasn't ordered transmitter, but plans test patterns by Dec. 15, programming Jan. 1, 1955, reports pres. Austin V. Wood. Recently the FCC dismissed protest against grant by *Clarksburg Exponent & Telegram* which has held up progress since it was granted last Feb. (Vol. 10:27). Rep not yet chosen.

WGBH-TV, Boston (Ch. 2, educational), now is testing RCA 10-kw transmitter on dummy load, but won't make Aug. test pattern target because of delays in work on studios and tower, reports asst. operations mgr. Hartford N. Gunn Jr. Lehigh 129-ft. tower with 101-ft. RCA 6-bay antenna is scheduled to be ready by mid-Oct., and test patterns are now planned in Oct. or Nov., programming in "late fall."

KETC, St. Louis (Ch. 9, educational), plans to begin test patterns between Aug. 15-20, when Ideco tower, moved to site between St. Louis U High and Oakland Stadium, is scheduled to be ready, according to gen. mgr. Richard J. Goggin. RCA 5-kw transmitter is 75% ready. Programming is planned for mid-Sept., 4-5 hours daily, 5 days a week.

KAKE-TV, Wichita, Kan. (Ch. 10), RCA transmitter ordered for Aug. delivery, plans Sept. tests and "early fall" programming, reports gen. mgr. Martin Umansky. It will use 1079-ft. Parkersburg tower. Construction of transmitter house has begun, bids for studios will be asked shortly. It will be third outlet in area—KTVH (Ch. 12) having begun in June, 1953 and KEDD (Ch. 16) in Aug., 1953. Hollingbery will be rep.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12) won't make Aug. 1 target, now plans early Sept. test patterns, writes pres. Oscar C. Hirsch. With RCA 10-kw transmitter due Aug. 7 and 12-bay antenna already on hand, 808-ft. Truscon tower is due for delivery and completion in Aug. It will be primary interconnected CBS. Base hour will be \$250. Pearson will be rep.

KOVR, Stockton, Cal. (Ch. 13), has changed tower plans, still hopes to make Aug. 15 test pattern and early Sept. programming targets, reports exec. v.p.-gen. mgr. A. E. Jocelyn. State Parks Division turned down application to place anchors for guyed tower on state property and station now has bought self-supporting Blaw-Knox 325-ft. tower from a defunct uhf, but still has problem of dismantling and getting it across country. Installation of RCA 25-kw transmitter is proceeding on schedule 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. Base rate will be \$700. Blair will be rep.

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CFPA-TV, Port Arthur, Ont. (Ch. 2) has 200-ft. self-supporting tower with 3-bay RCA antenna due to be ready first week in Aug., plans late Aug. test patterns, Sept. 5 programming, writes owner Ralph H. Parker. RCA 2-kw transmitter is ready in TV-radio building remodeled from former city firehouse located at highest point in city. Base hour will be \$150. Reps will be Weed and All-Canada.

CJCB-TV, Sydney, N.S. (Ch. 4), 10-kw RCA transmitter on hand and 400-ft. tower with RCA 12-slot wavestack antenna due for late Aug. completion, now plans Sept. 1 test patterns, reports pres.-gen. mgr. Marvin Nathanson. Base hour will be \$200. Reps will be Weed and All-Canada.

Projected XEFE-TV, Nuevo Laredo, Mexico (Ch. 13), opposite Laredo, Tex., apparently is at standstill despite reports that two 200-ft. towers have been built and studio-transmitter building partially completed. Mexican grantee Rafael Caranza, who operates radio XEFE, has contacted various Texas interests for aid, and has reportedly sought unsuccessfully also to interest the Azcarraga-O'Farrill group of Mexico City, who operated the now-defunct XELD-TV, Matamoros (Ch. 7), opposite Brownsville, Tex., only to fold it when the peso was devalued (Vol. 10:18). Meanwhile, no FCC applications are pending or CPs outstanding for Laredo, Tex. (U. S. pop. 51,910) despite fact that it has been allocated Ch. 8 & 13.

Color Trends & Briefs: What about projection sets as a way of by-passing the bottle-neck of expensive and complicated color picture tubes? That question comes up every so often—and a number of set makers are known to be doing "top secret" experimentation with various projection methods—but this week, for first time, a manufacturer's name was openly linked with color projection. The company, Olympic, was not one of those previously rumored to be working with projections.

Olympic pres. Morris Sabin termed reports "premature," but said meetings this week end would determine "when and if" company would actually go into production. He did say, "We have reached the stage where we may be ready to go into production," and called projection the "logical approach from the standpoint of picture size, simplicity and price"—which he termed the 3 shortcomings of today's direct-view color tubes. Olympic's color work is being carried on by subsidiary Olympic Development Co., Stamford, Conn., under Dr. R. Bowling Barnes, ex-v.p. of American Optical Co. Dr. Barnes says he has been working on projection TV since 1948.

But there's many a slip, particularly where color TV is concerned, and in general our sizeup of color projections 7 months ago (Vol. 9:48) still holds up. At that time, we pointed out color projections seem to suffer much the same limitations as black-&-white projections, which never gained public acceptance. We reported then that a number of companies were exploring possibilities of projection, some said to be showing considerable enthusiasm. This is still true, but it doesn't necessarily mean that anyone has decided on projection; rather, it means the larger companies are covering the entire waterfront in their attempts to work out the best and cheapest way to bring large-screen color TV to the public.

One projection enthusiast says that while big drawback of black-&-white projections was lack of brightness, that doesn't hold true in the case of color projections. Use of 3 small tubes—one for each primary color—results in brighter image on projection screens than today's color tubes. But there are still many problems to be worked out—and aside from Olympic, we've heard of no manufacturer who has even come close to deciding on projection, though a number are still "playing with it." Best sizeup: It's still a long shot.

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Further color "spectacular" plans of NBC-TV: Max Liebman's Saturday night series of 90-min. shows will lead off Sept. 25 (9-10:30 p.m.) with Ann Sothern in Moss Hart's musical play, *Lady in the Dark* (sponsored by Oldsmobile). This is in addition to Sunday night series, also produced by Max Liebman, beginning Sept. 12 with original musical comedy starring Betty Hutton (Hazel Bishop, Reynolds Metals, Sunbeam), and Monday night series beginning Oct. 18 with Leland Hayward production of Noel Coward's *Tonight at 8:30* with Mary Martin, David Niven, Joseph Cotten (RCA & Ford). Each series will be seen every 4 weeks, thirteen 90-min. shows per series.

First regular color show from west coast will be CBS's Thu. 8:30-9:30 series, sponsored by Chrysler beginning Sept. 30. Televised live from Hollywood Television City, series will be in 2 parts—once-a-month extravaganza *Shower of Stars* and drama series called *Climax*. Chrysler promises: "What will probably be the top budget for TV this fall will certainly assure the most ambitious entertainment effort yet made in Hollywood by a major network."

WAVE-TV, Louisville, is latest station to get network color from AT&T's color-corrected routes, July 29, in time for NBC-TV's *The Marriage*.

REVOLUTION in TV timebuying is the way July 31 *Billboard* describes "sales blitz" which resulted in full sponsorship of 3 NBC-TV color "spectaculars" this fall (Vol. 10:29). But it poses, in effect, this question: From advertiser's standpoint, is it desirable to sink so much of the TV budget into big-splash extravaganzas every 4th week, rather than patiently develop audiences slowly in an identifiable time position on same network?

"Is the pattern of continuous every-week advertising on video to be discarded for occasional blockbuster programming?" it asks. "Will such programming generate sales or only hoopla?"

Quoting unidentified Madison Ave. media specialist, story goes on to say that centering entire network TV campaign around "spectaculars" might prove to be costly gamble. Nevertheless, some sponsors are doing just that. Reynolds Metals is dropping high-rated *Mr. Peepers* to buy 3 "spectaculars" and Hazel Bishop reportedly will drop popular *This Is Your Life* to make way for purchase of portion of Sun. night "spectaculars."

It's assumed "spectaculars" will produce high ratings, says *Billboard*—but question is whether ratings will be high enough for advertisers on a cost-per-thousand basis. Furthermore, it asks, "are sales drives to be coordinated with them [spectaculars] to see whether such programming can sell?"

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Motorola's Paul V. Galvin, reiterating bullishness on immediate outlook for color (Vol. 10:28), this week told N. Y. gathering of newsmen he's planning to produce 25,000 color sets this year because of 3 major reasons: (1) Company has confidence it has a successful color set at \$895 & \$995. (2) Color programming will increase, starting in next few weeks. (3) "We found someone who can make a good, large color tube," referring to CBS-Hytron tube used in Motorola's sets (Vol. 10:29-30). He said 1000 color sets will be made in Aug.

Magnavox's color plans await satisfactory development of 21-in. tube, says pres. Frank Freimann, contending 19-in. tubes "will be obsolete even before they are placed on sale." At press showing of his new line in N. Y. he said RCA's announcement of 21-in. color tube (Vol. 10:29) "had already torpedoed the 19-in. tube, though the 21-in. model may still be a gleam in the technicians' eyes."

Its daily color show sold out, Oklahoma City's WKY-TV has added second program to color schedule. First non-network-owned station to have color camera (Vol. 10:17-18,21), it reports sellout of its Mon.-Fri. 1-2 p.m. *Cook Book*, has added Thu. evening variety show, *Sooner Shindig*, with commercials—and sometimes whole show—in color. Station charges advertisers no premium for color at present time, but estimates total extra cost to sponsors should be 10-20%. Station has put out new booklet, *Hue and You*, mailed to Oklahoma City retail dealers, explaining the whys and wherefores of color TV.

DuMont color film scanner will be shipped next week to WBTV, Charlotte, N. C. Package includes two 16mm film color cinecon units and two 2x2 color slide changers. DuMont scanners have already been shipped to CBS, New York, and KTLA, Los Angeles.

To each person who attended unveiling of CBS-Hytron 19-in. color tube at Newburyport, Mass. 3 weeks ago (Vol. 10:28), CBS has sent as souvenir one of the 3-element electron guns, heart of new tube.

Network color schedules: NBC-TV—Aug. 5, *The Marriage*, 10-10:30 p.m.; WNBT, New York only, Aug. 1-6, *Here's Looking at You*, 1:30-2 p.m. CBS-TV—WCBS-TV, New York only, Aug. 1-6, *Time for Color*, 5-5:30 p.m.

Saturday Review's second annual TV-radio program awards for public service: Ed Murrow's *See It Now*, "for responsible journalism with fine institutional commercials," with sponsor Alcoa cited for "maintaining the correct relations with the directors of the program"; *Omnibus* and sponsors (Greyhound Bus, Scott Paper, American Machine & Foundry and Kelvinator) for "willingness to underwrite above average content on TV and to associate themselves with a program which broke through established formulas to please the judicious without patronizing the larger public"; Ford's 50th anniversary program, *The American Road*, for "superb taste in presenting light, entertaining Americana on a national scale with no overt commercials"; *Ding Dong School* and sponsor General Mills for "genuinely motivated and socially constructive pre-school age show"; *NBC-TV Opera* and *NBC Symphony* and sponsor Socony-Vacuum, for "distinguished presentation of fine music by fine artists." Among 26 advertisers honored for "distinguished advertising in the public interest" were RCA and GE.

U of Nebraska, with local banker Byron J. Dunn acting as trustee, acquired former Ch. 12 facilities of KOLN-TV, Lincoln, Neb. (now operating on Ch. 10), from John E. Fetzer this week as result of FCC approval of transfer. Need for hearing was obviated by satisfactory answer to "McFarland letter" questions concerning transfer (Vol. 10:20). Sale price of DuMont 5-kw transmitter and RCA 6-bay antenna was \$100,000. Because funds for purchase won't be available until the next state appropriation in July, 1955, Mr. Dunn will be in control during interim, working with TV Advisory Committee of U of Nebraska. Fetzer will install and operate station. If the school is unable to consummate transaction, Mr. Dunn is empowered to sell to another educational institution, the CP reverting to Fetzer in 1956 if facilities haven't been sold by then. KOLN-TV switches to Ch. 10 Aug. 1, after running test patterns on new channel; Ch. 12 remains dark until educators begin operation.

Looking toward intercontinental TV, Sen. Wiley (R-Wis.), chairman of Senate Foreign Relations Committee, hailed passage of International Telecommunications Commission bill last week (Vol. 10:30) with Senate speech July 23. "Through the miracle of regional and possibly global transmittal of films and live pictures into homes, offices, factories, farms and public squares throughout the world mankind is offered a golden opportunity of almost unlimited horizons," he said. "It is an opportunity to help improve standards of living—to stimulate education and culture—to improve trade, to increase understanding—and to spread the truth concerning the epic battle of the forces of the free world against Communist dictatorship." Bill was signed by President Eisenhower July 29.

Second annual TV film and talent awards by *Billboard Magazine*, based on votes by TV station executives, film producers, film distributors, ad agencies & leading sponsors: best series, *Dragnet* (NBC-TV); drama, *Four Star Playhouse* (CBS-TV); situation comedy, *I Love Lucy* (CBS-TV); other comedies, *Red Skelton Show* (CBS-TV); adventure, *Foreign Intrigue* (NBC-TV); quiz, *You Bet Your Life* (NBC-TV); public service, *Victory at Sea* (NBC-TV); sports, *Greatest Fights* (NBC-TV); western, *Death Valley Days* (no network); children's, *Time for Beany* (no network); new series, *Make Room for Daddy* (ABC-TV); best actor, Jack Webb (*Dragnet*); best actress, Loretta Young (*Loretta Young Show*).

FCC approved transfer of WTSK-TV, Knoxville (Ch. 26) this week to owners of radio WIKY, Evansville, Ind., who assume liabilities of \$216,500 in \$300,000 sale deal (Vol. 10:23, 29).

Trade Personals: Fred J. Borch, from Cleveland lamp div., elected GE v.p. in charge of marketing at N. Y. headquarters . . . Frank M. Folsom, RCA pres. now in California attending Bohemian Grove, scheduled to speak on color TV Sept. 14 before N. Y. Board of Trade and Sept. 23 before Chicago Security Analysts . . . Ernest A. Marx, director of DuMont international div., sails Aug. 14 on *Ille de France* for business trip to 9 European countries . . . John B. Swan Jr., Philco, reappointed chairman of RETMA traffic committee; Wm. L. Fogelson, P. R. Mallory & Co., renamed vice-chairman . . . James F. White, ex-CBS-Columbia, now marketing consultant for Kimco Sales Inc. (towers), which has taken new quarters at 11 W. 42nd St., N. Y. . . . Rudolf Selbmann named engineering mgr. of Oak Mfg. Co.'s new advance development lab, Rockville Centre, N. Y. . . . B. G. H. Rowley has relinquished post of technical representative for British Marconi in N. Y.; he returns to Chelmsford headquarters and is succeeded here by John S. V. Watson . . . Wm. W. Wexler named adv. & sales promotion mgr., Raytheon equipment sales div. . . . Ben D. Drezner promoted to head new Raytheon contract sales dept., in charge of shipments to motels, hotels, institutions, etc. . . . Frank Loasby promoted to Raytheon TV-radio service mgr., succeeding C. Wm. Hoshour, resigned; Curtis L. Peterson, ex-Cowan & Dengler Adv., Chicago, named Raytheon asst. adv. mgr. . . . T. R. Mathews, ex-Raytheon eastern sales mgr., named Trav-Ler Radio upstate N. Y. factory rep; Jack Gearhart to cover Florida, Sidney S. Adler Colorado & Wyoming . . . Jack J. Baxter, ex-Bendix Radio, named Florida sales & service rep for DuMont mobile communications equipment; Lawrence H. Arnold, who headed own radio parts distributorship in Richmond, to cover Virginia . . . Milton C. Perlmutter, v.p. of B&R Electronics, N. Y., elected exec. v.p. in charge of sales & merchandising for newly-acquired subsidiary Tele-tone Co. of America, N. Y. (radios & phonos) . . . Wm. H. Brodie resigns as Crosley western sales rep for electronic products to join Dancer-Fitzgerald-Sample, Chicago . . . Charles A. Groene promoted to sales training mgr. for Crosley & Bendix appliances . . . John C. Taylor named merchandising supervisor for Sylvania equipment CR tube sales dept. . . . Capt. Andrew H. Bergeson, USN ret., electronics specialist, named Stromberg-Carlson consulting engineer . . . Edward Sherman named chief engineer of Tele King . . . James W. Safford named Sylvania eastern regional sales mgr., N. Y.; Virgil W. Wittman named southern regional mgr., Raleigh . . . George Brodley named merchandising asst., Sylvania TV-radio tube divs., under E. P. Atcherley.

GE has set up two \$500,000 funds for "charitable, scientific, literary and educational purposes" in honor of Owen D. Young, chairman from 1922-45, and the late Edward W. Rice Jr., pres. from 1913-22—both of whom took leading parts in originally setting up RCA & NBC.

Dr. Wm. J. Shockley, inventor of junction transistor, now on leave as director of Bell Labs' transistor physics dept. to serve as director of research for Defense Dept.'s Weapons System Evaluation Group.

Maj. James C. Grosser succeeds Lt. Col. R. W. Couch as commander of N. Y. regional office, Signal Corps Supply Agency for N. Y., northern N. J. and New England, latter being assigned to staff college at Ft. Leavenworth, Kan.

C. E. Tonahill, 49, owner of Scooters Radio Supply, Ft. Worth parts jobber, and v.p. of National Electronic Distributors Assn., whose "jobber of the year" award he won in 1951, died suddenly at his home July 25.

Edward Rogers Tolfree, 81, pres. of "X" Laboratories Inc., N. Y. chemical manufacturer who is credited with introducing the pyrex insulated condenser and indirect sound speaker into early radio, died July 29.

17-in. EBBING, PHILCO LINE MAINLY 21-in.: New Philco line, being shown distributors Aug. 2 at Waldorf-Astoria, N.Y., then to dealers around the country, is dominantly but not exclusively 21-in. It contains no 17-in. and includes Philco's first separate phonograph units. At this writing, no advance details on models and prices could be obtained -- but it will be surprising if they aren't lower than old line at low end.

Pres. Wm. Balderston, after reviewing year's operations, goes along with the other major manufacturers in predicting production and sale of at least 6,000,000 TVs this year (Vol. 10:28-29). Elaborating on his speech at July 28 stockholders' meeting, he's expected to go into more detail on effects of 6-week strike at TV-radio-electronics plants which, combined with usual summer plant vacations, forced Philco to be last of major manufacturers to introduce TV-radio line.

Distributors are also due to get clarification of Balderston's extemporaneous remark to stockholders that Philco is currently working on a color TV "system". A Philco spokesman declined to say anything beyond this, and all that's known so far is trade talk about its so-called "Apple" project -- code name said to connote own new tube and circuit, as yet unpublicized (Vol. 10:30).

"We're on the right track," was Balderston's allusion to color when he spoke to stockholders. When the "right answer" to marketable color materializes, he said, Philco will be in position of leadership. Without mentioning any company, he said recent industry claims about tubes and circuits (Vol. 10:29-30) have confused public.

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Philco is only major set maker to abandon 17-in. entirely. (RCA did so on temporary basis last spring but resumed after Crosley made such a big showing with "Super V".) It has produced none this year, choosing to concentrate on 21-in. New Philco line is also expected to have some 24 and/or 27-in. models.

All lines shown to date by industry's leaders seem to have chosen 21-in. as bread-&-butter item. The 24 & 27-in. shown thus far have moved quite slowly and have been included in mix of only a few companies in hope they might catch on.

The 21-in. size is apparently proving the most acceptable to public. For all of last year, production & sales of this size represented 69% of industry's total; in same period, 17-in. averaged about 26%. During first 6 months of this year, the 21-in. represented about 77% of all output, the 17-in. approximately 18%.

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Trade's pace continued slack this week, as preparations were being made for big fall season. TV orders at annual Western Furniture Mart in San Francisco were reported about 20% below last year. But H. Leslie Hoffman said orders written at his company's space were just about equal to last year.

Motorola pres. Paul V. Galvin, looking ahead to fall season, reiterated his "very enthusiastic" outlook for last 6 months of year, said Motorola would aim for 10% of the 6,500,000 sets he predicted would be produced in 1954.

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TV output jumped to some 104,252 week ended July 23, reflecting resumption of production after vacations, from 47,539 preceding week and 27,997 week ended July 9. It was year's 29th week and brought production for year to date to about 2,975,000, compared to approximately 4,150,000 in corresponding period of 1953. Output in all of July thus will be between the 198,921 in July 1952 and the 316,289 in July 1953. Inventory as of Aug. 1 is estimated at about 2,000,000 vs. 2,300,000 year ago.

Radio production was 129,234 (52,830 auto), up from 91,008 week ended July 16 and 56,526 week before. For 29 weeks, output was about 5,080,000, compared to about 7,400,000 in corresponding period of 1953.

Topics & Trends of TV Trade: Magnavox pres. Frank Freimann, always outspoken on causes close to him, lit out at TV dealers this week in an open letter blaming them, in effect, for many of the evils of discount houses. At same time, he said Magnavox line, because it is fair-traded and sold direct from factory to dealer, is the only one safe from depredations of discounters.

Freimann's letter to nation's dealers said as matters stood, they were confronted with 2 alternatives in fighting discount houses—cut their own prices so low as to leave no room for discounting, or stop advertising the brands discounters sell. He wrote:

"You sell these brands (if the discounter doesn't get your customers first) frequently at no profit or at a loss—often on the premise that you are 'building traffic' or sometimes because the distributor pays for the ad. How much longer will you continue to be the advertising signpost and display room for the discounters?"

He said Magnavox sold to fewer than 2% of all retailers "in the interest of giving maximum profit opportunities to our dealers," adding: "When we fall down on our obligation to provide our dealers the 'wherewithal' which will enable him to gain adequate sales volume in that market, we hold ourselves to blame. The other side of the job and attendant obligations rest with the dealer."

Two large dept. stores recently adopted policy of discontinuing all brands handled by discounters, Freimann wrote. "Why continue to promote the sale of such brands through advertising bearing your endorsement for the benefit of discounters?" he asked.

Meanwhile, advocates of Federal legislation to restrict discount operations got setback this week when Justice Dept. and Federal Trade Commission opposed S-3596 to ban discounts and transshipments in auto industry. Now being considered by business & consumer interest subcommittee of Senate Commerce Committee, bill could provide basis for banning appliance discount houses—but opposition of Federal agencies appears to doom it, at least for this session.

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Pre-trial examinations in Zenith's triple damage counterclaim against RCA, GE & Western Electric, charging conspiracy as outgrowth of patent wrangle, given go-ahead last month by Chicago Federal district court (Vol. 10:25), were stayed this week by Appeals Court Justice J. Earl Major, on petition by RCA. Thus, what was hailed last month as a "smashing victory" by Zenith pres. E. F. McDonald, has been sidetracked, at least temporarily. RCA had asked for stay pending outcome of earlier patent suit filed by Zenith in Delaware courts. Suit by RCA was filed in Chicago in 1948, charging patent infringement on various CR tubes. Zenith's counterclaim, alleging it had been excluded from Canadian TV-radio market as result of conspiracy by RCA and others, asks \$13,356,000 for itself, \$2,700,000 for tube-making subsidiary Rauland Corp.

H. Paul Butz, Federal Trade Commission examiner who has conducted 3-year hearings on fair practice rules for TV-radio merchandising (Vol. 10:23-24,26), this week began preparation of his recommendations to FTC, expects to forward his report to chief of trade practices conference div. next week. From there it goes to Bureau of Consultation (old Bureau of Industry Cooperation), and thence to commissioners. When rules will be finally approved is anybody's guess—but at least it's certain no more hearings will be held.

More than 1800 service dealers and technicians have won 9-lesson home study course in color offered by RCA on basis of their purchase of receiving tubes.

Distributor Notes: CBS-Columbia, continuing national expansion, appoints Lew Bonn Co., Minneapolis (Lewis J. Bonn, pres.); Columbia Distributing Co., Scattle (D. Dark Russell, pres.); Consolidated Appliances Inc., Amarillo (Harvey Corn, pres.); Edwards Inc., Salt Lake City (Edward M. Abrahams, pres.); Femco Corp., Ft. Wayne (Fred Miholic, pres.); Midwest Timmermann Co., Davenport (Gerald J. Timmermann, pres.); Providence Electric Co., Providence (Samuel I. Cohen, pres.); Ry-Bar Distributing Co., Portland, Ore. (Alex J. Barberis & Donald H. Ryan, owners); Standard Electric Supply Co., Milwaukee (Morris Stern, pres.); A. K. Sutton Inc., Charlotte (A. K. Sutton, pres.) . . . Raytheon appoints Delta Distributors, New Orleans; La Salle Supply Corp., Detroit; Mid-State Distributing Co., Des Moines; Dixie Distributors Inc., Birmingham; Joe Lapkin Co., San Francisco; Boyd Corp., Portland, Me. & Cambridge, Mass.; Harper-McIntire Co., Davenport, Ia.; Certified Electronics Inc., Middletown, N. Y.; Mid-State Electric Supply, Harvey, N. D. . . . Capehart-Farnsworth names Olson & Co., Inc., ex-DuMont Philadelphia outlet, replacing Trilling & Montague . . . Emerson appoints M&N. Distributing Co., 620 Washington St., Buffalo (Felice Mirti & Adolph Gentile, co-owners) . . . Philco Distributors Inc., N. Y., extends territory to cover northern N. J., replacing T. A. O'Laughlin Inc., Newark . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) appoints Wm. F. Smith, ex-Abraham & Straus dept. store, as sales v.p.; David H. Rubinger promoted to electronics v.p. . . . Lee Distributing Co., Buffalo (Motorola) promotes Arthur G. Juhre to TV-radio sales mgr. . . . Igoe Bros. Inc., Newark (CBS-Columbia) appoints Warren Russell TV sales mgr. . . . Keps Electric Co., Pittsburgh (Admiral) promotes Irwin S. Schutzer to gen. sales mgr. . . . Philadelphia Distributors (Stromberg-Carlson) appoints Al Bloom, ex-Motorola-Philadelphia, as sales promotion mgr.; John Signor, adv. mgr., resigns to join radio KYW . . . Bernard Distributing Co., Peoria (DuMont) extends coverage to eastern Iowa.

Trans-Vue Corp., Chicago (David Krechman, pres.; Edward Kaye, v.p. & secy.) absorbs predecessor Jackson Electronics & Television Inc., as well as Mercury Electro-Products Inc., and now produces TVs and other electronic items at 1805 S. Michigan Ave., cabinets at 1522 W. Adams St. It's reported planning to bring out 17-in. vertical chassis table model at \$100 in 45 or 60 days.

Corporation Mercantil de Mexico, S.A. (Gregorio Shapiro, pres.), Stromberg-Carlson Mexico City distributor for several years, now makes TV & radio receivers under Stromberg label for sale in Mexico. Stromberg-Carlson says newly-signed licensing agreement is "a solution to the sales problem in Mexico, resulting from the high import duty."

Radio shipments to dealers, excluding auto radios, totaled 1,775,539 in first 5 months, according to RETMA's state-by-state and county-by-county report released this week and available on request. No comparable figures are available for previous years, since data was compiled on quarterly basis until 1954. May shipments were 406,382, compared to 384,390 in April.

Excise tax exemption for components (except tubes and cabinets) used in non-entertainment-type TVs, radios and phonos was approved this week by Senate Finance Committee as amendment to tax bill (HR-6440). Exemption was requested by manufacturers of commercial and govt. radio and electronic equipment.

Montgomery Ward's fall-winter catalog presents line starting with 17-in. brown metal vertical chassis table model at \$140. Another is 21-in. mahogany veneer horizontal chassis table model at \$170, uhf \$200. In addition, five 21-in. consoles were reduced \$30 each.

Financial & Trade Notes: National Credit Office Inc. reports that first quarter revenues of 18 TV-radio-electronics manufacturers, with aggregate sales of \$789,538,000, were off 9.2% from the \$857,690,000 for same 1953 period while their net profits of \$26,874,000 were off 8.1%. Report is an interim one, for NCO uses 40 companies for its annual financial study which in 1953 showed 29% gain in sales, good increase in earnings, and "satisfactory" 15% return on invested capital.

Brightest spots for manufacturers, concludes NCO, are in industrial and military electronics. Industrial electronics accounted for sales of more than \$400,000,000 last year and if present rate of expansion continues, volume should be well over billion dollars by 1960. Products included in industrial electronics are broadcast equipment, microwave relay systems, industrial control instruments, data processing equipment, X-ray equipment & tubes.

"The over-all financial condition of the industry," it states, "was strengthened, for better than half of earnings was reinvested in the form of a substantial addition to working capital. Inventory turnover improved and was quite acceptable in view of the complex nature of the products manufactured. The collection period of receivables remained steady. Liquidity was excellent. Additions to fixed assets were financed by long-term borrowings, with much of the equipment purchased under certificates of necessity."

* * * *

RCA looks to possible first \$1 billion year, with sales for 6 months ended June 30 attaining record volume of \$444,369,000, up 8% from previous peak of \$410,686,000 for same 1953 period. Net earnings after \$20,335,000 for Federal taxes amounted to \$19,268,000 (\$1.26 per share), up from \$18,185,000 for 1953 period (\$1.18). Sales for second 1954 quarter were \$217,760,000, up 7% over the \$202,679,000 for same 1953 quarter. Net was \$9,202,000 (60¢) compared with \$8,892,000 (57¢).

Standard Coil Products Co. reports consolidated net sales of \$19,571,648 for second 1954 quarter, net income \$952,690, or 65¢ a share on 1,470,000 common shares outstanding. This compares with \$23,409,595 sales and \$999,386 profit (68¢) for same 1953 quarter. For 6 months ended June 30, sales were \$38,542,948 vs. \$49,450,324 for same period last year. Net income for the 6 months was \$1,358,996 (92¢ a share) after \$1,476,730 Federal taxes as against \$2,736,431 (\$1.86) after \$4,012,000 taxes in first half of 1953.

Stromberg-Carlson earnings were \$1,177,759 (\$2.26 on 504,183 common shares outstanding) after taxes of \$1,276,000 on sales of \$31,928,861 in first 6 months, compared to \$1,071,271 (\$2.43 on 420,875 shares) after taxes of \$2,501,000 on sales of \$31,042,754 in first 6 months of 1953. Pres. Robert C. Tait predicted earnings and sales in last 6 months would exceed first half. He said production on 2 large defense contracts, delayed for months, is now starting.

Pacific Mercury TV Mfg. Corp., part owned by Sears Roebuck and a supplier of its Silvertone TVs, reports net income of \$196,014 after taxes for fiscal year ended March 31, compared to \$426,297 for preceding year. Sales were \$13,996,558 vs. \$15,756,288.

General Precision Equipment Co. reports sales of \$54,305,196 and net income of \$2,541,652 (\$3.37 a share on 700,352 shares) in 6 months ended June 30 vs. \$41,102,567 sales and \$1,469,067 profit (\$2.22 on 649,087 shares) in same 1953 period.

Magnavox will report record sales of \$62,500,000 for fiscal year ended June 30, compared to \$57,979,000 for 1953 fiscal year, said pres. Frank Freimann at this week's N. Y. showing of new products.

Stewart-Warner Corp. earnings were \$1,511,560 (\$1.13 per common share) after taxes of \$1,802,745 on sales of \$48,974,416 in 6 months ended June 30, compared to \$2,143,064 (\$1.60) after \$2,143,064 taxes on sales of \$67,338,941 in corresponding 1953 period. In semi-annual report, chairman James S. Knowlson and pres. Bennett Archambault said "while decreases in sales were experienced in most of our product lines, the principal sales decline was in military items for the government." Charles J. Calderini, member of law firm of Winston, Strawn, Black & Towner, Stewart-Warner gen. counsel, was elected to board, replacing Wm. A. Patterson, resigned.

Westinghouse profits and sales set new records in first half of 1954, earnings being \$45,359,000 (\$2.75 on 16,117,206 common shares) after taxes of \$54,300,000 on sales of \$811,709,000, compared to profit of \$35,660,000 (\$2.19 on 15,870,271 shares) after taxes of \$59,755,000 on sales of \$780,489,000 in first half of 1953. Second-quarter earnings were \$19,073,000 (\$1.15) after taxes of \$24,038,000) on sales of \$405,172,000, compared to \$18,802,000 (\$1.15) after taxes of \$30,484,000 on sales of \$398,263,000.

Dividends: Standard Coil Products, 25¢ payable Aug. 18 to stockholders of record Aug. 6; P. R. Mallory, 50¢ Sept. 10 to holders Aug. 13; Westinghouse, 50¢ Sept. 1 to holders Aug. 9; Stewart-Warner, 40¢ Sept. 4 to holders Aug. 13.

RKO and subsidiaries earned \$958,118 in 6 months ended June 30, more than double the \$368,553 earned in corresponding 1953 period. Second-quarter profit was \$418,666, after \$305,000 taxes, compared to \$92,240 net in second quarter year ago.

Philco increased board of directors to 21 members July 28 when annual stockholders meeting elected v.p.'s Raymond B. George, Frederick D. Ogilby, Samuel N. Regenstrief and Raymond A. Rich.

Packard-Bell Co. reports net income of \$334,850 (49¢ a share) on sales of \$14,727,419 for 9 months ended June 30, compared with \$1,151,729 (\$1.67) on record sales of \$24,952,801 for same 1953 period.

Aircraft Radio Corp. earnings were \$316,000 (\$1.13 a common share) on sales of \$4,488,749 in 6 months ended June 30. Last year's figures are not available.

Sturtevant Hinman and Robert D. Michels elected v.p.'s of Television Shares Management Corp.

RCA's 20th TV technical training program, for TV station technical personnel, begins Sept. 27 in Camden, N. J., with heavy emphasis on color. In addition to technical presentation, program includes studio, transmitter and antenna laboratory tours with optional tour of Medford (N. J.) antenna testing site.

To the 4 TV stations in Mexico City have been added 3 more CPs by Ministry of Communications. The grants are for Federal govt.-operated outlet on Ch. 11, educational station operated by Universidad Autonoma on Ch. 13, and commercial station (grantee undisclosed) on Ch. 7.

RCA extends warranty period on vidicon camera tubes from 250 to 500 hours, users being compensated on pro-rated basis for failures after 50 hours' service. Affected are types 6198 (industrial) and 6326 (film camera).

New "silencer" for TV commercials—and all speech, in fact: Vocatrol (\$49.50), made by Vocatrol Corp., Cambridge, Mass., installed on TV or radio, automatically suppresses all speech, permitting only music to be heard.

San Francisco Seals haven't suffered any loss in gate receipts as result of summer telecasts of its games over uhf KSAN-TV, says ball club's pres. Damon Miller.

Splendid legacy: Mother of war vet willed 33 TV sets for ward use in VA hospital at Lyons, N. J.

Network TV-Radio Billings

June 1954 and January-June 1954

(For May report see *Television Digest*, Vol. 10:26)
(For preceding years, see *TV Factbook No. 19*, p. 15)

JUNE NETWORK billings, as reported by Publishers Information Bureau, show CBS-TV widening its lead over NBC-TV while radio billings continue to slip. June billings for the 4 TV networks totaled \$24,507,123, down only slightly from May, with CBS-TV accounting for \$11,448,180 and NBC-TV \$9,969,779. June radio fell to \$10,738,445, lowest in 5½ years, CBS leading with \$4,173,407 (down from \$5,115,837 in May and \$5,227,026 in June 1953), NBC a poor second with \$2,618,614, ABC a close third with \$2,405,994, MBS \$1,540,430.

Upsurge of TV is indicated in Jan.-June total of \$149,948,469, which compares with \$104,972,432 for same 1953 period. Network radio total for first 6 months of this year is \$74,503,773, down from \$82,774,891 in 1953 period. The PIB figures:

NETWORK TELEVISION

	June 1954	June 1953	Jan.-June 1954	Jan.-June 1953
CBS	\$11,448,180	\$7,399,078	\$65,916,429	\$44,236,751
NBC	9,969,779	7,324,315	62,273,076	45,369,088
ABC	2,310,244	1,607,320	15,200,029	9,876,272
DuMont	778,920	835,768	6,594,935	5,490,321
Total	\$24,507,123	\$17,166,481	\$149,984,469	\$104,972,432

NETWORK RADIO

	ABC	CBS	DuMont	NBC	Total
CBS	\$4,173,407	\$5,227,026	\$29,707,034	\$31,292,509	
NBC	2,618,614	3,979,471	18,570,178	24,732,789	
ABC	2,405,994	2,113,725	15,170,597	15,355,841	
MBS	1,540,430	1,926,865	11,055,964	11,393,752	
Total	\$10,738,445	\$13,247,087	\$74,503,773	\$82,774,891	

NETWORK TELEVISION—January-June 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.	2,840,699	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	11,488,168*	988,350	11,033,987*	25,922,161*
June	2,310,244	11,488,180	778,920	9,969,779	24,507,123
Tot.	\$15,200,029	\$65,916,429	\$6,594,935	\$62,273,076	\$149,984,469

NETWORK RADIO—January-June 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	5,116,647*	1,908,198*	2,780,725	12,112,599*
June	2,405,994	4,173,407	1,540,430	2,618,614	10,738,445
Tot.	\$15,170,597	\$29,707,034	\$11,055,964	\$18,570,178	\$74,503,773

* Revised as of July 28, 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.

FCC decided to give Edward Lamb more detailed information about pro-Communist allegations it has received against him, as requested by Senate Commerce Committee—but denied his plea for names of witnesses who will testify against him, together with sources of the charges. It also denied his request for postponement of Sept. 15 hearing date, saying he will have the information by Aug. 15, giving him full month to prepare case. Commission directed its Broadcast Bureau to furnish Lamb "a resume of basic allegations [including] a specification of the alleged false statements of Edward Lamb and the other basic facts which are planned to be established."

WLOK-TV, Lima, O. (Ch. 73) has not been sold, despite story published in *Lima News* and picked up by AP, according to mgr. R. O. Runnerstrom, who said newspaper has always been bitter opponent since station was established in March, 1953 by L. A. Pixley, of Columbus. However, it's known to have been offered for sale due to illness of one of major principals.

WANT PROOF of the profitability of uhf—in some instances, at least? Here's what Louis G. Baltimore filed with FCC this week by way of a pro forma earnings statement in connection with application to assign his WBRE-TV, Wilkes-Barre (Ch. 28) to new corporation to be known as WBRE-TV Inc.:

In 6 months through June, WBRE-TV enjoyed gross sales of \$318,453, of which \$243,007 came from local & national, \$75,445 from NBC. Expenses ran \$179,236, including \$59,706 for production, \$38,764 technical, \$34,327 direct, \$20,764 general & administrative, \$13,782 sales, \$10,737 program, \$1354 taxes. Net before depreciation was \$139,216, from which is deducted \$17,402 management fee, \$23,664 estimated depreciation, \$4014 interest, etc.—so that tentative net profit for the 6 months is placed at \$94,135.

For month of June alone, revenues totaled \$56,188 (\$44,917 from local & national sales, \$11,270 from NBC), expenses were \$37,845. After estimated depreciation of \$3971 and other charges, tentative net profit is given as \$11,428.

Mr. Baltimore and son David also operate highly successful radio WBRE (250 watts on 1340 kc, NBC) but its figures aren't given. Current assets of WBRE-TV Inc. are stated as \$99,677, net fixed assets \$263,908; current liabilities \$75,858, term liabilities \$124,256; capital stock, \$10,100; surplus, \$153,371. TV station went on air Jan. 1, 1953, so has had just over 1½ years of operation.

RCA's uhf booster field tests near Vicksburg, Miss. have been highly successful, says engineering products v.p. Theodore A. Smith, now preparing detailed report for presentation to FCC. Operating under experimental authorization (Vol. 10:17), RCA set up 1-kw booster "shadow" area 37 mi. from WJTV, Jackson, Miss. (Ch. 25), where it had previously been difficult to get picture from the uhf station. Smith said booster stepped up field intensities to Grade A quality and produced very little interference with signal of parent station. Development and tests of booster were supervised by RCA Labs' Dr. George H. Brown. If FCC gives approval to boosters as means of filling in holes in coverage, RCA hopes to add them to its line of broadcast equipment. It's understood WJTV was pleased with booster's performance, may petition FCC to keep experimental one where it is and authorize regular operation.

Negotiations for sale of KFSD-TV, San Diego (Ch. 10), along with its radio KFSD (5-kw on 600 kc, NBC), were in progress this week, with attorney Glen McDaniel in San Diego representing purchasing principals—unnamed N. Y. financial interests (not J. H. Whitney Co.). Price is \$2,800,000, proposed new owners buying out the two-thirds interest of veteran broadcaster Tom Sharp and the one-third owned by TEC Television (comprising some 40 local stockholders), and taking over an option on one-third of Mr. Sharp's holdings held by Charles E. Salik, who recently sold his local radio KCBQ in order to buy into the TV-radio setup (Vol. 10:25). The 3 groups had gotten together last fall to avoid competitive hearing, put TV on air Sept. 9.

"Round robin" microwave route encircling northeastern quarter of nation will be put in operation Aug. 1 by AT&T. System provides 4 video channels, 2 in each direction, along 2400-mi. circular pathway from New York to Chicago via Buffalo and back via St. Louis, Pittsburgh & Washington. Closed-loop arrangement makes it possible for any station on route to transmit or receive programs to or from any other station with minimum of switching. AT&T's interconnection schedule for this week: WLAC-TV, Nashville, Aug. 6; WNAM-TV, Neenah, Wis., Aug. 7.

MARTIN CODEL'S

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

Television Dixie

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August 7, 1954

PHILCO INVENTIONS AND COLOR CLAIMS: Dynamic Philco Corp., bent on staking a larger claim in the TV-radio-electronics patent structure, whose keystone appears to be a new color tube, made its plans and purposes very plain at distributors' convention this week in New York, where these developments were disclosed:

(1) The Philco color tube and circuit, long hush-hush and sometimes referred to as project "Apple", was revealed as based on a one-gun, all-glass, 21-in. rectangular tube without shadow mask and giving 250-sq. in. of picture on a "photographically prepared" faceplate having vertical phosphor lines. That's all the technical description given yet -- with nothing said about receiver circuitry except that it's admittedly too complex yet but that solutions are in sight. Philco won't offer any color tubes or sets this year, regardless what others do, but wants system known as "a Philco system," its own invention, with 3 major licensees already signed.

(2) A uhf tuner about the size of a small movie camera, insertable by anyone into Philco's new-circuit TV receivers without addition of any controls, and workable in some models without outside aerial, was introduced to enthusiastic distributors with this significant statement by TV v.p. Fred Ogilby: "This new Philco invention will greatly help the uhf broadcasters getting started in a new market. It is our opinion that the FCC and the RETMA should recommend that all TV manufacturers start immediately to adapt uhf to their receivers in this manner to help further the interest of uhf telecasting in more cities." Then he ad libbed, "And Philco's patent dept. will be glad to advise any manufacturer on the use of this method" -- a plain bid for licensees. (For further details on the tuner, see p. 12.)

(3) In announcing Wm. Balderston's elevation to chairman of board, including job as head of policy committee -- James H. Carmine succeeding him as president -- Philco noted that he "will devote himself to broad areas of finance, manufacturing, research and engineering and legal and license activities." Though Philco in past has leaned to an all-industry patent pool in lieu of RCA's, fact that one of its biggest guns has been detailed to "license activities" at this time, plus fact it's one of several big companies that haven't yet signed renewal of RCA license agreement expiring at end of this year, lend significance to such an announcement at this time.

This is particularly so inasmuch as RCA has announced demonstration Sept. 15 of a new 21-in. round metal-coned color tube it is offering in opposition to 19-in. "Colortron 205" for which CBS Hytron has geared for fall production (Vol. 10:28-30).

* * * *

The chips are down, apparently, for a terrific battle for the industry patent supremacy which RCA has held for many years, to say nothing of intense merchandising competition in the field of color. With DuMont offering own 19-in. color tube, with even a projection-type color receiver soon to be shown by Olympic Radio (see p. 9), with every lab and manufacturer in the business concentrating on color, it looks like a free-for-all already.

Not only are principals making basic patent claims, but RCA and CBS (by their

control of telecasting networks) are bringing color out of the lab and factory into the home this year, offering regular programs -- quite aside from tubes & circuits.

But Philco doesn't think color is ready for the marketplace yet, and it looks with jaundiced eye on what's been shown thus far. Pres. Carmine called RCA's initial 15-in. model, now suspended pending the 21-in., "an 11½-in. Rube Goldberg that could not go over." Then he remarked that RCA's 19-in. "was scrapped for another 19." He thought the Hytron tube "pretty good" but said it also had some drawbacks. "You can't get started with a shadow mask tube," he asserted.

"We want basically a tube as near to the black-&-white as humanly possible. We want a 21-in. rectangular. We have demonstrated to GE & Westinghouse [named with Sylvania later as Philco licensees already taking delivery of certain tube manufacturing equipment designed by Philco] the most beautiful pictures ever seen in color. It has a single mask, one gun, no hardware. It uses the same bulb as the 21-in. black-&-white, and it gives a 250-sq. in. picture which is about right for color too.

"A lot of invention is still needed, but preliminary work indicates that our tube is capable of mass production at a comparatively lower price than previously announced color tubes. We think we have the answer to standardization in the color TV industry. But we will make no false claims and false starts and we are working as rapidly as possible to complete our developmental work."

"Color TV is too important and too big for fits and starts," in Carmine's words. Philco color tube, he told the distributors, should cost 40-50% more than the present black-&-white.

* * * *

There is no question but that big Philco, now pushing \$500,000,000 in annual sales, whose forte is merchandising, has thrown down the gauntlet to giant RCA, now pushing \$1 billion annually. Latter's forte was research & development under Chairman Sarnoff, but it has also become a formidable TV-radio-appliance merchandiser too under President Folsom. Philco doesn't like to pay the 1½% TV set and tube patent royalty to a competitor, sees chance to free itself when licenses expire this year.

If colorcasting and color sets go over this winter and next year, on other hand, those who delay emergence may lose out to the brand names first established. But it's unlikely Philco will even reveal exactly what it has before year's end, for its cross-licensing arrangement would release it to RCA.

Philco could even be playing, some think, for a better patent-licensing deal with RCA rather than a big licensing setup of its own. It hasn't enough productive capacity in its own small Lansdale tube plant to turn out color tubes in quantity--has always bought most of its black-&-white elsewhere, too -- hence the arrangements with GE, Westinghouse & Sylvania.

Fact that the tube isn't whole apparatus is frankly admitted. "Neutrals" wedded to neither RCA nor CBS nor Philco, who have seen the Philco color in lab, have told us the picture is good. But invariably they've added that the circuitry is too complex (requiring upwards of 60 tubes) and that production cost is too high.

Philco's answer is that the history of radio and TV have shown that circuitry always was complicated at first, then simplified, and they say they're on the way to reducing the number of circuit tubes and simplifying the circuitry.

(For the officially released statement of Philco policy regarding color TV, see the full text of Mr. Balderston's remarks on p. 9.)

* * * *

Note: Dr. Lee DeForest, who resides in Los Angeles and will be 81 Aug. 26, reported this week that he has perfected a low-cost color tube using only one gun. He gave no details, however, and has sailed for an extended tour of Europe.

2 FINAL GRANTS, 5 INITIAL DECISIONS: Final FCC decisions in 2 hotly contested vhf cases this week gave Ch. 8 to Tampa Tribune's WFLA, Ch. 6 to Darrell Cannan's KFDM, Beaumont, Tex. Commission split on both. In Tampa case, majority upheld Examiner Cooper, with Comrs. Webster & Bartley dissenting in favor of St. Petersburg Times' WTSP (Nelson Poynter) and Comr. Hennock's dissent favoring Tampa Bay Area Telecasting Corp. (Trevor Adams group) because it had no radio or newspaper connections.

Approving Beaumont grant, FCC reversed Examiner Huntting's initial decision in 3-way contest -- Comrs. Hyde, Lee & Doerfer dissenting, latter 2 favoring KTRM. Third applicant was Beaumont Enterprise & Journal's KRIC.

Of the 5 initial decisions turned out by examiners this week, only one was a contested case. Recommended for grants: Madison, Wis., WIBA, Ch. 3; Detroit, WJLB, Ch. 50; Grand Rapids, Mich., Peninsular Bestg. Co., Ch. 23; Huntington, W.Va., WHTN, Ch. 13. All save Madison stemmed from dropouts. The fifth, by Examiner Irion, recommended denial of the sole applicant for Ch. 13 in Las Vegas, Nev. -- KRAM -- on grounds of insufficient financing.

* * * *

Decision in contested Madison case is noteworthy because: (1) Both applicants had newspaper connections, applicant chosen for the grant being associated with the city's only newspapers, the loser with out-of-town papers. (2) Proposed WIBA grant had been opposed by Sen. McCarthy in letter to FCC.

Examiner Cunningham picked WIBA (Capital Times and Wisconsin State Journal) over WISC (group headed by publisher-broadcaster Morgan Murphy, who owns Superior Telegram, other newspapers and various radio stations) because of greater integration of staff & owners, less extensive radio & newspaper holdings. WIBA is headed by publisher Wm. Evjue, staunch enemy of Sen. McCarthy -- and though the Senator last year wrote the then FCC chairman Paul A. Walker that he had evidence against Evjue, and was invited to file it, he never did (Vol. 9:3-4).

In allocations actions this week, the FCC: (1) Proposed to substitute educational Ch. 11 for Ch. 6 in San Juan, Puerto Rico, and add commercial Ch. 6 to Caguas. (2) Denied request of KELP-TV to switch educational reservation from Ch. 7 to Ch. 13 in El Paso. (3) Denied requests by Michigan State College's uhf WKAR-TV, E. Lansing, to reserve Parma-Onondaga Ch. 10 for education and by WKHM to move it to Jackson.

Sheldon Sackett's KROW, Oakland, Cal., failed to appear at Ch. 2 hearing, so its application was denied and it's out of running in 3-party race.

(For further details about principals involved in all foregoing applications and grants, see TV Factbook No. 19 with Addenda to date.)

BRICKER GETS HIS NETWORK-UHF PROBE: Sen. Bricker's politically-charged inquiry into TV-radio broadcasting -- with emphasis on network practices -- begins this summer.

The old-guard Ohio Republican pushed proposal through his Senate Commerce Committee Aug. 4 -- despite opposition of networks and pressure from Administration, and despite fact that as recently as last week Bricker himself expressed doubt that the Committee would meet again during this session of Congress (Vol. 10:31).

While he was at it, Bricker administered a resounding slap-in-the-face to the recent subcommittee investigation of uhf, headed by Sen. Potter (R-Mich.).

Ex-FCC Comr. Robert F. Jones, strongly opposed by networks, is his choice for one of the 2 new staff members to be hired to pilot the inquiry, Bricker said as the Committee meeting broke up -- although later in the week he insisted staff hadn't yet been picked. One staff member is to be named by Republicans on Committee, another by Democrats, with Committee communications counsel Nick Zapple coordinating staff's investigatory work. Sen. Johnson (D-Colo.), as the ranking minority member, will have biggest voice in choosing "Democratic" staff member.

As Bricker outlined it, staff work on probe will begin as soon as Congress is adjourned, with full Committee hearings in January -- although he saw "some possibility" hearings may be required during recess. Investigation will center on his bill to bring networks under direct FCC control (S-3456), but cover all phases of broadcasting -- "taking up where the Potter subcommittee left off" in study of uhf. It's no secret Bricker thinks Potter subcommittee fumbled the ball in not taking strong positive action since conclusion of its uhf hearings.

Investigators presumably will have ample resources for their summertime probe since Committee has nearly \$100,000 left in kitty earmarked for "investigations." And staff probers could have plenty of authority through subpoena power delegated by Bricker. Plan to hold Committee hearings in January presupposes GOP control of

the next Congress; if Democrats are in saddle, they're in no way committed to follow through on a lame-duck investigation.

There was very little discussion of TV, actually, at this week's closed Committee meeting. Chairman Bricker merely went through formality of asking Senators to OK hiring of the 2 new staffers, and whole action took little more than a minute. Potter subcommittee's actions and proposals on uhf weren't discussed.

But subcommittee's plan for ad hoc committee of experts to look further into uhf problems (Vol. 10:30) is now dead as a doornail -- as Bricker last week promised it would be. Following Committee meeting, Potter conceded Bricker probe would "supplant" subcommittee plan. It's good bet that Bricker had met earlier with Potter to put kibosh on ad hoc group -- and to remind him who was boss of the Committee.

Potter subcommittee still has plans for further actions or recommendations on uhf -- but in light of new inquiry, they may never be brought out. (For news of uhf excise tax and other TV tax proposals, see page 12.)

NEW HARTFORD STARTER, ANOTHER UHF QUILTS: Second outlet in uhf area opened up early in 1953 by WKNB-TV, New Britain-Hartford (Ch. 30) began 4 weeks of test patterns on Aug. 4 -- one of most important additions to the uhf roster yet, because it's backed by plenty of TV-radio know-how and money. It's WGTH-TV, Hartford (Ch. 18), fifth TV outlet and first uhf owned or controlled by big General Tire's subsidiary General Teleradio, which has 55% interest. Other 45% is held by Hartford Times, published by Gannett chain, which also owns 2 other TV stations, one of them a uhf.

WGTH-TV will carry ABC & DuMont, is managed by Fred Wagenvoord, with John M. Kinsella sales mgr.; John Downey, program mgr.; Rogers Holt, chief engineer. Its 12-kw GE transmitter and 400-ft. Lehigh tower are at Avon. Base rate is \$350, rep is H-R Television. Station claims 42% of sets in area already converted. It's 24 mi. from Waterbury's WATR-TV (Ch. 53), nearest vhf being in New Haven, 34 mi.

One more uhf suspended operations this week, 23rd to date. KSTM-TV, St. Louis (Ch. 36) signed off at 10 p.m. Aug. 3, wiring FCC it wants to devote all time to its competitive application for Ch. 11 (for other applicants, see TV Factbook No. 19, p. 244). It had been on air since last Oct., was second in area to quit, other having been KACY, Festus, Mo. (Ch. 14) which dropped out in April.

"The expense of operating a uhf station in this area," said pres. P.H. Wire, "proved greater than the possibilities of support from sponsors." Only uhf left in area is WTVI (Ch. 54) whose gen. mgr. John D. Scheuer Jr. promptly issued assurance that it will stay on the air, featuring sporting events and top network shows. "We believe," he said, "that St. Louis can and will continue to support uhf and that our audience, which most authorities agree is now 260,000 homes, is constantly growing."

FCC SATELLITE RULING—WHAT IT MEANS: Commission gave its official stamp of approval this week to uhf satellites -- which rebroadcast programs of "mother" station on a different frequency. There's reason to assume, too, that FCC would be amenable to requests for low-power boosters on same frequency as mother station, to fill in "holes" in uhf coverage areas -- though there's been no official announcement yet.

Though it doesn't specifically use word "satellite," FCC Public Notice 9036, issued Aug. 5, says Commission will consider: (1) applications for stations in the uhf band which do not propose to originate any local programs," and (2) waiver of duopoly rules (against overlap of coverage between commonly owned stations) where one or more stations merely repeat programming of another.

In first of series of actions aimed at helping uhf, Commission has opened the door to a number of different possibilities in uhf operation. Its one-page notice is anything but specific -- perhaps purposely so, to encourage telecasters and applicants to make suggestions with regard to type of operation. Requests will be judged case-by-case. These are some, but by no means all, of the possibilities:

(1) Uhf station could be operated inexpensively with only network and/or film programming, as individual unit and not as satellite.

(2) Two or more separately-owned uhf stations in an area could band together to carry same programming.

(3) A vhf or uhf station could have its owned-&-operated uhf satellites in nearby areas carrying exactly same programming as master station, although the FCC's multiple ownership provisions would continue to apply, each satellite counting as a separate station. (Commission soon will finalize rule permitting common ownership of 7 stations, providing at least 2 of them are uhf.)

Stations will be authorized to operate without local programming "where it appears that this type of operation would permit the flexibility in operation and the necessary economy to make feasible a TV station which otherwise may not be constructed." FCC will waive duopoly rules where it can be shown to be in the public interest. New station could be authorized to start out as satellite, or existing station could be authorized to change over to "repeater" basis.

Satellite operation would have to meet all other FCC rules for TV stations; that is, it would have to operate on an allocated channel and its power could not be below FCC minimums -- generally as low as 1-kw ERP. New policy becomes effective Sept. 1, and it's understood several "test applications" are already in preparation.

Comr. Hennock issued bitter 12-p. dissent to the 3-paragraph FCC notice. It's "final mortal blow to uhf," she said, and "encourages and invites monopolistic control over uhf [by permitting] favored vhf stations to gobble up the uhf spectrum." She compared new uhf policy to FM pattern. She reiterated her pleas for eventual all-uhf allocation, immediate freeze on vhf grants, etc., and added a few new proposals: authorize satellites & boosters for uhf stations only, reduce power & height of vhf stations, limit community antennas to uhf where it's available, limit subscription TV to uhf, limit transmitter sites to near center of cities served.

* * * *

Enthusiastic about boosters as means of filling in "shadows" within coverage areas of uhf stations, RCA filed 70-p. report with FCC this week detailing recent experiments in Vicksburg, Miss., where it set up 1-kw (ERP) booster to amplify and repeat signals from WJTV, Jackson, Miss., on Ch. 25 (Vol. 10:17,23,31).

Booster in "shadowed" area 37 mi. from main transmitter provided effective 200-fold increase in power to poor coverage sections near Vicksburg, RCA reported, with 23db improvement in field intensity in at least 50% of the total receiving areas. RCA engineers found that "a good engineering estimate of the ERP needed to establish a given grade of uhf service can be made known once the topography of a specific TV service area is known."

Adler Communications Laboratory, another booster experimenter, which has FCC approval for tests in Waterbury, Conn., to begin in mid-August, has mailed uhf telecasters a bulletin giving specifications for booster with minimum ERP of 50 watts, available when FCC approves booster operation.

TELEVISION does not make the demagogue—it exposes him." This comment by CBS v.p. Richard S. Salant typified statements by representatives of all 4 TV networks and the NARTB this week as Senate Rules subcommittee held hearings on various proposals to curtail and control broadcasting of Senate hearings. In addition to Salant, subcommittee heard NARTB govt. relations v.p. Ralph W. Hardy, NBC public affairs director Davidson Taylor, DuMont programming chief James L. Caddigan, ABC v.p. Robert H. Hinckley. Their principal points:

(1) TV is entitled to same privileges as other journalistic media.

(2) Public's freedom to witness public hearings should not be limited to the number of people who can be accommodated in hearing room.

(3) Any govt. ban of sponsorship of hearing telecasts would necessarily curtail coverage and deprive public of first-hand observation of what goes on.

(4) TV does not create "circus atmosphere"—it merely records it, and Senators who act like clowns will be detected by public and defeated at polls.

(5) TV cameras require no special lighting, very little space and make no noise.

Chairman Jenner asked some witnesses if they thought TV-radio should be allowed at sessions of whole Senate; Hardy and Hinckley said all media should have equal access to Senate chamber, and Salant said he would prefer to "climb one hill at a time."

Following the hearings, Sen. Bennett (R-Utah), author of bill to ban sponsorship of televised hearings, said he hoped Congress and telecasters could work out program for "getting along with one another."

"Often, when we are afraid of something new, we take an attitude of intellectual superiority toward it." Thus the Rev. Clayton T. Griswold, exec. director, TV-radio dept., Presbyterian Church in the U. S. of America, blamed the church for "clinging to horse-&-buggy methods in an electronics age." He referred to churchmen's neglect of the TV & radio media in address on "World Christian Broadcasting" before World Presbyterian Alliance meeting in Princeton, Aug. 3. Text of excellent and widely quoted speech is available from his office, 156 Fifth Ave., N. Y.

Personal Notes: John M. Clifford, NBC personnel v.p., named administrative v.p. in charge of all operating and staff activities. Reporting to him are Robert E. Shelby, v.p. & chief engineer; Wm. S. Hedges, v.p. for integrated services; George D. Matson, controller; B. Lowell Jacobsen, director of personnel . . . P. A. (Bud) Sugg, exec. v.p. & mgr. of WKY-TV & WKY, Oklahoma City, an authority on meteorology, named chairman of Commerce Dept. advisory committee on weather services . . . Wm. A. Exline, ex-KRON-TV, named TV sales mgr. of Free & Peters San Francisco office, succeeding Richard C. Rothlin, transferred to firm's Chicago office . . . Robert L. Jawer, ex-WPTZ, Philadelphia, named asst. gen. mgr. & sales mgr. of WTVH-TV, Peoria, under new gen. mgr. Edward G. Smith, ex-WTCN-TV, Minneapolis; Robert G. Holben, ex-Merle V. Watson Adv., named production mgr., assuming some of duties of program mgr. Donald G. Roper . . . Kenneth B. Craig, ex-CBS Hollywood director of business affairs, named program director of ABC-TV western div., succeeding Jim Beach, resigned; Amos Baron, KABC mgr., promoted to gen. mgr. of KABC-TV, succeeding Frank King, resigned; John Asher resigns as publicity-promotion director to join CBS radio, Hollywood, as sales promotion mgr. . . . Byron Taggart, ex-WKRC, Cincinnati, now gen. mgr. of WTVN radio (formerly WHKC), Columbus . . . George Rice, film director of WBKB, Chicago, gets same position at WABC-TV, N. Y., replacing Yale Roe, who returns to WBKB . . . Harold H. Newby, of AM affiliate, named chief engineer of upcoming KAKE-TV, Wichita (Ch. 10) . . . Castleman D. Chesley, ex-U of Pennsylvania asst. athletic director, named ABC-TV sports program coordinator in charge of NCAA telecasts . . . Keith Culverhouse promoted to adv. & promotion director, WPIX, N. Y. . . . Parker H. Vincent, ex-WHDL, Olean, N. Y., named chief engineer of upcoming WMTW, Poland Spring, Me. (Ch. 8) . . . Robert M. Hoffman, research mgr. of WOR-TV & WOR, promoted to director of planning & development; Richard A. Jackson named publicity mgr. . . . Richard M. Stone, ex-sales mgr., Petri Wine Co., joins Avery-Knodel Inc., N. Y. . . . Alvin Kabaker, v.p. & TV-radio program director, Dancer-Fitzgerald-Sample, takes on added duties of publicity & public relations director . . . Wm. McIlvain, mgr. of Leo Burnett N. Y. office, promoted to v.p. in charge of N. Y. TV-radio operations . . . Ernest Motyl named supervisor of film production, Ruthrauff & Ryan TV-radio dept. . . . Wm. C. Munro, ex-Geyer, heads McCann-Erickson TV-radio research section . . . Phillip L. McHugh promoted to Campbell-Ewald TV-radio v.p., headquartered in Detroit . . . Ken Haverstick, ex-Geyer Adv., named TV art director, Ruthrauff & Ryan.

Lloyd A. Pixley, 54, pres. and one-third owner of WLOK-TV & WLOK, Lima, O. (Ch. 73), which was reported being offered for sale due to his illness (Vol. 10:31), died July 30 in Columbus. He formerly owned WCOL, Columbus, was head of Brightman Mfg. Co. there, manufacturers of nuts. He was captain of Ohio State's 1922 football team.

Miss Gioia Iolanda Marconi, daughter of Marchesa Monte Corona of Rome and the late inventor Guglielmo Marconi, was married in Scotland Aug. 5 to George Atkinson Braga, of Alpine, N. J., pres of Manati Sugar Co. and Czarnikow-Rionda Co. Mrs. Braga has been a producer with NBC in New York.

TV writers' strike by independent Television Writers of America (TWA) against ABC, CBS & NBC was called off this week, because of "lack of support."

Telemundo's CMA-TV, Havana (Ch. 2) joins CBS-TV as primary affiliate.

Allegations that Edward Lamb "knowingly associated" with Communist Party officials in Toledo and contributed funds to party will be brought out by witnesses who will testify at Sept. 15 FCC hearing, Broadcast Bureau informed him this week. Responding to Senate committee demand and FCC order that it reveal charges against the broadcaster-publisher-industrialist (Vol. 10:31), Bureau spelled out charges of specific instances when Lamb was alleged to have been solicited for funds, to have contributed to party, to have urged formation of an organization which "was to function secretly under the leadership and direction of the Communist Party." Also to be introduced in evidence is book written by Lamb in early 30's, *The Planned Economy in Soviet Russia*, as well as allegations that he was associated with 4 organizations now on Attorney General's list of subversive groups. Lamb immediately called charges a "cheap political frame-up," and added that FCC released information to press before giving it to him, "which is the usual way of conducting a smear." He termed the allegations "a weird collection of rumor and vile charges unsubstantiated by the naming of a single accuser." Meanwhile, Lamb and J. Lacey Reynolds, Washington correspondent for his *Eric Dispatch-Herald*, announced this week they intend to pursue their 6 slander suits for total of \$3,000,000 against Rep. Sutton (D-Tenn.) and Nashville TV-radio stations (Vol. 10:29-30), despite Sutton's thumping Senatorial primary defeat by Sen. Kefauver. "The suit was not filed for political purposes," said Lamb.

Rumors about shakeup at FCC flew thick and fast this week—but checkups among principals and at White House failed to get any verifications whatever. One story had acting chairman Rosel Hyde, away on vacation, resigning to take a Federal judgeship in Idaho, making way for appointment of George C. McConaughay, one-time chairman of Ohio Public Service Commission and protege of Sen. Bricker. Another had Comr. Sterling resigning to make way for a new GOP appointee. Still another had Alabama Gov. Gordon Persons, onetime mgr. of WSFA, Montgomery, coming to Washington to take the next Democratic vacancy; he's a brother of Maj. Gen. Wilton B. Persons, President Eisenhower's deputy. Repeatedly, the reports are heard that Comrs. Doerner and/or Lee are slated for chairmanship, but it's news to both. From White House came usual "no comment" on appointment rumors. Only certainty: Next term to expire is that of Comr. Hennock, N. Y. Democrat. Her reappointment after next June 30 is regarded unlikely in light of record of Senate Judiciary Committee which refused to approve her appointment for a Federal judgeship in 1950.

Comr. E. M. Webster serves as chairman of FCC until after Labor Day while acting chairman Rosel Hyde began vacationing this week in his native Idaho and in Wyoming. Slow-down in Commission activity is expected, with Comr. Sterling returning to Maine this week to continue his vacation. Hiatus in Webster regime will be week of Aug. 23, when he expects to attend IRE convention in Los Angeles.

Educational uhf KTUE, Los Angeles, has reduced operations to 2 hours 5 days a week, following recent withdrawal of support of wealthy backer G. Allen Hancock (Vol. 10:24). U of Southern California has promised to operate station up to June 30, 1955, is trying to interest local civic group in taking over on permanent basis.

Another TV operator who doesn't go along with Augusta's Joseph B. Fuqua, who is selling out his Augusta (Ga.) radio station to concentrate on TV (Vol. 10:31), is Arkansas publisher Donald Reynolds, whose KZTV, Reno, Nev. (Ch. 8) applied this week for 5-kw daytime AM there on 540 kc.

PROMOTION BUREAU for TV under auspices of NARTB (Vol. 10:26-27,31) finally took form this week following meeting in Washington Aug. 5 of 10-man committee charged with setting up operating details—5 representing NARTB, 5 the now-disbanded Television Advertising Bureau (TvAB). Organization will be known as Television Bureau of Advertising (Tvb), will have first-year budget of \$400,000, headquarters in New York. Structure provides for chairman, board of directors, fulltime president and director of sales & sales promotion, latter reporting to pres. Reporting to director of sales & sales promotion will be mgr. for local sales, national spot sales, network sales and research.

Two categories of membership were set up: active (networks and stations) and associate (station reps and "any other categories to be decided upon by the board of directors"). Monthly dues for all members weren't finally determined, but for stations it will be "based on the highest published quarter-hour non-network rate." Purposes of organization, as formally stated, are: "To promote the broader and more effective use of TV as an advertising medium at all levels (local, regional, national-spot and network); to sell present and prospective advertisers (and their agencies) the productive use of TV advertising for their particular goods and/or services; to keep members and their staffs informed of advances in the art of salesmanship and tested and successful TV techniques, and to supply promotional support for the application of such knowledge; to serve as a clearing house of information on TV advertising, its audience, its

economics and the vital force which it exerts in the business life of the American community; to foster continued progress of TV as a medium of advertising."

Services are divided into 2 groups—those performed in behalf of members, and those supplied directly to members. In former are such functions as assembling and publishing facts & figures on impact of TV advertising; setting up regional clinics for advertisers and agencies; contacting trade assns. to promote TV as sales implement; "spadework" with advertisers not now using TV; direct mail campaigns to industries.

Services supplied directly will include mailings on sales and marketing ideas; regional "workshop" meetings for members; publication of sales manual for local selling; card file of co-op arrangements and dealer allowances of national advertisers; training course for TV salesmen, etc.

T. R. Flanagan, managing director of Station Reps Assn., welcomed new organization's plan to include reps, predicted his group would heartily approve setup.

Report of 10-man committee will be submitted to NARTB's TV board and exec. committee of TvAB for ratification. It was hoped this could be achieved by Aug. 20. Committee will serve as temporary board of directors, meets in Chicago Aug. 30. Members are Campbell Arnoux, WTAR-TV; Kenneth L. Carter, WAAM; Roger W. Clipp, WFIL-TV; Merle S. Jones, CBS; Clair R. McCollough, WGAL-TV; Richard A. Moore, KTTV; Lawrence H. Rogers, WSAZ-TV; W. D. Rogers Jr., KDUB-TV; Henry W. Slavick, WMCT; Geo. B. Storer Jr., Storer stations.

Network Accounts: ABC-TV's rise as major competitive network (Vol. 10:25), with nearly all prime nighttime availabilities sold out, means audience ratings "are bound to toboggan" this fall as top-notch shows compete against each other in same time segments, reports Aug. 4 *Variety*. And when this occurs, says writer George Rosen, networks will have to reconcile clients to "living with lower Nielsens at same high cost. And how the sponsor reacts to it will have a great bearing on whether or not 3 bigtime network operations can survive in the present TV economy." . . . Philco to sponsor coronation of Miss America from Atlantic City on ABC-TV Sept. 11, Sat. 10:20-midnight, thru Hutchins Adv.; it's first time TV has been permitted at spectacle . . . Nash Motors buys four 10-min. segments of *Saturday Night Revue* on NBC-TV starting Aug. 28, thru Geyer . . . Dow Chemical to sponsor *Medic* on NBC-TV in fall, Mon. 9-9:30 p.m. 3 out of 4 weeks, thru McManus, John & Adams . . . Scrutan to be co-sponsor of *One Man's Family* on NBC-TV starting in fall, Mon.-thru-Fri. 3-3:15 p.m., thru Edward Kletter & Assoc. . . Anacin buys Mon. sponsorship of *Douglas Edwards and the News* on CBS-TV starting Aug. 16, 7:30-7:45 p.m., thru John Murray Adv. . . Pan-American Coffee Bureau of N. Y. buys 52 partic. on *Today* on NBC-TV, 7-9 a.m., thru Cunningham & Walsh; Florida Citrus Commission buys 26 partic., thru J. Walter Thompson . . . Atlantic Refining Co. and Miller Brewing Co. sponsor All-Star football game Aug. 13 on radio (MBS), thru N. W. Ayer and Mathisson & Assoc., as well as on DuMont (Vol. 10:30) . . . Vaughn Monroe to star in own untitled show on NBC-TV Tue. & Thu. 7:30-7:45 p.m. . . . Tide Water Associated Oil Co. to sponsor Wed. & Fri. segments of *John Daly and the News* on ABC-TV starting Aug. 6, Mon.-thru-Fri. 7:15-7:30 p.m., thru Buchanan & Co.

Edward Petry & Co. has closed down Dallas office, with mgr. Richard Drummy due to be shifted to Los Angeles and Buell Hermann resigning. In N. Y. office, Wm. Maillefert has been promoted to succeed Larry Field, resigned, as radio chief, and Mike McGuire has retired.

British commercial TV network will be headed by 9-member group chosen from industry, education and labor—but without a single member with previous TV or radio experience. Govt. this week announced membership of Independent TV Authority, which will build and operate commercial TV stations—competitor of non-commercial BBC—and supervise program content. Heading new ITA is Sir Kenneth Clark, art educator and chairman of British Arts Council, semi-official body which approves govt. art purchases. After ITA's first meeting Aug. 4, Sir Kenneth said first station would begin operation in about a year, possibly in Lancashire. Programs will be produced by 2 or 3 commercial "program contractors," who would buy air time from ITA and in turn sell advertising. He estimated a program contractor would have to have capital of \$8,000,000 or more. Advertisers are banned from preparing programs, and ITA will have absolute censorship power over program and advertising content. Sir Kenneth said he has seen American TV, and thinks "we should do better than their worst, and I hope we can do as well as their best." Other ITA members: deputy chairman, Sir Charles Colsten, mgr., Hoover Ltd. (vacuum cleaners); Miss Margaret Popham, ex-principal, Cheltenham Ladies College; Miss Dilys Powell, *London Sunday Times* film critic; Lord Aberdare of Duffryn, attorney; Col. Arthur Chichester, textile manufacturer; Sir Henry Hinchcliffe, bank director; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycraft, ex-gen. secy., Transport Salaried Staff Assn.

June advertising volume was up 7% from June 1953, reports monthly *Printers' Ink* index, while for first half of this year it was up 9%. Network radio for June was down 18%, for the 6 months 8%, but all other categories were up. June gain of network TV was 34% (see also PIB figures, Vol. 10:31), outdoor 10%, business papers 7%, newspapers & magazines 4%. Six-month gains were network TV 43%, outdoor 5%, business papers 4%, newspapers & magazines 3%.

Licensed TV sets in Britain totaled 3,379,366 May 31, increase of 78,528 during May.

OKLAHOMA CITY'S KWTV tower is now the "tallest structure ever built by man," reports enthusiastic gen. mgr. Edgar T. Bell, for on Aug. 5 it went to 1290 ft., which exceeds Empire State Bldg.'s 1250 ft. Remainder of Ch. 9 station's structure with antenna will hit 1572 ft. before end of month, with Oct. 1 as target date for full operation as world's tallest tower (Vol. 10:27).

Few shipments were reported by the transmitter manufacturers this week. RCA on Aug. 7 was to send 5-kw transmitter with 25-kw amplifier to WOAY-TV, Oak Hill, W. Va. (Ch. 4), tentatively scheduled for Sept. start. On Aug. 2 it shipped 12½-kw amplifier to WCOV-TV, Montgomery, Ala. (Ch. 20). KPTV, Portland, Ore. (Ch. 27), due to get 12½-kw also, reported it has received driver and certain components, expects rest in time to put out 204-kw ERP by Aug. 31.

Federal has shipped complete 25-kw transmitter, including color equipment, to KREM-TV, Spokane (Ch. 2), planning early fall start. Federal also reports 25-kw transmitter due to go about Aug. 15 to WLOS-TV, Asheville, N. C. (Ch. 13), now installing 8-bay Federal antenna and planning Aug. tests, Sept. 18 programming.

DuMont's only report this week was order for complete new 25-kw transmitter from WNEM-TV, Bay City, Mich. (Ch. 5), which will retain old 5-kw as standby. GE's only report was Aug. 3 shipment of 10-kw transmitter to KBMT, Beaumont, Tex. (Ch. 31), to replace GE 1-kw.

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

WCBI-TV, Columbus, Miss. (Ch. 4), granted July 28, hasn't ordered equipment yet, but plans "early 1955" start, according to owner Birney Imes Jr., who last May turned in Ch. 28 CP there. He also controls Mississippi radios WCBI, Columbus; WELO, Tupelo; WNAG, Grenada; WMOX, Meridian. With his mother he's also licensee of WROX, Clarksdale, and with gen. mgr. Bob McRaney, licensee of WROB, West Point, Miss. WCBI-TV building is planned for downtown location and tower will be 425-ft. self-supporting Blaw-Knox or Truscon, with 6-bay antenna. McGillyvra will be rep.

WSAU-TV, Wausau, Wis. (Ch. 7), shooting for Oct. test pattern and programming targets, has 12-bay RCA supertturnstile antenna scheduled for installation on WSAU radio's 400-ft. Blaw-Knox tower early in Sept., and 10-kw RCA transmitter due to be ready by mid-Sept., reports v.p.-gen. mgr. George T. Frechette. Owners are Charles Lemke (25%), former stockholder in WSAU, which was sold to TV grantee (Vol. 10:23), and publishers of these Wisconsin dailies: *Wausau Record-Herald*, *Wisconsin Rapids Tribune* (WFHR), *Marshfield News-Herald*, *Antigo Daily Journal* (WATK), *Rhineland Daily News*, *Merrill Daily Herald*. Base rate of \$200 is planned. Rep will be Meeker.

KRCG, Jefferson City, Mo. (Ch. 13), has 10-kw RCA transmitter scheduled for Aug. delivery, plans Nov. 1 programming, but hasn't set test pattern target yet, according to pres.-gen. mgr. Betty G. Handy, whose family also controls *Jefferson City Capital News & Post Tribune*. It will use 500-ft. tower with 12-section supertturnstile RCA antenna. Meeker will be rep.

WLEX-TV, Lexington, Ky. (Ch. 18), construction started, plans Sept. 15 test patterns, Nov. 1 programming, reports exec. v.p.-gen. mgr. Earl L. Boyles. It will use 600-ft. tower, has ordered Continental transmitter from GPL for Sept. 1 delivery. Forjoe will be rep.

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Frank Nelson, Los Angeles, elected pres. of American Federation of TV-radio Artists (AFTRA), succeeding Alan Bunce; George Heller re-elected exec. secy.

Jack Wrather, Los Angeles oilman and producer who is one of owners of KFMB-TV & KFMB, San Diego, and who recently sold his interest in KOTV, Tulsa (Vol. 10:14,20), this week bought out Lone Ranger Inc. for reported \$3,000,000 cash from owners George W. Trendle, H. Allen Campbell & Raymond J. Maurer. His mother, Mrs. Mazie Wrather, is also one of the purchasers, but Mrs. Helen Alvarez, associated with them in the stations, is not a participant. The Campbell-Trendle interests, who once owned WXYZ, Detroit, sold it to ABC and then devoted entire attention to *Lone Ranger* and other TV-radio program properties; not included in *Lone Ranger* deal were its *Green Hornet*, *Sergeant Preston of the Yukon* & *American Agent* shows. This week, Campbell-Trendle also sold their radio WTAC, Flint, Mich. (1-kw day, 500-w night on 600 kc, ABC) to Radio Hawaii Inc. for \$287,000 after last week turning in CP for WTAC-TV (Ch. 16) which quit the air April 16 (Vol. 10:31). Purchasing firm is 100% subsidiary of Tele-Trip Policy Co. Inc., 420 Lexington Ave., N. Y. (aviation insurance, vending machines), is headed by John M. Shaheen and also owns KPOA, Honolulu. Exec. v.p. is veteran broadcaster Finlay Hollinger, but John R. McKinley will continue as mgr. of WTAC. Station sale was handled by Allen Kander.

Tampa Tribune's WFLA, which this week got final grant of (Ch. 8 (see p. 2), plans 50-kw transmitter, 1000-ft. tower, will begin construction as soon as possible, will be represented by Blair, reports mgr. George W. Harvey. Publisher J. C. Council said "probably some 6 months" will be required to complete job, even as losing applicant Nelson Poynter, publisher of *St. Petersburg Times* (WTSP) disputed FCC decision, pointing to winner's "outside ownership" and indicated plans to appeal. So that service can start without delay, Poynter proposed joint interim operation under plan similar to one FCC authorized in Shreveport, where litigants got together to finance and build station pending litigation, losers to sell to winner; he said this means Ch. 8 can be on air in 60 days.

"Low cost TV is practical and possible," says consulting engineer and TV repairman Gary O. Sandstedt, 3837 Harrison Blvd., Kansas City—and to prove it he's asking FCC to let him build and operate a station for "less than \$10,000." He applied this week for experimental Ch. 11 station in Kansas City, with 500-kw transmitter power, 1.5-kw ERP, antenna 55-ft. above ground. He proposes to spend \$4500 for transmitter, \$3350 for studio equipment, \$150 for antenna, \$500 for measuring equipment, etc. He figures maintenance and technical operation costs should total about \$1000 a year. He said he has virtually completed construction of transmitter, flying spot film scanner and associated equipment.

Big plans for closed-circuit TV: New York Philharmonic's opening concert Oct. 7 will be presented from Carnegie Hall via theatre TV in 31 cities, as first project of Edmund Dorfmann's Dor Theatre TV (formerly Stadium TV Network), at average admission price of \$2 per seat. DuMont will do camera work. Exec. v.p. Wm. Rosensohn of Box Office TV Inc. this week announced "million-dollar closed-circuit TV network to service restaurants and night clubs across the country with large-screen floor shows" beginning early next year.

More channels for TV remote pickup were added this week by FCC, which finalized—with certain changes—its proposal of last December (Vol. 9:49). Made available for TV use on case-to-case basis are 10 channels in 6875-7050 mc & 2450-2500 mc bands, seven in 6875-7050 mc, eight in 10,500-10,700 mc, twenty in 12,700-13,200 mc band. Commission deferred action on proposal to assign channels in 7050-7125 mc band to TV licensees pending further study. Details are in FCC Public Notice 9511.

Color Trends & Briefs: Olympic's projection color set (Vol. 10:31), due to be demonstrated this month, gives 24-in. picture and "can be produced to sell for about \$500," according to a high company official. Principle of new set is a surprise—it's based on the whirling-disc "color converter" developed by young engineer Robert P. Benjamin of Airtronic Research Inc., Bethesda, Md., and pushed by FCC Comr. Sterling (Vol. 10:6-7). Olympic is said to be negotiating with Airtronic for license to use basic device in its projection receiver.

Projection system was developed at Olympic Development Co., Stamford, Conn. under optical scientist Dr. R. Bowling Barnes. It uses small projection tube with 8-in. disc rotating between it and translucent screen. Incoming color signal is decoded into 3 colors. The 3 color signals are keyed so that only red is fed to projection tube when red segment of disc is in front of tube, and so on for other 2 colors. Drawback to basic decoding system when we saw it demonstrated as "color converter" was the flicker, which many engineers feel is inherent in system.

Two persons who have seen the Olympic projection picture—both connected with developers of the device—remarked on general quality of the color image, stressing that it was far better than the old black-&-white projections. System employs new tube, screen and optical system, said to be "100% improved over anything ever used in black-&-white projections."

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Emerson has priced 15-in. color set at \$695, lowest of any manufacturer, simultaneously discontinuing its color set leasing plan which found little response (Vol. 10:10,12, 20). In letter to distributors, pres. Benjamin Abrams said Emerson would continue limited production of current model using RCA tube until satisfactory 21-in. tube is available, won't produce any 19-in. sets. He said "all experiments with tubes larger than 15-in. have so far proved unsatisfactory," and added that large-scale production of color sets won't begin until good 21-in. tube is available in quantity—probably not until "middle of 1955."

First 3 color shows in CBS's Thursday 8:30-9:30 p.m. series from Hollywood sponsored by Chrysler (Vol. 10:31): Sept. 30, *Shower of Stars*, featuring Betty Grable, Mario Lanza, Harry James in original musical score conducted by Gordon Jenkins; Oct. 7, *The Long Goodbye* by Raymond Chandler, with Dick Powell & Teresa Wright; Oct. 14, *The 13th Chair*, with Ethel Barrymore & Dennis O'Keefe.

CBS-TV will shoot 13 films in Gene Autry series on 16mm specially treated Kodachrome stock. Decision to use 16mm, which is to be processed by CBS, was made on basis of its low cost and the success of sample screenings of 2 previous Gene Autry episodes using DuMont 16mm film scanner.

Color TV film series on sewing has been produced in Hollywood by Gordon Zahler, owner of Zahler Music Library, and has already been sold to dept. stores in Washington and Hartford. Zahler is a paraplegic, paralyzed from neck down since he was 14, works from wheelchair.

DuMont color school for its distributors' servicemen will be held week of Aug. 23 at Paterson, N. J. headquarters, offering course in color fundamentals under service director Joseph A. Hatchwell. Distributors are due to start color clinics for dealers in fall.

This week's network color schedules: NBC-TV—Aug. 11, *TV on the Battle Front*, special pickup by mobile unit from Ft. Meade, Md., 11-11:30 a.m.; Aug. 12, *The Marriage*, 10-10:30 p.m. CBS-TV—WCBS-TV, New York only, Aug. 9, *Time for Color*, 5-5:30 p.m.

Some 8394 color sets were produced during first 6 months of 1954—347 of them in June—according to newly released RETMA figures.

COLOR OUTLOOK, long range, is "exceedingly bright," according to Philco chairman Wm. Balderston, reporting this week to distributors' convention. "Within the next 8 or 10 years there will be more color TV sets in this country than there are black-&-white sets today—there is no doubt of this. However, we should not confuse the long-range prospects for color TV with our planning for the immediate future." This was the official policy statement enunciated by Mr. Balderston:

"You will recall that color TV was forced out of the research laboratories prematurely by political pressure from Washington, and with a tremendous amount of publicity, hearings, ballyhoo, etc., the incompatible, CBS field sequential system was adopted by the FCC as standard for the industry. As you well know, that system never got off the ground, and again it was demonstrated that you cannot force scientific development and invention.

"After the splendid work of the National Television System Committee and the adoption of the compatible color TV system, an orderly period of research and development work should have ensued to give the industry time to simplify and perfect the color TV tube and circuitry before it was announced and ballyhooed to the public. However, for reasons of their own, certain of our competitors saw fit to promote the 'color now' idea and subjected the industry and the public alike to another barrage of color TV propaganda. Extravagant plans were announced with elaborate manufacturing and merchandising programs to back them up. None of these programs has been successful and only a trickle of sets has been purchased by the public.

"I have reported to you from this platform during the past several years that Philco was conducting an immense amount of research and development work in the color TV field. That work continues in full force, and we are more confident than ever before that we are on the right track of a practical, commercial color TV system—that can be sold to the public in volume at the right price. There has been a great deal of speculation in the trade papers regarding our color TV activities. We do not propose at this time to add to the present confusion by making premature announcements. However, I can again assure you that when the time comes to part the curtains on Philco color TV, you will be thrilled by the achievements of our scientists which will give us undisputed leadership in this field.

"In the meantime, I can only restate and re-emphasize Philco's consistent policy as regards color TV—namely, that when the time is right, we will place a set on the market that will flow on to the consumer and create profits for our distributors and dealers . . . not one that will breed obsolete inventories and costly losses!"

Picture tube sales in first 6 months totaled 3,957,238 units valued at \$82,985,981, compared to 5,197,071 units worth \$122,493,745 sold in first 6 months of 1953, reports RETMA. June shipments totaled 681,937, highest for any month this year, worth \$13,933,845. They compared with 584,782 at \$12,062,269 in May and 746,822 at \$17,480,475 in June 1953. Receiving tube sales for 6 months totaled 165,709,060 valued at \$120,720,391, compared to 243,160,348 at \$165,403,696 in first half of 1953. June shipments were 31,031,315 worth \$21,694,500 vs. 28,650,825 at \$20,465,451 in May and 42,505,685 at \$29,634,656 in June 1953.

Illustrating firmness of unit sales, Electrical Assn. of Philadelphia reports 5309 TV sets (17 brands) were sold in area in June vs. 4915 in June 1953; but for first 6 months, total was 54,354 vs. 66,390.

TV-radio retail business failures are on the rise, as shown by Dun & Bradstreet report listing 274 failures in first 6 months, compared to 160 for same period of 1953.

JULY UP, TRADE NOW 'COMPETITIVE AS HELL': "Era of fierce competition," is best way we can describe present and upcoming fall-winter trade season as patterns begin to emerge with this week's belated introduction of Philco's new lines. Philco was last of big-name lines to show (for details, see Topics & Trends), having been delayed by 6-week strike during which its inventories fell to all-time low.

July proved surprisingly good month, generally -- described by one major set maker as "damned good, but competitive as hell." He didn't know whether to attribute it to lower prices currently prevailing or to improvement in general business conditions, said "it probably was a bit of both." Distributor-to-dealer movements in TV continue good, he said, anticipating a "very good third and fourth quarter."

Trade statistics bear out his appraisal of month just ended, preliminary data showing factory sales at about 350,000, as against 425,000 in June and 375,000 in July 1953. Distributor sales are estimated at about 300,000, or about equivalent to preceding month and to July 1953. Retail sales figures aren't available. They were 350,000 in June (regarded as "normal") and 340,000 in July 1953.

With July production estimated at 290,000, lowest month of year because of annual plant vacations, month's end saw inventories declining to about 1,930,000 at all levels -- reduction of about 70,000 from June 30. TV production for week ended July 30 was 109,106, compared to 104,252 preceding week and 47,539 week ended July 23. For 30 weeks, production was 3,100,000 vs. 4,200,000 in same 1953 period.

Radios had comparatively poor movement in July, after a nice pickup in June. For July, factory sales were estimated at about 525,000, as against 750,000 in June and 700,000 in July 1953. Distributor sales were 550,000 vs. 900,000 in June and 750,000 in July 1953. Production was about 425,000. Radio output week ended July 30 was 144,706 (49,028 auto), compared to 129,234 preceding week and 91,008 units week before. Output in 30 weeks was 5,230,000 vs. 7,265,000 in same 1953 period.

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Biggest trade news of the week, of course, came out of Philco's N.Y. parley (see pp. 1 & 9). Because it was delayed, it lacked extravaganza aspects of other years, was strictly business -- often soaring to high economic plane.

Distributors were exhorted by new pres. James H. Carmine to sell monochrome hard, to win more of the market, to "sell for the future." Accenting black-&-white market, he urged recapture of dept. store and furniture store business. Such stores represent high dollar volume, are good dealers, good credits and very standard-brand conscious, he said. He urged top executives to contact big stores personally.

"There isn't anything wrong with Philco -- or with America -- or with anything else that I know of -- that a good selling job won't help," said Carmine.

Basic conditions are sound and Philco's best days are ahead, he said, quoting Econometrics Institute's forecasts of rapid population growth, increasing number of school-age children, greater consumption of consumer goods, replacement demand for consumer durables, expanded housing, continued high wages. (As if to underscore the economic underpinning of nation, Commerce Dept. this week issued report showing that personal income in first 6 months was at annual rate of \$286.5 billion -- just about \$800,000,000 ahead of 1953, biggest business year in U.S. history.)

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Philco also took swipe at discount house operations by disfranchising each distributor and then asking him to sign new contract with factory and his dealers to assure that merchandise is not resold by discounters. Important aspect of new plan, outlined to distributors by new exec. v.p. John M. Otter, strikes at practice of trans-shipping, forcing distributor to buy back goods trans-shipped from his own territory at cost plus freight.

Distributors must control merchandise in their territory -- and that means keeping closer tabs on dealers who sell to discount houses, warned Otter. He said: "You control the dealer, not the reverse." He indicated some distributors tacitly approved re-sale of merchandise by dealers to discount houses in effort to impress factory that they are moving merchandise.

Philco pledged it wouldn't overload distributors, which Otter admitted was at root of much of trans-shipping and also was a big factor in indiscriminate price cutting and liquidations. Under new stock control system, which is companion to new franchise agreements, factory designates how much inventory of each model should be on hand in order for distributor to do specified amount of business.

Factory will stop shipments immediately on any model when distributor has more than 10% of "required inventory" of that model on hand. But if he has quite a bit less than the "required inventory" over a long period of time, that will be subject of investigation by factory for suspected trans-shipping.

Philco said plan was designed to make franchise "more valuable," denied any intent to "get tough" with distributors. Otter himself said company was trying to "keep the merchandise clean" and hoped other manufacturers would do likewise.

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RETMA recapitulated 6-month TV-radio production in release this week, showing output of 2,845,147 TVs, 4,886,559 radios. TV production compared with 3,834,236 in first half of 1953 and 2,318,236 in first 6 months of 1952. Of total, 636,456 were uhf-equipped at factory. Production in June (5 weeks) was 544,142 (99,404 uhf), as compared with 396,287 in May (4 weeks) and 524,479 turned out in June 1953.

Radio output was way down from the 7,266,542 turned out in first half of 1953 but not as far removed from the 5,456,035 in first 6 months of 1952. Radio output in June was 837,655 vs. 722,104 in May and 1,163,831 in June 1953. Revised tables:

	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
April.....	457,608	745,235	165,232	175,424	73,590	330,989
May.....	396,287	722,104	173,480	174,735	57,370	316,519
June (5 wks).	544,142	837,655	226,350	141,904	132,668	336,733
TOTAL.....	2,845,147	4,886,559	1,313,271	843,039	649,356	2,080,893

Trade Personals: James H. Carmine, Philco exec. v.p., at age 52 becomes pres., while Wm. Balderston, 58, steps up to chairman, and consumer products v.p. John M. Otter becomes new exec. v.p., in elections announced at this week's distributors convention; James T. Buckley declined reelection as chairman after 42 years with the company . . . C. K. Huxtable named Montgomery Ward national TV-radio mgr., replacing Peter J. Faber, resigned . . . Victor Emanuel, chairman of Avco, among 17 guests at President Eisenhower's stag dinner in White House Aug. 4 . . . Dan D. Halpin, DuMont, reappointed chairman of RETMA sales mgr. committee; A. A. Currie, Sylvania, renamed eastern vice-chairman, E. L. Taylor, Stewart-Warner, western vice-chairman . . . Joseph F. Miller promoted to asst. managing director of National Electrical Mfrs. Assn.; Wm. J. Donald, managing director, reportedly will retire next April . . . Wm. J. Hopkins named supervisor of national accounts for Sylvania electronic products, succeeded as mid-Atlantic district sales mgr. by Robert C. Hoffman, who is replaced as mid-Eastern sales mgr. by J. B. Pomeroy; M. C. Roseto replaces Pomeroy as northern California sales rep; Norman B. Scott named southeastern regional mgr.; Alfred S. Ross metropolitan N.Y.-N.J. mgr.; John S. Dews, Cincinnati; John O. Painter, Washington-Baltimore-Philadelphia; Ted Napp, Chicago; W. G. Ripley, Des Moines . . . Dave Kaye resigns as v.p. of

Kaye-Halbert, now operating under Chapter XI of Bankruptcy Act . . . Everett S. Calhoun, mgr. of electronic data processing research, Stanford Research Institute, left July 31 for 3-month inspection tour of European electronic research centers . . . Joseph C. Profita, ex-Methods Engineering Council, Pittsburgh, named asst. to Raytheon marketing mgr. Daniel J. Webster . . . Raymond W. Herrick, onetime Admiral national radio sales mgr., named Emerson north central district mgr. . . . Herman L. Weckler, Clevite Corp. operations v.p. in charge of manufacturing & sales subsidiaries, named corporate gen. mgr. with responsibility for all Clevite activities . . . Henry T. Roberts, gen. mgr. of Magnecord commercial music div., promoted to v.p. . . . M. A. Koetke named adv. & sales promotion mgr., Gramer-Halldorson Transformer Corp.

Dr. Cornelius G. Brennecke, 47, dean of N. C. State College electrical engineering dept. and nationally known for his electronics research, died Aug. 2 in Raleigh. A onetime RCA engineer, he helped organize and was pres. in 1948 of IRE's N. C.-Va. section.

Emerson's Ben Abrams presented \$10,000 checks this week to educational stations KQED, San Francisco, and WHA-TV, Madison, in line with his plan to give such donations to first 10 educational stations on air.

Topics & Trends of TV Trade: Philco's new line of 52 models utilizes 3 entirely new chassis—called the 300, 350 & 400—all with 41-mc IF and designed to incorporate all-channel uhf tuner that can be inserted by layman in few minutes. It works from one dial with channel numbers illuminated when uhf channel selector is set. Tuner costs \$45, obviates need, as TV v.p. Fred O'Gilby explained to distributors convention this week, of carrying more than one inventory of sets. "It takes the guesswork out of how many uhf or vhf sets will be required for any territory," said O'Gilby. "Every manufacturer in the business of making vhf-uhf combinations is old hat," said O'Gilby.

"Finger-tip tuning" will be one of the main promotion themes this fall, referring to horizontal but hidden uhf controls. The line starts with 21-in. table at \$160, ranging up to \$300, which compares with \$250 to \$430 in same size just year ago. The 21-in. consoles range from \$230 to \$420, comparing with \$300 to \$530 year ago. There are no 17-in., which O'Gilby said was a dead number "because 21-in. is too close," and line embraces three 24-in. table models and four 24-in. consoles. Full line:

Table Models: 21-in. ebony textured \$160, blonde \$200; 21-in. mahogany \$200; 21-in. mahogany \$230; 21-in. mahogany \$260, blonde \$280; 21-in. mahogany \$300; 24-in. maroon \$300; 24-in. mahogany console, with legs, \$340, blonde \$360.

Consoles: 21-in. open-face maroon \$230; 21-in. open-face mahogany \$260, blonde \$280; 21-in. open-face mahogany \$280; 21-in. open-face mahogany \$300, blonde \$320; 21-in. full-door mahogany \$330, blonde \$350; 21-in. open-face mahogany \$340, blonde \$360; 24-in. open-face mahogany \$370, blonde \$390; 21-in. open-face mahogany or white oak \$400; 21-in. half-door mahogany \$400, blonde \$420; 24-in. open-face mahogany \$400; 24-in. open mahogany \$500.

Combinations: 21-in. full-door mahogany \$400; 21-in. full-door mahogany \$600; 21-in. full-door mahogany with high-fidelity sound system \$1000.

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Philco's first printed-circuit radio line was also introduced, radio v.p. Wm. H. Chaffee explaining that copper is etched from base panel of chassis to create electrical conductors for more than 140 circuit points. Philco also disclosed new dip soldering process is now in operation on its radio production lines, enabling 95% of all radio circuits to be soldered almost simultaneously.

Radio line comprises 7 table models ranging from 3-tube brown polystyrene at \$18 to mahogany-finished phenolic 6-tube AM-FM at \$80; 7 clock radios from 3-tube brown at \$25 to 4-tube radio equipped with buzzer alarm and "delayed off-sleep switch" at \$40; 2 portables—maroon flashlight-equipped at \$60 & \$70.

First separate phonograph line comprises 7 portables ranging from 3-speed ginger leatherette at \$30 to automatic 3-speed changer in "suntan leatherette" at \$100; a high-fidelity table model, with 6-watt amplifier, in mahogany at \$150, blonde \$160; 2 high-fidelity consoles, in mahogany at \$250, blonde \$260; mahogany or blonde, with AM-FM radio & tape recorder jack, at \$750. New electrostatic speaker, incorporated in phonograph table models and consoles, is said to reproduce frequencies up to 20,000 cycles with little distortion and consists of 16 slender units disposed as facets on half cylinder.

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Federal Trade Commission this week appointed P. B. Morehouse, asst. gen. counsel, to head 4-man "task force" of attorneys to check up on compliance by business with FTC orders, stipulations and trade practice rules relating to advertising. It was explained that attorneys can initiate legal action against those violating regulations, which wasn't possible under old setup of inspection by staff examiners.

Distributor Notes: Philco Distributors Inc.-Newark div., new organization replacing T. A. O'Laughlin & Co., Newark (Vol. 10:31), appoints Wm. Parnell, from N. Y. factory branch, as gen. mgr., and S. R. Slater, ex-Olympic Appliances of N. J., as sales mgr. . . . Hallicrafters appoints General Radio & Electronic Co., 396 S. Main St., Wilkes-Barre (Ben Gerstein, gen. mgr.) . . . Bercraft Corp., Chicago (CBS-Columbia) appoints Joseph E. Zulwin v.p. & gen. mgr.; Marshall Keroff promoted to TV sales mgr. . . . Rudisco Inc., Albany, N. Y. (DuMont) appoints John J. McDonnell gen. sales mgr., replacing Richard J. Fay, resigned . . . G. M. Nutter Co., Cleveland (DuMont) appoints E. L. Stainecker sales mgr., replacing G. P. MacFarlan, resigned . . . Emerson Radio of Pennsylvania, Philadelphia, announces resignation of gen. sales mgr. Charles F. Boice; his duties to be assumed by v.p. Samuel B. Jacobs . . . Ray Thomas Co., Los Angeles (CBS-Columbia) appoints R. S. Sloan, ex-Westinghouse, as appliance sales mgr. . . . Refrigeration Sales Corp., Cleveland (Stromberg-Carlson) appoints Robert Marks adv. & sales promotion mgr., replacing Edward Martynak, resigned . . . Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Marvin Haas adv. mgr. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) announces resignation of v.p. & merchandise mgr. Harry A. Doull . . . Westinghouse Electric Supply Co. moves west coast headquarters from Los Angeles to Western Merchandise Mart, San Francisco . . . Raytheon appoints Western Supply Co., 357 W. 2nd S., Salt Lake City (H. W. Eskuche, pres.) and Southern Indiana Wholesalers, 25 Pennsylvania Ave., Evansville, Ind. (C. W. Allen, pres.).

TV-radio excise tax proposals (Vol. 10:31) are due for momentary consideration by Senate. They're proposed amendments added last week to tax bill HR-6440 by Senate Finance Committee. Text of amended bill, together with Committee report, was made available this week. It reveals that the proposed \$7 tax credit for uhf-equipped receivers applies only to sets with "all-channel uhf tuner as distinguished from the so-called strip tuners capable of receiving certain of the uhf channels." Another section of bill specifically exempts from manufacturers' excise tax such parts as speakers, phono mechanisms, built-in antennas when sold separately from set; only cabinets and tubes are taxable. Also exempted from tax is all non-entertainment TV-radio equipment.

When a N. Y. labor union this week tried to organize C.R.T. Electronics Corp., Mt. Vernon, N. Y., maker of TV tubes, pres. Stephen Weston and v.p. Wm. Genz fired their 20 employes, locked doors, said they would liquidate. Amalgamated Local 160 of the Playthings, Jewelry & Novelty Workers Division of the Retail, Wholesale & Dept. Store Union, CIO, notified company that 18 of its employes had joined, but when David Kapilow, secy.-treas. of the local, walked into the plant Aug. 5 to call a meeting, he was escorted out by policemen. He said C.R.T. was first of various electronics firm in N. Y. area the union plans to organize.

Sparton introduced new line of 11 sets at convention of its district merchandisers this week in Jackson, Mich. Line ranges from 17-in. mahogany tables at \$200 to 24-in. full-door French provincial console at \$535. Also shown was 19-in. color set using CBS-Hytron tube, with no list price. Gen. sales mgr. B. G. Hickman said no decision had been reached on color production, pending clarification of tube controversy.

New lightweight 17-in. picture tube was disclosed this week by Westinghouse tube sales mgr. John A. Curtis, who said it "greatly hastens an era of high-quality portable TV." New tube weighs 5½ lbs., is 16½-in. long, has 90-degree deflection angle to permit production of narrower cabinets.

Electronics Reports: Raytheon's 1,000,000th transistor was announced this week, even as GE was proclaiming that it is tooling up for mass output—"in the millions"—of low cost, high frequency transistors ideally suited for completely transistorized TVs and radios.

GE's production plans are based on development of "rate-grown" method of mass-producing germanium ingots at low price, invented by GE's Dr. Robert N. Hall (Vol. 9:17). Electronics v.p. Dr. W. R. G. Baker said wide-scale sampling of electronics industry should begin late this year and transistors at competitive prices "should be available as soon as electronic equipment manufacturers have had sufficiently circuitry development time to order them on a large quantity basis."

Production, limited only by volume of sales, is scheduled to begin next year at Syracuse plant—and GE will be turning out "many millions a year" of low-cost extremely high frequency transistors within next 2 years, said Dr. Baker, depending only on when industry is ready to convert to them.

Raytheon's 1,000,000th transistor was presented to Mass. Gov. Hertler at ceremonies at Waltham, Mass. plant, at which these facts were brought out: Raytheon has made "3 times as many transistors as all other manufacturers combined." Field failures in actual service are running at less than 2% a year, with well over a billion transistor operating hours to date. Great majority of Raytheon transistor output has gone to hearing aid industry, with nearly 300,000 of nation's 1,250,000 hearing aid wearers now using transistorized aids.

Transistor-equipped portable radio was demonstrated, using new power output and radio frequency transistors "now in production design stage" and due for small production before end of 1954. Small quantities of transistorized radios may be on market next year at premium prices, said Raytheon pres. Charles F. Adams.

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Farnsworth Electronics Co., Ft. Wayne, Ind., was created this week as new IT&T div. to concentrate on and expand research and production functions in industrial and defense electronics formerly handled by Capehart-Farnsworth, which now concentrates on TVs, radios, phonographs and allied consumer products. IT&T said new div. establishes "another source of supply in the rapidly growing fields of advanced electronics and the application of atomic energy to industry." Dr. Harvard L. Hull, Capehart-Farnsworth v.p. & gen. mgr. of research & development, becomes pres. of new div.; Philo T. Farnsworth, electronics pioneer, is v.p. & technical director; W. F. Hoeppner, ex-asst. to pres., is appointed v.p. At Capehart-Farnsworth, L. G. Haggerty, technical products v.p., is elevated to presidency, succeeding Fred T. Wilson, who becomes IT&T v.p. in charge of industrial relations. In addition, gen. sales mgr. E. W. Gaughan and comptroller Paul H. Hartmann are both promoted to Capehart-Farnsworth v.p.'s.

Combat uses of TV will be demonstrated Aug. 11 at Ft. Meade, Md., with field exercise conducted by 3rd Cavalry Regiment. Featured will be water-crossing operation and assault on "enemy-held" position, with televised information from battlefield relayed to command post by experimental combat TV equipment—portable cameras and transmitters being carried by Signal Corps personnel accompanying assault troops. Demonstration will be carried by NBC-TV in color, 11-11:30 a.m. Participating will be Chief of Staff Gen. Matthew B. Ridgway, Second Army Commander Lt. Gen. Floyd L. Parks, Chief Signal Officer Maj. Gen. G. I. Back, RCA chairman David Sarnoff.

List of 775 govt.-owned inventions in field of instrumentation, most of them available on royalty-free basis, is available for \$2 from Office of Technical Services, Commerce Dept. (Order No. 111464).

Financial & Trade Notes: Louis E. Wolfson, the Miami financier whose expanding activities and holdings in construction, shipbuilding, transit and other industries are becoming legendary, is supposed to be behind current efforts to purchase control of Olympic Radio, its research subsidiary Olympic Development Co. and its 95%-owned Multra Machine Co., Stamford, Conn. (automation & automatic machinery).

Sol M. Zweifach, believed to be working on Wolfson's behalf and claiming to own or control 50,000 shares, has had conferences with Heywood Fox, of Fox, Wells & Co., private N. Y. investment firm which owns about 123,000 shares, looking to purchase of that entire block at offers reported to range from \$6 to \$8 a share. One report has Mr. Wells willing to consider latter price, but deal is said to have snagged over Fox's unwillingness to part with Olympic Development. Shares outstanding total 432,000.

If Wolfson is real principal, it's possible that this is part of an effort to diversify into lighter industries. On basis of his record and in view of secondary position Olympic holds in the TV-radio industry, it may be first move toward absorbing and merging various other companies in electronics fields. Wolfson reputedly is heavily interested in Utah Radio Products Inc. (speakers, transformers, cabinets).

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Motorola second quarter sales were \$44,458,410, down only slightly from record \$44,673,101 for same 1953 period. Earnings were \$1,214,217 (63¢ a share), down from \$1,466,471 (76¢). For 6 months ended June 30, sales were \$92,465,210, earnings \$2,858,301 (\$1.48), compared to \$109,532,968 & \$4,640,679 (\$2.40). Pres. Paul Galvin said communications volume is equal to last year and military business better.

Webster-Chicago sales for 6 months ended June 30 were \$12,738,814, net earnings \$162,428, compared to \$13,301,570 & \$354,973 for same 1953 period. New plant at New Ulm, Minn. is nearing completion, chairman R. F. Blash reports, as well as modernization of laminations div. Working capital has been reduced to \$3,760,731, which obviated dividends under terms of V-loan agreement requiring not less than \$4,000,000 before dividends can be paid.

Philco had poor second quarter, as did its distributors—but new pres. James H. Carmine noted at this week's convention that they're all in "excellent financial shape." Net worth of all Philco distributors, he said, has risen to an all-time high of \$70,000,000. Since 1948, the net worth of 83 of them rose from \$34,000,000 to \$53,000,000.

Television-Electronic Fund's resources have gone up to \$50,109,143 from \$28,825,000 last Jan. 1, reports exec. v.p. Paul A. Just. Its assets were \$290,399 when it started in 1948 as an open end investment fund specializing in electronics.

P. R. Mallory & Co. profit of \$313,383 (24¢ a common share) in first 6 months was sharp drop from \$1,713,496 (\$2.59) earned in first half of 1953. Sales declined to \$26,819,875 from \$38,810,371 in first 6 months year ago.

Tung-Sol earned \$1,001,537 (\$1.73 per common share) on sales of \$19,102,826 in 26 weeks ended July 3, compared to profit of \$1,015,355 (\$1.77) on \$20,727,245 in corresponding period year ago.

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Kaye-Halbert filed Chapter XI petition in Los Angeles Federal Court July 30, offering to pay some 240 unsecured creditors in full, starting 180 days after confirmation of plan. No schedules were filed. Consolidated balance sheet as of June 30 showed assets of \$480,327, liabilities of \$667,224. Loss from operations for year ended June 30 was listed at \$575,834.

Telecasting Notes: Trend away from late-evening feature film in favor of live shows by all networks is regarded as certain if Steve Allen's 11:30-1 a.m. *Tonight* on NBC-TV starting this fall (Vol. 10:31) proves as successful as a lot of people expect, notes Aug. 4 *Variety*, hinting CBS-TV will be next with live show. At stake is investment of millions of dollars by companies "dedicated to grinding out chopped-up-for-TV" feature films, story says . . . CBS-TV Film Sales, pitching for No. 1 position as film syndicator, expects to enter 1955 with 22 properties, representing potential gross of \$10,000,000, or double its expected 1954 take, reports Aug. 7 *Billboard*. Among new shows will be *Life With Father*, *Lineup*, *You Are There*—all currently sponsored on network but available for local sponsorship in cities not used by network advertisers and as re-runs . . . Supreme Court will be asked to decide whether Republic Pictures can release Gene Autry and Roy Rogers movies to TV; both reportedly have decided to appeal San Francisco appeals court rulings, which okayed TV showings (Vol. 10:24) . . . RKO is doing 2 pilot films of *The Big Idea*, about new inventions, as its first entry into TV syndication . . . Sam Goldwyn Jr., who trained at CBS-TV, then started own TV film production in Hollywood, has decided to pull out of the field . . . Ambitious summer original on WLWT, Cincinnati, July 26-Sept. 27, is *Let There Be Life*, including heart operation, brain surgery, polio treatments, on-spot remotes, film & studio treatment of such subjects as blood, antibiotics, strokes, geriatrics, alcoholism—written by Frank Hart, produced by Nort Locke with supervision of Cincinnati Academy of Medicine . . . John Stone, asst. art director of WOR-TV & WOR, scored one of those story-book scoops this week when a Thunderjet crashed Aug. 3 in his hometown of Wantagh, Long Island, where he was vacationing; he was driving only block away, rushed to scene, phoned stations the story . . . New York Times has followed lead of *Herald Tribune* in eliminating daily logs of all AM stations except the 4 network keys, but tabloid *Mirror* is considering adding more TV-radio space . . . Rate Increases: KVAR, Phoenix and KVOA-TV, Tucson, released first combination rate card with \$607.50 Class A hour, \$121.50 min.; simultaneously KVOA-TV raises base hour from \$200 to \$225, with KVAR hour remaining \$450; WTAR-TV, Norfolk, hour from \$700 to \$800, min. \$140 to \$160; WDAY-TV, Fargo, N. D., \$200 to \$300 & \$40 to \$60.

Most of the 152 TV-radio editors polled by Sen. Hendrickson (R-N.J.), chairman of special subcommittee probing effects of TV-radio on juvenile delinquency, defended the TV industry, opposed regulatory reforms, and some opined that TV crime shows are as bad for "weak-minded adults" as for impressionable children. Sen. Hendrickson drew no conclusions from opinions of these "experts" but did issue statement saying industry and parents must share responsibility for "shielding impressionable youngsters from crime and horror programs," and got good headlines out of statement that problem won't be solved as long as parents use TV set as "a sort of electronic baby sitter" and don't exercise supervision over what the children watch. Further hearings of subcommittee aren't due before Congress adjourns.

NARTB got nowhere this week in its efforts to get record manufacturers to modify recent order switching from 78rpm to 45rpm in promotion shipments to radio stations (Vol. 10:30-31). NARTB radio v.p. John Meagher, after meetings with 5 major record manufacturers in N. Y. Aug. 5-6, said they felt concentration on production of less expensive 45s would enable them to serve more stations on a "no-fee" basis. Manufacturers represented were Capitol, Columbia, Decca, MGM, RCA Victor.

WSIX-TV, Nashville (Ch. 8), along with WSIX (5-kw on 980 kc, ABC), has been sold for \$800,000 by the Draughon family, with Louis R. Draughon continuing as gen. mgr. and one-third owner of newly formed WSIX Inc. W. H. Crisswell and R. D. Stanford Jr., local shopping center developers, will own one-third each, and each of the 3 stockholders will invest \$100,000 in new capital for WSIX Inc. Pro forma statement filed with FCC this week with application for transfer of ownership shows WSIX-TV had time sales of \$349,397 in the 5 months to June 1 (\$160,270 from network, \$102,267 national, \$86,859 local) which with other income totaled \$369,348. Expenses were \$144,725 (\$45,650 direct, \$33,443 program, \$23,902 technical, \$22,179 general & administrative, \$19,548 sales), so that profit before taxes ran \$224,623. Station lost CBS-TV affiliation in July when WLAC-TV (Ch. 5) began operating. Assets on June 1 are stated as \$555,339, including \$354,973 fixed, \$103,190 cash, \$95,330 receivables. Liabilities include working capital \$140,758, reserve for depreciation \$32,511, notes payable \$148,320, accrued \$9125, profit & loss \$224,623. Note: WSIX radio balance sheet for same 5-month period showed \$75,902 total income (\$66,661 from time sales) and \$62,831 expenses, for profit of \$13,071. Radio assets are shown as \$441,373, including \$202,014 fixed, \$114,990 invested in WSIX-TV; liabilities include \$253,592 working capital, \$172,757 reserve for depreciation.

WTBO, Cumberland, Md., holding CP for WTBO-TV (Ch. 17), has been sold for \$110,000 to newly formed Tennessee Valley Bestg. Corp. whose pres. and 6% stockholder is Arthur W. German, ex-Republic Pictures eastern sales mgr. for TV. Wm. J. German, pres. of W. J. German Inc., distributor of unexposed film, is director; Edward G. Murray, film buyer with WPTZ, Philadelphia, v.p. & 30% stockholder; Morris H. Bergreen, attorney, secy.-treas., 10%. Reason for sale, stated in transfer application filed with FCC, is that Charles E. Smith, 10% owner, has moved from city and is no longer available as mgr. Others selling are Howard Chernoff, 32.5%, now a San Diego TV-radio consultant; Ben K. Baer and family, 32.5%; George H. Clinton, 10%, and smaller holders. Chernoff & Baer control WTAP, Parkersburg, W. Va. (Ch. 15), and Chernoff is 5% stockholder in Ch. 2 applicant for Oakland, Cal. WTBO's May 31 balance sheet filed with FCC shows \$86,890 total assets, \$50,726 chargeable to "goodwill." Liabilities include \$32,514 surplus, \$50,000 capital stock.

KTXL-TV San Angelo, Tex. (Ch. 8), on air since June 1953, seeking to obtain more operating capital, this week asked FCC for permission to sell 68 shares at \$100 per share to Marshall Formby and Lowell Smith, who would then hold 10% each. Stock comes from holdings of equal owners A. D. Rust and B. P. Bludworth, each retaining 40%. Formby operates radio KPAN, Hereford, Tex., and owns 40% of radios KFLD, Floydada and 1/3 of new KTUE, Tulia, both Texas. Smith, rancher & banker, is Bludworth's brother-in-law. KTXL-TV had \$60,089 net deficit for quarter ending March 31, 1954, according to balance sheet filed with application. Total liabilities were \$245,269 compared with assets of \$185,180 —\$153,044 fixed, \$31,528 current.

Fox, Wells & Co., N. Y. investment firm, is disclosed as purchasing principal in negotiations expected to be closed shortly for \$2,800,000 purchase of KFSD-TV & KFSD, San Diego (Vol. 10:31). It's headed by Heywood Fox, whose family was once major factor in American Optical Co. and whose firm now owns about 28% of Olympic Radio and 26.74% of uhf WWOR-TV, Worcester, Mass. (Ch. 14). Taking part in San Diego negotiations is James Rogers, ex-Benton & Bowles, who helped set up WWOR-TV; he's slated to become the San Diego stations' executive officer, although a new manager will be selected.

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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SUCCESSFUL UHFs TAKE LOOK AT FUTURE: Uhf can be beautiful -- under the right set of circumstances. Though it's been virtually ignored in the publicity attending recent Senate uhf hearings, many successful uhf stations are doing a top-notch job of serving the people of their community -- and at a profit.

Most of these stations have little or no direct vhf competition -- hence virtually no conversion problems. We asked a dozen reputedly successful uhf telecasters to give us their views on the problems and future of uhf -- both in general and in their own home situations -- and we received 9 detailed replies.

Similarity of the replies is striking, in many respects. Most of the 9 are in the black -- some have been profitable almost from the very start of operations. Nearly all say Senate uhf probe publicity has had no noticeable effect on business.

Most see rosy future in uhf in their particular locations. Showing through the optimism, however, is undercurrent of feeling that intermixture of vhf and uhf stations in same markets was a mistake -- but there's difference of opinion whether anything can or should be done about it now.

We've digested the replies from uhf operators -- except those who asked not to be quoted -- and they are excerpted on pages 8-9.

'OPERATION THRESHOLD' AN EYE-OPENER: We saw military -- and electronics -- history made at Fort Meade, Md. last Wed. (Aug. 11) when, seated in a big tent simulating a command post and signal center, we watched a mock battle via TV while it was going on a short distance away. On a bank of 8 TV monitors, on two 21-in. monochrome sets, then on a half dozen 15-in. color sets, we saw the Second Army's crack 3rd Armored Regiment go through battle tactics under direction of a battle commander who could see everything as it happened and even command his troops by remote control.

Thanks to fixed and portable cameras, even long range lenses, we could follow aerial reconnaissance, amphibious landings, assaults on fortifications, hits on tanks, evacuations via helicopter -- even the capture and interrogation of prisoners. All of the time the commander could talk to any one of the camera chiefs, tell TV control where to pan next, see exactly what was transpiring, relay orders to the field officers, receive radio reports from them.

It was an idealized setup, of course (for details, see p. 16) -- but it had Army's top brass and newsmen alike gasping at its execution and implications. This was so especially when, after an hour of it in black-&-white via closed circuit, it was picked up and broadcast in color over NBC-TV. The black-&-white was Army Signal Corps' job, in collaboration with RCA Service Co. and NBC personnel. Color job was all RCA-NBC. Apparatus was called an "interim tactical TV system" -- but obviously it's the forerunner of a big future item of Army procurement, training and usage.

Gen. Matthew B. Ridgway, chief of staff, was so impressed that he called it "a new battle weapon as revolutionary as gunpowder and the atomic cannon." Chief

Signal Officer Maj. Gen. George I. Back pronounced it a huge success, but cautioned that it won't replace other modes of communication and needs more experimentation.

The black-&-white pictures, while suffering occasionally from vibration, were generally sharp and clear, even those from the L-20 plane aloft. The color pictures were fantastically real-- whether of terrain, equipment, shell bursts, flames, blueprints, personnel -- even on little 15-in. screens. RCA and the Army brass were so proud of job that they made a color kine recording to show to President Eisenhower.

Smooth running of the show was a tribute to Barry Wood, NBC color production chief, who coordinated it. Narration on closed circuit was a highly professional TV as well as military job by Capt. Robert Berry, a onetime Baltimore announcer. Colorcast's narration was by the always competent Ben Grauer.

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Culmination of proposal he first made 20 years ago to employ TV in military tactics -- as it actually was by the Navy, which flew robot TV planes over Jap-held Pacific islands during the latter stages of the war -- the event was a prideful one for RCA's Brig. Gen. David Sarnoff. Basking in the kudos heaped upon him and his company by Gen. Ridgway and the others, he took occasion to engage in his favorite pastime of philosophizing and predicting.

Gen. Sarnoff recalled how sound was added to sight by a reluctant motion picture industry, then sight to sound by radio ("TV is now the dog, radio the tail"). Now TV is added to radio and all the other signal apparatus of the military "to provide increased combat efficiency and make possible a substantial saving of lives."

"I foresee," he went on, "the extensive use of military TV not only as a tactical system for use in combat, but also for communication between the center of command in Washington or elsewhere and theatres of operation across the seas." In other words, not just the field command, but maybe the high command many hundreds or thousands of miles distant, might actually watch a real battle in progress!

MILLION-WATT UHF STATIONS THIS YEAR? General Electric this week announced ingenious method of delivering FCC-authorized maximum power of one megawatt (1,000,000 watts) from a uhf station -- and promises to have it ready for use late this year.

The trick: Take three 12-kw amplifiers, modify them so there are 4 visual amplifiers, 2 aural, and hook them up in parallel, using 1-kw transmitter as driver. This gives 45-kw transmitter power, which will yield 1000-kw ERP when used with a 25-gain antenna, based on 90% waveguide efficiency.

The beauty of this equipment, say GE engineers, is that it's completely tried and tested -- proven in the field in GE's 12-kw and 1-kw transmitters -- and won't have to go through the "de-bugging" period usually associated with radically new products. It uses six 12-kw klystrons, 2 filterplexers of same type used in 12-kw transmitters. Electrical power consumption is about 3 times that of GE 12-kw.

Price of complete 45-kw transmitter has been set at \$225,000 plus klystron rental, as compared with \$133,000 for single GE 12-kw transmitter. To convert GE 12-kw transmitter to 45-kw will cost \$165,000. Changing 1-kw transmitter to 45-kw will cost station \$175,000, GE says.

New transmitter doesn't alter GE's plans to produce 60-kw transmitter powered by Eimac klystron and due late in 1955 (Vol. 10:18). New 45-kw will be made for those uhf telecasters who want high power in a hurry. RCA has announced 60-kw uhf unit, to sell at about \$329,000, available in third quarter 1955 (Vol. 10:28).

NOTRE DAME'S COMMERCIAL, 2 MORE STARTERS: FCC finalized Ch. 46 grant to Notre Dame U at South Bend, where it recently purchased an AM local (WHOT) and plans to operate both TV-radio on commercial basis under supervision of Father Edmund P. Joyce, exec. v.p. of the university. He's now planning TV equipment, mustering staff. Area has sizeable "uhf population" already, due to Tribune's pioneer WSBT-TV (Ch. 34), which started in Dec. 1952. It's around 90 mi. from nearest vhf's in Chicago & Kalamazoo.

That was FCC's only new station action of week in which 2 new vhf stations began testing -- to bring on-air total to 393 (122 of them uhf). Week's starters:

WTVD, Durham, N.C. (Ch. 11) began testing Aug. 12, plans programming in Sept., awaiting interconnection as NBC primary. It's city's first, 20 mi. from Raleigh, where WNAO-TV (Ch. 28) began year ago. It uses 5-kw DuMont transmitter and 700-ft. tower with 12-bay antenna at Lebanon Peak, 1000-ft. above av. terrain. Owners are pres.-gen. mgr. Harmon L. Duncan, 25%; v.p. J. Floyd Fletcher, 25%; Durham Herald's WDNC, 25%; 60 others each less than 1%. Ernie Group is program mgr.; Mike Thomason, sales mgr.; Henry Cronin, chief engineer. Base rate is \$300. Rep is Headley-Reed.

WMBV-TV, Marinette, Wis. (Ch. 11), advertising as the "Green Bay Packerland" outlet, began Aug. 9 tests, plans early Sept. commercial debut as NBC affiliate. It's 45 mi. from Green Bay, where WBAY-TV (Ch. 2) began in March, 1953 and where Ch. 5 WFRV-TV got grant last March but hasn't yet reported target date. Principals in WMBV-TV are Wm. E. Walker, pres., 50%; Joseph Mackin, gen. mgr., 23.3%; with WDUZ holding option for 20%. Ownership interlocks with radios WIBA, Madison, and WBEV, Beaver Dam, both Wis., and KXGI, Ft. Madison, Ia. Wm. R. Walker is station mgr.; Alister Alexander, chief engineer. Base rate is \$250. Rep is George W. Clark.

FURORE OVER FCC'S 'SATELLITE' POLICY: Hot controversy blazed this week over Commission's announcement that it would consider waiving duopoly rules for telecasters who want to set up uhf "repeater" stations in nearby areas (Vol. 10:32).

In 2 related actions this week, meanwhile: (1) a RETMA engineering committee urged specific FCC rules and standards for the various types of repeater stations; (2) one of the leaders of a uhf telecasters' organization petitioned for authorization of directional antennas to squeeze in additional vhf channels where allocation plan doesn't permit them now. RETMA group, incidentally, tossed out old definitions of "booster" and "satellite" -- changed nomenclature to "satellite" and "special services TV station," respectively.

No clarification of last week's Public Notice 9036 was forthcoming from FCC this week, despite unusually large number of inquiries. Commission's position is: "File an application and we'll consider it." Public Notice merely said FCC will consider, on case-to-case basis, applications to run uhf stations without local programming, and to waive rules against overlap of coverage by commonly owned stations where a uhf "merely provides an extension of the service of the originating station."

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Though stated aim of new policy is to help uhf, the uhf stations and their representatives gave it anything but a warm welcome -- keyed by Comr. Hennock's stinging dissent. Wording of Notice would appear to encourage vhf stations to apply for uhf satellites -- and uhf telecasters maintain this could permanently kill uhf as an independent, local TV service.

They envision these possibilities: (1) Non-network uhf stations in small markets would face competition of big-city network stations' satellites. (2) Most uhf stations can't afford to have their own satellites, while big vhf stations can. (3) Big city stations with satellites in smaller surrounding areas would deprive local merchants of TV advertising time and deprive communities of local expression. (4) Small-city uhf outlets may be forced to become satellites of big-city stations or else face competition from big-city satellites. (5) New policy would "waste" uhf channels now available for a new allocation plan devised to cut down intermixture.

FCC's position is: "Frankly, we don't know the answers. Our Notice is merely an invitation to file applications. We'll cross those bridges when we come to them. The purpose of our new policy is to help uhf by making stations cheaper to build and encouraging uhf conversion by helping to get good programs on uhf."

UHF TV Assn.'s board of directors has authorized "proceedings before the FCC and in court, if required," to fight the new policy, gen. counsel Wm. A. Roberts said in letter to uhf stations -- which also urged them to write Chairman Bricker (R-Ohio) of Senate Commerce Committee, now preparing for TV probe (Vol. 10:32).

UHF Industry Coordinating Committee at week's end was preparing letter to FCC to call its attention to "some of the dangers in the Notice" -- particularly warning of the "serious implications of letting vhf stations own satellites."

RETMA's all-industry committee on satellites, headed by Ben Adler (Adler Com-

munications Laboratories) next week will file interim report with FCC urging "rule-making proceedings looking toward early commercial operation of stations designed to [obtain] extended coverage both of vhf & uhf, but particularly in the uhf band." The RETMA report gives these new definitions for the 2 types of repeater stations:

Satellite -- Transmitting station "operated unattended by an operator, on the same TV channel as the primary, or controlling station, upon which it depends for all its programs and identification." This was formerly called "booster."

Special services TV station -- "Station assigned by the FCC on a normally allocated TV channel, but with certain relaxed rules and regulations permitting a favorable economic operation." This includes stations formerly called "satellites."

RETMA group's report was prepared before FCC's Public Notice appeared. As to same-channel satellites ("boosters"), committee recommends they be "tailored to a specific location or area where it is not economically or technically feasible to provide TV broadcast service directly from the primary station."

Committee is having trouble making up mind about special services stations (formerly "satellites"). The big question: How much should FCC relax its regular rules in authorizing this type of operation? This, says committee, is "now under intense study," and will be subject of its final report. It does suggest that such stations be permitted to operate with reduced powers and heights (not envisioned in FCC's Notice) and depend solely or in part on other stations for programming -- but with the reservation that after audience has been built up under the relaxed rules, the outlet may take on local expression and become full-fledged local TV station.

Economic problems are so intertwined with engineering in whole question of repeaters, that RETMA committee has asked aid of NARTB in furnishing answers to some questions about TV broadcasting economics. Next meeting is Sept. 14 in Washington.

Chairman Adler expressed disappointment that FCC chose to go ahead with its Public Notice before getting report from RETMA committee -- which was set up at the request of Comr. Sterling and has worked closely with Commission staffers. Like some others, RETMA is expected to petition formally for rule-making on whole issue.

Equipment makers, now in doldrums, were delighted with FCC's new policy on repeater stations. GE got out press release pointing to 6 basic "packages" -- from 100-watt transmitter at \$50,000 to 12-kw at \$150,000 and up. Gates Radio Co. announced 50-watt vhf transmitter suitable for satellite or special services operation (though FCC Notice applies only to uhf repeaters).

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Application for rule-making on directional vhf antennas was filed by Neptune Broadcasting Co., Atlantic City, whose WFFG-TV was uhf casualty. Neptune president Fred Weber is v.p. of UHF Industry Coordinating Committee.

Petition asks FCC to fit vhf stations where minimum spacing rules don't permit them now -- by using directional antennas to eliminate co-channel and adjacent-channel interference. Neptune doesn't ask new allocation plan, just requests FCC to authorize low-power directionals on case-to-case basis. Weber indicated he is interested in filing for Ch. 8 in Atlantic City.

TV's SHARE OF THE ADVERTISING BUDGET: It's still good guesstimate that TV time sales alone this year will top \$600,000,000, that total advertising expenditures on TV (including time, talent, production, all other charges) will jump this year to well over \$800,000,000, that CBS's Frank Stanton was conservative in forecasting that we can "look forward to TV advertising expenditures of the order of \$1.25 billion by 1957 or 1958" (Vol. 10:14,23). We repeat these figures despite fact that McCann-Erickson's final estimates show TV's portion of the nation's \$7,809,200,000 ad bill for 1953 was \$610,500,000, or 7.8% -- and not as high as the \$688,700,000 estimated in its preliminary report for Printers' Ink.

The new Printers' Ink figures, final for 1953 and generally recognized in the trade as standard for the advertising business as a whole, shows TV's portion of the national advertising budget last year broken down as follows: network, \$322,800,000; spot, \$128,700,000; local, \$159,000,000 -- making total of \$610,500,000 as against \$453,900,000 (6.3%) in 1952.

Radio's 1953 advertising take was in reverse order: local, \$344,700,000; spot, \$163,800,000; network, \$141,000,000 -- total of \$649,500,000 (8.3%) as compared with \$624,100,000 (8.7%) in 1952.

Top medium was newspapers, with \$2,644,800,000, or 33.9% of total; next was direct mail, \$1,099,100,000, or 14.1%; then magazines, \$667,400,000, or 8.5%; then radio and TV. Nobody expects radio figure for 1954 will exceed TV, and it's very likely TV will have jumped ahead of magazines in the final 1954 count.

(For detailed tables on foregoing and other media for 1952-53, see p. 23, Printers' Ink, Aug. 13; for 1946-51 figures, see p. 9, TV Factbook No. 19.)

Personal Notes: Sig Mickelson, director of CBS-TV news & public affairs, appointed v.p. of CBS Inc. in charge of all news & public affairs as part of reorganization whereby TV and radio news depts. will operate as single units . . . Edward J. Noble, chairman of AB-PT finance committee and a director, formerly chairman of ABC, and onetime chairman of Civil Aeronautics Authority, named by President Eisenhower as a Republican member of St. Lawrence Seaway Development Corp. . . . FCC Comr. John Doerfer booked for talk before Georgia Assn. of Broadcasters convention at St. Simon's Island, Ga., Aug. 22-24 . . . George J. Zachary, ex-exec. v.p. of Platt, Zachary & Sutton Inc., named TV-radio production mgr., Lever Bros. Co. . . . Theodore C. Streibert, director of U. S. Information Agency (Voice of America), back from tour of foreign offices, reported to President Eisenhower Aug. 10 . . . Raymond F. Guy, NBC mgr. of radio & allocations engineering, named member of U. S. Information Agency's broadcast advisory committee, and designated as chairman of engineering subcommittee, succeeding J. H. DeWitt, WSM-TV & WSM, Nashville, resigned . . . Frederick S. Houwink, who has conducted surveys for Booz, Allen & Hamilton at NBC and Storer Broadcasting Co., becomes gen. mgr. of WMAL-TV & WMAL, Washington, following resignation of Kenneth H. Berkeley, effective Sept. 1 . . . Tom Barnes, TV mgr., promoted to gen. mgr. of WDAY-TV & WDAY, Fargo, N. D. . . . Lt. Col. Albert McCleery, NBC-TV exec. producer (*Hallmark Hall of Fame*), to conduct special seminar for Army directors in new TV studies at Signal Corps Pictorial Center, Astoria, L. I. . . Wm. Phillipson, ex-ABC Hollywood, named exec. asst. to David O. Selznick in charge of producing electrical industry's 4-network TV program Oct. 24, sponsored by Light Diamond Jubilee Committee . . . Jerry Danziger, ex-program director, WTSK-TV, Knoxville, appointed production mgr. of WTTV, Bloomington, Ind., succeeding Dave Lewis, now news director . . . Roger M. Coelos has resigned as mgr. of KONA, Honolulu, co-owner Jack Keating taking over; Trent Christman, ex-NBC Hollywood, and Gillham Adv., Salt Lake City, named program mgr. of KONA, and Miss Gene Terrell, ex-KNBH, Hollywood, promotion-publicity mgr. . . . Mrs. Vonne Monsell, ex-WSAI, Cincinnati, appointed publicity director for all Storer stations . . . George L. Snyder named merchandising mgr. of WJBK-TV & WJBK, Detroit, replacing Peter Storer, now devoting full-time to TV sales . . . Richard A. R. Pinkham, veteran producer, named director of new NBC-TV participating programs dept., concentrating on *Today*, *Home* and Steve Allen's upcoming *Tonight*; Mort Werner named exec. producer, Matthew J. Culligan sales director, Richard Jackson senior unit mgr. . . . Richard P. Hogue promoted to sales mgr. of Headley-Reed TV, succeeding Barry Keit, now on radio sales staff, and Austin Smithers, ex-NBC, joins TV sales . . . Jim Randolph promoted to program director, KOTV, Tulsa . . . C. M. Conner, one of founders of KTVA, Anchorage, resigns as commercial mgr., plans U. S. ad agency connection . . . Robertson White, ex-Hollywood screenwriter, named program development supervisor for WBTV, Charlotte . . . Walter L. Tillman, ex-

RCA Victor, named mgr. of Philadelphia edition, *TV Guide* . . . Marvin Corwin, ex-Benton & Bowles v.p., named head of TV and plans depts., Doyle Dane Bernbach Inc., N. Y. . . . Douglas MacNamee named Ruthrauff & Ryan TV-radio copy chief . . . Charles L. Kelly resigns as mgr. of WMAL-TV, Washington, to become gen. mgr. of WSUN-TV & WSUN, St. Petersburg, Fla. . . . Bertram Lebar Jr., director of Loew's WMGM, N. Y., will be succeeded by Arthur Tolchin when his contract ends Aug. 31.

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NARTB has scheduled 17 district meetings this fall, starting with District 1 at Somerset Hotel, Boston, Sept. 9-10; 2, Lake Placid Club, Lake Placid, N. Y., Sept. 13-14; 3, Wm. Penn Hotel, Pittsburgh, Sept. 16-17; 4, Cavalier Hotel, Va. Beach, Va., Sept. 20-21; 5, Daytona Plaza, Daytona Beach, Fla., Sept. 23-24; 6, Lafayette Hotel, Little Rock, Sept. 27-28; 7, Kentucky Hotel, Louisville, Sept. 30-Oct. 1; 8, Sheraton-Cadillac, Detroit, Oct. 4-5; 10, Fontenelle Hotel, Omaha, Oct. 7-8; 9, Lake Lawn Hotel, Lake Delavan, Wis., Oct. 11-12; 11, Radisson Hotel, Minneapolis, Oct. 14-15; 17, Davenport Hotel, Spokane, Oct. 18-19; 15, Clift Hotel, San Francisco, Oct. 21-22; 16, Camelback Inn, Phoenix, Oct. 25-26; 14, Brown Palace, Denver, Oct. 28-29; 12, Jens-Marie Hotel, Ponca City, Okla., Nov. 4-5; 13, Rice Hotel, Houston, Nov. 9-10.

Three of the industry's old-timers retiring from present posts: H. K. Carpenter, v.p. of *Cleveland Plain Dealer's* WHK, at age 60, after 29 years in radio; Martin B. Campbell, supervisor of *Dallas News'* WFAA-TV & WFAA, taking indefinite leave of absence; Kenneth H. Berkeley, gen. mgr. of *Washington Star's* WMAL-TV & WMAL, since latter's purchase in 1938, planning to purchase radio station in Knoxville.

J. B. Epperson, chief engineer of Scripps-Howard Radio (WEWS, Cleveland) was named chairman of AIEE's TV & aural broadcasting systems committee, succeeding Dr. C. E. Dean, Hazeltine. C. M. Braum, Joint Committee on Educational TV, is new vice chairman; Dr. R. K. Hellman, Hazeltine, secy.

Hart S. Coperthwaite, who joined FCC as an engineer in 1941, this week succeeded attorney Arthur Scheiner, now in private practice with ex-FCC gen. counsel Ben Cottone, as chief of Rules & Standards Div. Herbert M. Schulkind was promoted to asst. chief.

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Fred F. Chitty, 56, gen. mgr. of Sheldon Sackett's KVAN Inc., Vancouver, Wash., also v.p. of KOOS, Coos Bay, Ore. and KROW, Oakland, Cal., died suddenly Aug. 6 after a heart attack. He was onetime gen. mgr. of *Olympia* (Wash.) *Daily Olympian* and editor & publisher of *Eugene* (Ore.) *News*. He is survived by his widow, a son and 2 daughters.

Floyd R. Holm, 43, v.p. & associate TV-radio director, Compton Adv., died Aug. 7 after brief illness. He once was member of *Breakfast Club* quartet, is survived by widow and 3 daughters.

Station Accounts: "We underestimated the draw of TV by a country mile." So writes one satisfied sponsor—laundryman I. D. Fink, pres. of Gross Bros.-Kronicks, Minneapolis-St. Paul, in unusual "how" story in Aug. 14 *Billboard*, declaring sponsorship of *Masterpiece Theatre* on WCCO-TV, Sun. 9:30-11 p.m., "has given our company a 'new personality'." In last 18 months covered by sponsorship, he writes, business has increased tremendously and company has boosted its payroll from 500 to 900 . . . "Ideal for any advertiser of any size with national distribution," is the way Product Services Inc. regards uhf, according to Aug. 14 *Tide*, which relates how Les L. Persky, 28-year-old head of this small agency has used uhf stations for Roto-Broil, for Sona (blemish hidder) and for Pro-Kleen (furniture cleaner) with good results, plans campaign also for unnamed new housewares account. It's the only answer, he's quoted as saying, for the advertiser who wants to reach the bulk of the small markets (100-200,000) and it has "desirable rate structure" . . . H. J. Heinz Co. (57 Varieties) reported spending most of ad budget on new MCA-TV half-hour film show *Studio 57* which it is placing in 33 markets, thru Maxon; this is in addition to its 3 weekly spots on NBC-TV's *Today* . . . California Cling Peach Advisory Board joins Pet Milk in 5th joint campaign in Oct.-Nov., this time promoting All-Star Cling Peach Whip, new dessert, using all media including TV; BBDO, San Francisco, is former's agency, Gardner Adv., St. Louis, latter's . . . DuPont will place *Football Forecast*, 15-min. film, in about 100 markets for 10 weeks this fall to promote Zerone & Zerex anti-freeze, thru BBDO . . . Bank of America will buy time on all California stations in Oct. for one-hour institutional film, featuring name stars, to commemorate 50th anniversary; BBDO is agency . . . Wine Advisory Board (Edmund A. Rossi, mgr.) spending more than \$500,000, including some on TV, to promote National Wine Week, Oct. 9-16, with theme "California wine helps you live better"; agency is J. Walter Thompson Co., San Francisco . . . Gallo Wine placing Screen Gems' *All Star Theatre* in 17 markets, thru BBDO, San Francisco; this re-run of *Ford Theatre* is now being shown in 157 markets . . . Among other advertisers reported using or preparing to use TV: Boyle-Midway Inc., div. of American Home Products Corp., N. Y. (Aero-Shave shaving cream), thru Geyer Adv., N. Y.; Houbigant Sales Corp., N. Y. (Body Tone cosmetic), thru J. M. Mathes, N. Y.; Shasta Water Co., San Francisco (beverages), thru Barnes Chase Co., Los Angeles; Albers Milling Co., subsidiary of Carnation Co., Los Angeles (Friskies dog food), thru Erwin, Wasey & Co., Los Angeles; Simplicity Pattern Co., N. Y. (patterns), thru Grey Adv., N. Y.; Honey Harbour Co., Washington, Conn. (Woolite wool soap), thru Charles W. Hoyt, N. Y.; Lee Pharmacal Co., Beverly Hills, Cal. (Sof-Set No-Lac hair spray), thru Milton Weinberg Adv., Los Angeles; Norris-Thermador Corp., Los Angeles (copper-bottom cooking utensils), thru West-Marquis, Los Angeles; Lewyt Corp., Brooklyn (square-canister vacuum cleaner), thru Hicks & Greist, N. Y.; Revell Inc., Venice, Cal. (hobby models), thru Sudler Co., Los Angeles.

NARTB adopted resolution this week opposing use "by governmental bodies or tax-supported institutions (such as state universities) of any part of the spectrum for commercial broadcasting operations." Referendum had been conducted among members on resolution, offered at Chicago convention in May (Vol. 10:30).

Richard F. Walsh was elected to his 14th year as pres. of International Alliance of Theatrical & Stage Employes (IATSE) at Cincinnati convention this week, leading administration slate which won complete victory over "insurgent" group.

HOAG-BLAIR CO., new TV representative firm organized to handle national sales for stations located outside major markets, starts Sept. 1 as offshoot of Blair-TV Inc. in partnership with Robert Hoag, recently sales mgr. of San Diego's KFMB-TV and formerly with CBS-TV Spot Sales and old KTSF, Los Angeles (now KNXT). Initial stations are KFYR-TV, Bismarck, N. D.; KIDO-TV, Boise, Ida.; KBES-TV, Medford, Ore.; KIEM-TV, Eureka, Cal. All are currently on the Blair-TV list. Hoag-Blair board of governors will comprise operators of stations represented, starting with KFYR-TV's Frank Fitzsimonds, KIDO-TV's Walter Wagstaff, California stations' Wm. Smullin.

In announcing new setup, Blair-TV chairman John Blair stated: "We have long recognized that there is a basic difference in the sales strategy necessary for effective representation of competitive stations in major markets, and TV stations located outside of major markets. Our successful experience with the separation of radio and TV sales, which dates back to the formation of Blair-TV Inc. in 1948, clearly indicates to us that a separation of responsibility between those who sell the major market stations and those who sell the smaller market stations will react to the advantage of both."

Said Mr. Hoag: "It should not be difficult to prove to the national advertisers that many such stations are outstanding advertising vehicles because they face less intense competition for audience from other TV stations, radio and other media than is the case with many major market stations."

Own New York & Chicago offices will be in operation by Sept. 1, with Hoag in charge in N. Y. and an as yet unnamed manager in Chicago. Los Angeles & San Francisco representation of the Hoag-Blair list will be handled by the Blair-TV Inc. offices in those cities which will appoint Hoag-Blair list specialists.

Note: John Blair & Co., radio rep, this week announced "expansion" of personnel as "an expression of our continuing confidence in the spot radio business and in the business future of well-operated radio stations." Wells H. Barnett, sales development mgr., has been named asst. to pres. Blair; Tucker Scott, recently a BBDO timebuyer, sales development mgr.; Robert Dwyer, ex-WABD, New York, account exec. covering Philadelphia, Baltimore & Washington agencies.

Million-dollar TV show to plug movies, sponsored by film industry and presented 15-min. a week, 52 weeks a year, is proposed by TV-wise Indiana exhibitor Trueman T. Rembusch, ex-pres. of Allied States Assn. of Motion Picture Exhibitors, in interview in Aug. 9 *Film Daily*. Word-of-mouth advertising, once film industry's promotional mainstay, is now boosting TV, not movies, he says, adding: "People used to talk about the motion picture industry; not any more—it is what TV program they have seen. Admittedly, communications between the motion picture industry and the public have broken down because production has not used TV advertising fully and aggressively." Meanwhile, 17 Detroit theatres, all second-run and all showing same picture, cooperate to buy 5-min. segment of *Detroit Deadline* on WXYZ-TV, Mon.-thru-Fri. 6 p.m., using film clips, personal appearances of visiting movie personalities, etc.

Edward Petry & Co., already representing ABC-owned West Coast stations, named West Coast rep for both ABC-TV & Radio networks . . . New station reps: WITV, Ft. Lauderdale, Fla., to Bolling; WTVI, St. Louis, to Radio-TV Representatives Inc. (Peggy Stone).

CBS radio affiliates hold meeting with network executives Sept. 1-2 at Chicago's Edgewater Beach Hotel, at which time new rate structure may be divulged.

Network Accounts: Astounding success of NBC-TV's *Today* (7-9 a.m.), pooh-poohed by some critics—and even some station managers — when it made its debut Jan. 14, 1952, is pointedly illustrated by gross of more than \$7,000,000 in first 9 months of 1954, with every indication it's headed for record-breaking \$11,000,000 for year. That makes it not only the top grossing show in history of broadcasting—but probably largest for any single year in any branch of show business. Aug. 14 *Billboard* says it's doubtful that even such shows as *Birth of a Nation*, *Gone with the Wind*, *Greatest Show on Earth* and *Oklahoma* grossed as much in a single year. Tracing its growth, NBC-TV says *Today* lost \$1,500,000 in 1952; last year, it grossed about \$5,300,000 and broke even. Featuring Dave Garroway, it started on 27 stations, cost \$1900 per one-min. participation. On Sept. 27, when it goes to west coast off line via kine, 52 stations will carry it, with one-min. partic. at \$4500. NBC-TV estimates program has gross annual potential of \$20,000,000 . . . National Biscuit Co. to be alt. sponsor (with International Harvester) of *Halls of Ivy* on CBS-TV starting Oct. 19, Tue. 8:30-9 p.m., thru McCann-Erickson . . . Chevrolet Dealers Assn. buys *Treasury Men in Action* on ABC-TV starting in fall, Thu. 8:30-9 p.m., thru Campbell-Ewald . . . Pontiac to sponsor *Red Buttons Show* on NBC-TV starting Oct. 1, 3 out of 4 Fri. 8-8:30 p.m., thru MacManus, John & Adams . . . Campbell Soup Co. to sponsor *Dear Phoebe* on NBC-TV starting Sept. 10, Fri. 9:30-10 p.m., thru BBDO . . . Toni to sponsor *People Are Funny* on NBC-TV starting Sept. 19, Sun. 7-7:30 p.m., thru Leo Burnett Co. . . . Miles Labs to sponsor *Morgan Beatty and the News* on DuMont starting Sept. 27, Mon.-thru-Fri. 7:15-7:30 p.m., thru Geoffrey

Edward Lamb took his case to Senate Commerce Committee once again when his attorney, J. Howard McGrath, sent letter to Chairman Bricker (R-Ohio) and all committee members protesting inadequacy of list of allegations furnished Lamb last week by Broadcast Bureau (Vol. 10:32). McGrath pointed out that Committee had requested Lamb be sent "bill of particulars, specifying the charges to be presented and naming the witnesses to be called." He said no witnesses had been named and charges were just rehash of what Lamb had been told before by FCC—except that Commission dropped its earlier charge that Lamb was member of Communist Party. "Presumably," said McGrath, "the omission of the charge in the resume means the Commission, after all the publicity, now admits it has no evidence that Lamb was a member of the Communist Party." He accused FCC of "open defiance of the rules of fair play" in making charges available to press and refusing to name witnesses. McGrath wrote similar letter to Chairman Hyde. Meanwhile, FCC Broadcast Bureau asked Examiner Herbert Sharfman to order Lamb to supply more information on his charges that FCC investigators tried to get false testimony against Lamb, offering at least one bribe. Broadcast Bureau urged that Lamb be ordered to bear "the burden of proof." Hearing on renewal of license for Lamb's WICU, Erie, is scheduled Sept. 15.

Defending use of 45rpm records, WFIL's Roger Clipp writes he'd prefer to have his station operate 100% with 45s, rather than 50-50 with 78s, as at present. He contends any competent engineer can be trained in very short time to handle 45s properly. And, he adds, fidelity of 45s is generally better than 78s, there's less breakage and storage problems are simplified. He suspects radio station operators who oppose 45s require disc jockeys to change and cue records on air—"a job that rightfully belongs with the technicians."

KOIN-TV, Portland, Ore. (Ch. 6) went to 100-kw ERP Aug. 13, using new 708-ft. Ideco tower.

Wade Adv. . . . Pepsodent to sponsor *Uncle Johnny Coons* on CBS-TV starting Sept. 4, Sat. 1:30-2 p.m., thru McCann-Erickson . . . Bristol-Myers to sponsor *Honestly, Celeste* on CBS-TV starting Oct. 10, Sun. 9:30-10 p.m., thru Young & Rubicam . . . Warner-Hudnut (home permanents) to be alt. sponsor (with Lucky Strike) of *Your Hit Parade* on NBC-TV starting Sept. 11, Sat. 10:30-11 p.m., thru BBDO . . . Letheric Inc. (perfumes) to be alt. sponsor (with Old Golds) of *Chance of a Lifetime* on DuMont starting in fall, Fri. 10-10:30 p.m., thru Cunningham & Walsh . . . Sweets Co. of America (Tootsie Rolls) buys 13 partic. on *Pinky Lee Show* on NBC-TV starting Sept. 7, Mon.-thru-Fri. 5-5:30 p.m. . . . Colgate-Palmolive buys 15 min. of Fri. segment of *Howdy Doody* on NBC-TV starting Oct. 4, Mon.-thru-Fri. 5:30-6 p.m. . . . Serutan buys *One Man's Family* on NBC-TV starting Sept. 27, 3:30-3:45 p.m., taking Mon.-Wed.-Fri. one week, Tues. & Thu. next week, thru Edward Kletter & Assoc. . . . Schick to sponsor 10 out of 40 pro football games Sat. night and Sun. afternoon on DuMont starting Sept. 26, thru Kudner.

Deserving of sponsorship, says *Tide Magazine* Leadership Panel, are these 10 sustaining shows: *Marriage* (NBC-TV); *Adventure* (CBS-TV); *Shakespeare on TV* (CBS-TV); *Johns Hopkins Science Review* (DuMont); *What in the World?* (CBS-TV); *American Week* (CBS-TV); *Author Meets the Critics* (DuMont); *Mr. Wizard* (NBC-TV); *World of Mr. Sweeney* (NBC-TV); *Princeton '54* (local).

Air Force's \$1,000,000 advertising contract for recruitment, covering year ending June 30, 1955, was awarded this week to Ruthrauff & Ryan.

American TV programs are supplied to 25 stations in 19 foreign countries by Voice of America's TV branch, with material used 15-90 minutes a week, VOA director Jack Poppele said this week in statement accompanying report on TV in west Europe and Latin America. "Our goal, in addition to telling the American story in terms of our foreign policy," he added, "is to create a desire for American kinescopes and films wherever a new TV need arises, so that when these pioneer efforts reach the status of fullscale operations, we will be an accepted and established part of their national TV planning."

Station-owned intercity microwave facilities should be permitted where they can provide network service far cheaper than AT&T. So said North Dakota Bctg. Co. (KCJB-TV, Minot & KXJB-TV, Valley City) in petition to FCC for rule-making to permit grants of private intercity relay facilities on case-by-case basis. Company said it could construct its own relay between Minneapolis and Valley City "at a cost approximately one-half that of common carrier service," added that amendment of rules would "stimulate the development of live TV network service in the less densely populated areas of the country."

TV in the news: *South Bend Tribune's* WSBT-TV, offering Studebaker officials and union free time to answer questions from audience about financial troubles of big car company, winding up with big TV-radio simulcast night before final meeting Aug. 11, was credited as major influence in final vote to go back to work at reduced wages. And when 5 convicts broke out of Norfolk, Mass., prison colony Aug. 12, state police put their pictures before TV cameras in hope they would be recognized by public with warning they were dangerous characters.

ABC Radio's new rate card is due Oct. 1, offering single gross rate for all times but different discounts for morning, afternoon & evening times; night reductions, in line with those expected from other networks, will run about 20%.

Telecasting Notes: Two very palatable educational shows on CBS-TV, both featuring U of So. California professor of literature Dr. Frank C. Baxter, moved *New York Times'* Val Adams to remark on "a rare blend of education and entertainment" and to see "heartening precedent" in this "fine example of the tremendous good that can flow from cooperative efforts of commercial TV and educational interests." Dr. Baxter's *Shakespeare on TV* (Sat., 2:15-2:45 p.m.), he tells us, was originally the idea of Wm. Whitley, CBS-KNXT producer in Hollywood. It's a projection of his popular classroom style, clicked when tried out on TV in summer of 1953, then as a full-blown course last fall-winter, now as a network feature. His second show, *Now and Then* (Sun. 6-6:30 p.m.), also in the manner of a college lecture, resumes live Aug. 15 following his hospitalization for minor surgery . . . Dr. Baxter aims at "the great middle class [of] good, sensible, solid citizens who haven't read enough and know it" and he suggests "the intellectuals, my peers, my betters, are advised to stay away." Like Bishop Sheen, he's proof, as Val Adams says, that "some of the best TV 'talent' is neither in Hollywood nor along Broadway" . . . The California professor is not, as we originally reported, the first "hit" to come out of an educational TV station. We erred in reporting that he had started on the campus' own uhf KTUE . . . Soap opera audience on TV is now greater than that on radio, say Procter & Gamble researchers, who make it their business to know; P&G will spend about \$15,000,000 on TV soapers next season, as against \$12,-

LOOKING AT UHF through the eyes of some successful uhf operators—most of them located in non-vhf areas—here are excerpts from replies we received to our queries on uhf's problems and its future (see story, p. 1):

WBRE-TV, Wilkes-Barre (David Baltimore, gen. mgr.): "We have been in the profit column essentially since the second month of operation [see story on WBRE-TV balance sheet, Vol. 10:31, p. 14.] This year our TV station will show a profit greater than anything we ever made out of radio . . . Networkwise we have about 26 hours of sponsored shows weekly for the summer. In fall it should be 33-35 hours.

"The problem [of uhf] seems to us to be the same as that which hit vhf at the very beginning—that of developing the best possible equipment and the best possible receivers. As a result, as the art develops, there is little question that uhf will be no different from vhf and once again TV will be TV. Of course, this takes time and with the tremendous head start of vhf and the competition which it gives in intermixed areas, it makes the problem practically impossible, since it is obvious that the U's cannot get network service and therefore financial support until such time as their equipment can be brought up to the proper competitive level . . .

"It seems evident now that intermixture was a mistake and that correcting that mistake will take years, if it can be done at all. I also believe that in a great many markets, even if de-intermixture were to be accomplished, the economic situation still might preclude the successful operation of the number of stations which have been allocated to them . . . [With 5 uhf stations in our market], the situation is extremely competitive and the problems of competition far exceed those we ever faced in radio. Despite this competitive situation, most of the stations are planning to go ahead with improvements until they can obtain the highest power available, and they are all girding for battle to stay in business and to render the maximum service to the public . . ."

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WEEK-TV, Peoria, Ill. (Fred C. Mueller, gen. mgr.): "This is a market that is completely uhf to date. Because

000,000 on radio . . . Harold See's BMI Clinic speech in Los Angeles Aug. 9, urging TV film distributors to standardize practices, has led to tentative plans for formation of trade assn. by such distributors. Preliminary to post-Labor Day call for organization meeting, top executives of Ziv, Screen Gems, Guild Films, MPT, ABC Film met in offices of John Sinn, pres. of Ziv, to lay groundwork . . . Petrillo's AFM has rejected proposal by group of TV film producers for new royalty formula, Petrillo insisting on retaining 5%-of-gross formula in effect last 3 years . . . Television Programs of America reports film sales above \$6,000,000 so far this year, \$9,000,000 indicated for year, with *Ellery Queen* series alone topping \$750,000 to date . . . General Teleradio's film div. reports it has recaptured most of its \$1,350,000 investment in 30 feature films bought from Bank of America; the General Tire subsidiary, which operates MBS and 5 TV stations, including WOR-TV, also reports 13 *Gangbuster* films ready for sale . . . Fred Coe, recently hired as consultant for new *Lux Video Theatre*, will produce only 6 of the Philco-Goodyear *TV Playhouse* Sun. series this fall, Gordon Duff handling others . . . Rate increases: KNBH, Los Angeles, raises Class AA hour from \$2000 to \$2500, min. \$480 to \$575 and Class A hour from \$1215 to \$1400, min. \$350 to \$375; WCCO-TV, Minneapolis, Class AA min. rate from \$220 to \$275 . . . Upcoming WJRT, Flint, Mich. (Ch. 12) has leased studios & offices of defunct WTAC-TV (Ch. 16), the Campbell-Trendle uhf which quit the air April 20 (Vol. 10:19).

we were first and will be 2 years old this coming Feb., we have the same position that an early vhf station had . . . So—from Peoria, where I sit, and speaking for our own property, the future of uhf is the future of TV. No one at any time is going to cover this market any better than the uhf stations that are in it, and if a vhf station does come, it will simply be another station . . .

"Our network schedule is just about as solid a schedule as a station can carry . . . Based on our relationship with NBC (and with CBS, too, for that matter), I am puzzled when I hear that networks will not affiliate with uhf stations. This isn't the whole truth and we are the perfect example of that. NBC never, to my knowledge, hesitated about making us their representative in TV and I know that we certainly deliver for them as much as any station can give its network regardless of where it is . . . Given an opportunity to get an even start or a headstart, any uhf station can do what we did.

"We were in the black the second month of operation and have been ever since. Our average operating cost over the past 6 months has been \$55,500 and we are making money—so would you say uhf is kaput? It makes no difference whether TV is uhf or vhf—it's TV! If circumstances beyond the control of some uhf operators make the going impossible, it is my hope that such tremendous obstacles will be removed if that is at all possible. We are glad we went into uhf when we did and feel we have given our viewers a top product. We receive nothing but compliments from them . . ."

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WTVO, Rockford, Ill. (Harold Froelich, station mgr.): "Our experience for the past year with Ch. 39 has been a good one. In metropolitan Rockford, 98% of the TV homes watch WTVO 60% of the time. Both percentages fall way off after a distance of 15 miles. Locally, this fact has not hindered advertiser acceptance, but on regional and national spot business, we are losing ground to our vhf competitor . . .

"The national agency prejudice toward uhf is becoming more critical as the days pass on. Let me quote a letter from our national representative, advising of the

fall plans of 4-Way Cold Tablets. [It] points out that Rockford is included in a spot campaign to start the early part of Oct. and to run for 26 weeks. To quote the letter: 'The account has placed the restriction on the agency that they cannot buy any uhf station in a market where a vhf station exists.'

"I have had the displeasure of counting 10 national spot advertisers that have openly taken this stand in the last few months. The only answer, as I see it, to the uhf problem—which incidentally I insist is a serviceable system—is to in some manner de-mix uhf & vhf in the same market. Please note in the above quotation that the 4-Way Cold account does not say, 'do not buy uhf stations'—the restriction is that the agency cannot buy uhf in a market where a vhf exists. The only answer, of course, is not to give the advertisers a chance . . ."

"WTVO has operated on a profitable basis since its inception May 1953. A 5-month lead on the vhf station, NBC affiliation, early interconnection and strong emphasis on local and syndicated programming have been the reasons for our holding our own . . . Local merchants are interested in the metropolitan market and will buy the station that delivers the strong local audience with a rate commensurate with that audience . . ."

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WFIE, Evansville, Ind. (Ted Nelson, gen. mgr.): "We have been operating in the black for several months, though we have only been on the air since Nov. 15, 1953. [But] there is a spectre on the horizon. It is the same problem of intermixture which has received so much attention lately. There is a vhf channel allocated to Evansville, and in the very near future we expect a grant to be made. If the networks follow the pattern and affiliate with the vhf station, one or both of the uhf stations will probably be forced to close . . ."

"I feel that the only intelligent solution to the current allocations problem is to do away with intermixture. Certainly we have established the fact that in Evansville uhf works, that we can deliver a perfect picture 100% of the time, and the station, advertiser and public can be happy with TV service on either uhf or vhf. Yet the uhf stations now serving the market will certainly suffer seriously in the face of vhf competition, not because of competition, but because of vhf competition. I feel that if the intermixture problem is solved, uhf will take its place in the United States as a TV service which will be adequate for all persons concerned, and that the phrases uhf and vhf will be meaningless just a few years from now . . ."

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WLBC-TV, Muncie, Ind. (W. F. Craig, v.p.): "Our station is on a profitable basis [and has been] since the second month of our operation a year ago last month . . . We have received 5 additional network commercial shows this last month—3 from NBC and one each from CBS & DuMont. In addition we have received renewal contracts for all of the network shows that have been on summer hiatus. In the national spot field, we have added 6 accounts, and we have received renewal contracts for all of the accounts [with] expiration dates the last 60 days.

"Your question, 'what should be done to help uhf,' is a difficult one. Undoubtedly it would help if all sets were all-channel equipped . . . I believe it would help uhf if the many, many successful uhf stations would get together on a sales campaign directed to the national advertisers and their agencies . . . I believe that in most cases the problem of uhf is an individual one. There is no touchstone that assures success in any business. In some instances it will be difficult for any TV station—V or U—to succeed. Generally speaking, a TV station that has developed local audience, works hard to maintain it, should have a successful future."

WTVP, Decatur, Ill. (Stephen W. Pozgay, mgr.): "We believe that a serious error was made in the first place in allocation of uhf channels in established vhf territory. But since this is a fait accompli, nothing should be done now to further confuse the pattern. A possible exception might be to establish a freeze on granting permits for stations to be built in uhf territory until such time as those uhf stations which are sandwiched in between vhf stations have had a chance to establish themselves. Another thing which most certainly should be done, in our opinion, is to stop all this ballyhoo about uhf being a different breed of animal from vhf stations. [Uhf stations] should be, if anything, given a slightly more sympathetic ear by network station relations managers than vhf, [because] eventually the networks will need all TV outlets they can get, whether V's or U's . . ."

"We are fortunate indeed in having sufficient capital available without borrowing to not only build a good TV station but also to stand monthly deficits ranging into sizeable sums [and] we must be frank to admit that the losses have been considerably greater than we had anticipated . . . We have new business signed up and ready to go on the air which, operating on a tight expense budget which we are sure of, should put us in the black cash-wise within 30-60 days and should also put us in the black including non-cash reserve items within 90 days. We believe this happy day might come to us even sooner than that, based on the fact that we have just raised out Class A hour rate from \$200 to \$250 and expect another raise to \$300 as soon as we go to higher power . . ."

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WMTV, Madison, Wis. (Gerald A. Bartell, pres.): "There are many unfortunate aspects about the timing of uhf, which can be placed directly at the door of the FCC. Yet many operators who now look for govt. intervention were guilty of a faulty appraisal of the chances for their success. Others having all available data at their command were defeated by events outside their control . . ."

"Wherever a uhf audience has sprung up—whether in a uhf-exclusive or a mixed market—it's management and salesmanship that will tell the story. Used to be that an independent station didn't have a chance—couldn't operate without a strong audience-building network. That concept of the necessity of support by an outside agency has proved false in many an instance . . . Whatever the outcome of the [Senate uhf inquiry]—and I don't look for any world-shaking decisions—the future of uhf will be written as a direct corollary to an evaluation of the people who are operating uhf."

Mr. Bartell enclosed a memorandum, showing station's monthly profit figures from start of operations in July 1953 (\$2800), with steady increases through Feb. 1954 (\$10,800), last month listed.

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KBMT, Beaumont, Tex. (Ch. 31), on air since last April 9, in report to FCC in connection with application for change of facilities (see *TV Addenda 19-E*) reveals total losses to June 30 of \$36,439, net loss for June alone \$2887. Income for the less than 3 months it was on air as first and only station in city, with no AM affiliation, was \$17,230, expenses \$20,117. Income came mainly (about \$15,000) from local programs and spots, only \$1537 from national spot, \$388 from networks. Biggest expense items were salaries \$7469, talent \$3894, transcriptions & films \$1740, depreciation \$1813, agency commissions \$1643. Organizational expense item in assets accounts run \$9206, with transmitter equipment listed as \$102,556, tower equipment \$40,525, studio equipment \$33,820, office equipment \$10,000—all after depreciation.

Interconnected to AT&T network facilities this week: WNAM-TV, Neenah, Wis.; WLAC-TV, Nashville.

CONSTRUCTION plans of uhf grantees continue to be reported—but, except for power increases, they're fewer and farther between these days. Not many new ones are expected to take to the air during rest of this year, though quite a few are due to get higher power equipment, notably GE's 12-kw and RCA's new 12½-kw, of which latter has 7 on Aug. delivery schedule (Vol. 10:31). Some uhf CP holders continue to report DuMont uhf deliveries scheduled, but there's no verification from that company that any more of its transmitters are yet available.

This week's transmitter shipments by the major manufacturers were few. Only one reported by DuMont was visual section of 5-kw formerly used by KFBC-TV, Cheyenne, Wyo. (Ch. 5) which was modified and sent to upcoming KUTV, Salt Lake City (Ch. 2), due in Sept. GE reports Aug. 10 shipment of 20-kw amplifier to KHOL-TV, Kearney, Neb. (Ch. 13) to go with its 5-kw. Week of Aug. 16 GE ships 5-kw replacement transmitter to KPRC-TV, Houston (Ch. 2).

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In our continuing survey of upcoming stations, these are latest reports from principals:

WTHT, Wilmington, N. C. (Ch. 3), has held up construction while negotiating for network, reports 25% owner Milton Hammer, who also produces TV show titled *Washington Spotlight*. It has ordered 5-kw DuMont transmitter and RCA 3-section superturnstile antenna for 143-ft. tower atop downtown TV Bldg., 104-ft. above street. Rep not yet chosen.

KTIV, Sioux City, Ia. (Ch. 4), with 25-kw DuMont transmitter installed and 633-ft. Wincharger tower with 6-bay RCA antenna scheduled to be ready in 2 weeks, now plans Aug. 27 test patterns, reports pres. Dietrich Dirks, operator of radio KCOM there. It expects to begin on Sept. 15 as NBC interconnected. It will be city's second outlet, KVTY (Ch. 9) having begun in March, 1953. Base hour will be \$250. Hollingbery will be rep.

KEYD-TV, Minneapolis (Ch. 9), now plans late fall start, according to newly-appointed TV sales rep H-R Television Inc. It will join WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11) in using Foshay Tower antenna. Other area station is pre-freeze KSTP-TV, St. Paul (Ch. 5). It was planning to order 50-kw RCA transmitter, but date of shipment hasn't been reported yet.

WOSA-TV, Wausau, Wis. (Ch. 16), is negotiating for used equipment from a defunct midwest uhf station, now plans tests next Jan. 1, reports owner Congressman Alvin E. O'Konski (R-Wis.). It's also negotiating for new site on Rib Mt. Other projected outlet there, WSAU-TV (Ch. 7), plans Oct. start (Vol. 10:32). Rep will be Rambeau.

WOBS-TV, Jacksonville, Fla. (Ch. 30), which recently got FCC approval for new transmitter site at Linder & Jernigan Sts., near WJHP-TV (Ch. 36), now won't start until March, 1955, reports gen. mgr. Jim Macri. Its 400-ft. tower is due to be ready next Sept., but delivery date of 24-gain RCA antenna hasn't been set. GPL transmitter is due for delivery next winter. Stars National will be rep.

WQXI-TV, Atlanta, Ga. (Ch. 36), is installing Continental 1-kw transmitter, now plans Sept. test patterns, Oct. programming with local shows and films, reports owner R. W. Rounseville. He also holds CPs for WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54), for which complete station packages, including 1-kw Continental transmitters, have been ordered from GPL (Vol. 10:7) but deliveries not yet reported. WQXI-TV will use Truscon 450-ft. tower with RCA antenna. Rep will be Hollingbery.

KBIE-TV, Sacramento, Cal. (Ch. 46), recently granted CP extension to Feb. 15, 1955, has applied for new Pine Hill transmitter site, "the only suitable mountain location available," reports owner John Poole. He also owns KBIC-TV, Los Angeles (Ch. 22), operating experimentally since last April 21, and KBID-TV, Fresno. (Ch. 53), which left the air July 15, 1954 (Vol. 10:29). KBIE-TV's new site is state-owned and a condition of lease is that the first tenant build 600-ft. tower able to accommodate 5 TV antennas. Unwilling to undertake construction alone, Mr. Poole will wait until CP is awarded either of the two Ch. 10 applicants for Sacramento, each having designated Pine Hill site.

WTVS, Detroit, Mich. (Ch. 56, educational), granted July 14 to Detroit Educational Television Foundation, plans to be operating by end of year, according to finance committee exec. secy. Dr. Francis A. Arlinghaus. Aided by \$125,000 award from a Ford Motor Co. fund and another \$100,000 from Ford Foundation, it has \$400,000 of \$1,250,000 goal, now plans "to begin on a more modest scale than previously planned." Later it hopes to step up fund drive after "people see that the station is a reality." Tower & transmitter will be at 9345 Lawton Ave., on grounds of Detroit Board of Education offices; studios will be at Lawton Ave. and at U of Detroit and Wayne U.

WFMZ-TV, Allentown, Pa. (Ch. 67), delayed by 8-week construction strike, now plans Oct. 1 test patterns, Nov. 1 programming, reports pres. Raymond F. Kohn. Kimco 460-ft. tower with Gabriel antenna is ready, transmitter house is scheduled to be ready in 60 days and 5-kw DuMont transmitter is due for delivery about Sept. 1. It will be first 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, both with uhf outlets. Other Allentown grantee, WQCY (Ch. 39), plans late Nov. start. Avery-Knodel will be rep.

CP for new radio WINI, Murphysboro, Ill. (500-watts day, 1420 kc) is being sold to Cecil W. Roberts, owner of WBLN, Bloomington, Ill. (Ch. 15), also operator of radio's KREI, Farmington, Mo.; KCHI, Chillicothe, Mo.; KCLQ, Leavenworth, Kan.; KCRB, Chanute, Kan.; and applicant for new AM in Columbia, Mo. (250-watts, 1580 kc). CP holders Evers Mick and Donald Lee Ritter give "fear of economic conditions" as reason for selling before station gets on the air, according to application filed with FCC. Sale price of \$22,000 includes assumption of approximately \$10,000 due on equipment. Balance sheet filed with application lists Roberts' net worth as \$340,279. His total assets are \$540,613 (\$200,000 of which is investment in WBLN), and liabilities are \$200,334.

Some TV-radio programs will be affected by bill (S-3679) passed this week by Congress, making it illegal to use name or initials of FBI in any way to convey impression of FBI endorsement without written permission of FBI director J. Edgar Hoover.

WGMA, Hollywood, Fla. (500 watts daytime, 1320 kc) is being sold to Ranulf Compton and family, owners of WKDN, Camden, N. J., which is grantee of Ch. 17, for \$25,000 plus assumption of about \$9000 in obligations, subject to FCC approval.

Portland (Ore.) Coach Co. blames TV for decline in intra-city bus travel because, it claims people go to movies, bars and clubs less. It says company started losing money when city got second TV station.

CBS pres. Frank Stanton's testimony before Senate Commerce subcommittee on communications in recent uhf hearings (Vol. 10:25) has been reprinted in booklet form, available from CBS.

TRADE IN UPSWING, TV OUTPUT AT YEAR'S HIGH: Trade's pace is quickening perceptibly this month, illustrated by production of 135,135 TVs in week ended Aug. 6, highest for any week since last Nov. 20, and well up from 109,106 preceding week and 104,252 week ended July 23. It was year's 31st week and brought production for year to date to about 3,235,000, compared to 4,250,000 in same period of 1953.

Radios also shot up to 2-month high of 185,475 (65,307 auto), from 144,706 preceding week and 129,234 week ended July 23. Production for 31 weeks was placed at about 5,415,000, compared to 7,500,000 in corresponding period year ago.

Manufacturers thus appear to be launching big production effort for last 5 months, confident the traffic can bear it -- despite warning of one major set maker that current market is "competitive as hell" (Vol. 10:32). It's evidence also that manufacturers aren't too worried about trade's inventories (about 1,930,000 TVs at end of July), confident that any production boost will be gobbled up.

Trade can be heartened, too, by fact that retail sales in July did not show normal downturn from June, being estimated at 350,000, or about equal to June and even slightly higher than the 340,000 in July of super-boom 1953. Add to that the fact that retail sales of 2,805,760 TVs in first 6 months of 1954 set a record for first-half sales, exceeding even the 2,775,900 sold in first half year ago.

Radios aren't faring as well, though June retail sales of 537,494 units (excluding auto radios) represented pickup from levels of first 5 months and helped bring 6-month retail sales to 2,410,893, compared to 3,017,196 in first half of 1953. July retail radio sales statistics aren't available yet.

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Though high TV unit sales are intensely gratifying, there's still grumbling about trade's price structure, which finds undue emphasis on low-end leader models at the expense of profit margins. A major set maker, who asked not to be identified, deplored ads offering leader models at "come-on" prices when such sets were available only in very limited quantity. As a spokesman for company which prides itself for maintaining quality, he also sharply criticized fellow manufacturers for sacrificing quality for the sake of lowering price. He declared:

"We can't let TV be bastardized like radio was, with poor quality products. But there's one thing that's sure: Any set must have a good picture, for the eye is more critical than the ear." Short cuts in circuitry are being made, he said, because station powers are going up. In some areas, he conceded, they're justified.

Trade's preparations for good black-&-white market this fall don't envision great inroads from color, though here and there some misgivings are expressed about possible effects of increased color publicity as networks step up color schedules. But one set maker this week offered us this perceptive observation on subject:

"Any harm that talk about color can do to business has already been done. The consumer won't be affected by anything short of a product he can buy at a price within reach, and plenty of programs that he really wants. I think the industry can indulge in a lot more color talk, as it will, without affecting the market too much. But it's bound to take some toll, of course."

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Considering healthy level of sales, TV-radio trade really didn't need lift which the President's midyear economic report provided this week as much as did many other old-line industries basic to national economy. TV trade's record this year would seem to go beyond the President's declaration that "the paramount fact about the economy at mid-year is that the recent decline in economic activity has come to a halt." For TV industry, at least, there never was any recent decline in unit sales -- though, of course, margins went way down.

Topics & Trends of TV Trade: Crosley introduced new line of 4 open-face 21-in. consoles, all with vertical chassis and 90-degree deflection tubes, at distributors convention this week at Chicago's Conrad Hilton Hotel. In addition, a slightly new version of the fast-selling 17-in. "Super V" table model was brought out—weighing 45 lbs., 8 lbs. less than original model (Vol. 10:7), containing 90-degree tube, but at same prices of \$140 in walnut, \$150 mahogany, \$160 blonde. The 90-degree tube was also placed in 21-in. "Super V Plus" table model, at same prices of \$170, \$180, \$190.

New consoles are in walnut at \$190, mahogany \$200, blonde \$210; mahogany, with "Cinemasound" system \$200, blonde \$230; walnut "low boy," with high-fidelity sound system \$250, blonde \$260; walnut "low boy," with high-fidelity and phonograph attached \$300, blonde \$310. Optional uhf tuners are \$20 extra.

Leonard F. Cramer, v.p. & TV-radio gen. mgr., said Crosley TV now appears in twice as many markets and is handled by 3 times as many dealers as on Jan. 1, thanks to success of "Super V." He said another progress report on its performance would be made at series of regional dealer meetings later in Aug.

James D. Shouse, Avco v.p. & gen. mgr. of home appliances, hailed "Super V" as "an example of the fruits of enterprise and initiative in merchandising concepts," saying it was "new in design and engineering and new in its merchandising approach."

Shouse stoutly defended Crosley's policy of introducing short lines, declaring: "Too many manufacturers have continued to increase the number and variety of models to the point where they require dealers to play a guessing game about which models and in what quantities they should buy. As a result, when the dealer discovers his mistake, sacrifice-selling results. It's time the industry started giving the dealers a break with carefully tailored short lines which will enable them to lower their inventory and capital investment requirements and serve the public at the same time."

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CBS-Columbia introduces line of color sets using 19-in. CBS-Hytron "205 Colortron" tubes at national distributor convention Aug. 30 in Chicago's Drake Hotel. Sales v.p. Harry Schecter, in letter to distributors, said CBS-Columbia will also present a detailed color merchandising program, "which is the result of the combined efforts of several divisions of CBS," and an explanation of "how black-&-white and color can live together profitably for many years to come."

Stewart-Warner's new line, introduced this week to regional mgrs. in Genoa City, Wis., ranges from \$150 for 17-in. leatherette table model to 27-in. mahogany console at \$430. Top end of line contains 90-degree tubes and built-in power boosters. Also introduced was Stewart-Warner's first phonograph models in several years, ranging from \$25 to \$200.

RETMA's radio fall meeting Oct. 18-20 at Syracuse (N.Y.) Hotel will feature sessions on color TV, new applications of transistors and development in reliability controls, among electronics items. Some 22 technical papers are scheduled. Virgil M. Graham, assoc. director of RETMA engineering dept., is chairman of meeting, in which RTMA of Canada and IRE will also participate.

Bill containing excise tax relief for uhf-equipped sets and certain TV components (HR-6440) was passed over in Senate Aug. 11, when it came up on unanimous-consent calendar, because of objections by several Senators. It's expected to come up for debate before Senate recesses.

Magnavox plans new factory on 22-acre site in Urbana, Ill., probably as color production center.

Federal Judge Michael L. Igoe, in 59-p. brief, this week urged U. S. Court of Appeals in Chicago to permit Zenith to proceed with pre-trial examinations in its \$16,000,000 triple-damage counterclaim against RCA, GE & Western Electric, charging conspiracy as outgrowth of patent wrangle (Vol. 10:25, 31). Judge Igoe in June had ordered pre-trial examinations to proceed, but this order was stayed last month on appeal by RCA, pending outcome of earlier patent suit filed by Zenith in Delaware courts. Judge Igoe now contends Court of Appeals should uphold his June ruling and order pre-trial examinations. He said his earlier order denying such a stay is not reviewable by mandamus and that no "abuse of discretion" was shown in such denial.

C.R.T. Electronics Corp., Mt. Vernon, N. Y., small CR tubemaking plant which was closed down by owners when a union official walked in and tried to hold meeting of the 18 (out of 20) of its employes said to have joined (Vol. 10:32), reopened its doors Aug. 10 with a notice to employes that it would be shut again if any union tried to "walk in and dictate how to run the business." Owners Stephen Weston & Wm. Genz and the union agreed to let NLRB settle disputed question whether 18 employes had joined Amalgamated Local 160 of the Playthings, Jewelry & Novelty Workers Division of the CIO's Retail, Wholesale & Dept. Store Union, which has announced it plans to organize other electronics firms in areas.

National Assn. of Better Business Bureau had 3 miniature antennas tested by independent laboratory for performance, found none was any more useful or effective than an equal length of plain stranded copper wire in eliminating "snow" and "ghosts" or otherwise improving reception. BBB accordingly recommends to manufacturers, in special bulletin, that they limit their advertising claims to "the provable facts" and suggested to media that "scientific proof of performance claims be required of advertisers prior to the acceptance of such copy."

TV set sales by Canadian factories totaled 181,233 at average price of \$359 in first 6 months of 1954, when production was 211,480, reports Canadian RTMA. Projected production estimate is 104,343 more sets in third quarter. Inventory at end of June was 99,080, compared to 89,115 at end of May. Quebec led in sales with 61,977; Toronto second, 39,596; British Columbia, 18,600; other Ontario, 16,250; Ottawa & eastern Ontario, 12,155; Hamilton-Niagara, 10,429; Prairies, 10,109; Windsor, 6378; Maritime Provinces, 5739. In June alone, sales were 22,343, production 32,308.

NARDA's simplified accounting system for TV-radio dealers with annual volume of \$50,000-\$200,000 will be published Oct. 1 by Tallman, Robbins & Co., Chicago, NARDA's economic consultants. System combines 3 basic books—cash receipts & sales, expense journal, general journal—with provision for departmentalizing transactions for new appliances, TV-radio, traffic merchandise, parts & services, and used appliances.

DuMont quality control mgr. Nicholas DeFalco proudly showed newsmen a punishing test this week, frankly for publicity purposes. He had a standard DuMont receiver taken directly off production line, dropped from bridge into Passaic River near plant, allowed to drift awhile, then hauled out, taken to plant, dried out, tested. When current was turned on, picture was still perfect.

RCA Service Co. has set up 3 new offices on West Coast to handle Antenaplex TV systems: Seattle, 718 Dearborn St., Edward Long, rep; San Francisco, 2640 Bayshore Blvd., Edward Norton; Hollywood, 911 N. Orange Dr., Warren Burr.

Stromberg-Carlson plans its biggest ad campaign starting in fall, using all media, to back new TV-radio line.

Trade Personals: Arthur B. Goetze, Western Electric eastern mfg. v.p., elected financial v.p., succeeding Frederick W. Bierwirth, who retires Aug. 31 . . . Rudolf Feldt, ex-DuMont, named director of Federal's new instrument div. for U. S. manufacture & distribution of electronic precision measuring & testing equipment developed by IT&T's domestic & foreign associates . . . LeRoy J. Kallmeyer promoted to export sales mgr., International Standard Electric Corp. (IT&T) under Patrick J. McCann, v.p. & export mgr. . . . Frank Folsom, RCA pres., subs for Ed Fitzgerald Aug. 18 on Pegeen Fitzgerald's morning radio show on WABC, N. Y. . . . Robert A. Seidel elected RCA executive v.p., consumer products, succeeding J. B. Elliott, recently resigned to become pres. of Schick Inc.; Seidel joined RCA Victor as v.p. in 1949, coming from W. T. Grant Co., where he was v.p. & controller . . . Harry R. Hemmings promoted to new post of manufacturing mgr. of GE picture tube sub-dept., succeeded as Buffalo CR tube plant mgr. by Willard L. Male . . . Jack Siegrist, ex-Motorola adv. mgr., named DuMont TV-radio merchandise mgr., reporting to marketing v.p. Wm. H. Kelley, also ex-Motorola . . . Fred F. Stewart, DuMont credit mgr., elected chairman of TV-radio section of N. Y. Credit Group Service Inc. . . . Lawrence J. Straw, ex-Bendix Radio, named gen. sales mgr. of Standard Piezo Co., Carlisle, Pa. . . . Robert S. Burros, ex-Gross Distributors, N. Y. (Stromberg-Carlson), named Olympic adv. & sales promotion mgr., replacing George F. Bart, resigned . . . David Doss promoted to Hoffman Radio sales promotion mgr. . . . Wm. B. Doyle promoted to sales mgr. for Admiral's freezers and room air conditioners, replacing Ted Nemes, resigned . . . M. Harvey Gernsback elected v.p. of Gernsback Publications Inc., succeeding his father Hugo Gernsback who continues as editor-in-chief of *Radio-Electronics* . . . Kenneth Cooper named TV-radio buyer of Abraham & Straus dept. store, Brooklyn, replacing Wm. F. Smith, now sales v.p. of Gross Distributors, N. Y. (Stromberg-Carlson); Marvin Gamza appointed major appliance buyer.

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Distributor Notes: CBS-Columbia appoints newly-formed Tracy-Mitchell Inc., Buffalo, headed by Richard J. Levi, ex-gen. mgr. of Fay-San Distributors Inc., Buffalo (Admiral); firm succeeds Lee Distributors, now Motorola outlet . . . Hoffman Radio establishes new factory branch, Hoffman Sales Corp. of St. Louis, 3117 Locust St. (Warren Rymer, sales mgr.) . . . Olympic of New Jersey appoints Richard B. Dreazen, ex-Zenith N. Y., as gen. mgr., replacing S. R. Slater, now gen. sales mgr. of Philco Distributors' Newark div. . . . Philco Distributors, Philadelphia, promotes Joseph E. Sands to adv. mgr., replacing John Lyons, resigned; Philco Distributors, N. Y., names Leonard Kanter radio sales mgr. . . . Graybar appoints E. N. Cundiff mgr. of Toledo branch, replacing A. W. Hallett, assigned to special duties in Cleveland . . . Pilot Radio appoints Sol Levin & Assoc., Chicago, for Ill., Mich. & eastern Wis., Robert T. Brown, Chicago, for Indiana.

Raymond Rosen Engineering Products Co., subsidiary of RCA Philadelphia distributor Raymond Rosen Co. (Thomas F. Joyce, pres.) plans common stock offer shortly to finance expansion. Outgrowth of govt. electronic work during World War II, it now makes telemetering equipment for guided missiles, had sales last year of \$3,700,000, has orders on hand for more than \$3,000,000. E. E. Lewis is v.p. & gen. mgr.

Theodore Rossman, Pentron Corp., Chicago, elected chairman of Assn. of Electronic Parts & Equipment Mfrs., succeeding Karl W. Jensen, Jensen Industries; Wilfred L. Larson, Switchcraft Inc., succeeds Rossman as vice-chairman; Kenneth C. Prince re-elected exec. secy.; Helen Staniland Quam, Quam-Nichols, re-elected treas.

Electronics Corp. of America, newly formed as consolidation of Photoswitch Inc. and latter's subsidiaries Fireye Corp. and Combustion Control Corp., will shortly offer 200,000 shares of \$1 par common at \$12 a share through Paine, Webber, Jackson & Curtis, F. S. Moseley & Co., Stone & Webster and Shearson, Hammill & Co. After stock offering, there will be 700,000 shares of common outstanding plus 4586 shares of \$100 par preferred. Company expanded electronics activity last year when sales totaled \$4,600,000. Its photoconductor-transistor div. is said to be sole facility in country for producing precision infra-red sensitive semi-conductors. With principal offices at 77 Broadway, Cambridge, Mass., company's pres. is Arthur G. B. Metcalf, who with v.p.-treas. John A. Long founded it. Other officers & directors: Alfred H. Avery, v.p.; Tom Slick, Texas oilman and air executive; Wm. H. Danforth, Boston financier; Albert Pratt, of Paine, Webber, Jackson & Curtis; M. M. Millikan, Boston financial consultant.

Want to invent something needed for national defense? Commerce Dept.'s National Inventors Council has issued its annual list of *Technical Problems Affecting National Defense*, wants to hear from people who think they've got solutions. Among electronic and related items which are aching to be invented: (1) Device or technique capable of detecting buried explosives. (2) Microwave oscillator suitable for continuous or pulsed applications of 1-kw power output or higher. (3) Recorder for frequency range of 5-1000 mc. (4) Means of presenting 3-dimensional radar information without using stereoscopic techniques. (5) Semi-conductor material suitable for use in transistors, which can be color-coded—one color for N-type material, another for P-type. (6) Electronic telegraph printer. (7) Shorter, much lighter and more rugged 12-in. CR tube. For copy of list and instructions, write National Inventors Council, Commerce Dept., Washington.

"Use of FM for TV Transmission" is one of hundreds of reports on govt.-sponsored research listed in current *Bibliography of Technical Reports* now available from Commerce Dept.'s Business & Defense Services Administration (60¢). FM-TV paper is report on work by MIT. Also included in current list are papers on neon lamps as circuit elements (Navy), subminiature high-temperature capacitors (Air Force), magnetic amplifier (Polytechnic Institute of Brooklyn).

GE plans new microwave tube lab on Stanford U property adjoining campus in Palo Alto, Cal., construction to begin shortly. Dr. W. R. G. Baker, GE v.p. & gen. mgr. of electronic div., appointed H. R. Oldfield Jr., mgr. of plans & product applications in laboratories dept., as mgr. of new lab.

Allen D. Cardwell Electronics Production Corp., subsidiary of Chesapeake Industries Inc., announces it will begin producing facsimile equipment of radically new design for business uses in about 6 weeks under license of Hogan Laboratories Inc.

New Link Radio Corp., 125 W. 17th St., N. Y., has been organized under N. Y. laws to take over rights, title & assets of Link mobile radio communications firm that was a Delaware corporation, now defunct; Murray Platt heads new firm.

Proceedings of Symposium on Automatic Production of Electronic Equipment, held last April in San Francisco, are now available at \$4 from Public Relations Office, Stanford Research Institute, Stanford, Cal.

Toy electronic organ which plays through radio without wire connection has been developed by El-Tronics Inc., Pittsburgh, to retail for \$19.95.

RCA has cut prices 11-17% on its 4 types of "Special Red" reliable tubes for industrial uses.

Financial & Trade Notes: Television-Electronics Fund Inc., its net assets up to \$49,039,606 as of July 31, added the following to its portfolio during the quarter ended that date: 2200 shares of Addressograph-Multigraph, market value \$182,050; 2000 Chance-Vought Aircraft, \$58,250; 1000 Corning Glass, \$121,250; 11,500 Curtiss-Wright, \$139,437; 5000 Hoffman Radio, \$75,000; 3000 Magnavox, \$60,375; 6000 W. L. Maxson Corp., \$166,500; 8000 Paramount Pictures, \$259,000; 9000 Sangamo Electric, \$228,375; 6000 Stewart-Warner, \$133,500; 4500 Stromberg-Carlson, \$172,125; 75 G. M. Gianini conv. pfd., \$11,700.

Eliminated were 20,000 Consolidated Vultee (exchanged for General Dynamics Corp.), 1400 Owens-Illinois, 32,000 Weston Electrical Instrument Corp.

Fund added to its holdings of these stocks during quarter: Allis-Chalmers, American Bosch, AB-PT, American Phenolic, AT&T, Arvin, Boeing, Borg Corp., Borg-Warner, Carborundum, CBS "A," Consolidated Engineering, Cornell-Dubilier, Cutler-Hammer, DuMont, Eastman Kodak, Electro Data Corp., Electronic Associates Inc., General Controls, General Dynamics, GE, Globe-Union, Hammond Organ, Hazeltine, IBM, P. R. Mallory, Minneapolis-Honeywell, Motorola, Oak Mfg., Otis Elevator, Photon Inc., Reliance Electric, Sperry, Square "D," Vitro Corp., Westinghouse Electric.

Some of holdings in following were disposed of during quarter: Admiral, Aircraft Radio, Bendix Aviation, Burroughs, Douglas Aircraft, Erie Resistor, General Railway Signal, Indiana Steel Products, IT&T, Minnesota Mining, National Cash Register, Northrop Aircraft, Philco, RCA, Sprague Electric, Thompson Products, Tung-Sol, United Aircraft.

(For portfolio as of July 31, write Television-Electronics Fund Inc., 125 So. LaSalle St., Chicago 3, Ill.).

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Philco had net loss of \$703,000 in second quarter on sales of \$60,899,000, compared to profit of \$3,532,000 (91¢ a share, plus \$1.40 a share in non-recurring income from sale of WPTZ in Feb. 1953) on sales of \$109,464,000 in second quarter of 1953 and \$1,948,000 (52¢) on \$80,917,000 in same 1952 period. For first 6 months of 1954, earnings were \$1,735,000 (41¢) on sales of \$174,676,000, compared to \$12,028,500 (\$3.19), including \$5,316,000 (\$1.51) in non-recurring income, on sales of \$238,522,000 in same 1953 period and \$4,289,000 (\$1.16) on \$165,156,000 in first half of 1952. New pres. James H. Carmine, commenting on last week's big distributor parley (Vol. 10:32), said "we have just concluded one of our greatest national distributor conventions . . . and a high level of production will be required to fill the orders received from our distributors and dealers." He said that "on the basis of the orders we have received for all civilian products, and a continued high level of Government business. Philco is looking forward to a busy and profitable second half."

CBS Inc. reports consolidated net income of \$5,177,449 (\$2.21 per share) for first half of 1954 compared with \$4,793,377 (\$2.05) for same 1953 period. Gross income was \$176,016,777 vs. \$151,253,680 for same 1953 period. During all of 1953, CBS Inc.'s consolidated net income was \$8,894,642 (\$3.80) on gross revenues of \$313,908,800, which compared with \$6,445,506 (\$2.75) on sales of \$251,594,500 in 1952.

Storer Broadcasting Co. earned \$1,564,836 (\$1.41 per common share) after taxes during first half of 1954, \$787,850 (71¢) during second quarter and \$776,985 (70¢) during first. Last year's 6-month profit was \$1,086,645 (98¢).

Cornell-Dubilier, for 9 months ended June 30, earned \$1,012,000 (\$1.88 per common share) on sales of \$29,824,000, compared to profit of \$1,285,000 (\$2.35) on sales of \$34,081,000 in corresponding period year ago.

Zenith Radio earned \$1,288,246 (\$2.62 per common share) after taxes of \$1,602,666 on sales of \$56,681,409 in first half of 1954, compared to profit of \$2,766,190 (\$5.64) after taxes of \$4,127,720 on sales of \$82,207,174 in corresponding 1953 period and profit of \$1,336,357 (\$2.71) after taxes of \$1,585,943 on sales of \$46,925,511 in first half of 1952. For 3 months ended June 30, earnings were \$460,725 (94¢) after taxes of \$592,113 on sales of \$27,346,219 vs. profit of \$666,729 (\$1.35) after taxes of \$1,398,962 on sales of \$34,308,401 in second quarter year ago and \$253,115 (51¢) after taxes of \$304,974 on \$21,170,179 in corresponding 1952 period. Pres. E. F. McDonald Jr. said declines "reflected the general pattern of factory sales in the radio and TV industry during this period and the reduced rate of production of military contracts. Earnings were also affected by the current competitive situation which required the production of a large percentage of lower-priced merchandise on which the margins are very narrow." He said present low prices on some TV sets "cannot be maintained into the fall because of labor rate increases and increases in the cost of components and parts." He added that Zenith had boosted second-half production over level of first half in anticipation of stronger market.

Muter Co. earned \$130,879 on sales of \$5,926,825 in first 6 months of 1954, compared to \$261,447 earned on sales of \$8,573,510 in same 1953 period. Pres. Leslie F. Muter told stockholders "lower industry volume and highly competitive prices have caused this result" but said "entire industry anticipates a substantial fall volume, which is normally our best season, and we expect to fully participate in this progress." He also reported stockholders have approved purchase of 75% of E. L. Oliver Co.'s interest in Ebert oil lease of 160 acres in Lincoln County, Okla. (Vol. 10:30).

International Resistance Co. earned \$123,080 after taxes of \$141,494 on sales of \$5,701,000 in first 6 months of 1954, vs. profit of \$318,620 after taxes of \$6,795,911 on \$6,776,971 same period of 1953. Pres. Charles Weyl blamed declines on lower TV production, high TV inventories in first quarter, plus starting costs of 2 new plants in Asheville and Boone, N. C., but said that "our customers' commitments for the fall are most favorable for both sales and profits for the last half of 1954."

National Co. earned \$267,379 (\$1.03 per share) on sales of \$4,640,119 in first half of 1954, compared to \$92,133 (35¢) on sales of \$3,011,043 in corresponding 1953 period. Govt. billings were \$2,812,484 vs. \$1,264,675 in first half of 1953.

Globe-Union Co. earned \$208,120 (29¢ a share) on sales of \$17,097,170 in first 6 months, way down from profit of \$911,628 (\$1.27) on \$21,067,888 in corresponding period year ago.

Oak Mfg. Co. earned \$500,243 (95¢ per common share) on sales of \$8,096,471 in first 6 months of 1954, compared to \$738,681 (\$1.41) on \$10,727,195 in first half of 1953.

Olympic Radio board meets Aug. 17 to consider proposal of Sol M. Zweifach to acquire controlling stock for unnamed principal (Vol. 10:32).

Dividends: Television-Electronics Fund, 8¢ payable Aug. 31 to holders of record Aug. 16; Tung Sol, 25¢ Sept. 2 to holders Aug. 18; Belden, 40¢ Sept. 1 to holders Aug. 18; Philco, 40¢ Sept. 13 to holders Aug. 27; Zenith, 50¢ Sept. 30 to holders Sept. 10; I-T-E Circuit Breaker, 31½¢ Sept. 1 to holders Aug. 20; Cornell-Dubilier, 30¢ quarterly plus 20¢ extra Sept. 23 to holders Sept. 9; CBS "A" & "B," 40¢ Sept. 10 to holders Aug. 27; Magnavox, 37½¢ Sept. 15 to holders Aug. 25; Erie Resistor, 20¢ Sept. 15 to holders Sept. 4.

Color Trends & Briefs: RCA's retort to Philco's claim that it has a one-gun color tube of its own on the way (Vol. 10:32) is simply, "Wait and see." Meanwhile, RCA pres. Frank Folsom addresses N. Y. Board of Trade on subject of color TV Sept. 14, day before his company reveals promised new 21-in. tube (Vol. 10:29-30), which it will demonstrate to newsmen and licensees Sept. 15-16. Tube and circuit are still top secret at RCA, except that it's curved-mask, 3-gun, in metal-coned round envelope, with phosphors on face of 205-sq. in. faceplate. Only other gleaning: Circuit to be shown with tube will be simplified from the 41-tube 15-in., will require "very few" more tubes than ordinary black-&-white, meaning perhaps 25 or 26; also, regardless what other set manufacturers decide, RCA definitely plans to have some 21-in. color sets on market before end of this year.

RCA Chairman Sarnoff's answer to Philco pres. James H. Carmine's apparent depreciation of RCA's 3-gun tube (Vol. 10:32) was to relate the reply which consultant Dr. Alfred N. Goldsmith gave to Lt. Gen. Albert C. Wedemeyer, an ex-Avco director, who had asked the difference between one gun and 3 guns. Rather than go into a long technical description, Dr. Goldsmith replied: "Let's put it this way, general: If you went into battle, which would you prefer—one gun or 3 guns?" The reply satisfied Wedemeyer, though Sarnoff adds it's a facetious oversimplification and admits freely that even his new 21-in. is by no means the "last word" in color tube developments.

* * * *

RCA's price slash on its 15-in. color sets—from \$1000 to \$495—is admittedly an attempt to unload an item which has been obsoleted by rapid progress toward larger-screen receivers. RCA turned out about 5000 of them, sold very few to public—and reportedly has been under heavy pressure from retailers and distributors to take sets back.

Company announced it would make rebates on all sets sold to date, with distributors readjusting price to dealers, and retailers refunding \$505 to each consumer who bought set at old \$1000 price. In announcing cut, RCA Victor TV div. v.p.-gen. mgr. Henry G. Baker said: "By repricing the current 15-in. sets, we anticipate that distributor and dealer inventories will be cleared before the introduction of the 21-in. color receivers now being developed by RCA."

New 21-in. sets will be demonstrated Sept. 15, with "receiver chassis having greatly simplified circuitry which results in a significant reduction in costs." While RCA hasn't predicted price of 21-in. set, Motorola has announced it will have 19-in. sets using CBS-Hytron tube at \$895 & \$995, and Admiral says it will have set by Christmas using RCA 21-in. tube and selling for "less than today's 19-in." (Vol. 10:29-39). Emerson last week put \$695 tag on its 15-in. sets (Vol. 10:31). Only other manufacturer to make color sets in any quantity, Westinghouse, hasn't yet announced whether it will continue to retail its 15-in. at the \$1100 list, but it's expected to follow RCA lead.

Trade reports hint that RCA's price reduction stemmed from rejection by Ford Motor Co. of proposed deal whereby RCA would have installed remaining color sets in Ford dealers' showrooms at cut price (Vol. 10:26). Dealers reportedly refused to pay for sets.

* * * *

Another color "first" for Oklahoma City's WKY-TV: first network color origination from a local station, Aug. 17, when NBC-TV picks up 8-15 min. of Indian dances, games and tribal activities from live WKY-TV telecast of American Indian Exposition. Color pickups will be part of 7-9 a.m. *Today* and 11-noon *Home* show.

AT&T's rates for color transmission were postponed this week for 3rd time, phone company filing with FCC to extend present experimental rates to Feb. 1, 1955.

COLOR-CORRECTED network lines will connect nearly 100 cities by end of this year, AT&T told FCC this week. It listed these 47 cities as having been connected up to Aug. 1:

Atlanta, Baltimore, Binghamton, Bloomington, Ind., Boston, Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Davenport, Ia., Detroit, Fort Worth, Fresno, Grand Rapids, Houston, Huntington, W. Va., Jackson, Miss., Johnstown, Pa., Kansas City, Lancaster, Pa., Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis, Nashville, New Orleans, New York, Oklahoma City, Omaha, Philadelphia, Providence, St. Louis, St. Paul, Salt Lake City, San Antonio, San Francisco, Schenectady, Syracuse, Toledo, Tulsa, Utica, N. Y., Washington, Wilmington, Del., Winston-Salem, Youngstown.

AT&T's "present plans" contemplate extension of color networking to these 46 additional cities by Dec. 31:

Ames, Ia., Austin, Tex., Bangor, Me., Bethlehem, Pa., Buffalo, Champaign, Ill., Charleston, W. Va., Charlotte N. C., Columbia, S. C., Des Moines, Erle, Pa., Fort Wayne, Ind., Galveston, Hampton, Va., Hannibal, Mo., Hutchinson, Kan., Indianapolis, Jacksonville, Knoxville, Lansing, Mich., Little Rock, Lynchburg, Va., Macon, Ga., Meridian, Miss., Miami, Monroe, La., Norfolk, Peoria, Phoenix, Portland, Me., Portland, Ore., Reading, Pa., Richmond, Roanoke, Va., Rochester, N. Y., Rock Island, Ill., St. Joseph, Mo., San Diego, Cal., Seattle, Sioux City, Ia., South Bend, Ind., Springfield, Mass., Springfield, Mo., Tacoma, Wash., Topeka, Wheeling. Some of these cities have already gotten service since Aug. 1—such as Norfolk and Seattle, which carried first color programs this week.

* * * *

This week's network color schedules: NBC-TV—Aug. 16, segments of 11-noon *Home* show, display of tiles, trays, fashions, shoes from New York; Aug. 17, *Today & Home*, inserts of Indian Exposition from Oklahoma City; Aug. 19, *Home*, good grooming tips & flower arrangements from New York; Aug. 19, *The Marriage*, 10-10:30 p.m.; Aug. 16, WNBT, New York only, *My Favorite Story*, 10:30-11 p.m. CBS-TV—Aug. 22, *Toast of the Town*, 8-9 p.m.; Aug. 16, WCBS-TV, New York only, *Time for Color*, 5:30 p.m. ■

Among officers' and directors' stock transactions reported by SEC for June: Dee S. Lenfesty bought 1000 Arvin, holds 2000; Edmund Ludlow bought 100 Arvin, holds 1900; Raymond P. Lansing bought 600 Bendix, holds 1242; W. H. Houghton bought 300 Bendix, holds 835; Bruce A. Coffin sold 1000 CBS "A" (Dec.-Feb.), holds 10,160; Benjamin Abrams bought 1000 Emerson, 3000 through trusts and foundations, holds 219,800 directly and 69,300 through trusts and foundations; Max Abrams bought 1000 Emerson, holds 80,400 directly and 69,820 through trusts and foundations; George E. Burens bought 1350 GE, holds 1350; Charles D. Dickey bought 250 GE (April), holds 2250; G. Peabody Gardner trusts sold 300 GE, he holds 900 directly and 60,000 through trusts; Francis L. Higginson bought 200 GE, holds 800 directly and 3000 through trusts; Roy W. Johnson bought 3225 GE, holds 3501; Clarence H. Linder bought 1000 GE, holds 1570; Paul V. Galvin sold 300 Motorola, holds 104,410; Robert W. Galvin sold 300 Motorola, holds 157,132 directly and 186,696 through trusts; Edward R. Taylor bought 600 Motorola, holds 1860; Carl J. Gilbert bought 1000 Raytheon, holds 1000; Harold R. Larsen sold 300 Servomechanisms, holds none; William W. Shannon sold 30,000 Servomechanisms (April-May), holds 163,000 directly and 40,000 through trusts; E. Finley Carter sold 624 Sylvania, holds 300; Don G. Mitchell sold 100 Sylvania, holds 3135; J. H. Ashbaugh bought 1200 Westinghouse, sold 681, holds 2810; Dale McFeatters sold 351 Westinghouse, holds none; C. S. Weber bought 400 Westinghouse, sold 371, holds 882.

American Phenolic Corp. earned \$252,277 (63¢ a share) on sales of \$12,465,721 during 6 months ended June 30 vs. \$573,651 (\$1.72) on \$17,563,992 for same 1953 period. In June 30 quarter, net was \$131,261 (33¢) on \$6,204,686.

Clevite Corp. profit for first 6 months was \$1,646,758 (84¢ a common share) on sales of \$32,002,074, compared to \$2,015,419 (\$1.04) on \$32,002,074 in first half of 1953.

RCA now using station breaks on all NBC-owned stations, referring to the station as "a service of RCA."

COMBAT AREA in the "TV war games" at Ft. Meade this week called "Operation Threshold" (see p. 1), was covered by 3 RCA Vidicon cameras, each carried by a single cameraman and feeding back to a transmitter built into a $\frac{3}{4}$ -ton truck. From each truck, the image was transmitted by microwave relay to a larger monitoring truck located near headquarters—the "command post of the future"—in a large field tent, where the commander sat with his control aides before 8 monitors. He could talk by radio to any of the field cameras.

Airborne system had 2 larger RCA cameras mounted in an L-20 reconnaissance plane—one being fixed to cover terrain directly below and the other set on a movable mounting to permit oblique views of the surrounding areas. The airborne units transmitted directly to the mobile monitoring unit. Two-way radio permitted instructions from HQ or the monitoring truck to the camera location.

The combat TV unit was developed by the Signal Corps from experience gained with an earlier non-tactical unit designed for training purposes, was first used in "Exercise Flash Burn"—the big Army maneuvers in North Carolina early this year.

The NBC color mobile unit is the only one of its kind—the same that covered the Pasadena Tournament of Roses and other big events. It comprises 2 trucks, equipped with RCA color cameras and a transmitter capable of re-laying color signals for rebroadcast over the network.

The coloecast was necessarily more circumscribed than the black-&-white, for no portable color camera is yet available. But RCA's Gen. Sarnoff told the newsmen it won't be long in coming.

Next demonstration of TV's use by military is expected to be an Air Force show, as yet unannounced. And it can be assumed the Navy will want to strut its TV stuff soon, too.

TV station "merging" with AM is KTVH, Hutchinson, Kan. (Ch. 12), only 14 months old, whose stockholders agreed to form common company with radio KFBI, Wichita, Kan. (10-kw day, 1-kw night, 1070 kc, ABC). By exchange of one share of TV company's stock for 2 $\frac{3}{4}$ shares of radio company's, new Hutchinson TV Inc. is being formed, and at same time KTVH is occupying new studios in Wichita's Hotel Lassen. Of 12,500 shares of stock in KTVH, 1400 each are held by John P. & Sidney Harris, 1500 by Bess Wyse, 1000 by mgr. Howard O. Peterson, 968 by pres. W. D. P. Carey, 872 by Howard J. Carey, 810 by Charles E. Carey. John P. Harris is publisher of *Hutchinson News-Herald*. Owners of 50,000 shares of KFBI include Howard Lane, mgr. of Portland's KOIN-TV, 11,875 shares; Horace L. Lohnes, Washington attorney, 11,875; John P. & Sidney Harris, 5938 each; R. J. Laubengayer, owner of KSAL, Salina, 5000; KFBI mgr. Hale Bondurant, 2500; chief engr. K. W. Pyle, 1900.

WNEM-TV, Bay City, Mich. (Ch. 5), in applying to FCC this week for changes in facilities (see *TV Addenda 19-D*), disclosed that from beginning of its commercial operations last Feb. 16 to June 30, or about 4 $\frac{1}{2}$ months, cash income exceeded cash expenditures by \$16,730 and operating profit was \$5791 after allowance of \$16,167 for depreciation, \$5228 for interest. Included also in outgo was \$37,806 as portion of expenses incurred prior to beginning operation and \$13,200 for amortization of temporary relay facilities. Detailed profit-&-loss statements weren't filed, but improving financial condition of the operation is shown in June figures. During that month alone, cash income exceeded expenditures by \$10,491, with operating profit running \$6085 and \$4079 charged to depreciation. Month's portion of expenses incurred prior to beginning operation was \$9476, amortization of temporary relay facilities \$3000, interest \$674.

New storm of protest was aroused by Senate's Select Committee to Study Censure of Sen. McCarthy, when it banned TV-radio-newsreel coverage of its forthcoming public sessions. Writing or wiring Chairman Watkins (R-Utah) and other committee members to demand equal access for all media were NARTB pres. Harold Fellows; NARTB Freedom of Information Committee Chairman Edgar Kobak; NARTB TV & Radio Board Chairmen Clair R. McCullough & Henry B. Clay; ABC exec. v.p. Robert H. O'Brien, TV news v.p. John Daly & radio news v.p. Thomas Velotta; CBS pres. Frank Stanton; pres. Arthur Lerner of Radio-Newsreel-TV Working Press Assn. of N. Y. Inc.; American Civil Liberties Union. Meanwhile, 2 principals in recent McCarthy-Army hearings told Senate Rules Committee they opposed legislation to ban TV-radio coverage of Senate hearings. Former special committee counsel Ray H. Jenkins proposed that TV-radio be admitted to hearings by majority vote of Senate, two-thirds vote of committee or on demand of the parties. He called TV "the perfect medium for bringing to the public the true facts." Chairman of Army-McCarthy investigation, Sen. Mundt (R-N. D.), recommended the decision on TV-radio be left to individual committees and termed TV "a great and mighty conscience for the press."

With FCC Comrs. Hyde and Sterling absent until after Labor Day at least, there is no plan at FCC to take up any important policy matters during next few weeks—definitely not the change in rules to permit ownership of 7 TV stations (of which 2 or more must be uhf) by a single entity in lieu of present 5 limit. Comr. Webster is authority for this. He's in charge while Hyde, acting chairman, is out West. Sterling, now in second month of 2-month leave of absence on doctor's orders, resting in his native Maine, is still subject of persistent rumors he may quit soon (Vol. 10:32) to make way for a new GOP appointee, to be chairman. He is saying nothing.

FCC approved 2 TV station sales this week—one involving purchase of about 70% stockholdings in KCRI-TV, Cedar Rapids, Ia. (Ch. 9), with radio KCRI, by *Cedar Rapids Gazette* for \$101,500 (Vol. 10:29); the other, Sheldon Anderson's sale of KVVG, Tulare, Cal. (Ch. 27), with radio KCOK to Los Angeles group for \$175,000 plus assumption of indebtedness not exceeding \$478,000 (Vol. 10:27). Also approved was sale of radio WGUY, Bangor, Me. (1230 kc, 250 watts) by Murray Carpenter, who holds CP for WTWO there (Ch. 2); Sherwood Tarlow, owner of WHIL, Medford, Mass., is paying him \$35,000 for the AM local (Vol. 10:26).

Manila's first TV station, DZAQ-TV (Ch. 3), owned by Bolinao Electronics Corp. and managed by James B. Lindenberg, reports more than 50 advertisers despite fact there are as yet only about 3300 sets in the Islands; included are Colgate, Cashmere Bouquet, Palmolive, Ruma Cana, Emerson Radio, RCA, Coca Cola, Old Gold, Chelsea Cigarettes. Station started last Sept., is represented in U. S. by Pan American Broadcasting Co. Two more stations are projected in Manila—one by Robert Stewart's Republic Broadcasting Corp., to be known as DZBB-TV; other by Manila Bestg Corp., call & channel unannounced.

New 30-min. 16mm color film, *Report to the People*, featuring brief political talks by President Eisenhower, Vice President Nixon, Cabinet officers and legislative leaders, will be nucleus of TV campaigns by many Republican candidates this fall. Film is brainchild of Robert Coar, director of Joint Congressional TV-Radio Facility, and will be distributed by Republican National Committee.

Call letters of *Cedar Rapids Gazette's* KCRI-TV & KCRI will be changed Sept. 1 to KCRG-TV & KCRG.

TV sets-in-use went up to 30,719,000 as of July 1 from 30,411,000 June 1, reports NBC research dept.

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VISUAL BROADCASTING
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EX-COMR. JONES HEADS NETWORK-UHF PROBE: An ironic twist was injected into Senator Bricker's projected TV-radio inquiry this week when he appointed former FCC Comr. Robert F. Jones to head it. At same time the Democratic minority of his Committee on Interstate Commerce demanded and got authority to hire "minority counsel", who is expected to be onetime FCC asst. gen. counsel Harry M. Plotkin.

The irony is that industry leaders fear Jones, on the basis of his record, may turn the network phase into a witch hunt -- this despite fact that he's supposed to be a "Taft conservative" and served as GOP Congressman from Ohio for 8 years from 1938-47. The fears arise from his oft-expressed prejudices and predilections, to say nothing of Old Guard GOP Sen. Bricker's outspoken antagonism to the networks.

Plotkin would be persona grata to the networks, however -- though there are others they would probably prefer to the hard-hitting young New Dealer who so often cracked down on the industry and who helped master-mind the abortive FCC color decision. Therein lies the other bit of irony in the turn of investigative events, for Jones was the man who first insisted on color-in-a-hurry -- no matter how.

Senator Bricker named Jones "to study the feasibility and practicability of pending legislation to place radio and TV networks under jurisdiction of the FCC, as well as the whole vhf-uhf problem on which the committee's subcommittee on communications held extensive preliminary hearings in the past session under the chairmanship of Sen. Potter (R-Mich.)." So reads the official announcement, which makes it plain he's also expected to review the work of the Potter subcommittee, with which Sen. Bricker has expressed his displeasure (Vol. 10:31-32).

* * * *

Jones starts Sept. 1, taking leave of absence from law firm of Scharfeld, Jones & Baron, which he joined when he quit FCC in Sept. 1952 after serving from June 1947. Plotkin is on vacation, couldn't be reached, but presumably will likewise take leave of absence from Arnold, Fortas & Porter firm. He's choice of Sen. Edwin Johnson (D-Colo.), supported by Democratic minority leader Sen. Lyndon Johnson (D-Tex.); former is retiring from Senate, latter has keen interest in TV-radio, knows a lot about it since his wife is owner of TV & AM outlets in Austin, Tex.

How Jones and Plotkin will work together might be gauged by fact there was never any love lost between them when Jones was a commissioner and Plotkin was the FCC's most powerful behind-the-scenes "brain trust". But like his former chief, ex-FCC Chairman Coy, Plotkin has been working within the industry since quitting govt. service and finding out that businessmen aren't monsters. In any event, he was not objected to by industry interests when Sen. Ed Johnson asked opinion of him, whereas the Jones appointment was strongly opposed.

Sen. Bricker's peeve extends to the Eisenhower Administration as well as the networks -- to the first because it licked his constitutional amendment to curb the President's treaty-making power. During the heated debates, he claims the networks

were unfair both as to allocations of time and commentaries -- and he wants editor-
ializing on TV and radio stopped.

He was so scornful of the Potter subcommittee's recent proposal to set up an ad hoc committee on uhf that he scuttled it, calling it "buck passing" (Vol. 10:32).

Nick Zapple, Senate committee communications counsel, will work with Jones, and Bricker said results of staff study will be presented to full committee at next session of Congress. Then, if GOP is still in power and he's still chairman, he intends to hold hearings. Meanwhile, the network executives and most of the station owners, facing a boom TV commercial & programming season and prodigious job of keeping radio on even keel, make no bones about disrelish of tasks the Jones committee, with its subpoena powers, will doubtless set before them during next few months.

Networks recall Jones as an implacable enemy of "bigness" during his FCC tenure -- and only a few weeks ago, arguing before FCC in the AM skywave hearings, he contemptuously referred to CBS chairman Wm. Paley and NBC chairman David Sarnoff as "sultans of squat" who are becoming "maharajahs" by "sitting on their frequencies".

He's the man who started the whole long color controversy, which held up TV for at least 2 of the 3 freeze years. It led to FCC adoption of the non-compatible system which the industry completely rejected and which was later dropped. His 80-p. opinion in color decision literally excoriated the electronic industry for allegedly conspiring for 10 years to hold back color TV -- never once mentioning that 6 were war years when civilian production was frozen stiff and all TV-radio productive effort was concentrated on what proved to be a distinguished wartime record.

FAR-REACHING COURT RULING ON FCC HEARINGS: Extremely significant decision by U.S. Court of Appeals for the District of Columbia this week has net effect of increasing power of examiners, making FCC much more hesitant about reversing examiners' decisions -- and probably encouraging more applicants defeated in hearings to appeal. It has FCC so disturbed that it very likely will seek appeal to U.S. Supreme Court.

Decision was in an AM case -- but it's equally applicable to TV. It was a 2-1 ruling by Judges Bazelon & Miller, with Judge Prettyman dissenting, in 9-year fight between Allentown Bcstg. Corp. (Kirkland, Fleming, Green, Martin & Ellis, counsel) and Easton Publishing Co. (Eliot C. Lovett, counsel) for 1230 kc. Allentown won the original hearing, put WHOL on air with 250 watts, CBS affiliation.

Easton Publishing appealed, court sent case back to FCC which then reversed itself and gave grant to Easton, now holding CP for 1230 kc. Allentown Bcstg. thereupon appealed, bringing this week's decision which again sends case back to FCC.

Significance of decision is that court injects itself further into FCC decisions than it has heretofore. Court said FCC erred in ignoring Easton's "(1) uncertainty as to programming plans, (2) reluctance, evasiveness and lack of candor, and (3) monopoly and concentration of communications media." Majority said examiner had given these proper weight in awarding grant to Allentown, and that FCC was remiss in not giving those factors considerable importance.

Dissenting Judge Prettyman warned: "I fear that the opinion advances some unwise new law in the administrative field." He contended that the record failed to show that Easton witnesses were uncertain about program plans or that they lacked candor. As for fact Easton owns a newspaper (the Express), he stated:

"The permissible amount of concentration of mass communications, involving broadcast stations and newspapers, is peculiarly a problem for the Commission. Here, indeed, is a regulatory problem. Ownership of a station by a newspaper can hardly be denounced per se. In the District of Columbia 2 of the 4 radio-TV stations are owned by newspapers. In the instant case the Commission weighed many factors in this connection and produced a judgment on the point. I think the court should let it alone." He buttoned up his opinion with these words:

"It seems to me that the court is merely substituting its judgment for the judgment of the Commission as to which of these applicants should have the license. It has no power to do that."

Note: In the intervening years, Easton Publishing Co. has acquired TV station WGLV (Ch. 57) and WEEX-FM.

MORE THAN 400 ON AIR BY LABOR DAY: Two new vhf stations began operating this week, both in towns having uhf antecedents -- Palm Beach, Fla. and Charleston, W.Va. They brought on-air total to 395 (122 of them uhf). List should exceed 400 by Labor Day, with these starters reported imminent: WCMB-TV, Harrisburg, Pa. (Ch. 27); KSWM-TV, Joplin, Mo. (Ch. 12); WMVT, Montpelier, Vt. (Ch. 3); WMTW, Poland Spring, Me. (Ch. 8); KTIV, Sioux City, Ia. (Ch. 4); KOVR, Stockton, Cal. (Ch. 13). Also imminent is CKLW-TV, Windsor, Ont. (Ch. 9), across the river from Detroit.

There are quite a few with Sept. 1 targets, and that month should see dozen or more take air. This week's new starters:

WJNO-TV, Palm Beach, Fla. (Ch. 5), which began test patterns Aug. 19 with partial power of 60-kw, reported "very good picture" as far as Coral Gables, 80 mi. to south and taking in Miami area, "excellent picture" received 102 mi. north at Melbourne Beach area -- with such good reception reports from intermediate points as to augur well when it goes to full 100-kw with commercial debut Aug. 22. It starts with NBC affiliation, has local bank as first sponsor (newscasts). Station is owned 50% by radio WJNO; 21% by Ted Granik, moderator of NBC's American Forum of the Air; 18% by Wm. H. Cook, exec. v.p. and a son-in-law of RCA pres. Frank Folsom. It uses 10-kw RCA transmitter, 377-ft. Ideco tower. Walter Dennis, ex-WILS-TV, Lansing, is gen. mgr. & sales director; Frederick Von Strange, production mgr.; Walter R. Brown, chief engineer. Base rate is \$175. Rep is Meeker.

WCHS-TV, Charleston, W.Va. (Ch. 8) went on air night of Aug. 16 as first competitor of WKNA-TV (Ch. 49) which started just 11 months ago. Nearest other vhf is pre-freeze WSAZ-TV, Huntington (Ch. 3), 45 mi. distant. It will be primary interconnected CBS, taking some DuMont. It uses 50-kw RCA transmitter with 12-bay antenna on 576-ft. Ideco tower. Control is held by Tierney Co. (Lewis C. Tierney), 60%, with Capital Television (Sam Rahall group) holding 40%. John T. Gelder Jr. is v.p. & gen. mgr. Base rate is \$550. Rep is Branham.

'SATELLITE' POLICY STILL A PUZZLER: Exact meaning of FCC's uhf "satellite" ruling remains unclear -- and it's now evident that it will stay that way until Commission either begins making grants under new policy or decides to hold everything while it conducts rule-making proceedings to explore all ramifications.

Certain interpretations of FCC's policy are obvious -- e.g., Commission will unquestionably grant repeater to uhf station to fill hole in what should be normal coverage of the station. And Commission would undoubtedly go further than that to help a uhf operation.

But how close will it get to letting a strong vhf operator place uhf repeater with good network programs in same town with a uhf that cannot get affiliation?

No one knows. Each commissioner has his own philosophy, and each case is going to be different. There's just enough divergence of ideas among FCC members to make it impossible to predict how far they'll go.

There's some chance Commission may hold off implementing policy and go into rule-making instead. That course was urged this week by UHF Industry Coordinating Committee, which suggested that repeaters would do uhf more harm than good unless they were restricted as follows:

(1) Only uhf stations be allowed satellites. (2) Alternatively, let the vhf stations feed them only in areas where there is no present or potential service from independent uhf stations. (3) Permit repeater ownership only by local residents of communities served by repeaters.

* * * *

There's definite interest in satellites, not a land rush, but serious consideration is being given by quite a few stations. However, several booster and satellite proponents feel FCC's approach is wrong, or doesn't go far enough.

The principal experimenters to date -- Sylvania, Adler Communications Labs, RCA and Nashville's WSM-TV -- have been concentrating on installations with 10 to 1000 watts. Some of these may again suggest lower power and height.

Sarkes Tarzian, on the other hand, has in mind plenty of power for satellites

to his WTTV, Bloomington, Ind. In fact, he's now building 25-kw uhf transmitter, will apply for a station shortly.

Many big vhf operators feel uhf satellites aren't worth the trouble -- that possible gain in coverage isn't worth the price. At least one prominent law firm, with quite a few major vhf clients (no uhf) is advising them all to steer clear. Network overlap is another matter deterring many, particularly the big vhfs. In a lot of areas, it's difficult to find sizeable communities not already covered with network programs from other stations.

Some uhf operators like the idea. One newspaper-owned outlet, for example, is considering satellite in town about 50 mi. away, well served by the paper but out of station's range. Then, of course, there are hard-pressed uhf operators who visualize profitable deal with big vhf neighbor -- and there are uhf owners who see a good opportunity to sell stations instead of simply folding.

Most of the questions are economic. In the minds of many operators, cost of repeaters is simply too great under FCC's policy. If rules were changed to permit construction of outlets costing \$5-25,000, there'd be plenty of takers. And if FCC permitted unattended operation, that would sweeten potential even more. Of course, unattended operation of a TV transmitter is not yet technically feasible.

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Meanwhile, nearest thing to a satellite was granted by FCC this week when KFBC-TV, Cheyenne, Wyo., was given CP for Ch. 10 in Scottsbluff, Neb. Application was filed before new policy was announced, and station does propose local film originates in addition to repeating KFBC-TV's programs. Plant cost is estimated at \$67,000, operation \$48,000 first year. It will have 12.3-kw ERP, 117-ft. antenna. Plans call for merely 4 staff members. Population is only 12,858, and there are no big cities nearby. Operation will be well worth watching as bellwether.

SCOTTSBLUFF CP & WICHITA INITIAL DECISION: FCC granted Ch. 10 for new station this week to smallest town yet to get one -- Scottsbluff, Neb. (pop. 12,858), where Cheyenne publisher-broadcaster principals (Tracy McCracken) propose to operate it as a near-satellite to Cheyenne's KFBC-TV, about 79 mi. to southwest (see story above). It was the only new-station action in week which also brought one important initial decision by examiner.

A Ch. 11 grant in Ft. Worth is now in sight, with Ft. Worth TV Co. withdrawing, leaving KFJZ free for CP. Also in the clear is WGMS for Ch. 20 in Washington, after dismissal of WEAM, Arlington, Va. Another drop-out -- though hearing remains competitive -- is dismissal by KROW, Ch. 2, San Francisco.

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Examiner Hugh B. Hutchison chose Wichita TV Corp. Inc. for Ch. 3 over KFH and KANS there on grounds of local residence of principals, civic activities, integration of ownership-management, staff with greater experience in TV, superior program proposals, more "realistically planned studios", and diversification of ownership. Wichita has 126 shareholders, no radio or newspaper interests. Rejected KFH is owned by Marcellus Murdock family's Wichita Eagle, KANS 73% owned by O.L. Taylor, who also owns KRGV-TV, Weslaco (Ch. 5). Hutchison also held that Taylor was disqualified because of inadequate funds.

In allocations actions this week, FCC added Ch. 79 to Toledo, substituted Ch. 70 for Ch. 15 in Port Chicago, Cal. and Ch. 35 for Ch. 28 in Salinas-Monterey. It also received petition from KANG-TV, Waco, Tex. (Ch. 34), asking that Ch. 66 be substituted for Ch. 10 in Waco. Station claims that KCEN-TV, Temple (Ch. 6) is a Waco station "for all practical purposes" and that it can't hope to compete with 2 vhfs, though it could survive with only one serving the area.

'SENILE CELLULOIDS'—IS TIME RUNNING OUT? "Old pictures never die, their audience slowly fades away." Even in an industry that loves its bon mots, there's a note of foreboding in this apparently scornful observation by NBC president Pat Weaver on TV's use of old theatrical feature films. He says they're losing their pull, and they were dubbed "senile celluloids" in a rather significant interview with Hollywood Variety's Jack Hellman in Los Angeles this week.

The cry for live entertainment, in Weaver's words, is growing louder and louder, and stations will take anything live that networks will offer. Indirectly, of course, he might have been plugging NBC-TV's upcoming 11:30 p.m.-to-1 a.m. show 'Tonight' which will relieve NBC's own stations and a lot of affiliates of late-night movies. But he also disclosed that an NBC-TV affiliates committee report indicates a "revolt" among local advertisers and viewers against oldies played over and over.

Even if the backlog of the big movie studios were unloaded now, he maintains, there would be no rush by TV to buy. In fact, he said, 2 major film studios have actually offered to open up their vaults -- but the network isn't interested.

All of which may simply be "show biz" talk, maybe even an effort to smoke out the major studios. But it's evident that, with the quality of TV's own film programs improving and their technical reproduction so vastly better than the oldies, there's much less enthusiasm for the latter than in TV's earlier days -- although many stations must still lean heavily on them. Time may well be running out on the big studios, which have refused to open up their vaults yet have placed fantastic TV valuations on run-out and written-off features (Vol. 9:46).

(For reports on current upsurge in Hollywood film production, both theatrical and TV, see Telecasting Notes, p. 6.)

Personal Notes: Edward P. Shurick promoted to CBS-TV national director of station relations, succeeding Clarke A. (Fritz) Snyder, resigned . . . Sam Cook Digges, gen. mgr. of CBS-TV Spot sales, appointed gen. mgr. of WCBS-TV, New York, succeeded by Clark George, eastern sales mgr., as Craig Lawrence is promoted to newly-created post of CBS-TV director of station administration under Merle S. Jones, v.p. in charge of stations & services . . . Edward P. Morgan named news director under v.p. Sig Mickelson in new unified CBS-TV & radio news dept.; Irving Gitlin appointed public affairs director, Elmer Lower special projects director . . . Hugh S. Hole, ex-TV-radio director, Brooke, Smith, French & Dorrance, Detroit, joins Chrysler Corp. services dept. as supervisor of TV services; John L. Beers, ex-Young & Rubicam, to Chrysler to handle merchandising & promotion . . . C. P. Persons Jr., ex-v.p. & mgr. of WABT & WAPI, Birmingham, named v.p. & gen. mgr. of KOTV, Tulsa, by C. Wrede Petersmeyer, pres., representing new Whitney ownership; Charles P. Grisham named commercial mgr. of Birmingham stations under direction of pres. Henry P. Johnston . . . Romulo O'Farrill Sr., owner of XHTV, Mexico City, and publisher of the newspapers *Novedades* (Spanish) and *News* (English) there, was subject of encomium in Aug. 17 *Congressional Record* by Rep. McGregor (R-Ohio) who was delegate with him to recent Pan-American Highway Congress . . . S. Campbell Ritchie, CKLW program director, named director of operations of new CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, due to start shortly; Arthur McColl, ex-WJBK-TV, named film director; Bruce Chick, traffic director . . . Roger W. Clipp, gen. mgr. of WFIL-TV & WFIL, Philadelphia, named to committee on business statistics, U. S. Chamber of Commerce . . . Joseph Baudino, Westinghouse Radio Stations, elected chairman of NARTB copyright committee, succeeding Edward Breen, KVFD, Ft. Dodge, Ia. . . . Gregory Reeser resigns as midwestern field rep of NARTB station relations dept. . . . Mel Wheeler, gen. mgr. of WEAR-TV, Pensacola, Fla., and WJDM, Panama City, Fla., will be gen. mgr. of newly authorized WTVY, Dothan, Ala. (Ch. 9), due on air in Dec. . . . Allan T. Powley, operations supervisor, promoted to chief engineer of WMAL-TV & WMAL, Washington, succeeding Frank Harvey, resigned . . . Richard G. Huntley, ex-WWOR-TV, Worcester, Mass., joins upcoming WMVT, Montpelier, Vt. (Ch. 3) as production mgr. . . . Jerry A. Danzig, ex-CBS, recently with Worthington Miner Productions, joins ABC to work on pre-football series . . . Wm. McFadden, veteran theatrical producer, named DuMont studio operations su-

pervisor . . . Jack Dunn promoted to TV-radio mgr. of WDAY-TV & WDAY, Fargo, N. D., under new gen. mgr. Tom Barnes . . . Henry C. Cronin, ex-WHEN-TV, Syracuse, appointed technical director of new WTVD, Durham (Ch. 11) . . . Don Murdock named continuity chief, WTRF-TV, Wheeling, W. Va., replacing late Robert R. Ragase . . . John Henry, ex-KOA-TV, Denver, named sales mgr. of KCSJ-TV, Pueblo, replacing Robert Clinton, resigned . . . Robert Brown promoted to local sales mgr., KBTV, Denver, succeeding Mort Thorp, resigned to join I. A. Deline Paper Box Co. . . . Richard T. Connelly, NBC press director, returns Sept. 7 to Young & Rubicam's TV-radio dept. as asst. publicity mgr. . . . Howard Ketting named TV-radio and commercial film director, John W. Shaw Adv., Chicago . . . Al Cirillo named TV & public relations v.p., Mahoney & Howard Adv., N. Y. . . . Jerrold P. Merritt promoted to asst. chief engineer, WICS-TV, Springfield, Ill. . . . Colby Lewis, asst. program mgr. of WTMJ-TV, Milwaukee, reports Sept. 13 as production director of WGBH-TV, Boston (Ch. 2, educational) headed by Parker Wheatley, due on air shortly . . . Sherman Hilbreth named technical operations supervisor of WNBT, N. Y. . . . Charles E. Larkins designated sales promotion mgr. of WFAA-TV, Dallas, coming from KMBC-TV, Kansas City . . . Wm. Gorman promoted to asst. sales mgr., WOR-TV, N. Y., Wm. McCormick advanced to regional sales mgr. . . . Mike Thompson appointed sales mgr. of upcoming WTVD, Durham, N. C. . . . Richard J. Goggin resigns as mgr. of upcoming educational KETC, St. Louis (Ch. 9) to join Educational TV & Radio Center, Ann Arbor, Mich.; he's succeeded temporarily by Martin Quigley, on leave as v.p. of Fleishman-Hillard Inc., St. Louis public relations firm.

J. Elroy McCaw, who owns 25% interest in KONA, Honolulu (Ch. 11), and recently purchased KMO-TV, Tacoma (Ch. 13), for \$300,000, subject to FCC approval (Vol. 10:28), informed FCC this week that he has complied with Commission's rule of 7-limit on radio station ownership. He has disposed of his interests in radios KLZ, Denver (and KLZ-TV); KPOA, Honolulu; KILA, Hilo, Hawaii. He now has holdings in KELA, Centralia, Wash.; KYAK, Yakima, Wash.; KALE, Richmond, Wash.; KYA, San Francisco; KORC, Mineral Wells, Tex.; WINS, New York City; his wife owns 25% of KAPA, Raymond, Wash.

Daniel Sherby, 46, co-owner of WINK-TV & WINK, Ft. Myers, Fla., one of founders of Cleveland Browns football club, head of Yellow Cab Co., Cleveland, died Aug. 15 after a long illness.

Telecasting Notes: Upsurge in theatrical film production, plus booming TV film activity, have created shortage of studio space in Hollywood—complete reversal of situation year ago when town was in doldrums. More than that, unemployment has eased, and an actual shortage of skilled labor and technicians is being felt in the theatrical studios because of the demands of TV . . . Republic Pictures is completing \$3,000,000 construction program, during which it added 4 sound stages; new office building will be headquarters for MCA's TV unit Revue Productions, and other studio space may be rented for TV . . . Hollywood *Daily Variety* reports "No Vacancy" signs on 2 rental studios already—California Studios (Gross-Krasne) and Motion Picture Center. Kling Studios is operating at 95% capacity, Hal Roach Studios 80%, with Goldwyn Studios, American National Studios (formerly Eagle Lion), General Service Studios all heavily booked—and even Walt Disney lot quartering one rentee as well as shooting own new ABC-TV series . . . "Dramatic example of what TV has done for the indie lots" is cited at General Service Studios, where "owners Jim and George Nasser have not only repaid their debts [they were on brink of being sold to creditors only a few years ago] but with the Las Palmas lot operating at a record 90% of capacity with 8 stages, they are in the midst of a \$350,000 remodeling program and plan to spend still another \$450,000 on 3 new stages. Jim Nasser unqualifiedly attributes the financial comeback of his lot to vidfilms" . . . Paramount's Barney Balaban, returning from Europe this week, remarked on motion picture industry's comeback, attributed upsurge to wider screens, wider angles and better production. Joseph Vogel, MGM v.p., coming off same ship, told reporters "a good picture today does a better business than ever before." Both observed that Americans are becoming more selective in their TV viewing . . . Robert Sherwood has completed 3 more plays under his NBC-TV contract—*Trial of Pontius Pilate*, a melodrama titled *Dear Diary*, and one titled *The Days Before the Revolution* which is about Benjamin Franklin in London trying to prevent the war . . .

Network Accounts: Edward R. Murrow is preparing new juvenile show, *Youngsters*, showcasing soon, Sat. or Sun. afternoon, using informal interview format of his *Person to Person* and directed at ages 6-16. Idea for show is said to have originated from large mail response to appearances of children on *Person to Person*. It will be his third show, aside from his daily radio newscasts . . . Lehn & Fink to build \$100,000 promotion campaign around sponsorship of *Ray Bolger Show* on ABC-TV starting Sept. 17, Fri. 8-8:30 p.m.; 10 days before start of show, company will launch 10-week tie-in campaign with drug-gists . . . Tums buys 10-min. partic. in all 39 programs of new *Imogene Coca Show* on NBC-TV starting Oct. 2, Sat. 9-9:30 p.m. 3 out of 4 weeks, thru Dancer-Fitzgerald-Sample. Show is now sold out, other sponsors previously signed being Griffin Shoe Polish, thru Birmingham, Castleman & Pierce; Johnson & Johnson, thru Young & Rubicam; S.O.S. (scouring pads) thru McCann-Erickson . . . Liggett & Myers (L&M filters) to sponsor *Stu Erwin Show* on ABC-TV starting Oct. 20, Wed. 8:30-9 p.m., thru Cunningham & Walsh . . . General Tire & Rubber Co. to sponsor *General Sports Time* on DuMont starting Sept. 26, preceding pro-football games, Sat. 7:45-8 p.m. and Sun. 1:45-2 p.m., thru D'Arcy Adv. . . Mogen David Wine Corp. to sponsor *Dollar a Second* on ABC-TV starting Oct. 1, Fri. 9-9:30 p.m., thru Weiss & Geller . . . Crane Co. (heating equipment) buys 13 partic. on *Morning Show* on CBS-TV starting Aug. 17, Mon.-thru-Fri. 7-9 a.m., thru Leo Burnett Co.; Lady Esther (cosmetics), 260 partic. starting Sept. 8, thru Biow; Swift & Co. (poultry), 6 partic. starting Nov. 11, thru McCann-Erickson . . . Gordon

Writing for TV, said the celebrated playwright to *Here to Tribune's* Art Buchwald, is more like writing for the stage than the movies. "Some people have complained that TV devours material at such a terrific rate that no matter what you write it will be forgotten the next year. I believe the opposite. If you write something really good, it will be produced year after year" . . . Saturday Evening Post calls DuMont's *Johns Hopkins Science Review* (Thu. 8:30-9 p.m.) "one of TV's longest hit runs," comments on its "shoestring cost" in enthusiastic Aug. 21 article; last week, Tide Leadership Panel nominated it also as one of 10 sustainers deserving of sponsorship (Vol. 10:33) . . . Latest major radio rate cut: WCAU, Philadelphia, reduces Class A (7:30-10 p.m.) from \$600 to \$500; Class B unchanged at \$450, except that it now includes old Class C time (Mon.-Fri. 10:30 a.m.-3 p.m.) so that in effect it's an increase of \$150 an hour for this period; new Class C (Mon.-thru-Fri. 7-10:30 p.m. & 3-6 p.m., Sun.-thru-Sat. 10-11:15 p.m., Sat. 2-6 p.m., Sun. 11 a.m.-2 p.m.) is upped from \$300 to \$330 . . . Omaha's KMTV has bought out entire capacity (18,000) for Omaha Cardinals-Sioux City Soos baseball game Sept. 2, inviting viewers to write in for free tickets . . . Rate increases: KPTV, Portland, Sept. 1 raises Class A hour from \$450 to \$550, min. \$90 to \$110, adds new Class AA station break rates of \$120 for min. or 20 sec., \$60 for 8-10 sec.; WSB-TV, Atlanta, Aug. 1 raised Class A hour from \$800 to \$900, min. \$130 to \$140, added Class D (sign-on to noon daily) \$300 hour, \$48 min.; WSAZ-TV, Huntington, starts new Class AA rate Sept. 1, hour \$700, min. \$140, old Class A remaining at \$600; WENS, Pittsburgh, new Class A (live) hour \$575, up from old film rate of \$450, min. from \$90 to \$105 . . . New reps: WTOC-TV, Savannah, & WMAZ-TV, Macon, to Avery-Knodel (both ex-Katz); KCBD-TV, Lubbock, Tex., to Raymer (ex-Pearson); WMBV-TV, Marinette, Wis., to Venard, Rintoul & McConnell.

ABC's WABC-TV, New York, appoints Weed Television as rep as of Sept. 1.

Baking Co. (Silver Cup bread) to sponsor *Kukla, Fran & Ollie* on WABC-TV, N. Y., and WBKB, Chicago, starting Sept. 6, Mon.-thru-Fri. 7-7:15 p.m., thru D'Arcy; it's expected to go on full ABC-TV network by end of year, with other sponsors . . . ABC-TV, with no sponsor yet for entire NCAA football schedule, plans to offer schedule for sponsorship on a per-game basis if regional sponsorship arrangement doesn't prove satisfactory . . . Despite death of m.c. Ed McConnell few weeks ago, filmed *Smilin' Ed's Gang* returns to ABC-TV Aug. 21, Sat. 10:30-11 a.m., sponsored for 5th straight year by Buster Brown Shoes.

Theatre Guild plans to make stage plays out of 3 recent U. S. Steel Hour hits: *Welcome Home*, by N. Richard Nash, comedy drama starring Helen Hayes; *Garden in the Sea*, which starred Dorothy McGuire, adapted by Michael Dyne from Henry James' *The Aspern Papers*; *Fearful Decision*, by Richard Maibaum & Cyril Hume, in which Ralph Bellamy, Meg Mundy & Sam Levene appeared. Slated for movies are U. S. Steel's *P.O.W.* and *The Last Notch*. TV's contribution to stage is called by Guild's Lawrence Langner "one of the most interesting that has happened to the theatre in many years." He expressed belief that "a dozen good, new writers would be coming to the theatre from TV in the next 2 years." As for popularity of TV performers with theatre audiences, he noted that the most successful productions at famed Westport (Conn.) Playhouse this summer starred such TV artists as Faye Emerson, Imogene Coca, Eva Gabor, Richard Kiley, John Baragray, Rita Gam.

Station Accounts: "Bargain basement" buys of one-min. partic. at \$383, low as some radio rates, are offered by WABC-TV to encourage sponsors to use its *Good Morning Show* (8-9 a.m.) as "tryout" for commercials for national markets. In addition, producer John Moses offers to cut kine of any one-min. commercial for only \$40. Current sponsors are Cal-Grove Frozen Lemonade, thru Foote, Cone & Belding, and Doebla Greeting Cards, thru Schwab & Beatty. Canada Dry will start within 2 weeks to test acceptance of new low-calorie drink, Glamor, thru J. M. Mathes . . . Case examples of spot sponsorships of children's programs and their commercial impact are cited in Edward Petry & Co.'s latest survey, titled *And a Little Child Shall Lead Them—To Your Product*. One case: Bauer & Black (first aid supplies) bought 2 one-min. spots in weekly Jimmy's *Junior Jamboree* on KSTP-TV, St. Paul, offered free coloring book with each Curity item in color contest; after 8 spots, 2249 entries were counted . . . Imperial Pearl Syndicate, Chicago, to use TV-radio with other media in \$250,000 campaign, including national contest with prizes (cash, trips, cultured pearls), thru Irving J. Rosenblum Adv., Chicago . . . 20th Century-Fox will use TV-radio heavily in big advance promotion for latest CinemaScope production *The Egyptian* . . . Ohio Oil Co. buys Official Films' *Secret File* series for 12 midwest markets, thru N. W. Ayer . . . Among other advertisers reported using or preparing to use TV: Autoette Inc., Long Beach, Cal. (Autoette electric vehicles), thru Richard N. Meltzer Adv., San Francisco; Bon Bon Corp., Beverly Hills, Cal. (De Cicco Cheekos ice cream bon bons), thru Hilton & Riggio, N. Y.; National Biscuit Co., N. Y. (Milk-Bone dog food), thru Kenyon & Eckhardt, N. Y.; Trenton Foods Inc., Kansas City, Mo. (Dinner-Time pot pies), thru Gardner Adv., St. Louis; Hinze Ambrosia Inc., N. Y. (Ambrosia facial cleanser), thru Friend, Krieger & Rader, N. Y.; Revlon Products Corp., N. Y. (Silken-Net hair spray, Love-Pat makeup), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Appalachian Apple Service, Martinsburg, W. Va. (apple growers association), thru Lewis Edwin Ryan Adv., Washington; Kasco Mills Inc., Waverly, N. Y. (Kasco dog ration), thru Clark & Bobertz, Detroit; Oscar Mayer & Co., Madison, Wis. (meat packers), thru Arthur Towell, Madison; American Chicle Co., Long Island City, N. Y. (Beemans gum), thru Ted Bates, N. Y.; American Diet aids Co., Yonkers, N. Y. (Frenchette salad dressings), thru Harry B. Cohen Adv., N. Y.; Bendit Merchandise Corp., Cleveland (Tempo disposable handkerchiefs), thru Hilton & Riggio, N. Y.; Odor-Aire Inc., Wichita, Kan. (Odor-Aire household deodorant, moth & roach block), thru Lago & Whitehead, Wichita; Pyramid Life Insurance Co., Kansas City, Kan. (life, accident & health insurance), thru Simmonds & Simmonds Co., Chicago; Lantheaume Inc., San Francisco (Diller German coffee extender), thru Umland-Eastman-Becker, San Francisco; Battery Products Co., Oakland, Cal. (Arro Lyte batteries), thru Ad Fried Adv., Oakland; Sierra Redwood Awning div. of Becklund Corp., Sunnyvale, Cal. (redwood awnings), thru Long Adv., San Francisco; Anheuser-Busch Inc., thru D'Arcy Adv., St. Louis.

Novel uhf-vhf combination is that of WKNA-TV, Charleston, W. Va. (Ch. 49), and upcoming WOAY-TV, Oak Hill (Ch. 4), due on air in latter Sept., whereby they'll be sold only in combination at \$300 base rate—except for "very local" business. Neither is to be satellite, for both will retain origination facilities, though duplication will be minimized. Joe L. Smith Jr. owns WKNA-TV, has option to purchase 40% of WOAY-TV, owner of which is Robert R. Thomas Jr. Combination is only one of its kind, and ABC-TV has tentatively agreed to list the 2 as a single station. Weed will be rep.

ENTREE OF TV cameras into forbidden areas of legislative and judicial proceedings may not have advanced this week—but industry certainly did itself some good by making known its case for equal access with other media, reaped fine harvest of publicity from newspapers, auguring well for future modification of restrictions.

TV-radio didn't get to first base in efforts for live coverage of McCarthy censure hearings starting Aug. 30. Sen. Watkins (R-Utah), chairman of special Senate committee which will hear charges, turned thumbs down on request of Radio-TV Correspondents Assn. for reconsideration of ban on TV cameras, radio microphones, movie cameras & tape recorders. And it didn't make any tangible headway at American Bar Assn. convention in Chicago, where "Canon 35" of ABA code, which condemns TV-radio coverage of court sessions (but doesn't prohibit it) was left unchanged.

But industry did go on record quite vigorously at ABA parley. Judge Justin Miller, former NARTB chairman and onetime Federal Court of Appeals justice, pleaded industry's case in panel—with able assistance from Alexander F. (Casey) Jones, exec. editor of *Syracuse* (N. Y.) *Herald-Journal* (Newhouse).

Judge Miller called Canon 35 "an improper attempt to invade the area of judicial discretion in the control of courtroom conduct," said decorum of courts would not be impaired by TV cameras, citing recent dignified telecast of trial by WKY-TV, Oklahoma City. Jones declared restriction on picture-taking and broadcasting in courtroom is a "protest against democracy itself." He added "it is typical of the legal profession that it completely ignores the people and their right to know in considering court proceedings or any other matter." He also predicted that someday Supreme Court sessions would be televised as great service to Americans in helping them to understand their government.

Speaking for bar, Federal Judge George H. Boldt, Tacoma, said TV & radio "involve some confusion, however skillfully accomplished by modern equipment" and thus divide attention of witnesses. Another defendant of bar, Louis Waldman, pres. of Brooklyn Bar Assn., said restrictions on TV-radio are necessary "to prevent such trials from degenerating into circuses." Judge Boldt's view was subsequently supported by Judge Harold Medina of N. Y., who said timid witnesses would be frightened by the lights and bolder witnesses would take advantage of them to pose before public.

Though it didn't act on Canon 35, ABA did adopt code of "fair play" for conduct of Congressional hearings, in which any witness would be given right to forbid TV or radio, provided he notified committee of his desire "a reasonable time prior to the hearing." Congressional committees now generally follow wishes of witnesses with respect to TV & radio.

Study of international TV and other communications under aegis of Congress was doomed this week when Senate-House conferees failed to appropriate the \$125,000 proposed by Senate for a 9-member Commission on Governmental Use of International Telecommunications (Vol. 10:30-31). Though Congress passed bill setting up Commission, and it was signed by President, organization exists only on paper until funds are appropriated. Reason given for conferees' failure to vote money was that funds weren't provided for in budget. Presumption is that staunch proponents of study such as Sens. Wiley (R-Wis.) and Hickenlooper (R-Iowa) will fight for funds next year.

NBC-TV affiliates hold convention in Chicago's Drake Hotel, Aug. 30-31, with Chairman Sarnoff and President Weaver heading big delegation of executives. Color plans are expected to figure prominently in discussions.

PORLAND'S pioneer uhf KPTV (Ch. 27), scheduled to get new 12½-kw transmitter from RCA before end of month, is promoting event with big fanfare, including contest for Palm Springs vacation, 21-in. Philco console, \$150 cash to be given viewers who come closest to guessing exact second switch is thrown to permit 204-kw ERP. This will be determined by public drawing. Driver and certain components were shipped earlier this month, 12½-kw indicated for installation by Aug. 31. It's still on test at Camden, as is the one going next to WAFB-TV, Baton Rouge, La. (Ch. 28).

RCA's sixth 12½-kw was shipped Aug. 19 to WHP-TV, Harrisburg (Ch. 55). Other 5 previously shipped: WBRE-TV, Wilkes-Barre, Pa. (Ch. 28); WFMJ-TV, Youngstown (Ch. 21); WKBN-TV, Youngstown (Ch. 27); WSBT-TV, South Bend (Ch. 34); WCOV-TV, Montgomery, Ala. (Ch. 20). Due to go after the ones to Portland & Baton Rouge: KMJ-TV, Fresno (Ch. 24); WSUN-TV, St. Petersburg, Fla. (Ch. 38); WITV, Ft. Lauderdale, Fla. (Ch. 17). Only other RCA shipment reported this week was new 25-kw transmitter Aug. 18 to WFAA-TV, Dallas (Ch. 8).

GE reported 5-kw transmitter went out Aug. 20 to WEDM, Munford, Ala. (Ch. 7, educational), along with studio equipment; 12-bay antenna is due to leave Aug. 1. To upcoming KTVX, Muskogee, Okla. (Ch. 8), which got 5-kw transmitter in July, GE on Aug. 20 shipped 12-bay antenna, with 50-kw amplifier due to go out in Oct. And to WBUF-TV, Buffalo (Ch. 17) it sent 4-bay antenna this week.

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

WTWO, Bangor, Me. (Ch. 2), using trademark "W-two TV," has 5-kw RCA transmitter installed, is about to erect tower to be surmounted by RCA 3-bay superturnstile, will begin tests within few weeks, starts programming Sept. 12, reports owner-mgr. Murray Carpenter, original mgr. and former co-owner of WABI-TV, Bangor (Ch. 5). He has sold his radio WGUY in Bangor. Rudy Marcoux, ex-WCMB, Harrisburg, Pa., has been named business mgr.; Bob Watson, ex-WJBS, Deland, Fla., local sales mgr. Rate card hasn't yet been published. Rep is Venard, Rintoul & McConnell.

WOAY-TV, Oak Hill, W. Va. (Ch. 4), granted last month after applicant WJLS, Beckley, withdrew and took option for 40% interest, has taken delivery of 25-kw RCA transmitter and 6-bay antenna, expects rest of equipment by end of this month and 682-ft. tower to be completed by first week in Sept. Altogether, RCA contract runs \$330,000 and studio-transmitter building, including 34x50-ft. and 30x22-ft. studios, is costing \$50,000, reports owner-mgr. Robert R. Thomas Jr., who figures on getting started by latter Sept. Oak Hill is located near Beckley & Fayetteville.

KALB-TV, Alexandria, La. (Ch. 5), has completed installation of 5-kw GE transmitter, expects 500-ft. Phillips tower to be fully up by Sept. 3, plans test patterns Sept. 15, programming Sept. 28, reports pres. Walter H. Allen. Ownership interlocks with WSLI-TV, Jackson, Miss. (Ch. 12), and with upcoming KPLC-TV, Lake Charles, La. (Ch. 7), also due on air Sept. 15. It also interlocks with radio KRMD, Shreveport, which has one-third interest in KSLA there (Ch. 12), now operating on interim basis. It will join NBC. Rep will be Weed.

KFDM-TV, Beaumont, Tex. (Ch. 6), granted Aug. 4 (Vol. 10:32), aims for Dec. 1 target, plans 608-ft. tower, but has ordered neither transmitter, studio nor tower equipment as yet. Principals include broadcaster Darrell Cannan, 27.2%, who owns 60% of KFDX-TV, Wichita Falls, Tex. (Ch. 3) and C. B. Locke, exec. v.p., 19.1%. Rep will be Free & Peters.

KEYD-TV, Minneapolis (Ch. 9) might get started by Dec., more likely Jan. 1, reports gen. mgr. Lee L. Whiting, who also is 40% owner. It plans base rate of \$385. Screening of staff is now in progress, and Minnesota Tower Co. this week filed with FCC that it was exercising option to own 46.8%. Rep will be H-R Television.

KAKE-TV, Wichita, Kan. (Ch. 10), expects new transmitter house to be completed by Sept. 1, was due to get delivery of RCA 50-kw transmitter Aug. 17, started on Parkersburg tower Aug. 10, now plans first test patterns in late Sept., reports gen. mgr. Martin Umansky. Construction of studios has begun, but dates for regular programming and network affiliation aren't ready yet, nor has rate card been prepared. New staffers: John Quigley, ex-KMBC-TV, Kansas City, production mgr.; Norman W. Larson, ex-KMBC-TV, sales service mgr.; Shirley Smith, ex-WDAF, Kansas City, continuity & traffic director. Rep is Hollingberry.

KOVR, Stockton, Cal. (Ch. 13), Mt. Diablo project controlled by H. Leslie Hoffman, the Los Angeles TV-radio manufacturer, ran into delays caused by State Parks Commission, forcing it to secure new self-supporting tower (from defunct KRTV, Little Rock, Ark.) and leaving it with 325-ft. Ideco guyed tower on hand (available for sale). It still aims for tests before month's end, commercial target of Sept. 6, reports gen. mgr. A. E. Joscelyn. Base rate will be \$700. Rep is Blair.

WCMB-TV, Harrisburg, Pa. (Ch. 27), third uhf in that capital city, has 12-kw GE installed (transmitter of former WKLO-TV, Louisville), Stainless tower completed, test target Aug. 25, commercial debut set for Sept. 8, reports v.p. & gen. mgr. Edgar K. Smith, who is also one-third owner. Affiliation with DuMont has been signed, he states. Base rate will be \$200. Rep will be Donald Cooke Inc.

National Assn. of Educational Broadcasters holds annual educational TV engineering workshop Oct. 19-29 in conjunction with annual convention Oct. 27-30 at Hotel Biltmore, N. Y. Engineering program includes tours of RCA at Camden; General Precision Labs, DuMont Labs, DuMont studios, Empire State Bldg. transmitters. Convention program includes luncheon address by FCC Chairman Hyde, inspection tour of U.N. TV-radio facilities, NBC-TV color demonstration, session on lighting techniques at CBS-TV, demonstration of tape recording. Convention chairman is Seymour N. Siegel, WNYC.

New community antenna systems in the works: Athol, Mass., where Mohawk Valley TV Inc. was awarded franchise after 6-week fight with competing Pioneer Valley TV Co.; Durango, Colo., where Herbert W. Barton, mgr. of Durango Community TV Co., says he expects to get going in time for World Series; Yreka, Cal., where Yreka TV Co. is now stringing cable.

FCC approved sale of WNMP, Evanston, Ill. (1 kw daytime on 1590 kc), to Angus D. Pfaff as sole owner after he bought out other two stockholders for \$50,000. Mr. Pfaff is pres.-treas. and 50% owner of Ch. 32 grantee WTLE, Evanston.

Community antenna systems are subject of speech to be delivered by FCC Comr. John C. Doerfer in Nov., date not yet set, before Chicago convention of National Assn. of Railroad & Utilities Commissioners.

Show goes on at WALA-TV, Mobile, Ala. (Ch. 10), though tower blew down July 12. New RCA 50-kw transmitter and new 573-ft. tower are being installed, with Sept. 26 ABC, CBS, NBC interconnection planned.

About 7,000,000 of Canada's 15,000,000 population are now in range of Dominion's 13 stations—and by year's end it's expected this will be increased by 500,000.

Color Trends & Briefs: One of first stations to telecast color slides, Seattle's KING-TV is now getting a lot of "mileage" out of its new continuous film scanner, built by Eastman Kodak and obtained through GE. Celebrating station's first commercial colorcast of film Aug. 17, Ziv's *My Favorite Story*, sponsored by big Olympia Brewery, engineering director James L. Middlebrooks reports that KING-TV is now able to give public enough regular color programs to mean something.

Station carries color TV film 4:30-5 Mon.-Wed.-Fri., plus color features such as *Alice in Wonderland* "from time to time." Besides these, it has own color film shot by staff, such as scenes from recent local shindig known as the "Sea Fair," using 16mm Ansco and Kodachrome.

Every morning, station has about an hour of color test signals and slides starting at 8:30, and slides are colorcast 4 p.m. Tues. & Thu. Middlebrooks says that "quite acceptable" programs can be built around slides, with music background and commentary. Frequently, he says, people are invited in with their own slides taken on vacation, etc.

Result of this stepped up schedule, according to Middlebrooks, is that public is becoming much more color conscious. There are 67 color sets in town--in hands of distributors, dealers and public.

Affiliated with ABC-TV, which is offering no color as yet, KING-TV is determined to build name in color even though competitors will get big-time color extravaganzas from CBS-TV and NBC-TV. Next step is purchase of live cameras, though delivery date is not yet known.

Most stations are well aware of fact that a lot of color can be telecast economically through film, and each week sees more getting delivery of scanners. Among latest: WBTV, Charlotte, is now installing DuMont equipment. DuMont shipped scanner this week to CBS's KNXT, Los Angeles. WMAR-TV, Baltimore, expects delivery of RCA 3-vidicon scanner within 6 weeks.

This week's network color schedules: NBC-TV—Aug. 24, segments of 11-noon *Home*, cooking demonstration and 4-min. film; Aug. 26, *Home*, pickup from Wisconsin State Fair, Milwaukee, and from Associated American Artists Galleries, N. Y. CBS-TV—Aug. 25, *Big Payoff*, 3-3:30.

THAT "SPURIOUS radiation" rule proposed by FCC this spring (for full text, see Special Report, April 17), has badly disturbed a lot of industries—including some far removed from TV-radio. That was certainly evident in the 75 comments filed by Aug. 16 deadline. Many pleaded for more time to study problem, so Commission again extended deadline for comments, to Oct. 15.

Comments came from every conceivable source—switch makers, elevator builders, power companies, campus radio operators—in addition to such groups as RETMA, NARTB, & individual TV-radio manufacturers.

Certain portions of rules were attacked as impossible to comply with economically, or totally unnecessary. Much attention was directed to the rules limiting radiation of carrier-current systems—the so-called "wired-wireless" method of inducing communications along wires such as those used for electric power. Comments said it would be incredibly difficult to achieve compliance—and quite unnecessary because systems seldom cause interference.

Even Govt.'s own Rural Electrification Administration snapped at FCC, saying: "The present proposed rules indicate a policy of the Commission to force carrier systems to protect radio services operating in those bands with no restriction on the radio services because the radio services are authorized by the Commission. This policy is apparently being considered without an examination of the relative public interest."

ALL CBS SPONSORS will get a whack at color in rotation schedule through April 6 that started with Lincoln-Mercury's *Toast of The Town Sun*, Aug. 22—indicating intention of that network to go all-out in promotion of colorcasting. Next on its agenda is Colgate-Palmolive's *Big Payoff*, Aug. 25, and Nash-Kelvinator's *Danger*, Aug. 31. Quite a few full-hour shows (7 for Chrysler) and some filmcasts are planned. CBS reports that at least 81 stations will be carrying the color schedule by Jan. This is complete schedule (asterisk meaning West Coast origination and number indicating date):

September—**Life With Father*, Johnson Wax, 7; *Love of Life*, American Home Products, 8; **Meet Millie*, O'Cedar, 14; *Best of Broadway*, Westinghouse, 15; *What's My Line?* Jules Montenier, 19; **My Favorite Husband*, International Silver, 25; *Jane Froman Show*, GE, 30; **Chrysler Show*, 30.

October—*Garry Moore Show*, partic., 4; *Burns & Allen* (film), Carnation, 4; *Best of Broadway*, Westinghouse, 13; *Studio One*, Westinghouse, 18; **Bob Crosby Show*, partic., 18; *Two for the Money*, Lorillard, 23; *December Bride* (film), General Foods, 25; **Chrysler Show*, 28; *Mama*, General Foods, 29.

November—*Godfrey's Talent Scouts*, Lipton Tea, 1; **House Party*, Kellogg & Pillsbury, 4; **House Party*, Lever Bros. & Dole Pineapple, 5; *Perry Como Show*, Liggett & Myers, 5; *Best of Broadway*, Westinghouse, 10; *You Are There*, Prudential, 14; **Jack Benny Show*, American Tobacco, 14; *Search for Tomorrow*, Procter & Gamble, 17; *The Line-Up* (film), Brown & Williamson, 19; *You Are There*, Electric Companies, 21; *Godfrey & His Friends*, Toni & Frigidaire, 24; **Chrysler Show*, 25; **That's My Boy*, Plymouth, 27; *Celeste Holm Show*, Bristol-Myers, 28; *Jo Stafford Show*, Gold Seal Co., date to be announced.

December—*Valiant Lady*, General Mills, 1; *Valiant Lady*, Toni, 2; *I Love Lucy* (film), Philip Morris, 6; **Red Skelton Show*, 7; *Best of Broadway*, Westinghouse, 8; *Beat the Clock*, Sylvania, 11; *Arthur Godfrey Time*, various, 13; **Meet Millie*, Carter Products, 14; *Fred Waring Show*, GE, 19; **Chrysler Show*, 23; *Omnibus*, various, 26; *Guiding Light*, Procter & Gamble, 30.

January—**Life With Father*, Pet Milk, 4; *Best of Broadway*, Westinghouse, 5; *Doug Edward & The News*, 7; **My Favorite Husband*, Simmons, 8; *Doug Edwards News*, American Home Products, 10; *Doug Edwards News*, Pall Mall, 11; *Doug Edwards News*, Bendix, 12; *Jackie Gleason Show*, Schaeffer Pen, Nestle & Schick, 15; *Strike It Rich*, Colgate, 18; **Chrysler Show*, 20; *On Your Account*, Procter & Gamble, 21; *Robert Q. Lewis Show*, various, 24.

February—*Best of Broadway*, Westinghouse, 2; *Two in Love*, Geritol, 5; *I've Got a Secret*, R. J. Reynolds, 9; *What's My Line?*, Remington-Rand, 13; *Sports Spot*, General Cigar, 16; **Chrysler Show*, 17; *The Morning Show*, various, 21; *Sunday News Special*, Norwich Pharmacal, 27.

March—*Best of Broadway*, Westinghouse, 2; *The Brighter Day*, Procter & Gamble, 4; *Portia Faces Life*, General Foods, 9; *The Secret Storm*, American Home Products, 11; *Chronoscope*, Lorgines-Wittnauer, 16; **Chrysler Show*, 17; *Our Miss Brooks* (film), General Foods, 18; *Name That Tune*, Carter or Whitehall, 24.

April—*Godfrey & His Friends*, Toni & Pillsbury, 6.

Hallmark Co. will sponsor 2-hour color production of *Macbeth* with Maurice Evans on NBC-TV, Sun. Nov. 28, 4-6 p.m.; it's third of famed actor's Shakespearean specials on the network but first in color.

A major gripe was against Sec. 15.6, which would provide: "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 interference has been eliminated."

Dept. of Interior said it operates 10,000 mi. of carrier systems, has never had single case of interference. AT&T said it has 21,000,000 mi., has eliminated the few cases of interference simply and quickly.

GE, Motorola and several others suggested that the "harmful interference" provision be applied "only where dangerous interference is encountered to a navigational aid or to one of the public safety services."

RETMA was satisfied with portion of proposal affecting TV & FM sets, which was based on RETMA's recommendations—but it wanted more time to study effects on other devices.

NARTB was principal exception among those who commented. It endorsed proposal completely, except portion requiring that devices be available for inspection. NARTB questioned constitutionality of this "because of the implication that private homes may be inspected (searched) without a search warrant."

Trade Report
August 21, 1954

TENSION MOUNTS IN COLOR TUBE COMPETITION: Jockeying for leadership in color tube and set production begins to get rougher, as CBS and NBC prepare to kick off their fall color programs -- CBS with 'Toast of the Town' this Sun. Aug. 22, and NBC with its first "spectacular" Sept. 12.

CBS appears not at all fazed by plans of others who have announced new tube developments -- RCA, DuMont, Philco. Management sticks to its prediction that CBS-Hytron div. will build some 40,000 of the 19-in. tubes this year, maintains it will have no trouble selling them. And Motorola, CBS's major set-making ally other than its own CBS-Columbia, reiterates it intends to make 25,000 sets with the CBS-Hytron tube this year, insists there's market for them at \$895 and \$995.

Then no less a factor than Admiral -- which recently dashed cold water on the 19-in. tube because of RCA's plans for 21-in. (Vol. 10:29) -- has definitely ordered several hundred 19-in. from CBS-Hytron. It's evident that Admiral's canny pres. Ross Siragusa is leaving no flank uncovered.

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Motorola isn't sitting by, while others nervously await outcome of battle among the tube makers. This week, it reported it's now producing and shipping the 19-in. sets -- after having blasted other set makers' statements on color in recent letter to all Motorola distributors. In letter, exec. v.p. Robert W. Galvin laid stress on the following points:

(1) "An ultra discriminating" market for tens of thousands of color sets exists, "and for this we are ready."

(2) Motorola is familiar with Philco tube and circuits, but they have problems which "may be solvable within the next year or two" -- and Motorola won't wait.

(3) "It's highly improbable" that RCA's 21-in. will be available for anything but "a small handful of sample receivers" the first part of 1955.

Galvin wound up with this statement: "Motorola is going to market with a positive attitude backed up with strong, positive promotion and advertising. This is the kind of leadership that a goodly part of the retail trade will follow."

Though RCA is holding off on its big guns until Sept. 15, it's known that pressure on Lancaster tube plant is terrific. Illustrative of this is fact that one of RCA's ablest and most experienced technical executives, v.p. and technical director Dr. C.B. Jolliffe, has been right on the "front line" in Lancaster, supervising development and production of the 21-in. tube.

LOW PRICES SPARK TRADE'S HIGH GOING RATE: Still heavily emphasizing low-end sets at \$130-\$170, the TV trade continues to click at brisk pace at all levels. Production upswing, which started week ended Aug. 6 when 135,135 TVs were turned out, went even further in week ended Aug. 13, with 157,205 produced -- highest for any week since last Nov. 6, according to RETMA. It was year's 32nd week and brought production for year to date to about 3,385,000, compared to 4,400,000 in same period of 1953.

Radios are also continuing spurt, production totaling 193,148 (71,042 auto) week ended Aug. 13, highest in 2 months, up from 185,475 units in preceding week and 144,706 week before. For 32 weeks, output was 5,615,000 vs. 7,725,000 year ago.

TV sales for first 2 weeks of Aug. are estimated to be moving at about same pace as Aug. 1953, when full month's factory sales were 570,987, distributor sales 462,570 and retail sales 430,101. It's regarded very good for midsummer.

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Consumers are taking advantage of bargain prices to buy heavily in lower-end market. Reflecting keen competition, RCA this week cut price of its 17-in. ebony metal table model from \$160 to \$150 and will shortly introduce blonde & maroon 17-in.

tables at \$160. In addition, it's widely reported -- but unconfirmed -- that RCA will also introduce a 21-in. table model at \$170 or \$180. RCA had never delivered any of the 17-in. ebony sets it introduced in June (Vol. 10:24), and said it merely was "finalizing" at \$150 the price of \$160 set "tentatively" at that time.

Odds now are against any general price increases this fall, however much the individual manufacturers would like to raise them. Of course, that does not rule out the possibility that prices of selected models may be hiked occasionally. But on an industry-wide basis, price increases don't seem to be in the cards.

For one thing, the "automation" process disclosed in some detail this week by Admiral (see p. 13), and reportedly in various stages of experimentation by some other manufacturers, plus advent of printed circuit chassis, are regarded as factors designed to hold costs down and possibly push prices down even further.

For another, wide segment of industry is currently engaged in sincere -- if perhaps futile -- effort to combat discount house operations, as evidenced this week by Magnavox's disfranchisement of its dealers (see p. 12). And raising prices generally is regarded as one sure way of playing into hands of discounters.

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Pitch for replacement and second-set markets will be intensified this fall as part of industry's merchandising program. Indeed, the set makers we contacted this week indicated that success of fall business may well hinge on ability to crack the replacement and second-set markets in big metropolitan centers.

Motorola has come up with "Tip-Top Value Trade-in Plan" to help dealers sell in replacement and second-set markets. It includes a trade-in manual and suggested advertising material. Further, it suggests 9 markets for used TV sets: low-income families, children's room or den, newlyweds with limited capital, families with any "destructive age" children, transients, low-rental apartments, hotels & motels.

Trade Personals: T. Stanton Fremont, appliance mgr. for Admiral distributing branches, appointed to new post of appliance sales mgr. for parent company; Joseph P. Halpin, contract div. sales mgr., named refrigerator sales mgr., replacing Bert Schaefer, now on extended leave of absence due to illness . . . John M. Otter, Philco exec. v.p., and W. G. Peirce, pres. of Peirce-Phelps, Admiral's Philadelphia distributor, to address 19th annual conference of International Assn. of Electrical Leagues at Philadelphia's Bellevue-Stratford Hotel, Sept. 29-Oct. 2 . . . Joseph B. Elliott, who resigned recently as RCA executive v.p., consumer products, to become pres. of Schick Inc., guest of honor at testimonial dinner in Waldorf-Astoria Aug. 16 given by RCA chairman David Sarnoff and pres. Frank Folsom . . . Samuel B. Williams, asst. to Sylvania chairman Don G. Mitchell, retires Aug. 31, will reside in Jamestown, R. I. where he will establish a consulting practice . . . Edward R. Taylor, Motorola v.p., elected to exec. committee of Brand Names Foundation Inc. . . . I. W. Gleason promoted by IT&T's Federal Telecommunication Labs to sales mgr. for systems and commercial research & development . . . Herbert A. Gumz, ex-Webster-Chicago exec. v.p., elected pres. of Crescent Industries (phonographs), succeeding Henry H. Gefvert, who continues as chairman . . . Howard E. Riordon, ex-pres. of Sylvania Electric of Puerto Rico, appointed financial asst. to John K. McDonough, gen. mgr. of Sylvania TV-radio div. . . . Justin R. (Ted) Sypher, onetime secy. of Electronics Production Board, named mgr. of DuMont govt. contracts office, Washington, replacing Zeus Soucek, now with General Mills, Minneapolis, as gen. mgr. of its mechanical-electrical div. . . . George H. L. Norman, ex-Corning Glass, joins Sprague Electric Co. as coordinator of electronic computer component work; Leo H. Dornbos, ex-field engineer, named mgr. of Sprague's Cleveland office . . . Richard A. Norman named marketing mgr. for CR tubes in decentralization of GE tube dept.; Reed V. Bontecou appointed

marketing mgr. for receiving tubes, Milton J. Strehel for industrial & transmitting tubes . . . Dr. Leonard C. Maier promoted to engineering mgr. of GE's CR tube sub-dept. . . . M. Harvey Gernsback elected pres. of Gernsback Publications Inc., succeeding his father Hugo Gernsback; we erroneously reported his new post as v.p. . . . John W. Mullen, ex-Philco, named eastern sales mgr. of Dage TV div., Thompson Products Inc.; Wynne E. Stewart, ex-Kierulff Electronics, Los Angeles, named southeastern sales mgr. . . . Harper Dowell resigns as Philco Los Angeles div. mgr. . . . James M. Scales, ex-Leo J. Meyberg, San Francisco (RCA), onetime Zenith district mgr., former sales mgr. of W. J. Lancaster Co., San Francisco (Motorola), forms own electronic equipment rep firm, James M. Scales Co., with offices in Western Merchandise Mart, San Francisco . . . Helmut Roemer promoted to Hoffman Radio midwest district mgr., Chicago, replacing Joseph Zulwin, now v.p. of Berckraft Corp., Chicago (CBS-Columbia) . . . Robert Lang, ex-Rauland distributor sales mgr., resigns to form own rep firm at 220 Kedzie Ave., Chicago . . . John Walovich promoted from asst. to chief engineer, General Transformer Co. . . . M. R. Weisel, ex-Crosley asst. national service mgr., now v.p. & gen. mgr. of Service Parts Supply Corp., 4632 Paddock Rd., Cincinnati . . . Forrest Price promoted to gen. sales mgr., Columbia Records . . . Fritz A. Franke, Hallicrafters communications products engineer, elected pres. of Chicago chapter, Armed Forces Communications Assn. . . . Charles W. Hosterman, mgr. of Sylvania tube plant at Shawnee, Okla., designated asst. gen. mgr., Sylvania electronics div.

Mrs. Ernest Searing, wife of the chairman of International Resistance Co., died Aug. 12 in a hospital at Point Pleasant, N. J. She is survived by her husband, a son, a daughter, 7 grandchildren.

Armin J. Herz, 57, patent attorney with Philco, died Aug. 12 in a Philadelphia hospital.

Topics & Trends of TV Trade: Industry's war on discount houses picked up momentum this week—with Magnavox disfranchising each of its 1600 dealers and NARDA rallying to the support of Philco's disfranchising & re-franchising of its distributors 2 weeks ago (Vol. 10:32).

Magnavox's Frank Freimann, blasting dealers generally a few weeks ago for giving aid and comfort to discount houses (Vol. 10:31), took steps to make sure his dealers weren't part of the scheme—announcing plans to re-franchise only those dealers "who have demonstrated their adherence to the Magnavox merchandising policy . . . and are able to follow a policy that prescribes price integrity and sound merchandising." He didn't reveal specific terms of re-franchisement.

In letter to its dealers, Magnavox said that "in the process of re-franchising our dealers, some will undoubtedly fall by the wayside. Though we can ill afford to lose such meager distribution as we now have, we nevertheless are determined to maintain dealers who have an appreciation of the true value of Magnavox."

Using some strong language to support his action, Freimann said: "Price cutting, whether from discount houses, chiseling dealers or back door selling, has become the accepted practice in our industry. It has become both a way of life and a scandal. While no doubt a large segment of the public believes that these shoddy practices are to the consumer interest, we believe there is strong enough evidence to show that it's a destructive force in our economy."

In its Aug. 16 newsletter, NARDA said Philco's action in forcing distributors to adhere to stricter policies on trans-shipping "speaks well" for new pres. James H. Carmine and exec. v.p. John M. Otter. NARDA reminded its dealers that challenge of discount houses means: "We must sell those brands that cater to us, concentrate our salespower so that it's bright and evident, just as our type of operation's stability is. We must merchandise honor and integrity, fair dealing and the value of customer satisfaction. It means getting away from ads that over-emphasize trade-ins and price and getting onto quality and features and our own places of business as the best of all places to deal with."

Same issue of newsletter also contains straightforward article, "I Can Get It For You Wholesale," by Harry Alter, Crosley-Bendix Chicago distributor, telling dealers some \$50,000,000 worth of TV-appliance business is funneled out of regular retail channels in Chicago each year by "back door selling." He wrote, "You can improve conditions for yourself and other dealers by pushing product brands that protect you against these evils, and by awarding your business to distributors who play fair with you."

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Competition of discount houses, low profits and no protection on franchises are 3 biggest reasons why fewer furniture stores in Chicago area are carrying TVs, radios & appliances, according to *Retailing Daily's* series of 3 articles this week, based on survey. Out of 100 stores surveyed, 21 have dropped TV & major appliances, 20 more have reduced stocks of both categories.

GE awarded average 5¢ wage increase this week to 84,000 employes represented by International Union of Electrical Workers (IUE-CIO) in 40 plants. New contract, subject to ratification by union's conference board, runs to Sept. 15, 1955. Increase brings average wage of GE's IUE members to \$1.93 an hour. Meanwhile, Westinghouse resumed negotiations with IUE, which represents about 42,000 workers in 47 plants. Union had previously rejected offer of 5¢ hourly wage increase. Sylvania gave 4-7¢ hourly wage increase to unorganized employes, offered same increase to IUE.

HIPMENTS of TVs to dealers in first 6 months totaled 2,667,603, compared to production of 2,845,147 in that period, according to RETMA state-by-state report released this week. They compared with 3,022,250 shipped in first 6 months of 1953, when production was 3,834,236, and shipments of 2,118,510, production of 2,318,236, in first half of 1952. New York led, with 252,952; California second, 189,153; Illinois, 165,380. June shipments were 297,505, compared to 304,227 in May and 326,394 in June 1953. Here's state-by-state report for 6 months (county-by-county tables available from RETMA upon request):

State	Total	State	Total
Alabama	40,998	New Hampshire	13,109
Arizona	12,605	New Jersey	76,997
Arkansas	40,155	New Mexico	9,433
California	189,153	New York	252,952
Colorado	22,046	North Carolina	68,849
Connecticut	36,915	North Dakota	9,481
Delaware	5,431	Ohio	127,604
District of Columbia	16,219	Oklahoma	37,719
Florida	76,823	Oregon	30,939
Georgia	68,756	Pennsylvania	166,783
Idaho	18,918	Rhode Island	8,636
Illinois	165,380	South Carolina	35,460
Indiana	78,281	South Dakota	8,410
Iowa	57,492	Tennessee	58,195
Kansas	42,310	Texas	150,968
Kentucky	29,668	Utah	9,836
Louisiana	58,291	Vermont	7,646
Maine	43,159	Virginia	44,832
Maryland	30,709	Washington	45,156
Massachusetts	73,046	West Virginia	30,601
Michigan	105,022	Wisconsin	65,479
Minnesota	45,440	Wyoming	3,605
Mississippi	25,344		
Missouri	76,433	U. S. TOTAL	2,660,873
Montana	11,258	Alaska	1,556
Nebraska	25,648	Hawaii	5,174
Nevada	2,683		
		GRAND TOTAL	2,667,603

Distributor Notes: Hoffman Radio appoints Treasure State Gas & Electric Co., 827 S. Montana St., Butte (John J. Kirby, pres.) . . . CBS-Columbia appoints G. Fetter Puthuff Co., 2231 W. Beaver St., Jacksonville (G. Fetter Puthuff, pres.) . . . Emerson appoints Dauphin Electrical Supplies Co., 825 Paxton St., Harrisburg, Pa. (Andrew J. Musser, pres.) . . . Olympic appoints Lenihan Distributing Co., Seattle, replacing Olympic Northwest, factory branch . . . CBS-Columbia Distributors Inc., N. Y., appoints Sidney Kaplan, ex-Gerald O. Kaye Assoc. (Crosley-Bendix), as service mgr. . . Hoffman Sales Corp. of Oregon, Portland, appoints Thomas Mumford gen. mgr., replacing Norfleet Callicott, now gen. mgr. of Hoffman Sales Corp. of Missouri . . . Edgar Morris Sales Co., Washington (Westinghouse) appoints Wm. Wiley TV-radio mgr. . . Ludwig Hommel & Co., Pittsburgh (Raytheon) appoints Irwin Rosenberg sales mgr. . . Zenith of New Jersey announces resignation of sales mgr. John H. Hocter . . . DuMont appoints E. T. Donohue Inc., 13 Canal St., Rochester, N. Y. (Edward T. Donohue, pres) . . . Motorola appoints Gas Engine & Electric Co., Charleston, S. C. (Paul M. Minus, pres.), replacing McElmurray Distributing Co.

Westinghouse cut price of 15-in. color set from \$1100 to \$595 this week, following RCA's reduction from \$1000 to \$495 and Emerson's pricing at \$695 of color sets previously leased (Vol. 10:33). Action is designed to clear way for merchandising of larger-screen sets. Like RCA, Westinghouse is giving full rebates to distributors, dealers and consumers who had purchased sets.

Bill to give \$7 excise tax credit for uhf-equipped sets (HR-6440) died in the rush towards adjournment Aug. 20. Effort to pass bill by unanimous consent failed in last days of Senate on objection by Sen. Bush (R-Conn.), former CBS director, who reportedly wanted to amend bill to include tax relief for Bridgeport Metal Co.

Electronic Tube Corp., Philadelphia, was purchased this week by Kenneth C. Meinken, ex-pres. of National Union Radio Corp., who said he plans to expand plant and set up special section to engineer and produce color tubes. Former owners of Electronic Tube Corp. were Matthew H. McCloskey and associates.

Electronics Reports: Thin picture screen that can be hung on wall like a painting, with built-in circuitry and with controls in small box beside an easy chair—that's vision of the TV set of 1964 that GE press release this week says is "just a glint in the scientists' eyes at the moment." Apparently prompted by "future TV" unit pictured in current *Collier's*, Dr. Lloyd T. DeVore, mgr. of GE electronics lab at Syracuse, explains that the "POW" (picture on the wall) of the future stems from development work being done on new miniature electronic components and from a complex project under way to speed the plotting of aircraft in military filter centers. As the GE release states:

"At present, this aircraft plotting, essential to successful interception of enemy planes, is done manually. The planes are followed by radar operators and information fed to plotters who pin-point the planes with crayon on the transparent wall-size plotting board. The plotting would be done automatically with POW type of board.

"Dr. DeVore says the radar display system under development will use electronic computer circuitry techniques to convert a transmitted signal into an image on the plotting board. The plotting board screen will be composed of a space matrix constituted by closely spaced perpendicular wire grids luminescing at their intersections to reproduce the transmitted picture.

"Development of speedier switching techniques and new fast-reacting electroluminescent phosphors are needed before the POW system could be applied to TV receivers."

* * * *

TV intercom for inter-office and inter-plant use was to be demonstrated in San Diego this week by Kalbfell Laboratories Inc., 1090 Morena Blvd., San Diego. Tied in with telephone, it employs vidicon cameras, 17-in. sets, 8-mc bandwidth. When phone receiver is lifted, caller's image appears on half of screen; when person called answers, his image appears on other half. For intercity use, system would require rental of coaxial or microwave facilities from AT&T or installation of private microwave by user. To obtain private microwave, users would have to apply to FCC and demonstrate need.

RCA offers new point-to-point communications equipment in 890-920 mc band for around \$3000, believes it is lowest priced unit of its kind. Gear is designed for one-hop service, provides one or two channels for voice communications, facsimile, telegraph, telemetering, etc.

With military secrecy wraps off, Admiral reports manufacture of 225-400 mc transceiver for bombers and fighters; it contains 56 tubes, can be set to any 20 of 1750 separate channels.

Admiral Corp. sales for first 6 months of this year totaled \$105,201,498, net earnings \$2,558,850 (\$1.09 a share), compared to sales of \$131,222,438 and earnings of \$4,762,152 (\$2.02) for same 1953 period. Second quarter sales were \$49,223,936, net earnings \$1,054,806 (45¢), compared to \$62,030,589 & \$1,705,274 (72¢) in same 1953 period. John B. Huarisa, exec. v.p., said that retail TV sales were ahead during first half but came largely out of distributor-dealer inventories. He predicted Admiral sales during second half would equal and earnings equal or exceed last year's second half. He reported company is expanding its automation program, with resulting lower costs.

Olympic Radio directors and counsel, who met this week but took no action, are studying proposal of Sol M. Zweifach, who claims control of 50,000 shares already (out of 432,000) to acquire Fox, Wells & Co.'s 123,000 shares (Vol. 10:32). Plan also is to spin off research subsidiary Olympic Development Corp., which Fox, Wells interests want to keep. Meanwhile, *New York Journal-American*

ADMIRAL'S new "automation" process was disclosed in some detail this week, along with addition of 3 sets to its 1955 line. The new sets, all 21-in., are an ebony metal table model at \$150, mahogany finish \$160, mahogany wood \$170, blonde wood \$180; an open-face mahogany console at \$260, blonde \$270; mahogany combination, with radio & 3-speed phono, at \$400, blonde \$420. Optional uhf tuners are \$30 extra for table model, \$40 for console and combination.

The table model was produced in part by the "automatic" process, in which high-speed robot machines automatically assemble approximately one-half of a TV chassis "in a matter of seconds."

John B. Huarisa, exec. v.p., predicted that the mechanized TV production line "eventually would have the same effect on the electronics industry that Henry Ford's moving chassis assembly line methods had on the giant automotive industry over 40 years ago." Like other industry executives who have commented from time to time on "automation," Huarisa cautioned that the process is far from perfected.

Admiral disclosed it has built and installed, at cost of "hundreds of thousands of dollars" and under direction of production v.p. C. S. Rossate, a 30-ft. long battery of machines into which electrical components such as resistors and wire jumpers are automatically fed and from which a completely assembled printed circuit board emerges in few seconds. Stacked printed-circuit boards are automatically moved from machine to machine. Over 60 assorted resistors and wire jumpers can be inserted in the board, up to 3 at a time, said Huarisa. Before inserting the resistors, the robot machines trim wire leads to size.

Whenever any part fails to feed from chute, red light goes on at that machine and entire line is automatically halted until components again feed smoothly. Huarisa said 2 other robot machines—one of them 100-ft. long—are under construction and will be in use early next year.

"There's practically no limit to what automation can accomplish," he said. "Eventually the machines will be able to insert such complex items as tube sockets and tubes. The advantages of using a printed robot chassis include: more uniform production, trouble-free soldering, more flexibility of engineering and lower production costs in these highly competitive days."

New table models use aluminized 90-degree deflection tubes and vertical chassis, with cabinets 3-in. shorter from front to back and 5-in. lower from top to bottom than conventional models. The console and combination set use 74-degree deflection tube.

reported Aug. 20 that Louis E. Wolfson interests, believed to be real principals seeking Olympic control, have bought into Montgomery Ward with view to control—indicating possibility that Wolfson plan may be to get own TV-radio manufacturing facilities for Montgomery Ward brand, such as Sears Roebuck has for its "Silvertone."

Erie Resistor Co. earned \$39,558 (1¢ per share) after taxes of \$22,242 on sales of \$4,663,508 in 28 weeks ended July 11, compared to \$414,833 (\$1.49) after taxes of \$470,438 on sales of \$7,784,591 in corresponding period year ago. For 52 weeks ended July 11, earnings were \$220,235 (53¢) after taxes of \$116,532 on sales of \$9,724,652. In interim report, pres. G. Richard Fryling attributed declines to lower TV-radio production and to strikes by its plastic div. and by "one of our largest customers" (presumably Philco).

Standard Coil Products Co. has registered 189,655 common shares with SEC, offered by Robert E. Paterson, one of 3 principal stockholders; underwriters will be headed by A. C. Allyn & Co. and Dempsey & Co.

METEORIC RISE of TV as an advertising medium, as revealed in latest McCann-Erickson reports for *Printers' Ink* (Vol. 10:33), has NBC's exec. v.p. Robert W. Sarnoff adding his "guesstimates" of what's ahead in the next few years. Whereas we figured "over \$800,000,000" this year, and CBS pres. Frank Stanton has estimated "in the order of \$1.25 billion by 1957 or 1958," NBC Research got up these figures:

In 1952, advertisers spent \$7.15 billion on all media, TV getting \$509,000,000, or 7%. In 1953, advertisers spent \$7,809,200,000, TV getting \$610,500,000, or 7.5%. In 1954, of an estimated \$8.5 billion to be spent by advertisers, TV should get \$930,000,000 or 11%. In 1955, out of \$9.2 billion, TV should get \$1.3 billion, or 14%. In 1956, out of \$9.7 billion, TV's share will be \$1.9 billion, or nearly 20%. (TV figures include not only time but talent, production and all other charges paid by the advertiser.)

On the basis of these figures, Sarnoff wrote for special edition of *Variety* last month: "Television, still at the breakaway point of the great color derby, already promises to outstrip radio at the crest of its power." He then projected the estimates to 1956, which he said will be the "first full year of unfettered growth for color TV."

Bryson bill (HR-1227), which would ban advertising of alcoholic beverages—including wine and beer—in interstate media (Vol. 10:21) failed to emerge from House Interstate Commerce Committee, as predicted. But committee Chairman Wolverton (R-N. J.), in possible deference to large number of petitions from prohibitionists and others, issued report to House stating there was too much advertising of beer and wine on TV-radio and that industry's "efforts at self-regulation have not been as successful as the committee might justifiably have expected." Noting that hard liquor is not advertised on TV-radio, committee asked whether broadcasters "should not also adopt specific policies with regard to the advertising of beer and wine products with a view to eliminating or curtailing such advertising." In follow-up letters to NARTB, FCC and alcoholic beverage trade assns., committee asked for report by Jan. 1 on dollar volume of alcoholic beverage advertising; number, character and length of programs sponsored by wine and beer manufacturers; on-air time consumed by such ads. NARTB said it would comply with committee's request, meanwhile had no comment.

James G. Rogers, ex-Benton & Bowles, who helped found WWOR-TV, Worcester, has been elected pres. of new KFSD Inc., which is paying approximately \$3,200,000 to purchase KFSD-TV, San Diego (Ch. 10), along with radio KFSD, from Tom Sharp and other owners (Vol. 10:31-32). Rogers is associated with Fox, Wells & Co., principals in deal, who also own about 28% of Olympic Radio. Fox, Wells principals are George A. Wells, ex-pres., American Optical Co.; Heywood Fox, also ex-American Optical; R. Bowling Barnes, Stamford, Conn., recently American Optical research v.p. Also on board of new KFSD Inc. are Glen McDaniel, pres of RETMA, one-time RCA v.p., partner in N. Y. law firm of Lundgren, Lincoln, Peterson & McDaniel; and Wm. T. Lane, Syracuse consultant, ex-gen. mgr. of WAGE, Syracuse, and WLTV, Atlanta (now WLWA). No major staff changes are planned, and stations will continue as NBC affiliates.

FCC approved sale of WJBF, Augusta, Ga. (250 watts on 1230 kc, NBC) for \$125,000 this week, per J. B. Fuqua's plan to devote fulltime to his WJBF-TV (Vol. 10:31). Buyer is Media Inc., Tarboro, N. C., headed by V. E. Fountain Sr., operating other radio stations.

Mrs. C. E. Arney Jr., 53, wife of NARTB's secy.-treas., died Aug. 13 at Georgetown Hospital, Washington, after long illness.

Nothing new yet on FCC chairmanship, except that Idaho backers of acting chairman Rosel Hyde were again urging his reappointment as an assist to GOP Sen. Dworshak in lining up the Mormon vote in his campaign against ex-Sen. Taylor, Democratic nominee. Comr. Hyde is a Mormon from Idaho, where he's currently vacationing. It's clear now that the Republican national committee hierarchy, if not the White House, is hell-bent to get George C. McConaughay, now chairman of the Renegotiation Board, on the Commission—but not necessarily as chairman. Neither Comr. Hyde nor Comr. Sterling has indicated any intention of resigning, though latter's health may force him to quit before his term expires in 1957, which would open Republican vacancy necessary if McConaughay is to get post. He's 58, 1918 graduate of Denison U, World War I veteran, 1923 law graduate of Western Reserve U, former Cleveland lawyer, onetime chairman of Ohio Public Utilities Commission, past pres. of National Assn. of Railroad & Utilities Commissioners. With Hyde in Idaho, Sterling in Maine, other commissioners also vacationing, Commission is in virtual recess until Sept. 1.

FCC has authorized Jack & Louis Berkman, who own 11.45% interest each in now silent WFPG-TV, Atlantic City (Ch. 46), to sell that interest, along with their equivalent interest in WFPG, to Richard & Helen Teitlebaum for \$5000. Announced this week was sale of 20% interest in KTXL-TV, San Angelo, Tex. (Ch. 8), with KTXL, for \$26,500 to Lowell Smith, banker, and Marshall Formby, holding interests in 4 small Texas radio stations. In another deal reported this week, radio WFOX, Milwaukee, was sold to Business Management Inc., headed by Joseph A. Clark, so that former WFOX principals in Wisconsin Broadcasting System Inc. can exercise their option on 30% of stock in recently granted WTVW, Milwaukee (Ch. 12).

Charles Skouras' National Theatres Inc., Hollywood, this week cancelled orders with General Precision Equipment for 16 large theatre-TV screens, valued at \$200,000, on which it had planned to carry Marciano-Charles fight Sept. 15 from N. Y. via Theatre Network TV in as many of its theatres. TNT's requirement of 50% of boxoffice gross was said to be too high. This week, TNT reported it has 23 theatres signed thus far for its closed-circuit telecast. For Marciano-Charles fight last June 17, it had 61 theatres in 45 cities coast to coast, with only metropolitan N. Y. and New England blacked out.

Honolulu newspapers reported actor John Wayne and a business associate, Bob Roos, negotiating for interest in KULA-TV (Ch. 4) and 10-kw AM affiliate—but pres. Herbert L. Pettey says he knows nothing about it. Gen. mgr. Jack Burnett owns 10%, with American Broadcasting Stations Inc. (Wm. B. Dolph) holding 41% and KJBS, San Francisco 33%.

Novel service inaugurated by INS this week—transmission to TV stations of facsimile photos along with tape recording made by news figures whose picture is being sent. Vice President Nixon was first subject of new service which makes possible transmission of both sight & sound to stations in matter of minutes.

KCCC-TV, Sacramento, Cal. (Ch. 40) now is owned equally by gen. mgr. Ashley L. Robison and pres. Harry McCart following recent FCC approval of deal by which they bought out stock interest of Frank E. Hurd for \$45,000 and assumed nearly \$40,000 in notes (Vol. 10:27).

Stations interconnected by AT&T facilities this week: WABI-TV, Bangor, Me.; WGR-TV, Buffalo, N. Y.; WCHS-TV, Charleston, W. Va.; KTAK-TV, Lake Charles, La. Due Aug. 28 is new CKLW-TV, Windsor, Ont. Some 25 more are scheduled in Sept.

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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AUG 3

August 28, 1954

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395 ON AIR, BIG LIST OF IMMINENTS: There were no new starters this week, but the list of imminent starters is quite substantial -- including some that may begin testing this week end. As we went to press, with on-air score at 395, there were still 9 stations, with equipment delivered, that had told us they'd be August starters. And there were 13 that reported prospective Sept. starts, plus 7 due in Canada.

These were on August list; some may get going by month's end, others delayed into Sept.: WLOS-TV, Asheville, N.C. (Ch. 13); WCMB-TV, Harrisburg, Pa. (Ch. 27); KSWM-TV, Joplin, Mo. (Ch. 12); WMVT, Montpelier, Vt. (Ch. 3); KTVX, Muskogee, Okla. (Ch. 8); WMTW, Poland Spring, Me. (Ch. 8); KTIV, Sioux City, Ia. (Ch. 4); KETC, St. Louis (Ch. 9, educational); KOVR, Stockton, Cal. (Ch. 13).

On Sept. list: KALB-TV, Alexandria, La. (Ch. 5); WTWO, Bangor, Me. (Ch. 2); WCNY-TV, Carthage, N.Y. (Ch. 7); WUSN-TV, Charleston, S.C. (Ch. 2); WBTW, Florence, S.C. (Ch. 8); KCKT, Great Bend, Kan. (Ch. 2); KPLC-TV, Lake Charles, La. (Ch. 7); WEDM, Munford, Ala. (Ch. 7, educational); WOAY-TV, Oak Hill, W.Va. (Ch. 4); KUTV, Salt Lake City (Ch. 2); KREM-TV, Spokane (Ch. 2); KAKE-TV, Wichita, Kan. (Ch. 10); WINT, Waterloo-Fort Wayne, Ind. (Ch. 15).

Canadian imminent list is headed by CKLW-TV, Windsor (Ch. 9), across river from Detroit, due momentarily. Scheduled for Sept. starts: CHCT-TV, Calgary (Ch. 2); CFRN-TV, Edmonton (Ch. 3); CFPA-TV, Port Arthur (Ch. 2); CJBR-TV, Rimouski, Que. (Ch. 3); CFQC-TV, Saskatoon (Ch. 8); CJCB-TV, Sydney, N.S. (Ch. 4).

GOP BUMBLING IN TV-RADIO—An Editorial: Here's the FCC chairmanship vacant 4 months, with all that connotes in functioning and morale -- and with apparently no intention on the part of the Administration to rename the experienced and popular Rosel Hyde, now acting chairman, even though the appointment might help button up the strong Mormon vote for the GOP Senatorial candidate in Hyde's native Idaho.

And now here's the Old Guard Republican Senator Bricker, head of a powerful committee but at odds with the Administration and sore at the TV-radio networks, who appoints a fellow Ohio Republican, ex-FCC Comr. Robert F. Jones, to conduct a probe of the networks and review the work of the Potter subcommittee on uhf (Vol. 10:34).

Small wonder that some cynics are asking, where's this friendliness to business for which the Republicans are supposed to stand? Hyde was an effective chairman, is now hamstrung as acting chairman. As for the Jones appointment, they're even more disturbed about it over at the FCC than are the networks.

We don't often editorialize in these columns -- but we can't help remembering that Mr. Jones, while serving on the FCC, could show the New Deal and Fair Deal boys aces and spades when it came to wielding the Big Stick against business.

Senator Bricker is peeved, and he's out to "get" someone. He knew what he was doing when he picked Jones, the type who flails about with a meat-axe. Probable minority counsel, Harry Plotkin, is no network lover either, and he frequently gave

them a bad time when he was an influential staffman at the FCC. But he employed a rapier, rather than meat-axe, when he went after specific practices of the networks.

Jones was the man who sparked the whole color fiasco, alienating not merely the TV manufacturers but thousands of outraged TV-radio-appliance dealers who still talk of it as something sinister (and who also vote). On the basis of his record, you can write it down that he will undertake to give not only the networks but the entire TV-radio industry some uneasy moments.

* * * *

We think a network study is in order, for the trends in radio, the fate of uhf, the progress of TV ought to be charted -- and perhaps some of the network affiliation and contractual policies are unduly harsh. But, with Bricker out after the networks on the basis of "editorial policies" and what their commentators have said, we're concerned lest his zeal and the well-known predispositions of Jones might lead them to seek to throw out the baby with the bath water -- to destroy the benefits of networking in an effort to cure some of its ills.

This presupposes, of course, powers they really don't have, despite subpoena authority, for it should be borne in mind that Jones and Bricker can only propose; it takes the full Senate committee, then the Senate, then Congress, then the President to dispose. It can be said that the White House doesn't like this probe, nor do the Democratic leaders who insisted on "minority counsel" and asked Plotkin to serve. Then, too, Bricker may not head the committee after the November elections, which would mean short shrift for Jones. So, despite the publicity, this inquiry is not the be-all-and-end-all for the industry.

The networks Bricker is gunning for are CBS & NBC. It's expected ABC, DuMont and MBS will get secondary attention -- though it was Jones who, while on the FCC, gave United Paramount some rough and costly going-over (rehashing a lot of long-settled anti-trust actions) in opposing its merger with the then ailing ABC.

Knowing Jones' record, the networks can expect him to try to cover "everything" in his probe. They're concerned mainly, as all stations should be, with the possibility of vindictive inquiry into news handling and commentators. The investigation could become another marathon, too -- delving into the network, newspaper, theatrical and manufacturer ownership of stations, manufacturer-network interrelationships, patents, programs, film syndication, and you-name-it.

* * * *

We hope we're wrong about Bricker and Jones, who may conduct the probe without prejudice and on a high plane and come up with something constructive. But Jones' record isn't promising, and we quite understand the Democrats as they laughingly say the industry had it much better when they were in power. There's also reassurance in fact that the FCC itself isn't "anti" any more; in fact, President Eisenhower's last appointees, Doerfer and Lee, are strong "free enterprise" advocates who must find the recent turn of events on Capitol Hill remarkable indeed.

The man who has our sympathy is Nick Zapple, communications counsel of the Senate committee, who has the job of "coordinator" of the new probe. An able and conscientious lawyer, he has kept his nose clean during Democratic and Republican Administrations. But he now finds himself in between Jones and Plotkin (if latter, as expected, accepts the minority counselship on his return from vacation Labor Day) -- and they're two of the toughest and most controversial figures in the industry.

ON LIFTING THE CURTAIN OF SILENCE: CBS pres. Frank Stanton, personally delivering an "editorial" labeled as such over his own TV-radio networks Aug. 26, may not get immediate results from his plea that the public's right to be informed transcends the considerations that led the Senate committee considering censure charges against Sen. McCarthy to impose what he called a "curtain of silence" at its open hearings starting Aug. 31. In fact, Sen. Watkins (R-Utah), committee chairman, said afterward that the ban on live TV-radio coverage still stands.

But CBS is crusading for the principle of freedom of access to public events, and the implications of Stanton's address go beyond immediate achievement, may bear fruit over the years. It's even doubtful CBS would have put its cameras and micro-

phones in the hearing room anyhow, for it didn't cover the recent Army-McCarthy hearings directly either. It's the right to do so that Stanton defended.

There were more than surface implications, too, for it took courage to put an avowed editorial on the air in the face of the projected Bricker investigation of networks and its well-known motivations (see p. 1). It was CBS management's first editorial, as such -- noteworthy also because this industry has been all too fearful in the past of taking stands via own facilities even on issues involving itself.

CBS turns over same facilities at same times Sept. 2 for reply by Federal Judge Harold R. Medina, of communist trial fame, who at last week's American Bar Assn. convention had flatly opposed admission of TV-radio into courtrooms for fear some witnesses would be frightened, others encouraged to "act" for camera. That's expected to be his main thesis, plus argument that it would be unfair to require a principal in any hearing, legislative or judicial, to expose his personality and demeanor to the scrutiny of millions via TV.

There's merit in both arguments, of course -- and the issue will long be a subject of academic discussion if not immediate legislation. Stanton's retort to assertions that TV-radio encourage spectacles was that "to blame radio and TV for blemishes or excesses makes no more sense than to blame a mirror because you do not like the reflection which you see in it." As for charges that they're distracting and noisy, he pointed out that no form of radio coverage adds distraction and only film cameras add noise or intensity of light.

"This is a drastic prohibition," he said. "We believe that those who support it have a heavy burden in trying to establish that the evils of radio and TV coverage are so great that they justify keeping you from seeing your government in action. We think...the ban comes because of confusion and misunderstanding arising out of the fact that radio and TV coverage are still something of a novelty. Legislators and others are not quite used to radio and TV and have not yet learned to accept them for what they are."

✓ Sen. Watkins told us he read but had not heard Stanton's remarks, and did not care to reply. He had previously opined the hearings would be so dull to the average TV viewer that he would turn off his set in an hour -- an observation not borne out by the Army-McCarthy go-round, though this one is to be on "high judicial plane."

BULK COLOR SCHEDULES WITH FILM SCANNERS: Network "spectaculars" and the like may be the frosting on the color cake, but until networks supply substantial portion of their schedules in color, it looks as if locally-colorcast film is going to comprise the kind of bulk color programming with which color sets can be demonstrated and sold -- if sufficient film becomes available.

We made that observation at time of NARTB convention (Vol. 10:22), when the equipment makers really opened operators' eyes. We believe it still holds true -- with the reservation expressed by CBS pres. Frank Stanton: "One of the great problems in color film will be lack of product."

This is not to deprecate local live color -- but the costs and difficulties of live colorcasting would seem to preclude any big expansion in that direction soon. Hence, production and distribution of color film scanners will remain highly significant for some time, for they deliver excellent color quite easily.

Illustrative of what scanners can do is fact that a station like KING-TV, Seattle, has put as many as 28 hours of color on the air in 4 days, with a minimum of strain and pain (Vol. 10:34).

* * * *

Equipment makers are really just beginning to roll, and relatively few scanners are out in the field. However, end of year should see a goodly number in use, with operators hungry for film product. There are 4 manufacturers of color scanners currently. Here's report on each:

(1) DuMont: Delivered 4 color scanners to CBS & DuMont, New York; WBTV, Charlotte; KTLA, Los Angeles. In addition, it has shipped black-&-white scanners to 23 stations, and these are readily adaptable to color in the field (for list of sta-

tions, see p. 9). Most of the stations plan to add color, some quite soon. About 50 more scanners are due to be shipped by year's end, some of them color-equipped.

(2) GE: Delivered only one -- to KING-TV -- expects to ship 5-6 more by end of year. Bottleneck is Eastman Kodak, which makes film-transport mechanism of the scanner -- and GE hopes more speed can be achieved.

(3) Philco: Delivered 35mm scanners to NBC & CBS, New York; CBS, Hollywood; Sylvania; Chromatic TV Labs -- plus some to Govt. Production of 16mm units due to start in month or so.

(4) RCA: Has shipped none to date, expects to deliver 5 or 6 in Oct., step up rate thereafter -- possibly to 10-15 a month.

Competition among the 4 is not gentle. Particularly vociferous are claims and counterclaims as between RCA and other 3 -- because RCA has chosen the 3-vidicon approach, whereas others employ single flying-spot tube and continuous motion.

'DIVERSIFICATION' THEME IN INITIAL DECISIONS: No CPs out of FCC this week, with most commissioners out of town -- but examiners brought forth 3 initial decisions. One was mere formality preceding CP for Ch. 11 to KFJZ in Ft. Worth (Sid Richardson group), competition having been dismissed. Other two involved struggles, Cowles interests favored for Ch. 8 in Des Moines and WINR for Ch. 40 in Binghamton, N.Y.

Examiner Millard F. French picked Cowles over KSO (Kingsley H. Murphy estate) because of former's superiority in local ownership, program proposals, business and radio experience, civic participation, past performance.

He rejected KSO's argument that Cowles already has too many broadcasting-publication interests, saying: "While diversification, standing alone, has great power of persuasion, it is but one factor that must be considered in the grant of a license to disseminate information, and where a monopoly, or the ominous threat thereof, does not exist, this factor loses its over-powering position..." Cowles family owns radios KRNT, Des Moines, WNAX, Yankton & KVTV, Sioux City (Ch. 9), besides Des Moines Register & Tribune, Minneapolis Star & Tribune and Look Magazine.

Diversification was almost sole reason, on the other hand, for examiner Wm. Butts' choice of WINR over WENE for Binghamton. Owners of WINR have no other media interests, whereas Ottawa family owns not only WENE but WDOS, Oneonta and WVPO, Stroudsburg, Pa., plus daily papers in Endicott, Plattsburg, Oneonta and Stroudsburg. On all other scores, Butts found the two about equal, with Ottaways' proposed programs "somewhat better but not sufficiently better" than WINR's.

OWNERSHIP & CONTROL OF TV STATIONS: If diversification of control is what FCC wants, it's certainly achieving it in TV stations now operating or soon starting. Study of ownerships reveals every class of citizenry participating in ownership -- from publishers to politicians, from educators to manufacturers & retailers, from big-&smalltime investors to professional telecasters. And a close check of listings in the new TV Factbook even shows that radio broadcasters, while perhaps the logical inheritors of telecasting, don't completely dominate it.

Of the 395 stations on the air, we count 55 (about 14%) that have no radio station relationships whatsoever while in 15 others the AM interests are minority. Of 30-odd CP holders due on air before year's end, 6 have no AM connections, one has minority AM ownership. Indeed, among the 320 on air that have AM counterparts (15 non-local), we find quite a few of their radio stations were acquired after the TV was built; notable examples are in Buffalo, Erie, Syracuse, Raleigh, Lubbock, Tex.

FCC has assiduously avoided discrimination against radio ownership -- indeed, not so many years ago literally "begged" radio operators to take the now-eagerly-sought TV channels -- just as in recent years it has avoided discrimination against newspaper ownership despite a school of thought that would bar them. Result is that some 125 TV stations are owned in whole or part by newspaper interests (Vol. 10:29).

Commission has also hewn to self-imposed rule that 5 stations is limit for common ownership, a rule now being challenged in courts by Storer Broadcasting Co., and Commission soon will lift this limit to permit added 2 uhf.

Breakdowns of ownerships show most TV station stockholders are individual enterprisers, with a few ownerships by big businesses listed on the exchanges -- like ABC, CBS, NBC(RCA), DuMont, Westinghouse, Crosley, Storer, GE, Stromberg-Carlson. As yet, only ABC, CBS, NBC, Storer, General Teleradio have limit of 5, though Meredith Publishing Co. and Crosley have 4 each; DuMont, Time Inc., Westinghouse, Scripps-Howard, Newhouses and Steinmans, 3 each; and quite a few more 2 each (see listing in TV Factbook, pp. 48-49). Theatre interests aren't very heavily represented, owning all or part of about 40 (p. 48). Manufacturers are relatively few in station ownership -- a mere handful, except for RCA, CBS, DuMont, Crosley, Westinghouse (p. 46).

Personal Notes: William A. Porter, on year's leave of absence from Washington law firm of Bingham, Collins, Porter & Kistler, expected to return to firm in early fall after serving as asst. director for telecommunications, Office of Defense Mobilization . . . Ward L. Quaal, WLWT, Cincinnati, named chairman of NARTB by-laws committee, succeeding E. K. Hartenbower, KCMO-TV, Kansas City; Edgar Kobak, WTWA, Thomson, Ga., reappointed chairman of freedom of information committee . . . Howard H. Bell, asst. to Thad Brown, NARTB's TV v.p., promoted to new job of asst. to pres. Harold Fellows; onetime leading candidate for job was H. Quenton Cox, ex-mgr. of KGW, Portland, Ore. . . . Wm. Carlisle, ex-Rust Industrial Mfg. Co. (remote control equipment), named NARTB station relations field rep, replacing Gregory Reeser, resigned; James Hulbert, ex-WNBT & WNBC, N. Y., named asst. to Charles H. Tower, mgr. of NARTB employer-employee relations dept. . . . Murray Heilweil promoted to head NBC merchandising dept., replacing Fred N. Dodge, now adv. mgr. of *True Magazine*; he'll specialize in services for new participating programs dept., reporting to Matthew J. Culligan, sales mgr. for participating programs . . . F. Sibley Moore, WJR v.p. & director, becomes operations mgr. of that Detroit station as E. Donovan Faust heads upcoming WJRT, Flint (Ch. 12), both reporting to v.p. & gen. mgr. Worth Kramer, who is under pres. John F. Patt . . . Bertram Lebhar Jr., ex-mgr. of WMGM, named sales v.p. of WATV & WAAT, Newark, replacing Wm. Crawford, resigned . . . Arthur Hamilton promoted to new post of mgr. of production & business affairs, WNBT-WNBC, N. Y. . . . Theodore F. Koop, CBS Radio news & public affairs director in Washington, takes over for TV as well in new unified TV-radio news setup . . . Robert L. Bendick, ex-Cinerama Productions exec. v.p. and onetime CBS-TV news & special events director, joins NBC-TV as producer of Dave Garroway's 7-9 a.m. *Today*, succeeding Mort Werner, now exec. producer of all participating programs . . . Ralph Andrews, ex-WCAN-TV, Milwaukee, named film program director, WBKB, Chicago, replacing George C. Rice, now WABC-TV . . . Dwight W. Whiting, ex-sales mgr. of KTTV, Los Angeles, later with Consolidated TV Sales, joins Los Angeles office of Blair-TV . . . Lou Riepenhoff, ex-radio WEMP, named public relations director of grantee WTVW, Milwaukee (Ch. 12) . . . Andrew E. Peranni, ex-WAFB-TV, Baton Rouge, named mgr. of Houston office of Clarke Brown Co., Dallas rep . . . Arthur L. Gray, ex-WIRK-TV, West Palm Beach, named gen. mgr. of WITV, Ft. Lauderdale, Fla. . . . Robert Dye promoted to sales promotion mgr., WKZO-TV & WKZO, Kalamazoo . . . James W. Hicks, ex-radio WDAK, Columbus, Ga., named managing director of WRDW-TV, Augusta . . . Edward Wallis promoted to mgr. of sales promotion & publicity, WPTZ, Philadelphia, replacing John J. Kelly, transferred to Westinghouse Bestg. Co. N. Y. office . . . Elliott Saunders, ex-CBS and ex-Kenyon & Eckhardt TV production director, heads Perrin-Paus N. Y. office, will direct live commercials for Sunbeam appliances account . . . James Bealle resigns as mgr. of BBDO talent & new programs dept. to join McCann-Erickson TV-radio dept. under v.p. Wick Crider . . .

Earl Willhite, ex-KMO-TV, Tacoma, joins Wm. Hunter as partner in Hunter & Willhite Adv., 1540 N. Highland Ave., Hollywood . . . Charles Gumberg named TV-radio director, W. H. Hunt & Assoc., Los Angeles . . . Miss Gerry Colson, ex-NBC-TV, N. Y., named asst. adv. mgr., Zellerbach Paper Co., San Francisco . . . James D. Egleson named Geyer TV art director . . . John W. Tinnea promoted to exec. program director of KWK-TV & KWK, St. Louis, succeeded as radio program director by Russell C. Kaiser . . . Thomas B. Jones promoted to program director of WTOP-TV, Washington, replacing H. Thomas Tausig, resigned . . . Ralph E. McKinnie, from AM affiliate, named national sales mgr. of KFMB-TV, San Diego; Wm. H. Ryan, ex-KABC-TV, Los Angeles, named promotion mgr. . . . David F. Milligan resigns as mgr. of WFAM-TV & radio WASK, Lafayette, Ind. . . . Arthur J. Bellaire, BBDO TV-radio copy editor, N. Y., promoted to v.p.

CBS will dispose of its minority interests in highly successful WTOP-TV & WTOP, Washington, and WCCO-TV & WCCO, Minneapolis, as soon as there's meeting of minds on price. Other offers will be considered, but first refusals are expected to be exercised by *Washington Post*, which owns 55% of the Capital stations, and by Ridder Newspaper interests (*St. Paul Dispatch* and *Pioneer Press*) which have 53% of the Minneapolis stations. In both instances, the local interests vote the CBS stock under trusteeships. Confirmation of prospective sales of CBS minority interests, by CBS pres. Frank Stanton at an FCC hearing in Washington Aug. 27, when he said he hoped deals would be finalized by year's end, means network will concentrate on acquiring 2 other stations. Currently, it's engaged in 4-way competition for Ch. 11 in St. Louis before FCC examiner Thomas Donahue, with counsel Samuel Rosenman heading imposing legal staff and pres. Frank Stanton on hand as witness. CBS is also applicant in 6-way fight for Ch. 5 in Boston, scheduled for hearing starting Sept. 16. CBS also owns 45% of Pittsburgh radio affiliate KQV, which may also be sold.

Transfer of control of KSCJ-TV, Pueblo, Colo. (Ch. 5) and KSCJ (1-kw, 590 kc, MBS) is sought in application filed this week. Seeking greater financial resources, present owners Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) propose to transfer stations to Bankers Life & Casualty Co., Chicago, which last year bought KGA, Spokane, from Louis Wasmer. Big insurance company would take over all assets, hold secured bonds worth \$323,000, Kahle remaining as mgr. with option to buy back 25% interest if his managerial contract is extended for 5 years after initial year. Combined stations showed operating deficit of \$47,175 for year to May 31, total liabilities amounting to \$501,862 against total fixed assets of \$307,326, current assets \$146,519.

Mrs. Mabel K. Pegler, 54, wife of Television Zoomar Corp. pres. Jack A. Pegler and sister-in-law of columnist Westbrook Pegler, died Aug. 24 at her home in So. Salem, N. Y. after a long illness. She leaves her husband, 2 sons, 4 grandchildren.

Telecasting Notes: "Senile celluloids?" Nonsense, says Erwin Ezzes, MPTV sales v.p., in reply to NBC pres. Weaver's observations on declining value of old feature films for TV (Vol. 10:34). "Could it be," Ezzes asks, "that Pat Weaver took off on films because the networks are trying to devour the times now controlled by the affiliates?"—referring particularly to NBC-TV's upcoming 11:30 p.m.-to-1 a.m. *Tonight* show with Steve Allen . . . Good ratings of the oldies are proof of the pudding, in Ezzes' book, and he noted that the NBC film div. has been one of pioneers in promoting re-runs of its own films, to say nothing of plentitude of oldies on NBC o-&-m stations. He thinks features can be exposed as many as 12 times in some markets, depending on how intelligently they're scheduled . . . Exhibitor resistance to major film studios making telefilms via subsidiaries is virtually non-existent today, says Screen Gems' exec. producer Fred Briskin—especially now that boxoffice has picked up. Accordingly, he prophesied to *Hollywood Variety* that within 5 years every major picture studio in Hollywood will be involved in production for TV . . . This subsidiary of Columbia Pictures, one of first to plunge full steam into TV production, is leader among the major film producers in TV, though presently it has only *Ford Theatre* on air, is working on *Father Knows Best*, for Kent Cigarettes; *Captain Midnight*, for Ovaltine & Kix; *Rin Tin Tin, Big Playback*. Currently, Paramount Television Productions is quiet, Universal's United World Films is producing only commercials, Republic is doing *Stories of the Century* . . . Said Briskin: "Sooner or later it's a must that all the majors be in TV. Hollywood today is neglecting, not realizing, its potential in TV. Studios will realize it's financially worthwhile. We've had wonderful luck, and Screen Gems is not only self-supporting, it shows a healthy profit" . . . So far as Ziv, Gross-Krasne, MCA-TV and scores of other independents are concerned, they're doing very well, thank you (see Vol. 10:34)—and the longer the majors stay out of TV, the better they like it . . . Reversing cycle of his *Dragnet*, which went from TV to movies, Jack Webb will test public acceptance of *Pete Kelly's Blues* as movie before converting it into TV series (it was once an NBC Radio sustainer) . . . Emphasis on stories, rather than on

Reopening of Portland, Ore. Ch. 12 case, in which CP was awarded July 27 to Oregon TV Inc. (Meier Dept. Store, et al) over Columbia Empire Telecasters and Northwest TV & Bctg. Co., was requested this week by Columbia Empire which charged that "principals of Oregon gave false and perjured testimony." Columbia (*Wesley Dumm-Por-tland Journal*) said that sudden resignation and disappearance of Oregon's proposed mgr. Walter Stiles early in hearing was not a voluntary resignation "for personal reasons" as Oregon witnesses claimed. Instead, Columbia claims, "the purported resignation was arrived at by mutual consent, following Stiles' refusal to undertake various actions on behalf of Oregon which he felt to be improper and unwarranted." Petition said that Stiles, now chief engineer of KOPO-TV, Tucson, is ready to appear to refute Oregon's testimony to clear his name.

Edward Lamb asked for postponement of FCC hearing scheduled for Sept. 15 on charges of pro-Communist sympathies, stating Commission has yet to supply him with specific factual information. Petitioning for list of names, dates and places, he said he'd need time to prepare case when they're furnished. Recent information supplied by FCC, he said, contained only "vague generalities."

New TV program magazine to be published by Curtis Circulation Co. (*Saturday Evening Post*, *Ladies Home Journal*, *Holiday*, et al) will be called *TV Program Week*. Editor & publisher is Robert D. Wheeler, offices 386 Fourth Ave., N. Y.

high-priced "name" talent, will be new policy this fall of *Lux Video Theatre* in effort to avoid talent price war, says exec. producer Cornwall Jackson, v.p. of J. Walter Thompson; show recently acquired 4 high-rated film properties from Paramount for adaptation—*To Each His Own*, *Welcome Stranger*, *Christmas in July*, *Hold Back the Dawn* . . . Some stars who got \$3000 for a one-shot hour-long TV drama role year ago are reportedly asking \$5000 or more this fall—and their demands are forcing up asking prices of lesser-known actors . . . Of Nielsen's latest top 10 network ratings, 5 shows originated in Los Angeles, 4 in N. Y., 10th being roving Pabst boxing bouts; Aug. 28 *Tide* notes one-third of all NBC-TV program time now originates from West Coast . . . Shooting match for youngsters up to 16, attracting 140 of them, each given a colorful cowboy hat, was buildup for *Annie Oakley* show staged this week by WTRF-TV, Wheeling, W. Va.; Crosman Arms Co., Rochester, supplied rifles & targets, which were among contest awards . . . Crosley sets up own complete weather station in Cincinnati to serve WLW and its 3 TV stations, with Jim Fidler as staff meteorologist . . . Dumont's key WABD reports signing \$2,000,000 in gross billings in last 2 weeks, expects to achieve \$6,000,000 gross for year, reports mgr. Norman Knight . . . Rate increases: WJBF-TV, Augusta, Sept. 15 raises Class A hour from \$200 to \$250, min. \$40 to \$50; WTVO, Rockford, \$200 to \$250 & \$40 to \$50; WSYR-TV, Syracuse, \$660 to \$700 & \$132 to \$140; CBFT, Montreal, raises Class A hour rate Oct. 1 from \$530 to \$650.

Adverttest Research, in July survey of 751 TV homes in metropolitan N. Y., reports 50% of respondents disapproved of repeating network TV film shows in summer, 30% favored repeats, 20% didn't care. About 45% of respondents gave "enjoy seeing good programs more than once" as main reason for watching repeats; some 30% said "usually nothing better is on." Chief advantage of repeats was said to be opportunity to see good shows which were missed; greatest disadvantage is that they're "boring, repetitious, monotonous and tiring." Of 6 repeat programs analyzed (*Dragnet*, *You Bet Your Life*, *Four Star Playhouse*, *Our Miss Brooks*, *Burns and Allen*, *Private Secretary*), most viewers were attracted by *Dragnet*.

Astonishment and hilarity threatened to break up St. Louis Ch. 11 hearing for a moment Aug. 27. CBS pres. Frank Stanton was on stand, answering question of opposing counsel Bernard Koteen who wanted to know why CBS dropped TV applications for Los Angeles and Chicago in 1946-47. Stanton explained that CBS's position at time was that TV should be in color and in uhf—and that affiliates were chiding network with inconsistency in filing for vhf black-&-white at same time. Examiner Thomas Donahue asked Stanton to explain further. Stanton began: "I don't think you could woo one girl while you were keeping another one down the street." Suddenly, seemingly from nowhere, a woman's voice, full of sarcasm, was heard saying: "Oh, couldn't you?" To amazement of everyone, voice was that of girl stenographic reporter. Everyone in the room laughed until they gasped for air.

Singer-bandleader Vaughn Monroe becomes commercial announcer on all TV-radio shows sponsored by RCA, starting with *Sid Caesar Show* on NBC-TV Sept. 27 and including Leland Hayward's 90-min. Mon. night color spectaculairs that RCA will co-sponsor every fourth week starting Oct. 18. He will also be on film & recorded spots.

Clair R. McCollough and Henry B. Clay, chairmen of NARTB's TV & radio boards, respectively, named co-chairmen of arrangements for NARTB 1955 convention week of May 22 in Washington.

NCAA football schedule on ABC-TV will be sponsored by Carnation Milk on west coast starting Sept. 18.

Network Accounts: Novel financing technique is being undertaken by Chrysler to sponsor *It's a Great Life* on NBC-TV starting Sept. 7, Tue. 10:30-11 p.m. It's adding \$15.50 to the invoice of every 1955 model car sent to dealers in districts covered by program. When plan was disclosed this week in 28-city closed-circuit TV hookup, an unidentified Kansas City dealer was quoted in *Wall Street Journal* as saying most dealers would have no complaint about chipping in. "TV has proved our most effective promotional tool here and this new Chrysler program ought to help us a lot," he said . . . National Biscuit Co. to sponsor *Rin Tin Tin* on ABC-TV starting Oct. 15, Fri. 7:30-8 p.m., thru Kenyon & Eckhardt . . . Phillips-Jones Corp. (Van Heusen shirts) to sponsor *Stop the Music* on ABC-TV starting Sept. 14, Tue. 10:30-11 p.m., thru Grey Adv. . . . Camels to sponsor new Robert Cummings film series on NBC-TV starting in fall, Sun. 10:30-11 p.m., thru Wm. Esty Co. . . . Yardley of London Inc. (cosmetics) buys Fri. 10:30-10:45 a.m. segment of *Garry Moore Show* on CBS-TV starting Oct. 1, Mon.-thru-Thu. 10-10:30, Fri. 10-11:30, thru N. W. Ayer; Economics Laboratory Inc. (Soilax compound), Fri. 10:15-10:30 segment starting Sept. 10, thru Scheideler, Beck & Werner; Miles Laboratories Inc. (Alka-Seltzer), Tue. 10-10:15 portion starting Sept. 28, thru Geoffrey Wade Adv. . . . General Foods (Instant jello pudding) buys Wed. 3:30-3:45 p.m. portion of *Bob Crosby Show* on CBS-TV starting Sept. 22, Mon.-thru-Fri. 3:30-4, thru Young & Rubicam . . . ABC-TV to offer *Creative Cookery*, currently on WABC-TV, N. Y. & WBKB, Chicago, to 18 stations on co-op sponsorship basis, Mon.-thru-Fri. 11-11:55 a.m. . . . Johnson's Wax, thru Robert Otto & Co., and Elna Sewing Machine Co., thru Cecil & Presbrey, sign as alt. week sponsors of *Dragnet* on CBC for 2 years, starting Sept. 6.

Fascinating "battle of Dubuque" has been raging over choice of company to install community antenna system. Two companies vying for franchise are Dubuque-Jerrold TV Corp., owned by equipment maker Jerrold Electronics Corp.; other is Dubuque Community TV Cable Corp., composed of local business men, including several TV-radio dealers, proposing to use Spencer-Kennedy Labs equipment. After a hearing, city council voted 4-1 to award franchise to Dubuque Community because of local ownership—after consultants Dr. George Town & Wm. Hughes of Iowa State College, hired by city council, strongly advised choice of Jerrold. Jerrold is taking case to the people, gathering 400 signatures which makes it mandatory that question be put up for special election Sept. 13. Campaign is now in full force, with demonstrations, placards, billboards, etc.

AT&T filed new "package rate" for TV facilities with FCC this week, combining video and audio which have been sold separately. Up to now, users have had to buy daily minimum of 8 hours video and 16 hours audio to get monthly rate for each. Now, they'll be able to buy 8 hours of video & audio daily to qualify for monthly rate. AT&T estimates this will save the 4 TV networks \$250,000 annually—ABC saving \$105,000, DuMont \$55,000, CBS, \$60,000, NBC \$30,000. CBS-TV spends \$10,000,000 annually for AT&T facilities, ABC-TV \$8,000,000 (Vol. 10:25).

Television Bureau of Advertising (TvB) is scheduled to file articles of incorporation in Delaware Aug. 30, formally setting up TV's first promotion bureau (Vol. 10:26-27, 32). Ten-man temporary committee charged with formulating operating details will meet Sept. 2 in Chicago's Blackstone Hotel to appoint committee to select \$35,000-a-year president. Other items on agenda include appointment of committee to review dues structure and establishment of permanent board.

Station Accounts: Travel has moved into third place among advertisers, only food and clothing outranking this \$13 billion industry, reports Joseph A. Tery, TV-radio director, The Caples Co., in August *ASTA Travel News*, official publication of American Society of Travel Agents, which surveys magazine & newspaper media. The Sunday "Travel Section" concept, he says, has at long last come to local TV & radio stations, pointing to recent co-sponsorship by European Travel Commission with 8 others of 9 one-min. participations on WNBT and 10 on WNBC as "sound dollar for dollar advertising investment" . . . Travel promotion budgets for most go to black-&-white media, notes Mr. Tery, and newspapers and magazines still dominate, but—"The picture is being modified to include some effective use of radio and TV. For those in the broadcasting and telecasting fields there is a growing hope that this hitherto untapped source of revenue will be directed more and more towards radio and TV as advertisers realize the advantage of reaching the potential traveler while 'he' or 'she' is relaxed and most susceptible to the 'let's take a vacation' idea" . . . Installment plan sponsorship, whereby advertiser is given up to 12 months to pay for TV or radio program purchases, has proved successful as experiment at WABI-TV & WABI, Bangor, Me., reports gen. mgr. Leon P. Gorman. Station has \$100,000 on deposit at Merchants National Bank of Bangor for financing—and sponsor merely pays monthly bill at bank (with station paying 4% interest) after signing standard loan form. Gorman said plan enables local sponsor to purchase seasonal saturation campaign and not be required to pay in full until year later. Eight sponsors have taken advantage of plan since last Jan. 1 . . . Among advertisers currently reported using or preparing to use TV: D-Con Co., Chicago (insecticides, rat poisons), thru Arthur Meyerhoff & Co., Chicago; Standard Brands Inc., N. Y. (Tender Leaf tea), thru Compton Adv., N. Y.; James Verner Co., Detroit (Verner's ginger ale), thru Roy C. Hayes Adv., Detroit; The Drackett Co., Cincinnati (Drano drain cleaner, Windex window cleaner), thru Young & Rubicam, N. Y.

Another attack on community antenna systems was levied by J. Patrick Beacom, owner of WJPB-TV, Fairmont, W. Va. (Ch. 35), who previously charged local system with hampering his operations (Vol. 10:21). He told FCC that systems in some areas are inserting local commercials and preparing to originate programs "which will constitute a serious economic threat to allocated and established TV stations." He asked Commission to "define the existence or extent of the jurisdiction of the FCC, with respect to the installation and operation of any community TV distribution system, to the end that the same rules and orders of the Commission applicable to TV stations, shall apply to community TV distribution systems." National Community TV Assn. countered immediately with statement by exec. secy. E. Stratford Smith who said: "The NCTA has constantly checked the industry and has never found a single case wherein an operator inserted commercials. The Assn. has always urged operators never to tamper with programs they distribute in the interest of maintaining best relations with stations whose signals they receive, and we've yet to find anyone who has ignored our advice."

General Teleradio is selling WEAN, Providence (5-kw, 790 kc, MBS), to the Providence Journal Co. for \$260,000, according to application filed late Friday with the FCC. Paxton Realty Co. is selling real estate concerned for \$18,200. New owners publish *Providence Bulletin* and *Journal*. Sale of WEAN leaves the General Tire subsidiary with 6 AMs, one less than limit, plus limit of 5 TVs.

THIRD UHF 5-kw transmitter to be delivered by DuMont is due to be shipped first week in Sept. to WFMZ-TV, Allentown, Pa. (Ch. 67), which has reported Oct. 1 start (Vol. 10:33). No others are scheduled, DuMont reports, only other uhf's it has delivered having gone to WGLV, Easton, Pa. (Ch. 57), on air since June 1953, and WNOK-TV, Columbia, S. C. (Ch. 67), on air since Sept. 1953. DuMont this week also reported shipment by boat of a complete Telecruiser (flexible truck) valued at \$30,000, together with \$70,000 worth of equipment, to new HJRN-TV, Bogota, Colombia (Ch. 7); also \$100,000 worth of equipment (5 cameras, multi-scanner, 2 station switches, miscellaneous other gear) to PRG3-TV, Radio Televisao Tupi (Ch. 6) in Rio de Janeiro.

RCA shipped 25-kw transmitters Aug. 25 to KAKE-TV, Wichita, Kan. (Ch. 10), due on air in late Sept., and WSFA-TV, Montgomery, Ala. (Ch. 12), due about Nov. 1, and on Aug. 23 it shipped 25-kw transmitter to WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), due Oct. 1. On Aug. 21, it sent out 12½-kw amplifier for KPTV, Portland, Ore. (Ch. 27), and on Aug. 25 sent one to WAFB-TV, Baton Rouge, La. (Ch. 28).

GE reports order for 35-kw transmitter, 6-bay antenna and other equipment for KVOO-TV, Tulsa (Ch. 2), recently granted to oilman Wm. Skelly in association with Sen. Robert S. Kerr (D-Okla.) who with family also controls WEEK-TV, Peoria, Ill. (Vol. 10:28). It's due for delivery in 60-90 days. Only other GE shipment this week was 12-bay antenna to KCKT, Great Bend, Kan. (Ch. 2), which got its 35-kw transmitter in July and is due on air about Sept. 15.

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In our continuing survey of upcoming stations, these are latest reports received from principals:

KREM-TV, Spokane, Wash. (Ch. 2), its 25-kw Federal transmitter due to be installed and ready by Sept. 15, now has that date as test target, begins programming Oct. 1. Its 747-ft. Truscon tower is up, 5-bay GE antenna in place. No network has yet been signed. Base rate will be \$300. Robert H. Temple is gen. mgr. for owner Louis Wasmer; Ralph E. Meador, chief engineer. Rep is Bolling.

WCNY-TV, Carthage, N. Y. (Ch. 7), affiliated with *Watertown Times*, was to begin installing GE equipment this week, expects transmitter to be completely installed by Sept. 15, still has that as target date, reports asst. station mgr. James W. Higgins. Target for programming is now Sept. 27, with service from ABC & CBS. Base rate will be \$150. Rep is Weed.

KPLC-TV, Lake Charles, La. (Ch. 7), with 5-kw GE transmitter installed and 406-ft. Lehigh tower up but with 74-ft. 12-bay GE antenna still being installed, now reports test target is Sept. 15, commercial target Sept. 29, affiliation with NBC due Oct. 1. Base rate will be \$200, reports gen. mgr. David Wilson. Rep is Weed.

WEDM, Munford, Ala. (Ch. 7, educational), its 500-ft. tower delivered recently at Mt. Cheaha, near Anniston, and due for completion by Sept. 1, when 12-bay GE antenna will also be fully mounted, plans tests on that date and sporadic program tests (about 25 hours) before end of year, reports consultant Thad Holt. It has 50-kw GE transmitter, will be operated by Alabama Educational TV Commission.

KELP-TV, El Paso, Tex. (Ch. 13), having failed to persuade FCC that it ought to swap channels with non-commercial Ch. 7, has chief engineer Glenn Callison now installing 324-ft. tower made by Aerial Tower Mfg. Co., Oklahoma City, due for completion by Aug. 30. On it goes 6-bay GE antenna. Transmitter has been purchased from WBNS-TV, Columbus, will be installed shortly after Callison completes 3-tower AM directional array he's installing for same interests (Barton & Gordon McLendon) — due

about Oct. 1. Therefore, TV target date is still uncertain, though Gordon McLendon advises he'd guess "sometime near or shortly after the first of the year." Rep will be Forjoe.

KLTV, Tyler, Tex. (Ch. 7), is half-way completed, reports owner Mrs. Lucille Lansing, and on-air date is now anticipated for sometime in Oct. RCA equipment and Andrews 420-ft. tower are partially on hand, being installed by chief engineer Hudson Collins. Gen. mgr. Marshall Pengra reports network affiliation completed with ABC, but no rate card or rep has yet been announced.

KTLJ, Houston (Ch. 13), having acquired studios of now-silent uhf KNUZ-TV, along with bulk of its studio equipment, hasn't set target date but aims to get test pattern on air before Thanksgiving Day. This largely depends on vagaries of the weather, reports pres. John T. Jones Jr., nephew of Jesse Jones and pres. of *Houston Chronicle*, who heads group holding CP, including Dwight Morrow, Democratic National Committeeman from Texas; Roy Hofheinz, mayor of Houston; B. F. Orr, pres. of KTRH; John Paul Goodwin, adman. Ground has been broken for plant, 50-kw RCA transmitter delivered, 12-bay RCA antenna due for delivery in Sept., steel for 960-ft. Ideco tower loaded. Rep not yet named.

* * * *

CFRN-TV, Edmonton, Alta. (Ch. 3), has completed building, tower and antenna, gets 5-kw GE transmitter later this month, expects to have test patterns on air between Sept. 7-14, program schedule under way by end of Sept., reports mgr. G. A. R. Rice. It will be CBC basic, will get some U. S. network kines. Base rate will be \$200. Reps are Radio Representatives (Canada), Adam Young (U. S.), Harlan Oakes & Assoc. (Los Angeles & San Francisco).

CKWS-TV, Kingston, Ont. (Ch. 11), gets its 10-kw RCA transmitter Sept. 15, will have 400-ft. tower up by Oct. 1, which is target date for testing, reports gen. mgr. J. M. Davidson. Commercial debut will be Oct. 15. It's joint project of Senator W. Rupert Davies, publisher of *Kingston Whig-Standard* (51%) and Roy Thomson, chain newspaper publisher. Reps are Weed and All-Canada.

"We're doing all right, too—and we're in a 2-vhf city," adds WBUF-TV's Sherwin Grossman to our recent roundup of uhf station "success stories" (Vol. 10:33). The Ch. 17 Buffalo station, which celebrated first birthday Aug. 17, this week had FCC Comr. Robert E. Lee scheduled to be on hand Aug. 28 to pull switch on new 12-kw GE transmitter that increases its ERP to 229-kw, on which it has spent \$170,000. It's operating in black and has been for most of year, reports Grossman. It's basic ABC outlet, with some DuMont, and claims 40% uhf penetration as result of house-to-house conversion campaign. Accent is on local programming and package shows; one due for fall is *Give*, along lines of Bingo, segmented into quarter hours that are all sold out.

Barrie, Ont. (pop. 12,514), about 60 mi. due north of Toronto on Lake Simcoe, wants own TV station — and Ralph T. Snelgrove, operator of CKBB there, proposes to set it up on Ch. 3 with 14-kw video & 7-kw audio powers. He has been designated to appear before next public session of CBC board of governors in Ottawa's Chateau Laurier Hotel, Sept. 21.

KULA-TV, Honolulu (Ch. 4) claims to be first of Hawaii's 3 TV stations to reach operating black—in Sept.: it hit break-even point in June, July & Aug., reports gen. mgr. Jack Burnett.

Now-building 1572-ft. Ideco tower of Oklahoma City's KWTV (Ch. 9), tallest of them all and designed to be used also for educational Ch. 13, will be completed Sept. 1.

Color Trends & Briefs: AT&T now lists 65 cities capable of getting network color through its facilities, compared with 47 as of Aug. 1 (Vol. 10:33). In addition, AT&T reports, 28 will be added by end of year.

In those 65 cities, some 95 stations are being fed color—but AT&T notes that it has no knowledge how many of these 95 actually rebroadcast the color programs. Number actually varies according to network and program.

Ralph L. Helmreich, AT&T long lines dept. director of operations, says he expects most principal routes will be equipped for color by Nov.; 31,000 of the 59,000 TV channel miles are already so equipped. The cities to which AT&T can now deliver color are as follows:

Ames, Ia., Atlanta, Austin, Tex., Baltimore, Bangor, Me., Birmingham, Bloomington, Ind., Boston, Buffalo, Charlotte, N.C., Chicago, Cincinnati, Cleveland, Columbus, O., Dallas, Davenport, Dayton, Denver, Detroit, Ft. Worth, Fresno, Grand Rapids, Hampton, Va., Harrisburg, Pa., Houston, Huntington, W. Va., Hutchinson, Kan., Indianapolis, Jackson, Miss., Johnstown, Pa., Kansas City, Lancaster, Pa., Los Angeles, Louisville, Memphis, Milwaukee, Minneapolis-St. Paul, Monroe, La., Nashville, New Orleans, New York, Norfolk, Oklahoma City, Omaha, Peoria, Philadelphia, Portland, Ore., Providence, Richmond, Rock Island, Ill., St. Louis, Salt Lake City, San Antonio, San Francisco, Schenectady, Seattle, South Bend, Ind., Syracuse, Toledo, Tulsa, Utica, Washington, Wilmington, Del., Winston-Salem, Youngstown.

The 28 scheduled for rest of year are as follows, about one-third of them due to be ready next month:

Bethlehem, Binghamton, Champaign, Ill., Columbia, S. C., Des Moines, Erie, Ft. Wayne, Galveston, Hartford, Jacksonville, Knoxville, Lansing, Lynchburg, Va., Macon, Miami, Pine Bluff, Ark., Portland, Me., Quincy, Roanoke, Rochester, N. Y., Saginaw, San Diego, Sioux City, Springfield, Mass., Tacoma, Topeka, Waterloo, Wheeling.

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Re-run value of TV film is shrinking because of color, in opinion of Herb Jaffe, Official Films sales v.p., who feels color will become substantial factor in 18 months. He suggests that "producers should charge less to sponsors for the first-run, so they can get into syndication sooner and avoid any loss."

Latest color film commercials in preparation: RCA, for its sponsorship of NBC-TV Oct. 18 "spectacular," thru Kenyon & Eckhardt, shot by Gross-Krasne; Sheaffer Pen has completed first of a series, to be shown starting Jan. 15 on CBS-TV *Jackie Gleason Show*.

Brochure on "Chromacoder" color camera system, telling how it works, is available from GE.

Any labor union boycott of TV films made in England by American producers would mean that "our boys would refuse to run Hollywood movies in British theatres." This warning came from Tom O'Brien, British M.P. and gen. secy. of the National Assn. of Theatrical & Kine Employees, speaking last week to Hollywood AFL Film Council. "The commotion about the very small number of TV pictures made by your producers in England to sell American products is unrealistic," he said. "They represent less than 1% of the TV production requirements for your market." He called the attitude of Hollywood labor leaders "ridiculous," pointed out that \$4 out of every \$10 earned by Hollywood comes out of Britain. And he believed the British public would support a boycott of Hollywood features. Employment in film production in England is down from 1946-47 high of 12,000 to about 4000 now, he reported.

Monthly digest of music-record news, titled *DJ News* and aimed at disc jockeys, is now being published by Csida-Grean Associates Inc., 101 W. 55th St., N. Y., edited by ex-*Billboard* editor and ex-RCA record executive Joe Csida.

Third edition of *Best Television Plays*, by NBC's Wm. I. Kaufman, went on sale recently, and in fall Merlin Press will also bring out his 3 "how to" books on acting, writing, announcing for TV.

ASCAP will get more from TV than from radio this year, reports *Television Age*, which figures TV \$9,000,000, radio, \$8,000,000, other sources \$3,000,000.

CBS's first major effort in color programming with compatible system, Aug. 22 *Toast of the Town*, was resounding success. Throughout entire hour-long show, color fidelity was maintained with rare relapses. Matching between cameras was as good as we've ever seen, with variation between cameras scarcely perceptible. Lighting problems, incredibly tricky in color, appear to have been mastered by CBS technicians. Filmed commercials were likewise excellent, with exception of one strip in which reds were decidedly brown. CBS employed 3-tube RCA cameras, hasn't yet installed "Chromacoder" cameras designed by CBS and built by GE. We watched program via Washington's WTOP-TV, and it came through without a hitch, despite fact it was first time receiver was tuned to station for color reception. CBS showed program to newsmen in New York on 19-in. CBS-Hytron tube, first public demonstration of live program, and critics' reaction was highly favorable.

In addition to 4 color-equipped scanners, DuMont has installed or is installing black-&-white units to following 23 stations, some of which plan to adapt to color shortly (see p. 3): WTVB, Durham, N. C.; WNQW-TV, York, Pa.; WGLV, Easton, Pa.; WDTV, Pittsburgh; WGEM, Quincy, Ill.; WREX-TV, Rockford, Ill.; WFBB-TV, Indianapolis; KGLO-TV, Mason City, Ia.; KWVL-TV, Waterloo, Ia.; WNEM-TV, Bay City, Mich.; KMMT, Austin, Minn.; KCJB-TV, Minot, N. D.; KXJB-TV, Valley City, N. D.; WNAM-TV, Neenah, Wis.; KSLA, Shreveport, La.; KOAT-TV, Albuquerque; WFAA-TV, Dallas; KDUB-TV, Lubbock, Tex.; KOOL-TV, Phoenix; KBOI, Boise; KOOK-TV, Billings, Mont.; KFBB-TV, Great Falls, Mont.; KULA, Honolulu. In addition, units have been shipped to stations in Bogota, Columbia; Sydney, Nova Scotia; Quebec City, Que.

David O. Selznick, veteran motion picture producer, will become exec. producer of NBC-TV's upcoming color "spectaculars" if current negotiations with pres. Sylvester L. Weaver prove successful.

This week's network color schedules: NBC-TV—Aug. 30-31, Sept. 2-3, segments of 11-noon *Home*. CBS-TV—Aug. 31, *Danger*, 9:30-10 p.m.

Based largely on data in the *TV Factbook*, David Lawrence's *U. S. News & World Report* carries article Aug. 27 titled "TV: New Road to Riches," centered around the high value of TV licenses "handed out free by the Government." It points to Westinghouse's acquisition of WPTZ for \$8,500,000 cash and KPIX for \$7,787,280 in stock as examples of high values placed on TV stations, noting that 25 of the 40 major sales since 1949 have been for prices of more than \$1,000,000 (for complete list, see *TV Factbook No. 19*, pp. 29-30). It particularly notes high price tags placed on "network affiliations" and "good will."

"Salvation" of networks, in face of theatre-TV and film competition, is subscription TV, according to Millard C. Faught, Zenith publicist. Addressing Kiwanis International in Danville, Ill. this week, he said that theatre TV is already outbidding networks for such events as championship boxing matches, Metropolitan Opera, etc. and that high-rated film shows produced outside networks are extremely attractive to sponsors who like the flexibility and economy of spotting them in markets of their own choosing.

Now off air, Havana's CMTV (Ch. 11), recently purchased from Storer Broadcasting Co. (Vol. 10:18, 22) by the Amadeo Barletta interests, who operate CMA-TV, Havana (Ch. 2), is currently silent while being moved to Barletta's Ambar Motors Bldg. Plan is to revive it as all film operation. Havana reports state Barletta paid Storer \$60,000 for transmitter and antenna.

TRADE PONDERS PROBLEMS OF SELLING COLOR: With networks pushing color programming in big way this fall -- to the thunderclap of publicity drums -- and with more and more stations acquiring the necessary equipment for local color originations (see p. 3), trade is asking itself whether demand for color sets this year will be greater than was anticipated. Answer should be forthcoming soon enough.

If there's to be an upsurge in demand for color, one guess is that at least 3 results will have to be achieved: (1) Picture size comparable to today's monochrome. (2) Price around \$400-\$500. (3) Installation, guarantee and servicing fees within reach of the average consumer.

Public's ability to get clear, factual information on color's status is key to problem. Up to now that hasn't been easy, what with promises, claims & counter-claims about picture tube sizes, set prices, etc. -- all combining to confuse the color situation for the consumer.

This confusion, together with paucity of color programs, made initial 12½-in. color set output of some 8000 (including 5000 by RCA) a drug on the market at \$1000. Result was price had to be cut in half to move the sets, with rebates to the initial buyers (Vol. 10:33). Most of early sets are still in hands of wholesalers & dealers.

Now the 19-in., with CBS-Hytron tube, is about to enter market, even as RCA prepares to show its 21-in. tube to licensees and newsmen Sept. 15 and to bring out a few sets that size before year's end -- at prices not yet divulged. CBS-Columbia will introduce a "line" of color sets incorporating CBS-Hytron's "205" Colortron tube at national distributor convention in Chicago's Drake Hotel, Aug. 30. Line is reported to be priced from \$950 to \$1100.

And Motorola, insisting it will make 25,000 of the 19-in. receivers this year (Vol. 10:34), burst forth with a double-spread ad in color in Life Magazine this week (Aug. 30), showing picture of its Model 19CT1, a table unit on legs, enclosed within facsimile of an actual-size screen with this legend: "Motorola now brings you color TV with a picture this big (205 square inches) at only \$895."

Everyone in trade will watch effect of this ad and collateral promotions for key to public reaction. Can the networks, master publicists, exert their magic to make public want to buy color sets now? And what effect will publicity exert on what looks like a banner fall-winter black-&-white market?

Common belief among manufacturers is that the impact of color's publicity on black-&-white has already spent itself and that it won't be a factor this year. The name-brand 21-in. sets retailing at under \$200, they say, will continue to enjoy a ready market until color comes down to a mass-market price, color programs are commonplace and screen sizes are comparable to black-&-white.

DuMont's Dan Halpin, speaking this week to Texas Radio & TV Service Clinic and Electronics Fair in Dallas, predicted a strong black-&-white market this fall, totally unaffected by what he estimated would be output of about 20,000 color sets this year. He said they "will provide little more than a sampling and a gauge for public acceptance and demand." But he said they should help build traffic in stores. Color's first real impression in market should come next year, he said.

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Black-&-white business continues to spurt. It's estimated that Aug. factory sales were a corking 550,000, distributor sales about 500,000. Retail sales figures weren't available, but an estimate of 400,000 isn't considered out of line. That's excellent for midsummer -- and trade prepares for even bigger things this fall.

CBS-Columbia ran teaser ad in newspapers this week promising "the first new idea since color." A company spokesman later elaborated to extent of saying a "new

development in black-&-white" would be disclosed at distributor convention -- "one that industry will copy." He said it was a feature "people ask for" and involves low end of line. He insisted on keeping the secret until after distributor convention.

Philco's John M. Otter, whose company won't have color this year (Vol. 10:32) and apparently isn't too concerned about it yet, told meeting of distributors and dealers in Pittsburgh to concentrate on black-&-white and to push harder than ever for second-set and replacement sales in big metropolitan areas.

Crosley's Leonard F. Cramer predicted excellent season for all levels of the trade, with emphasis still on low-end sales. By way of accenting public's obsession for low-priced sets, he said price of Crosley's "Super V" would not be raised from current \$140-\$160 level. He said too that his recently-introduced new line carried markups that ran as high as 42% to dealers.

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TV production keeps barreling along, totaling 167,849 week ended Aug. 20, up from 157,205 preceding week and 135,135 week ended Aug. 6. It was highest for any week since last Oct. It was year's 32nd week and brought year-to-date production to about 3,400,000, compared to 4,400,000 in same period of 1953.

Radio production also went up, totaling 207,082 (69,728 auto), compared to 193,148 week ended Aug. 13 and 185,475 week before. Production for 32 weeks was 5,622,000, compared to about 7,750,000 in corresponding period year ago.

Trade Personals: Richard T. Orth, RCA v.p. & gen. mgr. of its tube dept., joins Westinghouse Sept. 1 as v.p. in charge of electronic tube div., replacing E. W. Ritter, who continues as consultant . . . Benjamin Abrams, pres. of Emerson radio, elected to board of trustees of Long Island U, whose board pres. is Wm. Zeckendorf, the realtor-builder . . . Dr. Donald L. Benedict, onetime Raytheon microwave consultant, later with Sylvania lab, named director of physical sciences research at Stanford Research Institute . . . W. H. Graham promoted to gen. mgr. of TV-radio manufacturing of Crosley & Bendix home appliance divs., new name of old appliance & electronics div.; W. R. Lawrence Jr. promoted to gen. mgr. of home laundry equipment plant at Nashville; J. M. Mihalic Jr. to gen. mgr. of refrigerator & defense products plant at Richmond, Ind. . . . Eugene E. Broker, manufacturing supt. at Sylvania's Burlington, Ia. receiving tube plant, named mgr. of Shawnee, Okla. radio tube plant, replacing Charles W. Hosterman, now asst. gen. mgr. of electronics div., Woburn, Mass. . . . George L. Neaderhouser promoted to Capehart-Farnsworth comptroller, succeeding P. H. Hartmann, now v.p. . . . A. P. Cain, Crosley Dallas zone mgr., promoted to west coast zone mgr., San Francisco . . . Fritz A. Franke, Hallicrafters communications product engineer and pres. of Chicago chapter of Armed Forces Communications Assn., named chairman of special SC-25 committee of Radio Technical Commission for Marine Services, in charge of recommending to Govt. technical and structural standards for marine radio-telephones on 2-mc band . . . Milton Auster, from company's now-disbanded Seattle factory branch, appointed Olympic Radio's national field sales mgr. . . . Arthur E. Welch, ex-Bendix Radio asst. gen. mgr., named Sentinel Radio sales promotion mgr. . . . Paul Q. Olschner named Westinghouse St. Louis area mgr., succeeding B. H. Marshall, now Houston area mgr. . . . Richard W. Smith promoted to Bendix Radio asst. adv. mgr. . . . Russell E. Conley named adv. & sales promotion mgr. of RCA Victor Radio & "Victrola" div. . . . Hugh Mooney, ex-Fuller & Smith & Ross, joins Ted Bates & Co. to take charge of merchandising program of CBS-Columbia . . . Walter Domoracki, ex-Philco, named mgr. of new Ward Products Corp. antenna research lab, Ashland, O. . . . Harold G. Butterfield, onetime acting chief of NPA components branch, resigns as purchasing director of National Union Electric Corp.

Distributor Notes: Philco appoints Guy Plank Co., E. 21 Gray Ave., Spokane (Guy Plank, pres.), replacing Inland Empire Wholesalers, which takes over Stromberg-Carlson line from Spokane Paper & Stationery Co. . . . Admiral appoints ZCMI Wholesale Distributors, Salt Lake City (H. H. Bennett, exec. v.p.) . . . CBS-Columbia appoints Quality Television Corp., 2545 Yates Blvd., Los Angeles, replacing Ray Thomas Co., which reportedly will take on DuMont line; CBS-Columbia also appoints T. A. O'Loughlin & Co., ex-Philco Newark outlet, replacing Igoe Bros. . . . Stromberg-Carlson appoints Brown-Camp Hardware Co., 216 S.W. 1st St., Des Moines . . . Westinghouse appoints Nathanson Cigar & Tobacco Co., 1410 Harmon Pl., Minneapolis (Paul Nathanson, pres.) . . . Olympic appoints National Electronics Co., Minneapolis, replacing Rogers Olympic Sales . . . B. T. Crump Co., Richmond (Wm. E. Seaton, pres.), relinquishes CBS-Columbia franchise . . . Allied Appliance Distributors, Baltimore (Emerson) elects Jules Resnick pres., succeeding Herman Goodman, now chairman; latter is also pres. of Emerson Radio of Washington . . . Admiral Distributors Inc., Houston, appoints Earl J. Barron, ex-Oklahoma City div., as gen. sales mgr., replacing M. J. Nicolin, on leave of absence . . . R.T.A. Distributors Inc., Albany, N. Y. (RCA) appoints Richard Fay mgr. of RCA Victor div., Samuel Bloom merchandising mgr. . . . HMS Distributors Inc., Los Angeles (Hallicrafters) appoints Lee Adler gen. mgr., succeeding Wm. Shaw, now parent company's director of distributor relations . . . Westinghouse Electric Supply Co., Newark, appoints John W. Bamert gen. sales mgr., replacing Leonard Fischer, resigned . . . Emerson Radio of Florida, Miami, appoints Harry J. Darby controller . . . Emerson Radio of Michigan, Detroit, moves to 16203 Dexter Blvd.

Robert C. Sprague Jr., Sprague Electric, named chairman of RETMA industrial relations committee, succeeding Leslie E. Woods, Raytheon; Harry Houston, DuMont, named eastern vice-chairman; Jack M. Ferren, Zenith, midwestern; W. G. Tuttle, Hughes Aircraft, western . . . Dr. W. R. G. Baker, GE, reappointed chairman of RETMA's TV committee.

Allen Mulford, 60, commercial v.p. of International GE, died Aug. 21 at Presbyterian Hospital, N. Y., after illness of several months.

Topics & Trends of TV Trade: TV service means profit and is "the key factor on which the public's acceptance of this industry's products hinges." That was common-sense theme of address this week by Ben Caldwell, managing director of North Texas Appliance Dealers Assn., at annual Texas Radio & TV Service Clinic and Electronics Fair in Dallas. Speaking on behalf of NARDA, which released his speech and with which his group is affiliated, he said:

"Nobody is more aware of the importance of service than retailers. The customer who has had good service is the one who'll recommend TV to his friends, the one who's in the market for a second or even a third set in his home, the one who'll be among the first to buy color TV. Cut out service, and you've cut out the heart of the industry."

He said 3 basic factors caused "tensions" between TV retailers and service dealer: (1) Sharper competition for consumer sales dollars. (2) Overzealous set salesmen who "fail to inform the customer that he'll probably require some service on his new TV set and thereby endanger the reception that awaits the serviceman when he's called in." (3) Lack of cooperation in combating "industry evils that are mutually dangerous and should be attacked on a mutual basis." One example of "industry evils," he said, was the widespread offer of free TV service by dealers on parts beyond period covered by warranty as inducement to buy set.

He urged service dealers and TV-radio retailers to launch joint promotional campaigns emphasizing importance of semi-annual antenna inspections, spring auto radio check-ups and 15-point TV set tuneups before fall season, and concluded:

"It would mean good business growth, greater profits and that feeling of having stood together for a common purpose and having gained the objective of a bigger, healthier business because we did stand together. The set dealer and the service dealer have a lot more in common than they do in opposition. There's no room, in the face of our common problems and in the face of all the good that can come from the 2 elements working together, for dissension."

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Magnavox's new franchise agreements with dealers, following en masse disfranchisement last week in move to combat discount house operations (Vol. 10:34), are regarded by many trade observers as among toughest in industry. They require dealers to carry a specified minimum stock at all times, to sell at list prices, provide acceptable demonstration facilities, identify themselves strongly as Magnavox dealers, carry basic parts stocks and make available dependable service facilities, report month-end inventories regularly to factory and to participate in factory sales promotion and training programs. Factory commits itself to withhold products from discount houses and other "known price cutters" and provides merchandise price guarantee to protect dealer inventories from price dips—reportedly for 90 days from date of purchase. New program, said Magnavox official, followed thorough survey of its 1600 dealers and is expected to have short-term effect of reducing number of dealers, though in long run merchandise will be "cleaner," he said.

Kaye-Halbert Corp., operating under Chapter XI of Bankruptcy Act, is permitted to remain in business indefinitely as debtor-in-possession under order signed last week by Referee Benno M. Brink. Salary of pres. Harry Kaye was fixed at \$1500 monthly.

Freed Electronics & Controls Corp., formerly Freed Radio Corp., which in 1952 agreed to pay 100% in installments under Chapter XI plan, has secured approval of majority of creditors to pay 50% of debts in Class B stock.

Majestic Radio signed licensing agreement this week with big German radio manufacturer, Grundig Radio GMBH, of Fuerth Bay, to produce line of 13 AM-FM and shortwave radios and radio-phonographs, to be marketed in U. S. by Majestic distributors under brand name of "Grundig-Majestic International." Nearly all tubes and parts in Grundig-Majestic sets will be interchangeable with American products, explained chairman Leonard Ashbach after signing agreement with Grundig sales director Otto Siewek and export mgr. Claus J. Bussman. Line consists of "mini-boy," described as "pocket radio" weighing only 22 oz. and measuring 6-in. wide, retailing for \$30; 4 AM-FM short-wave table radios, starting at \$70; AM-FM radio for battery or outlet connection, \$100; AM-FM clock radio; 4 AM-FM console radios; 2 radio-phonograph combinations—none of them priced yet. Largest distributor of German radios in U. S. is American Elite Inc., 1775 Broadway, N. Y. (Michael von Mandel, pres.), which handles Telefunken line (Vol. 10:23).

Sylvania advertising account, running about \$7,500,000, switches shortly to J. Walter Thompson Co., which recently lost RCA account to Kenyon & Eckhardt, Grey Adv., and Al Paul Lefton Co. Sylvania TV-radio advertising has been handled by Roy M. Durstine Inc., including *Beat the Clock* show on CBS-TV, with Cecil & Presbrey handling other phases. Henry Johnson, JWT v.p. on RCA account, who will handle Sylvania account, is onetime Sylvania adv. mgr. for radios, tubes, electronics, photoflash.

Census Bureau will start 1954 business census early next year, having been granted \$8,430,000 by Congress for survey of all manufacturers, wholesalers and retailers. Preliminary results will be published in latter 1955 on kinds of businesses, sales, employment and payroll figures and cost of raw materials and supplies. Data on sales of TV sets and air conditioners will be asked of retailers for first time. Most recent national business census was in 1948.

Canadian Admiral cut list prices an average 19% on all sets in new 24-model line introduced this week at dealer open houses in 10 cities. Line starts with 17-in. ebony plastic table model at \$200, goes up to 21-in. combination at \$690. The 21-in. sets contain 90-degree aluminized deflection tubes, resulting in cabinets 3-in. narrower than in old models. Also shown was 5-tube printed circuit table radio in 6 colors, at \$25.

Excise tax collections from TV-radio-phonograph manufacturers totaled \$135,535,000 in fiscal year ended June 30, compared to \$159,383,000 in preceding fiscal year, reports Internal Revenue Service. Collections from record manufacturers totaled \$8,445,000 vs. \$7,617,000 preceding year. Under new law, manufacturers can file excise tax returns quarterly, starting Sept. 30, instead of monthly, as in previous years.

Applicable to TV-radio-appliances, Federal Trade Commission ruling this week held that manufacturer who grants advertising allowances to some of his customers must inform competing customers how they can receive same allowances. Ruling was made in case involving 2 dress manufacturers (Order 5735).

Stromberg-Carlson cut price of its 15-in. color set from \$995 to \$495, with rebates to distributors and dealers. Clearing decks for larger screen sizes, it was third manufacturer to cut prices recently—others being RCA and Westinghouse. Emerson, which had leased sets, recently pegged its 15-in. color set at \$695.

Benrus Watch Co. disclosed plans this week to enter radio field, promised details in couple of weeks. Bulova has been selling own line of clock & portable radios through jewelry stores for several years.

Electronics Reports: "Accelerated electronization" of the TV-radio-electronics industry was forecast by RCA tube distributor sales mgr. Harold F. Bersche at Western Electronic Show and Convention in Los Angeles this week. Tube & component renewal market, he said, is keyed to quantities of electronic devices in use, and he predicted TV sets-in-use will go up from 27,000,000 to 32,000,000 by year's end; radios, from 117,000,000 to 124,000,000; record players, from 24,000,000 to 26,000,000; TV stations up to 450 (now 395), AM-FM to 3250, non-broadcast to 625,000.

Tenth annual National Electronics Conference, scheduled for Oct. 4-6 in Hotel Sherman, Chicago, shapes up as best to date, featuring 21 technical sessions and 116 exhibitors. Conference is sponsored by AIEE, IRE, RETMA, SMPTE and 6 major midwestern universities. Luncheon speakers are Dr. J. E. Hobson, director of Stanford Research Institute; Dr. A. N. Goldsmith, consultant; Dr. J. W. McRae, pres. of Sandia Corp.

Entrance into industrial TV is planned by Philco, which sees field burgeoning just as microwave has—and Philco claims to be leader in microwave sales. Units will be built around vidicon. In Britain, Marconi announced availability of 4½-lb. industrial TV camera with vidicon, operating on 525 or 625 lines.

Raytheon engineers will be offered 4 graduate extension courses by Northwestern U in Newton-Waltham, Mass. area starting Sept. 13, under "Raytheon Grant Plan" whereby qualified company engineers are reimbursed for tuition expenses.

A 440-mc junction transistor, capable of handling .5 watt and 100 volts, has been developed by Bell Labs, which calls it an "intrinsic barrier" transistor and claims 440 mc highest frequency achieved by any transistor.

A 4,000,000-watt klystron for radar, 8-ft. tall, has been developed by Sperry Gyroscope Co., is now in operation at Griffiss Air Force Base, Rome, N. Y.

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Albert H. Holley, Brooklyn div. mgr. of N. Y. Telephone Co., on leave of absence to succeed Wm. A. Vanstory, asst. v.p. of N. J. Bell Telephone Co., as director of communications div., business & defense services administration, Dept. of Commerce.

Dr. J. E. Hobson, director of Stanford Research Institute, succeeds Dr. Eric T. B. Gross, Illinois Institute of Technology, as national pres. of Eta Kappa Nu Assn., national honorary engineering society, which holds golden anniversary convention at Urbana, Ill., Oct. 15-16.

Dr. C. Canby Balderston, who resigned last week as dean of Wharton School of Finance & Commerce, U of Pennsylvania, to become governor of the Federal Reserve System, is a cousin of Philco chairman Wm. Balderston.

Round building shaped like a pile of records, 13 stories high and 90 ft. in diameter, planned by Capitol Records Inc. in Hollywood. Ground for structure, costing \$2,000,000 and rising above rectangular one-story base, will be broken Sept. 24. About 45% will be occupied by Capitol, remainder leased, occupancy scheduled about Oct. 1, 1955.

Extra speaker for TV set, attached to receiver but placed at chairside and controlled there by viewer, is being offered at \$11.95 by Tele-Matic Industries Inc., 16 Howard Ave., Brooklyn, N. Y. Device is designed to ease listening without disturbing neighbors or others in room and for the hard of hearing.

Radio shipments to dealers (excluding auto radios) totaled 2,323,774 in first 6 months, compared to 3,214,024 in first half of 1953, according to RETMA's state-by-state report released this week and available on request. June shipments were 548,235, compared with 406,382 in May.

Financial & Trade Notes: Philips of Eindhoven, Holland, which is probably the biggest TV-radio-electronics entity in the world outside the U. S., and which is giving U. S. companies plenty of competition abroad, especially in Latin America (Vol. 10:12), enjoyed sales volume of \$423,545,000 in 1953, netted \$23,161,000 in profits (5.5% of sales) after a 49% tax rate. Its total assets were \$514,719,000 at end of year, net working capital \$201,106,000, and it employed 106,000 persons.

By comparison, biggest U. S. firm is RCA, whose sales last year were \$853,054,000, profit after taxes \$35,022,000 (4.1% of sales) after 51.7% tax rate. RCA's total assets were \$532,000,000 at end of 1953, net working capital \$228,940,000, and it employed 61,000.

Note: Philips is admittedly a "tough" competitor, has even entered U. S. market with its hi-fi after an abortive start with tubes and projection TV, and it's significant that its average wage per employee was \$1405 as against RCA's \$4918, which can be taken as typical of U. S. Philips figures were converted from guilders to dollars at rate of 3.78 to the dollar (26.45¢).

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Upsurge in movie business, which blamed TV for declines of last few years (a few admitting that bad pictures might have contributed, too), is epitomized in first half report of 20th Century-Fox showing consolidated net earnings of \$3,096,545 (\$1.17 a share) on film rentals & other revenues totaling \$52,449,508. This compares with \$138,309 (6¢) on \$51,515,004 for same 1953 period. For 13 weeks ended June 26, net profit was \$1,048,515 (40¢) against net loss of \$865,656 for same 1953 quarter.

Teleprompter Corp. had gross sales of \$222,886 and profit before taxes of \$16,164 in 6 months ended June 30. During entire 1953, gross was \$323,188, net before taxes \$17,281. Firm moves on or about Sept. 1 to 300 W. 43rd St., reports chairman Irving B. Kahn, who also announces Teleprompter equipment is provided for in IBM's new deluxe lectern, multi-functional speakers' podium.

Pye Ltd. and subsidiaries showed net profit of £1,127,886 before taxes, £259,690 after taxes in year ended March 31, according to report issued July 7 by big Cambridge, England, electronics concern. This compares with £743,973 & £235,717 for preceding year. Gross sales are not stated. (British pound is currently about \$2.80.)

Dividends: Hazeltine, 25¢ Sept. 15 payable to stockholders of record Sept. 1; Clevite Corp., 25¢ Sept. 10 to holders Aug. 30; Oak Mfg. Co., 35¢ Sept. 15 to holders Sept. 1; Storer Bestg., "A" 37½¢ and "B" 6¼¢ Sept. 14 to holders Sept. 1; Aerovox Corp., 15¢ Sept. 15 to holders Sept. 1; Canadian GE, \$1 Oct. 1 to holders Sept. 15; Canadian Westinghouse, 50¢ Oct. 1 to holders Sept. 19; Sprague Electric, 40¢ Sept. 14 to holders Aug. 30; General Precision Equipment, 50¢ Sept. 15 to holders Sept. 9; Stromberg-Carlson, 37½¢ Sept. 30 to holders Sept. 15; Sylvania, 50¢ Oct. 1 to holders Sept. 10; Hoffman Radio, 25¢ Sept. 30 to holders Sept. 1; Wells-Gardner, 15¢ Sept. 15 to holders Sept. 9; Paramount Pictures, 50¢ Sept. 14 to holders Sept. 1; 20th Century-Fox, 40¢ Sept. 30 holders Sept. 10.

Low opinion of compatible color is held by British Pye Ltd. chairman C. O. Stanley, who said in recent speech: "Compatible colour, in my opinion, was thought up in the U. S. as a political manoeuvre. [Compatible color is] a most ingenious and complicated system which has increased the cost of the receiver many times over that of the present black-&-white receiver . . . Let us make our own mistakes if we must, but not a mistake just because the Americans have already made it. I am convinced that we now have a marvellous opportunity to forge ahead in TV by adopting a colour standard which may well be in advance of that used in the U. S."

Network TV-Radio Billings

July 1954 and January-July, 1954

(For June report see *Television Digest*, Vol. 10:31)
(For preceding years, see *TV Factbook No. 19*, p. 15)

NETWORK TV billings dipped to \$22,944,803 during July while network radio fell to new 6-year low of \$9,567,329, according to monthly Publishers Information Bureau report. The TV compared with \$16,217,790 in July, 1953 and brought total for 7 months to \$172,957,857 as against \$121,190,222 for same 1953 period. Radio's 7-month \$84,093,643 compares with \$95,001,140 for 1953.

CBS-TV widened lead over NBC-TV by more than \$3,700,000 in July, reaching all-time record of \$11,861,534. CBS-TV's 7-month billings of \$77,777,963 compare with \$51,659,088 in same period 1953, and compare with NBC-TV's \$70,443,559, which is up from \$52,272,180 in same 1953 period. In radio, though it continued to lead, CBS in July fell to 5-year low of \$3,889,547; the other radio networks also went to new lows. The complete PIB tables:

NETWORK TELEVISION

	July 1954	July 1953	Jan.-July 1954	Jan.-July 1953
CBS	\$11,861,534	\$ 7,422,337	\$77,777,963	\$51,659,088
NBC	8,149,533	6,903,092	70,443,559	52,272,180
ABC	2,310,281	1,299,471	17,517,945	11,175,743
DuMont	623,455	592,890	7,218,390	6,083,211
Total	\$22,944,803	\$16,217,790	\$172,957,857	\$121,190,222

NETWORK RADIO

	\$ 3,889,547	\$ 4,870,463	\$33,604,356	\$36,162,972
CBS	\$ 2,127,192	3,494,330	20,697,370	28,227,119
NBC	2,098,823	2,030,989	17,269,420	17,386,830
MBS	1,451,767	1,830,467	12,522,497	13,224,219
Total	\$ 9,567,329	\$12,226,249	\$84,093,643	\$95,001,140

NETWORK TELEVISION—January-July 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	10,921,211	1,068,374	10,802,535	25,347,033
May	2,411,656	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879*	11,448,180	778,920	9,990,729*	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Tot.	\$17,517,945	\$77,777,963	\$7,218,390	\$70,443,559	\$172,957,857

NETWORK RADIO—January-July 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	13,895,437
Apr.	2,367,636	5,044,943	1,891,998	2,962,839	12,267,416
May	2,307,029	5,116,152*	1,908,198	2,780,725	12,112,104
June	2,405,994	4,181,677*	1,555,196*	2,618,614	10,761,481
July	2,098,823	3,889,547	1,451,767	2,127,192	9,567,329
Tot.	\$17,269,420	\$33,604,356	\$12,522,497	\$20,697,370	\$84,093,643

Revised as of Aug. 27, 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.

Whither network radio? CBS radio affiliates ponder subject at their convention in Chicago's Edgewater Beach Hotel, Sept. 1-2, where new rate structure probably will be announced. NBC radio affiliates executive committee chairman Robert D. Swezey, WDSU, New Orleans, this week announced appointment of this study committee to make "full and projected study of the patterns and economics of radio network broadcasting and their adaptability to changing conditions": Wayne Coy, KOB, Albuquerque; Walter J. Damm, WTMJ, Milwaukee; Ralph Evans, WHO, Des Moines; J. Leonard Reinsch, WSB, Atlanta; Edwin K. Wheeler, WWJ, Detroit. Group will name own chairman.

Add skywriting to the "casualties" forced by TV. At least so said Andy Stinnis, v.p. of Skywriting Corp. of America, while in Washington to plug Top Frost, frozen food product. TV is taking toll of the celestial scribbling business, because people seem to prefer TV to the blue yonder.

FCC's "SATELLITE" policy (Vol. 10:32-34) still isn't the answer to uhf coverage of small towns, in opinion of experimenters WJTV, Jackson, Miss. (Ch. 25), and Sylvania. This week, both urged FCC to take the low-power approach.

In informal application, WJTV asked for full commercialization of booster installed by RCA and serving Vicksburg, otherwise blocked out by high bluff (Vol. 10:17, 31). It suggests that WJTV's present STA be expanded to include booster. Citing RCA technical report, station says that booster produces no increase in interference while providing Vicksburg with good signal. Booster employs 10-watt transmitter, produces about 1-kw ERP with directional antenna. If FCC approves commercial operation, station will buy booster from RCA, operate remotely, turning it on and off by time clock.

Sylvania termed FCC policy "woefully inadequate" as far as giving service to small towns is concerned, told Commission that its low-power proposal (Vol. 9:38) is much more likely to bring service to towns not now served.

Letter states: "While we here at Sylvania believe that the Commission's new policy will have a beneficial effect in that it will make available to an increasingly larger segment of the population TV programs which are now denied to them, we should like to point out that the practical benefits to be derived from this new policy are very limited in scope and the policy is woefully inadequate in that it fails to make provision for furnishing TV broadcasting service to those small isolated villages and towns which cannot financially support the minimum station now permitted by the Commission's rules." Sylvania said there are nearly 8000 towns under 10,000 pop. which can't afford stations contemplated by FCC but might support low-power units.

Sylvania also submitted report on tests in Emporium, Pa. for May-June-July. Three stations were operated: KG2XDU on Ch. 22, with KG2SFZ as an on-channel booster with it, and KG2XEL on Ch. 82. KG2XDU operated 1633 hours in 3-month period, and 13 maintenance trips to unattended site were required. Experiments were made with transmission of color and duplexing of sound and picture on one transmitter.

Appeal to Supreme Court from last week's Easton-Allentown decision by Court of Appeals (Vol. 10:34) would be advisable if possible, in opinion of FCC general counsel Warren Baker, but he points out that several steps are necessary first—all of them containing uncertainties. FCC has to decide whether it wants to appeal, then Solicitor General has to concur, then Supreme Court has to agree to accept case. Court of Appeals ruling is regarded as significant because court delved deeper into reasons for FCC's decision than it usually does and because it felt FCC discounted significant findings of examiner.

Lighting and marking of tall towers is unsatisfactory, Govt.-industry subcommittee of Airdromes, Air Routes & Ground Aids finally agreed this week. Job now is to find some system that will work. Engineers expect to come up with adequate tower lighting-marking. They have grave doubts of ever making guy wires equally visible to pilots, but they believe guy wires are insignificant hazard if towers have sufficient visibility.

Power increases: WIS-TV, Columbia, S. C., from 10 to 25-kw, Aug. 20; WHO-TV, Des Moines, from 10 to 50-kw, Aug. 23; WBUF-TV, Buffalo, from 1 to 12-kw, Aug. 28; KPTV, Portland, Ore., from 1 to 12½-kw, Aug. 26. All powers are transmitter output.

AT&T extended network facilities to one station this week—WJNO-TV, West Palm Beach, Fla.

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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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IFFS-&-BUTS FADING—COLOR ABOUT READY: Any lingering doubts that color TV will begin to "Snowball" soon, as again predicted by RCA's Gen. Sarnoff at another enthusiastic NBC-TV affiliates convention in Chicago's Drake Hotel this week, could be dispelled by (a) listening to his latest promises and predictions, then (b) strolling over to a nearby room and watching some colorcasts received on CBS-Columbia's 19-in. sets at its distributor-dealer meetings which happened to be going on in the same hotel.

The 19-in. pictures on CBS's 44-tube set were clear, sharp and thoroughly acceptable -- superb, we'd say. The size is as adequate as was the 19-in. black-&-white before the 21-in. took over. Technicolor film on closed-circuit was reproduced so excellently that the distributors rose and cheered. Next night, dealers also came to see the live 'Danger' show off air, piped via network -- and again the pictures, even the Kelvinator & Amm-i-dent commercials, drew gasps of wonderment and applause.

The prices of \$950, \$1000 & \$1100, plus \$175 for installation and a year's servicing -- well, that's another matter. But if CBS is out for "position" in TV receiver field, black-&-white as well as color, it may well be on way (see p. 11).

The main point is that such great strides have been made in image quality and size that you can begin to see whither the industry is now headed. It's toward color -- and in a big way, once prices are nearer reach. With the backing of the 2 biggest networks, to say nothing of RCA and its licensees, with the promotion power of the greatest of all media for creating interest and moving products, color TV into taverns and clubs and then homes is nearer than many even in the industry think.

* * * *

More and more color shows on the networks, more and more cameras going into local stations (see p. 10), inevitable refinements in manufacture, intense competition in the marketplace -- all spell color very soon. This is where Gen. Sarnoff's latest observations are pertinent, for the record shows that he and his company have a habit of delivering what they promise.

Not only will RCA have a 21-in. color tube ready to demonstrate at Princeton Sept. 15, offering 40-sq. in. more surface than CBS's 19-in. "Colortron 205", but it has a set with a simplified circuit that uses "very few more" tubes than the 21-in. black-&-white set. So says Sarnoff, and the guessing is that tubes total around 30. Moreover, he promises, some color tubes will go to customers this year, and RCA's own set will reach market before year's end and be produced in quantity next year.

Sarnoff would say no more about the set itself, but he intimated it would be priced lower than anything yet offered -- meaning certainly his own already-obsolete 15-in. which started at \$1000 and was unloaded at \$500. This means, too, it should be lower than CBS-Columbia's lowest set at \$950 and than Motorola's 29-tube set that uses the CBS Hytron tube and is being offered at \$895 (Vol. 10:28).

Guess is that RCA's 21-in. color will come on market at between \$800 & \$900 -- but it's only a guess. Our hunch is that RCA itself hasn't decided yet.

Most startling thing Sarnoff said was that he "guessed" the 21-in. color set at \$500 is "not so far away." He added: "I might even speculate that it is conceivable that it is only a year away from the time the first 21-in. color sets reach a reasonable quantity of production. But it isn't here today at the \$500 price and isn't going to be the price of the 21-in. set which we will demonstrate.

"Once you have learned to make that kind of a set for \$500, you very quickly thereafter learn how to make it for \$400 and \$300 and so on."

* * * *

It was a rapt group of telecasters who listened to the RCA executive who was responsible for persuading many of them to get into the now-lush telecasting field, who won the bitter fight for compatible all-electronic color, and who is manifestly very jealous of any challenge to RCA-NBC leadership in the color field.

Warming up to his favorite subject, which is color, he threw away a prepared address, discoursed at length on its various aspects. Excerpts from the transcript of his remarks on color will be found on p. 12; his discussion of other electronic wonders on p. 13; his reply to a question on "editorializing" via TV-radio on p. 5; and CBS pres. Frank Stanton's retort to his rather bearish observations on declining radio network business on p. 6.

'CONTINUAL COAXIAL'?—LOOK AT THE RECORD: Still another retort to NBC president Pat Weaver's remarks on "senile celluloids" -- a phrase he says was coined by his Hollywood interviewer, not himself -- comes from Robert H. Salk, pres. of Station Films Inc., the film-buying subsidiary of Katz Agency, major station rep firm. Mr. Salk completely disagrees that feature films on TV are on their way out (Vol. 10:34), as did MPTV's Erwin Ezzes, quoted in these columns last week (Vol. 10:35).

Mr. Salk knows whereof he speaks, for not only does his parent company represent some of the country's leading TV stations but he himself has bought \$1,500,000 worth of film for them in the last 13 months. He's as frankly predisposed to the spot business as Weaver is to live network programming, and he has a good argument. In extenuation of Weaver's remarks against the oldies, though, it should be noted in all fairness that he now says he was referring to them as unacceptable for network programming and to their too-frequent repetition on stations.

All of which makes for good, clean competitive fun, if you can see it as such -- but Salk pulls no punches in lashing out at the "continual coaxial" concept which he sees motivating Weaver. "Triaxial coaxial," he suggests might even be the words for it in light of NBC's upcoming 'Tonight' show. He even suggests, in his letter to us, that we title anything we write "From Sleepy-eyes to Red-eyes." We heartily commend your reading Mr. Salk's observations in Telecasting Notes (p. 6).

'HIGH-&MIGHTY' STATIONS AMONG STARTERS: Three high mountain-top vhf outlets -- 2 in New England and one in California -- got going this week and should provide interesting clinical observations on the efficacy of such radiations. All expect to cover widespread areas, the 2 in New England getting CBS primary affiliations and the one on California's Mt. Diablo being designed to sweep over San Francisco bay area. Two other starters began testing this week, plus one in Windsor, Ont., covering Detroit area -- bringing total on air to 400 in U.S. (123 of them uhf) and 14 in Canada.

WMTW, Poland Spring, Me. (Ch. 8), better known as the Mt. Washington station because its transmitter and tower are atop the famed 6288-ft. New Hampshire peak where the old facilities of Yankee Network's FM are being used, began testing Aug. 31, got its "baptism of fire" in the hurricane which caused winds more than 145 mi. per hour at the transmitter. Tower withstood gale, but one end of transmitter house was blown in and flooded, yet the 3 Diesels continued operating perfectly. "All we lost was a big hunk of Plexiglas," reports gen. mgr. John H. Norton Jr., ex-ABC v.p. The project is backed largely by ex-Gov. Horace Hildreth, of Maine, now Ambassador to Pakistan, who also owns WABI-TV & WABI, Bangor. Coverage, said Norton, is everything expected -- signals cut a big swath in N.H., Vt., Me. and well into Canada, including Montreal, 141 mi. away, where RCA measured 200 uv/m. Even FCC Comr. George Sterling, vacationing on Peak's Island, near Portland, about 65 mi. away, reported

to us that "the pictures are coming in like a local." Station goes commercial Sept. 25 as CBS primary, with some ABC & DuMont. Paul Tiemer is New England sales mgr.; John T. Madigan, program mgr.; Parker Vincent, chief engineer. Base rate is \$300. Rep is Harrington, Righter & Parsons.

WMVT, Montpelier, Vt. (Ch. 3), second New England mountain-top installation to get going this week, began 8 hours of test patterns daily on Sept. 3, will soon go commercial with headquarters in new studio-offices in Burlington and Montpelier studios at radio WSKI. Like Mt. Washington's WMTW (above), it will be primary CBS, but it will also carry other 3 networks. Also like Mt. Washington, it expects signal to reach into Canada as well as over contiguous N.Y. & N.H. GE 5-kw transmitter has 4-bay antenna on 50-ft. Blaw-Knox tower atop 4393-ft. Mt. Mansfield, state's highest peak. Owner is C.P. Hasbrook, with Stuart T. Martin, ex-RCA & Sylvania, as v.p.-gen. mgr.; John A. Dobson, sales mgr.; Richard G. Huntley, production mgr.; James W. Tierney, chief engineer. Base hour is \$250. Rep is Weed.

KOVR, Stockton, Cal. (Ch. 13), with transmitter on 3849-ft. Mt. Diablo and designed to cover San Francisco Bay area, began test patterns Aug. 29 and is due to go commercial Sept. 6 as independent outlet. Built on site of old Eitel-McCullough FM plant, it's 30 mi. from San Francisco, 35 mi. from Stockton studios, uses 25-kw RCA transmitter and 325-ft. self-supporting Blaw-Knox tower with 12-bay antenna. It is controlled by H. Leslie Hoffman, Los Angeles TV-radio manufacturer, with Eimac holding minority interest. Plan is to compete directly with San Francisco's 4 vhf and one uhf outlet, as well as Stockton's one uhf. A.E. Joscelyn, ex-CBS Hollywood, is v.p. & gen. mgr.; Joe Fisher, sales mgr.; Wm. Hollenbeck, program mgr.; S.D. Bennett, chief engineer. Base hour is \$700. Rep is Blair.

WCMB-TV, Harrisburg, Pa. (Ch. 27), third station in uhf-only capital city, goes on regular schedule Sept. 8 after starting with test patterns Sept. 2. It will replace WTPA-TV as DuMont affiliate. It has the 12-kw GE transmitter of now-defunct WKLO-TV, Louisville, with 385-ft. tower and 5-bay antenna on Blue Mt., next to that of WTPA-TV (Ch. 71). Area has no uhf problem, reports v.p.-gen. mgr. Edgar K. Smith, with 90% of homes having TV sets and all of them capable of uhf reception. Edgar T. Shepard Jr. is pres. and 2/3 owner. Chief engineer is J. Howard Blair. Base rate is \$250. Rep is Donald Cooke.

KSWM-TV, Joplin, Mo. (Ch. 12) began testing Aug. 26 and has had "reception reports from a wide area," wires owner-gen. mgr. Austin A. Harrison who is integrating it with his AM operation and expects to begin regular programming Sept. 12 as CBS affiliate. Nearest other outlet in area is KOAM-TV, Pittsburg, Kan. (Ch. 7), 25 mi. away; it's 68 mi. from Springfield, Mo., with 2 stations. RCA 10-kw transmitter is used, 400-ft. tower. Base rate is \$200. Rep is Venard, Rintoul & McConnell.

* * * *

CKLW-TV, Windsor, Ont. (Ch. 9), across the river from Detroit's 3 stations, began 2 hours daily of test patterns Sept. 3 after intermittent test signals that started Aug. 30. Programming starts Sept. 16 with CBC and DuMont shows. It's 8th privately owned station of the 14 now on air in Canada, only one with maximum 325-kw visual power. It has 25-kw RCA transmitter & 650-ft. tower located on waterfront, is said to represent \$1,250,000 investment. J.E. (Ted) Campeau, veteran broadcaster well known in U.S. radio circles, is pres.-gen. mgr.; E. Wilson Wardell, commercial mgr.; Norman Hawkins, national sales mgr.; S. Campbell Ritchie, operations director; W.J. Carter, chief engineer. Base rate is \$1100. Reps are Adam Young and All-Canada.

THREE CPs INCLUDE TAMPA Ch. 13 REVERSAL: "Diversification" and program plans dominated FCC's reasoning in this week's final decision which reversed examiner's ruling in Tampa Ch. 13 case -- while 2 other CPs and an initial decision were issued.

The grants: Tampa, Fla., Tampa Television Co. (WALT 20% stockholder), Ch. 13; Grand Rapids, Mich., Peninsular Bctg. Co., Ch. 23; Huntington, W.Va., WHTN, Ch. 13. Initial decision favored WREC over WMPS for Ch. 3 in Memphis, Tenn.

Commission spanked examiner Basil Cooper rather vigorously in reversing him in Tampa case; he had picked WDAE-Times, saying W. Walter Tison, operator of WALT,

had done poor job of operating AM and that third applicant Orange TV (local dept. store group) couldn't possibly operate as promised.

FCC held that Tampa TV was preferred over Orange TV because of extensive plans to serve St. Petersburg, ability to carry out program proposals, integration of ownership-management, broadcasting experience, careful planning. Two lapses in WALT's operation were noted but termed insufficient for adverse finding.

FCC gave Tampa TV slight edge over WDAE-Times in programming and integration, but it felt "diversification" was most important because Times owned newspaper plus a radio station. Commission elaborated on the point:

"Times argues that diversification principle should be employed only where the grant of a license would result in a monopoly of the sources of information in a given area, and that clearly, the instant case is not such a situation. We agree that no monopoly is here involved. But Times mistakes the applicability or purpose of the diversification principle: It is not limited to monopoly because its purpose, as its name connotes, is to promote diversification in the sources of information. It is therefore of general applicability to all comparative cases."

* * * *

Examiner Claire W. Hardy picked WREC over WMPS because of "integration of ownership and of past programming." He liked fact that WREC owner Hoyt B. Wooten is also active manager, whereas WMPS' principal stockholder Abe Plough, manufacturer of proprietary medicines, spends only fraction of his time with station.

Hardy also found that WMPS is much more "commercial" than WREC; that it has broadcast several "vulgar and suggestive" songs; that it had carried "bait & switch" advertising which could have been avoided if management exercised more care.

Huntington and Grand Rapids CPs were derived through finalization of initial decisions after dismissal of competitors. (For principals, see TV Factbook No. 19.)

SATELLITES—BACKGROUND AND PROSPECTS: No applications yet under FCC's "satellite policy" (Vol. 10:32-35) -- but there are quite a few in the works. The Commission has received few written comments, most of them critical or urging caution, but the staff has been deluged with verbal inquiries.

Genesis of policy is interesting. Staff and commissioners had been pondering ways and means of helping uhf, and boosters-satellites were constantly mentioned as a possibility. Commission debated every suggestion to date -- low power, audio-only commercials, no local originations, start of rule-making, etc. -- finally hit on the announced policy as one giving most flexibility. Comr. Sterling, staff members Curt Plummer and Edward Allen sat in on RETMA satellite committee meetings. Ideas were kicked back and forth for about 3 months before ruling was issued.

FCC is committed to nothing, actually, since it carefully said that it would "consider" granting stations with local originations and a waiver of duopoly rules. Thus, it's free to grant or not to grant. In addition, Commission instructed staff to encourage comments to guide further action.

It looks as if rule-making is distinct possibility now, but there's no indication that present policy will be placed in limbo during such proceedings -- which usually take months. This is truly a case-by-case procedure.

Policy is regarded as "self-policing", i.e., whenever no one objects to proposed satellite operation, there's no reason to deny it. When there's objection -- go slow. Matter of fact, if existing station wants to "go satellite", it's not even required to get FCC permission -- though operation can be reviewed at renewal time.

How far FCC will go with policy is anyone's guess -- including Commission's. What does "helping uhf" mean? Keeping existing uhf stations alive? Bringing uhf service to people not now getting it? Spreading network programs via uhf? Encouraging purchase of uhf sets and converters so that future non-network uhf stations will have a ready-made uhf audience?

FCC considers it a mixture of these. The big question remains: Will the FCC knowingly do anything to harm an existing uhf station?

Personal Notes: Kenneth W. Bilby, ex-Carl Byoir & Assoc., elected NBC v.p. in charge of public relations, co-ordinating all press, publicity, advertising, promotion & research activities; Davidson Taylor elected v.p. for public affairs, Richard A. R. Pinkham v.p. in charge of cooperative programs (*Today, Home, Tonight*) . . . Ellis Moore promoted to NBC press director under v.p. Sydney Eiges, replacing Richard Connelly, who returned to Young & Rubicam TV-radio dept. . . . E. P. H. (Jimmy) James, ex-KVOA-TV, Tucson, onetime MBS v.p. & NBC adv. & sales promotion director and founder of its research dept., named v.p. of A. C. Nielsen Co., with primary responsibility for developing new research techniques, will also serve as asst. to pres. A. C. Nielsen . . . Wm. R. Wyatt elected Nielsen v.p. in charge of eastern sales of station index . . . Willard E. Walbridge, ex-v.p. & gen. mgr. of WJIM-TV, Lansing, Mich. and WWJ-TV, Detroit, appointed gen. mgr. of new KTLJ, Houston, due by next Thanksgiving Day, reporting to pres. John T. Jones Jr., who also heads *Houston Chronicle* . . . Jay W. Wright leaves CBS radio engineering staff to return to native Utah as v.p. of KSL-TV & KSL, Salt Lake City; Orson Rogers, from ZCMI store, named treas. . . . Edwin Scott West promoted to finance mgr., GE broadcasting stations dept. . . . Robert K. Richards, NARTB administrative v.p. who leaves Oct. 1, sets up public relations office at 1735 De Sales St. NW, Washington . . . Rex G. Howell, KFXJ-TV, Grand Junction, Colo., appointed NARTB representative on American Council on Education for Journalism; E. R. Vadeboncoeur, WSYR-TV, Syracuse, named to accrediting committee . . . John Fulton, mgr. of WQXI and upcoming

RE BUTTAL to CBS editorial of last week by pres. Frank Stanton, appealing for TV-radio's right to cover legislative hearings (Vol. 10:35), came Sept. 2 from Federal Judge Harold R. Medina of N. Y., who said presence of cameras and microphones makes it "well nigh impossible" to ascertain the truth.

Speaking over same TV-radio facilities, Judge Medina said TV-radio brings out the "natural ham" of participants in any hearing, legislative or judicial. He said too that when a witness has such a vast audience as provided by TV-radio, "the temptation to say something sensational is hard to put down. At least, he may add a few minor conversations, which never took place." He concluded:

"In presenting the case in opposition, as it appeared to me, I have tried to get at fundamentals, what we lawyers and judges call the jugular vein of a case. Does the use of radio and TV in any substantial sense affect the process of ascertaining the truth when examining the witnesses or considering other proofs?

"I say it does, and that they constitute a psychological and very real barrier which, for all practical purposes, makes it impossible to get at the truth. And because of this I would exclude them, not only from courtrooms but from any other places where analogous efforts are being made to do justice on the basis of facts. That is where the legislative hearings come in."

Meanwhile, a lively debate ensued over a network's right to editorialize. Speaking to NBC-TV affiliates this week in Chicago, chairman David Sarnoff defended right of a network to editorialize on matters of self-interest but said circumstances of each case should determine whether it ought to exercise that right. As to editorializing on partisan topics, he felt it would be unwise in view of necessity of according equal time to opponents, the unfairness of imposing an editorial policy which might be contrary to views of affiliates, plus possibility that such action might make networks subject to licensing.

He said that if a network is to have same right as newspaper to editorialize on "public or political questions,"

WQXI-TV, Atlanta, named chairman of 10th annual Georgia Radio & TV Institute to be held Jan. 26-28 . . . Francis J. Haney, recently research engineer on classified projects at Langley Field, Va., returns to WCAU-TV, Philadelphia, as gen. engineer in charge of color . . . J. Birney Blair promoted to commercial mgr., Charles E. Lohnes to operations mgr., KHQ-TV & KHQ, Spokane . . . Clarence W. Jones and Franklin Mitchell, both from WJR, Detroit, named chief engineer and program director, respectively, of upcoming WJRT, Flint (Ch. 12) . . . Lionel Wittenberg, ex-WCCO-TV, Minneapolis, named chief engineer of upcoming WTVW, Milwaukee . . . Bruce Joyner promoted to chief engineer, Dave Hume to program director of KTVU, Stockton, Cal. . . . Arthur S. Katz, west coast editor of *Bulletin of the Copyright Society of the U.S.A.*, heads legal dept. of Paramount's KTLA, Los Angeles, replacing Isadore Rosenblatt . . . James Burke promoted to assignment editor of unified CBS news setup, David Zellmer named exec. producer of TV news, Robert Skedgell for radio news . . . Bernard London rejoins Kudner in charge of Schick's sponsorship of one quarter of 40 pro football games on DuMont . . . Leonard Elliott establishes TV-radio consultation service for ad agencies at 15 W. 44th St., N. Y. . . . Forrest Owen Jr., TV-radio director of Geoffrey Wade's Hollywood office, named mgr. of N. Y. office . . . Ben K. West, ex-KEDD, Wichita, named promotion mgr. of upcoming WINT, Waterloo-Ft. Wayne . . . Everett Holles has resigned as MBS Washington news director, succeeded by Robert F. Hurleigh, who was producer for Fulton Lewis Jr. . . . Elenore Guinchio named Advertising Council's TV-radio service mgr.

it must have same political rights. "Thus," he said, "a network could be a Republican network or a Democratic network, or the network of some other legally recognized political faith. It so happens that now there are only 4 TV networks, and it is conceivable that all 4 networks could become Republican, or all 4 might become Democratic networks. Surely this cannot be anyone's intention, for such a condition would be highly undesirable."

He said Stanton "picked the right issue" in demanding equal access for TV-radio with newspapers in covering public hearings, but "I regret exceedingly that he has confused a specific case with a general principle, by adding the word 'editorial' on the TV screen." He said NBC had never engaged in editorializing "and we are not ready to abandon our policy." Of course, he added, "we shall watch the new developments as they go along and study the reactions they produce."

CBS had no direct comment on Sarnoff's remarks, but a spokesman said, "We're not posing as experts in every field—but we'll speak up from time to time on issues on which we have some knowledge and something to say." It was made clear that CBS has no intention of editorializing on a lot of partisan political issues, like a newspaper, but would speak up on matters of industry and self-interest.

Another who spoke up this week for TV-radio's right to equal access with newspapers to public hearings was NARTB pres. Harold E. Fellows who told American Legion convention in Washington that ban on live coverage of hearings on censure of Sen. McCarthy by Senate committee headed by Sen. Watkins (R-Utah) is a threat to freedom of the press. He said "if Congressional committees think they look bad in the camera, the solution is not to break the camera."

Note: Sen. McCarthy himself, aroused by what he termed erroneous headline in *Washington Star* on censure hearings, said it was example of false reporting which wouldn't have occurred if TV had been allowed to cover hearings.

Telecasting Notes: "Old pictures never die, their audience slowly fades away." That quote from Pat Weaver's recent interview with *Hollywood Variety* (Vol. 10:34), plainly deprecating the oldies, draws a sarcastic and pointed reply from Station Films Inc. pres. Robert H. Salk, addressed to us . . . "Continual coaxial?" he asks. "With programming from *Today* through *Home* through *Tonight*, Pat Weaver soon will have furthered his ambitions to bring us 'live programs, being performed as you see them.' About all that's left for Mr. Weaver and company's quest for continual coaxial live programming would be a *Swing-shift Matinee* paving the way for Muggs' early morning takeover. And the coaxials won't even get much of a rest with network airings of a growing number of film programs slated to be offered via network this fall. Weaver's enthusiasm for *Tonight* is as it should be. His evaluations of the late night movies don't square with the facts or the signs. Around the country these late feature movies are enjoying strong ratings and top sales. Ask Joe Hartenbower at KOMO-TV, Kansas City (11.3 latest ARB), Wally McGough in Columbus (8.1 latest Pulse), Bob Convey in St. Louis (18.1 latest ARB) how their feature films are doing—not to mention Baltimore, Washington, Chicago or you name it. Better still, look at WCBS-TV's *Late Show* (6.7 latest Pulse) against *Tonight's* future m.c. Steve Allen's current WNBT opus (3.7)." . . . As for repeats: "Maybe it's the insomniacs who watch TV into early hours who want to see a *story—a different one* every night [italics Mr. Salk's]. Nor should *New Yorker* gags mislead Mr. Weaver—few stations repeat the same

RECRIMINATIONS were bandied and bony fingers were pointed once more as old adversaries CBS & NBC were at it again—this time on the score of network radio's destiny. Declining radio network sponsorships, with more daytime casualties lately, had the question of where radio is heading and who's selling it short on every broadcaster's tongue this week as CBS held a radio affiliates' convention and prepared to implement the 15-20% rate reductions it announced last May to become effective this fall. Vehicle for the reductions will be new discount structure, not yet disclosed but due to go into effect soon.

Barbed exchanges even reached into an FCC hearing room where CBS pres. Frank Stanton, testifying Sept. 1 in St. Louis Ch. 11 hearing just before taking off to speak before CBS Radio affiliates convention in Chicago Sept. 2, observed:

"I think that radio will go through a further readjustment with the competition of TV. One of my competitors in a speech yesterday, I am told, indicated that radio was going to be completely gobbled up by TV. I don't subscribe to that."

Then, at the affiliates meeting in Chicago's Edgewater Beach Hotel next day, Stanton asserted: "Radio is a business we must believe in [and] those who do not believe in it should make way for people who do, and not undercut the vitality of the medium." There wasn't much doubt who was the target of his remarks.

"There were those in the record business," he continued, who got out when radio came along, but new concepts in production and selling were applied in the record business and it will take this same kind of ingenuity in radio to beat this kind of competition.

"Stations in operation have increased 111% since 1946. Set ownership went from 58,000,000 in 1946 to about 110,000,000 in 1953, an increase of about 90%. In 1946, CBS Radio was about 10% behind its nearest competitor in billings, but in 1953 CBS Radio was 38% ahead and thus far in 1954 has zoomed to a 62% advantage.

"These figures do not make radio seem like anything but a very vital business. We have problems—we all have

movie in the same slot, and those few that do wait a long time between repeats. There are a lot of features around—some 3283 of them today—and a few more slipping out with some regularity" . . . As for scorning proffers of old pictures still in vaults: "Look at the stir created in June when Tom O'Neil's General Teleradio operation bought the 30 Bank of America features for a record price, a reported \$1,300,000. They have already been sold to or grabbed by enough stations to recoup the investment. If Pat Weaver didn't throw away the key to the vaults full of films of major studios, a lot of well-heeled film distributors would like to bid for it" . . . Title clearance bureau for TV films, comparable to Motion Picture Assn.'s Title Registration Bureau, is a crying need to avoid confusion, duplication and lawsuits, says Warren Lewis, producer of Four Star Productions' *Story and The Star* series. He says that with increasing number of TV film companies, it's next to impossible to know what titles have been used . . . Viewing time increased this summer, Nielsen reports, noting that average set was on 4 hours & 40 min. daily in May, 27 min. longer than last year, and 4 hours in June, 14 min. longer than same 1953 month . . . Crosley's WLWC, Columbus, O., basic NBC-TV affiliate, adds ABC-TV primary after WTVN and ABC-TV failed to come to agreement on continued affiliation . . . Rate increases: WGAL-TV, Lancaster, Pa., raises base hour from \$750 to \$900, min. \$150 to \$180; CHCH-TV, Hamilton, Ont., from \$300 to \$400 & \$60 to \$90 . . . New rep offices: Venard, Rintoul & McConnell moves to 579 Fifth Ave. (Murray Hill 8-1088).

problems. Nothing is perfect in this world, but believe me, we have fewer problems than some.

"We believe in radio, and it is not a blind faith. I pledge to you that you are in a healthy family and that we are going places on all fronts."

The affiliates thereupon adopted unanimous resolution affirming faith in the network, as offered by their chairman, Kenyon Brown, KWFT-TV & KWFT, Wichita Falls.

As for scuttlebutt that the CBS cut would go deeper than the originally announced 15-20%, this was unequivocally denied by a network spokesman. It was noted that the requisite 85% or more of affiliates by referendum had agreed to the new rate structure, were all prepared for it, and that no new formula was advanced at Chicago. The reductions are due off the drawing board by Oct. 1—and NBC has indicated that it would follow suit, as the other networks inevitably must.

* * * * *

The implications that NBC is selling radio short in favor of TV stemmed from remarks by RCA-NBC chairman David Sarnoff at NBC-TV affiliates meeting in Chicago Aug. 31. This is what Sarnoff said in referring to what he called "the plight of the radio networks":

"If you were making your will, and you had to decide on securities that you could select for your wife and children for their sustenance and future after you are gone, you are not likely to make that investment today in a radio network. I mean just a radio network, and nothing else. I shouldn't think the advice you would get from financially-minded experts would be that a profitable, growing and promising enterprise in the U.S. is a radio network.

"I have thought for some time that there was only one direction, income-wise, for radio networks to go—and that is down instead of up. I was challenged in that view, and I had hoped right along that I might be wrong." But the facts are, he said, that national advertisers "every now and again" are canceling day as well as night programs, and "if a business starts going down, it is very difficult to arrest the decline, and it is not so easy to read-

just your appetite to the dwindling victuals that are placed on your plate.

"We do have this advantage, speaking for the NBC. We have been dieting for the last few years on the radio network, and we have gotten slenderized—our figures are trimmed in that respect, while some of our competitors have been more fortunate in the last 2 or 3 years, and they have still to learn how to get along on the reduced rations of a radio network diet. I hope that the rate of their radio decline will not be so violent or rapid as to interfere with the health of their remaining organisms.

"While that is going on, some independent radio stations as well as affiliated stations have been doing very well. They have been doing well through local business, through spot business, through all the names that you gentlemen invent from day to day that even I can't keep up with—station breaks and other kinds of breaks—but that hasn't helped the radio network to grow and remain healthy. It may be that in radio perhaps you can get along fairly well without a network because of the recorded programs and revenues you derive from local and other sources.

"If this be so, and if the radio network declines to a point where it no longer has sufficient energy to sustain its body, you know what happens under those conditions. If you think that a radio station, particularly an important radio station in an important center, can remain prosperous regardless of whether it has a national network or not, if you believe that, then, of course, you will have no interest in the continued life of a radio network.

"On the other hand, if radio networks should cease to exist, I believe you would find that the importance of a radio network, as an instrument of national service and national defense, would compel such a service to continue in one form or another . . .

"I don't say that radio networks must die, because every effort is being made and will continue to be made to find new patterns, new selling arrangements and new types of programs that may arrest the declining revenues. It may yet be possible to eke out a poor existence for radio networks, but I don't know."

Heralding fall TV season, Richard Austin Smith writes in Sept. *Fortune*: "This September will introduce a season of the most exciting and competitive programming in TV history. The dominant networks, CBS and NBC, both rocking along at full throttle, will meet head on like two runaway locomotives at a state fair." Article is devoted largely to NBC-TV's "magazine" concept of selling sponsors just about whatever they want and its massive "spectaculars" and whether they'll top CBS-TV's more conventional lineup. Smith calls NBC's schedule "formidable," but quotes CBS-TV pres. Jack L. Van Volkenburg's warning: "The advertising value of the spectaculars has yet to be proved—they aren't going to create a habit and their costs are staggering." Whatever the outcome, Smith writes, public is going to get "the most glittering TV season yet."

New breakdown of the 100 top advertisers—magazines, newspaper sections, network radio, network TV—is tabulated for first 6 months of 1954 in Aug. 30 *Advertising Age*, showing alltime high combined \$573,578,690 or 8.1% ahead of same 1953 period. It's same PIB table as one for whole of 1953 published on pp. 11 & 31 in *TV Factbook No. 19*, but new list shows Chrysler moving from 12th to 7th place, replacing General Mills, down from 8th to 11th. GE is up from 9th to 6th place; American Tobacco down from 7 to 8th; R. J. Reynolds down from 6th to 9th. Top dozen: 1, Procter & Gamble; 2, General Motors; 3, Colgate-Palmolive; 4, General Foods; 5, Lever Bros.; 6, GE; 7, Chrysler; 8, American Tobacco; 9, R. J. Reynolds; 10, Ford; 11, General Mills; 12, Gillette. .

Most of the TV executives present are in radio also, and some didn't like these views and said so privately afterward. However, many of them admitted their radio billings, local & spot as well as network, were considerably down this year—so many, in fact, as to indicate a general condition despite this week's assurances from BAB's pres. Kevin Sweeney that both national spot and local this year will run way ahead of last year's record highs.

"Radio has a new generation of station salesmen," said Sweeney, "who within a few years should be the ablest group of media representatives in history. For the first time in 2 decades we have an army of young and hungry 'tigers' on the prowl for business, and they are getting it."

Be that as it may, the broadcasters calling themselves Quality Radio Group got together after the Chicago network meetings and, frankly avowing their intention of "plugging the big holes" in their station schedules caused by network sponsor defections, decided to incorporate, set up own N. Y. sales offices to swap tape recordings of their own top-hole programs (programs only, no spot) and make them available to sponsors at rates comparable to network station rates. There were 23 in the incorporating group, including affiliates of all 4 radio networks, and their board is to meet in Chicago next week to elect officers, with Crosley's Ward Quaal slated to be president.

Quality Radio Group Inc.'s board comprises, besides Quaal (3 stations): Charles Crutchfield, WBT, Charlotte; Howard Summerville, WWL, New Orleans; Don Thornburgh, WCAU, Philadelphia; James Gaines, WOAI, San Antonio; Frank Fogarty, WOW, Omaha; Chris Witting, Westinghouse (3 stations); Jack DeWitt, WSM, Nashville; Ralph Evans, WHO, Des Moines; Frank Schreiber, WGN, Chicago; C. T. Lucy, WRVA, Richmond; plus one other not yet named. (It's noteworthy that all save WRVA are also TV operators.) Other stations in group: KVOO, Tulsa; KFI, Los Angeles; KCMO, Kansas City; WSB, Atlanta; WPTF, Raleigh; WFAA-WBAP, Dallas-Ft. Worth; KOB, Albuquerque—most also in TV. More stations will be added, though it's proposed to hold membership down to only 25-30 stations.

Television Bureau of Advertising (Tvb), at first organizational meeting Sept. 2 in Chicago, appointed Clair McCollough, WGAL-TV, and Richard Moore, KTTV, as co-chairmen of temporary board. W. D. (Dub) Rogers, KDUB-TV, was named secy., Lawrence (Bud) Rogers, WSAZ-TV, treas. McCollough, Moore, Roger Clipp of WFIL-TV and Campbell Arnoux, WTAR-TV, were appointed committee to pick \$35,000-a-year pres. Finance committee is headed by George Storer Jr., by-laws committee by Arnoux, dues committee by Clipp. Monthly dues for station members were established as their highest non-network quarter-hour rate. A first-year budget of \$400,000 was adopted.

In which markets will CBS seek 2 uhf outlets of its own, if FCC authorizes owners of 5 vhf to acquire 2 uhf—as it's expected to do soon? During St. Louis Ch. 11 hearing this week, pres. Frank Stanton said they would be in markets ranking 25th to 50th, but specific cities haven't been selected. Elaborating, he said: "I will make the flat statement that if the Commission had granted the networks the right to own uhf stations when we first talked to them, uhf wouldn't be in the sad plight it is in today. I think the manufacturers of transmitting equipment, advertisers and the public generally would have sat up and taken notice of uhf."

Maurice Fisher, 48, exec. producer of several ABC-TV shows (*Chicago Parade*, *Mary Martenseu Cooking School*) and song composer, died Aug. 30 after a heart attack.

Station Accounts: TV station billings are mounting so rapidly as fall season begins, that it's a fair guess that the network keys in New York (WNBT with \$6200 Class AA local rate, WCBS-TV \$6000 Class A) have reached or even exceeded \$20,000,000-a-year gross income rate each, if you count in their network compensation. They're not telling, of course, but this week NBC Spot Sales reported combined TV-radio "net dollars for confirmed orders" for the stations it represented at record \$4,250,000 for Aug., or 30% ahead of same month last year. Breaking down the figures, NBC Spot Sales director Tom McFadden said TV ran 28% ahead, radio 50% ahead. During Aug., for WNBT alone, a record \$4,254,000 in new spot billings was signed—though not all for placement that month . . . Sterling Drug reports signing barter agreement with some 40 stations whereby it sells them its *Mark Saber* film series and agrees to invest the money dollar-for-dollar in spot announcements on those stations, thru Thompson-Koch Adv. Amount stations pay for program depends on whether it's first, second or third-run in market . . . Among advertisers currently reported using or preparing to use TV: Medusa Portland Cement Co., Cleveland (masonry paint), thru Van Sant, Dugdale & Co., Baltimore, Md.; Sonya Rose Co., Los Angeles (Perma-Brow eyebrow fixative), thru Visio Inc., Los Angeles; Remote-O-Matic Co., Los Angeles (Remote-O-Matic electronic tuning device), thru Visio Inc., Los Angeles; State of New Hampshire Planning & Development Commission, Concord, N. H. (promotion), thru Hermon W. Stevens Agency, Concord; Sterling Drug Co., N. Y. (Fizrin), thru Compton Adv., N. Y.; Flying Sportsmen Lodge, Loreto, B. C., Mexico, thru Vignolle & Powell, Los Angeles; Pan American Coffee Bureau, N. Y., thru Cunningham & Walsh, N. Y.; Block Drug Co., Jersey City, N. J. (Amm-i-dent toothpaste), thru Harry B. Cohen Adv., N. Y.; Pepperell Mfg. Co., Boston (Glonon Acrlan blankets), thru Benton & Bowles, N. Y.; Magla Products, Newark, N. J. (Magla silicone ironing board covers), thru Edward Lieb Adv., N. Y.; Maytag Co., Newton, Ia. (washers & ironers), thru McCann-Erickson, Chicago; Pabst Sales Co., Chicago (Tap-a-Cola non-fattening cola in cans), thru Warwick & Legler, N. Y.; Waffle Corp. of America, Philadelphia (Downyflake frozen waffles), thru J. M. Korn & Co., Philadelphia; Underwood Corp., N. Y. (Leader portable typewriter), thru Brooke, Smith, French & Dorrance, N. Y.; Culligan Inc., North-Brook, Ill. (soft water service), thru Alex T. Franz Adv., Chicago; Icelandic Airlines Inc., N. Y., thru Wendell P. Colton Co., N. Y.

"Why Is Television So Hungry?" titles editorial in Aug. 30 *Advertising Age*, rapping locally-sponsored commercials as reminiscent of circus pitches. Saying that TV stations generally "seem to have very modest amounts of time for sale and give every indication of operating successfully," editorial then asks: "Why, then, is there so large a segment of local TV business consisting of new and used car dealers making 10 or 12-minute pitches of the most fantastic kind? Why are there so many people selling sets of pots and pans at the unbelievably low price of \$49.50, complete with a 5-room ranch house? Why are there so many people offering to rebuild your house for only \$1.49 a month—with the first payment scheduled for Jan. 1, 1963? Why is there so much insistent shouting, so much super-fast talking, so much obvious trickery on locally sponsored TV shows? And what kind of excesses can we expect when this new wonder medium shakes down to normalcy, if we get this sort of thing now?"

All CBS-owned radio stations and the network itself are returning to NARTB membership as of Oct. 1 after lapse of nearly 5 years, and it's expected ABC will soon do likewise. TV stations of both networks are already members.

NBC-TV optional affiliates, left out in cold by many sponsors, were presented plan at Chicago this week whereby they might be formed into territorial groups, sold at group rates as well as at individual network rates, and also piped certain shows to be sold on either interconnected or local co-op basis. The *Home, Howdy Doody* and *Imogene Coca* shows were selected for offering to optional stations not ordered by network advertisers—special cueing arrangements to be worked out and kines for *Howdy Doody* and *Imogene Coca* shows to be furnished non-interconnected stations. Plan was worked out by committee headed by Fred Mueller, WEEK-TV, Peoria, and reaction of optionals is asked by Sept. 15. Project grows out of fact that TV sponsors stick largely to basic network (52 stations), though NBC-TV claims its average night network (said to be about 70 stations) is "much larger than that of any other network." Some optionals cry they're getting average of only about 16 hours of network commercials monthly, meaning big out-of-pocket expense. Plan is to set up specialized sales unit devoting fulltime to getting them more business.

To insure "truly competitive" situation in Madison, Wis., with all commercial stations operating on uhf, WKOW-TV (Ch. 27) petitioned FCC this week to switch Ch. 3 to educational status, Ch. 21 to commercial. Station said Commission had ideal opportunity to promote "de-intermixture" before finalizing initial decision favoring WIBA over WISC for Ch. 3 (Vol. 10:32). In addition to WKOW-TV, other uhf operators are WMTV (Ch. 33) and educational WHA-TV (Ch. 21); WHA-TV would go to Ch. 3 if FCC approves switch. WKOW-TV noted that FCC rejected similar petition several years ago in belief uhf could compete satisfactorily with vhf, but that it should now acknowledge such is not the case.

Request for reopening of Portland, Ore. Ch. 12 case, filed last week by Columbia Empire Telecasters which charged principals of winner Oregon TV Inc. with "false and perjured testimony" (Vol. 10:35), was countered this week by Oregon TV. Columbia had said Oregon's proposed manager Walter Stiles, now chief engineer of KOPO-TV, Tucson, was ready to appear to refute Oregon's testimony, but Oregon this week produced affidavits of Stiles and KOPO-TV engineer Paul F. Bennewitz, which, Oregon says, shows they're not "in a position to testify to facts which would impugn the integrity of one of the principals of Oregon TV Inc."

Directional antenna proposal for Ch. 8, filed by Neptune Bestg. Co., Atlantic City, which suspended operations of uhf station WFPG-TV (Vol. 10:33), was opposed this week by Steinmans' WGAL-TV, Lancaster (Ch. 8) and WDEL-TV, Wilmington (Ch. 12). Opposition said grant of DA would have nation-wide repercussions that would in time "reduce the number of uhf operations to the vanishing point." Steinmans also stated that DA proposal included no information on standards or engineering on which to grant directionals and that proposal gave no reasons why Atlantic City should get "undue preference" over Lancaster and Wilmington areas.

Humble Oil signed this week to sponsor NCAA football schedule on ABC-TV in Texas, starting Sept. 18, thru McCann-Erickson; Carnation Milk signed last week for California sponsorship. Also this week, Standard Oil of Indiana bought home games of Chicago Bears and Chicago Cardinals in 18 midwestern markets on ABC-TV starting Sept. 26, Sun. 1:30 p.m., thru D'Arcy.

Storer Broadcasting Co., presumably to help swing big Empire Coil Co. \$10,000,000 purchase that still pends FCC approval (Vol. 10:2), has borrowed \$12,000,000 at 4½%, maturing in installments from Sept. 1, 1954 to June 1, 1961, from Society for Savings, Cleveland, National City Bank of Cleveland, Bankers Trust Co., Chase National Bank.

BETTER THAN DOUBLED coverage is claimed by pioneer uhf station KPTV, Portland, Ore. (Ch. 27), following first spot checks of signals of new 12½-kw RCA transmitter which pushed its power up from 17.6-kw to 204-kw ERP Aug. 28. Previous fringe areas are greatly strengthened, reports mgr. Russ Olson, who also is an engineer, and signal is received 4 times stronger at Eugene, Ore., 125 mi. southward. Goal of \$350,000 expansion now under way at KPTV, he states, is ultimately the maximum allowable 1000-kw.

Similar enthusiastic report comes from David Baltimore, mgr. of WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), first of the stations to install RCA's new 12½-kw transmitter (Vol. 10:34), but he's not willing yet to spell out extent of widened service range pending surveys. WCOV-TV, Montgomery, Ala. (Ch. 20), reported this week its 12½-kw will be ready for operation Sept. 10.

Only GE shipment reported this week was 12-bay antenna Sept. 1 to WEDM, Munford, Ala. (Ch. 7, educational), due on air later this month. DuMont shipped 25-kw amplifier to WFMY-TV, Greensboro, N. C. (Ch. 2), to replace present 5-kw. RCA stated shipments last week to upcoming KAKE-TV, Wichita, Kan. (Ch. 10) and WSFA-TV, Montgomery, Ala. (Ch. 12) were 50-kw not 25-kw as erroneously reported last week.

RCA on Sept. 3 shipped 50-kw transmitter to WBTW, Florence, S. C. (Ch. 8), due on air this month; same day, to existing stations, it shipped new 10-kw to KHSL-TV, Chico, Cal. (Ch. 12) and 12½-kw to WJTV, Jackson, Miss. (Ch. 25). Earlier in week, it sent 2-kw transmitters to CKCW-TV, Moncton, N.B. (Ch. 2) and CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2), neither of which has yet reported target date.

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

KCKT, Great Bend, Kan. (Ch. 2), getting ready to install 35-kw GE transmitter, now expects to get test patterns going by Oct. 15, begin commercial operation Nov. 1 or earlier, writes v.p.-gen. mgr. Les Ware. Work on 1000-ft. Emsco tower began Sept. 1, with installation of 6-bay GE antenna scheduled for Oct. 1. It's 50 mi. from Hutchinson, 91 mi. from Wichita. Bolling will be rep.

WTHS-TV, Miami, Fla. (Ch. 2, educational), is campaigning for operating funds, now has no target date but expects to take over and begin converting old WTVJ plant by Dec. or Jan., reports Vernon Bronson, asst. director, Dept. of Radio & TV Education, Dade County Board of Public Instruction.

WBTW, Florence, S. C. (Ch. 8), ran into construction delays, doesn't expect to meet Sept. 15 test target, still is hopeful of programming around Sept. 26 or "at least in time to make the World Series," reports gen. mgr. J. William Quinn. It's installing 50-kw RCA transmitter, has 750-ft. Kimco tower with 12-bay supertturnstile antenna ready. Owner is Jefferson Standard Bestg. Co., which also operates WBTV, Charlotte, and owns interest in WFMY-TV, Greensboro, N. C. It will be basic CBS, will also link up for WBTV originations. Base rate will be \$250. Rep will be CBS-TV Spct Sales.

KETC, St Louis (Ch. 9, educational), has been delayed by weather in rebuilding 600-ft. Ideco tower of St. Louis U's defunct WEW-FM at new site between St. Louis U High and Oakland Stadium. It now plans Sept. 20 start with preview of programs, according to the Very Rev. Paul C. Reinert, S.J., acting chairman of St. Louis Educational TV Commission. It will use 5-kw RCA transmitter and 6-bay supertturnstile antenna. Temporary studios are in McMillan Hall, Washington U, with permanent quarters by year's end to be in building being contributed by Arthur Baer, of Stix, Baer & Fuller Co. dept. store.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15), planning test patterns starting Sept. 7, joins CBS-TV Sept. 26, according to pres. R. Morris Pierce, who also operates radio WDOK, Cleveland. GE 12-kw transmitter and 800-ft. tower with 5-bay antenna are 16 mi. north of Ft. Wayne at "highest point in all of northern Indiana." Base rate will be \$300. H-R Television will be rep.

KVAN-TV, Vancouver, Wash. (Ch. 21), granted Sheldon F. Sackett in Sept. 1953, oft-announced and oft-delayed, is now delayed indefinitely following death of general manager Fred F. Chitty (Vol. 10:33); CP runs to Nov. 23, 1954. DuMont 5-kw was first designated, with Bolling as rep.

WQXI-TV, Atlanta, Ga. (Ch. 36), has moved Sept. 1 test pattern to Oct. 1 with programming to begin in Nov., reports owner R. W. Rounsville, who said 450-ft. Truseon tower is now being constructed, 1-kw Continental transmitter now being installed. Rate card isn't ready yet. Rep will be Hollingbery.

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CFPA-TV, Port Arthur, Ont. (Ch. 2), held up by slow equipment deliveries, now plans start about Sept. 15, according to owner Ralph H. Parker. RCA 2-kw transmitter is in TV-radio building remodeled from former city firehouse. It will use 200-ft. self-supporting tower with 3-bay antenna. Base hour will be \$150. Reps will be Weed and All-Canada.

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FCC approved sales affecting 2 Nashville stations and other smaller ones this week. Draughon family's sale of WSIX-TV (Ch. 8), along with WSIX (5-kw on 980 kc, ABC) for \$800,000 to new WSIX Inc. was approved, Louis Draughon to be equal owner with W. H. Crisswell & R. D. Stanford Jr., local business men, and to continue as gen. mgr. (Vol. 10:32). At WLAC-TV (Ch. 5), v.p.-gen. mgr. T. B. Baker Jr. and A. G Beaman exercise \$100,000 option for 25% each, with Life & Casualty Insurance Co. retaining 50% and full control of AM (Vol. 10:19). Other sales approved included that of Chernoff-Baer group's WTBO, Cumberland, Md. (250-w on 1450 kc, NBC), holding CP for WTBO-TV (Ch. 17), to Tenn. Valley Bestg. Co. for \$110,000 (Vol. 10:32); purchasing firm includes Arthur W. German, ex-Republic Pictures eastern TV sales mgr., and Edward G. Murray, WPTZ film buyer. Holdings of present owners of KTXL-TV, San Angelo, Tex. (Ch. 8), are reduced by sale of 20% for \$26,500 to Lowell Smith & Marshall Formby (Vol. 10:34). Among AM deals approved, WHOT, South Bend, Ind., is sold by Indianapolis' WISH-TV group for \$140,000 to Notre Dame U, which holds CP for Ch. 46. Control (70.59%) of WSIR, Winter Haven, Fla., is sold by Frederick L. Allman to new group for \$114,000; Allman is owner of WSVA-TV, Harrisonburg, Va. (Ch. 3), for which sale negotiations have also been reported.

Assignment of WILS-TV, Lansing, Mich. (Ch. 54) from Lansing Bestg. Co. (Pomeroy family) to Inland TV. Co. (group headed by Thomas B. Shull, NBC film div., Chicago), was proposed in application filed this week. Shull group would lease for \$5000 a month with option to buy for \$166,254 at the end of two years. The station is 40% stockholder in application for Ch. 10, Parma-Onondaga, Mich., amended this week to share time with Mich. State College.

Control of radio WHOO, Orlando, Fla., owned by Edward Lamb and Edward Lamb Industries, is being sold to Radio Florida Inc., wholly owned by Mowry Lowe, ex-mgr. of WEAN, Providence, for \$333,076. Application for Ch. 9, now in competitive hearing with 2 others, is not included in deal. Lamb told FCC he wants to devote more time to other TV-radio properties.

Color Trends & Briefs: Live color programming, contrary to common belief, is neither excessively expensive nor difficult, according to Walter Damm, director of WTMJ-TV, Milwaukee, who has had RCA camera for several months and has another on order. Initial investment is steep, he agrees, but he reports extra programming costs average only about 10% more than black-&-white. Most worries about scenery, lighting, etc., he says, are little warranted; they're not as complicated and costly as at first believed.

RCA has now shipped live cameras to 8 stations in addition to substantial but undisclosed number to NBC and CBS. None has gone yet to ABC or DuMont. First non-network-owned stations to get cameras were WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth, and WTMJ-TV. Latest are: WBEN-TV, Buffalo; KTLA, Los Angeles; WCCO-TV, Minneapolis; WDSU-TV, New Orleans; KRON-TV, San Francisco. Due for deliveries shortly are: WSAZ-TV, Huntington; KFMB-TV, San Diego.

GE's sole shipments of its "Chromacoder" camera equipment have been to CBS which is now experimenting with them but hasn't used any for current network programs.

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NBC-TV reports it has already sold \$14,000,000 worth of color programming, and "is in complete operating readiness to enlarge its color schedule to meet advertiser interest in color as it develops." By year's end, 82 NBC-TV affiliates will be equipped to transmit network color, with about 87% of U. S. homes within range. Three series of 90-min. color spectacles, first on Sept. 12, will alone add up to 49½ hours of color programming, plus other individual shows. By Jan. 1, origination facilities will be available for 60 hours of color programming a month out of Colonial Theatre & Studio 3F in N. Y., the old Warner Bros. studio in Brooklyn where the spectacles will originate, and by end of year out of Burbank, Cal. studios.

DuMont's first colorcasts will be one program of film a week starting in mid-Sept., increasing thereafter, director Ted Bergmann announced this week. At same time, WABD, New York, will start taking commercial film and slides, maintaining regular monochrome rates, while WTTG, Washington, and WDTV, Pittsburgh, will have transmitters modified to accept network color. ABC, meanwhile, is holding off investment in color equipment until there's definite sponsor interest. It's reported having approached RCA with offer to colorcast NCAA football if RCA became a sponsor. Currently, it's seeking to attract Eastman Kodak's projected new color film series *Norby*.

Single-tube color camera was described at Western Electronic Show in Los Angeles this week by Robert J. Stahl, consulting engineer for Color TV Inc., unsuccessful proponent of a line-sequential color system during 1949-51 FCC hearings. Stahl reports such a camera on CTI drawing boards but no plans for construction.

This week's network color schedules: NBC-TV—Sept. 7, segment of *Home*, 11:03-11:10 a.m.; Sept. 12, first "spectacular" featuring Betty Hutton in *Satin & Spurs*, 7:30-9. CBS-TV—Sept. 7, *Life with Father*, 10-10:30 p.m.; *Love of Life*, 12:15-12:30 p.m.

Most comedy scenes have little to gain from color, according to Jess Oppenheimer, producer of *I Love Lucy*, but he's considering filming in color selected scenes which he believes will clearly benefit from color, inserting them in black-&-white programs.

Lowest advertised price for color set so far is \$399.95 quoted for 15-in. Raytheon by Wieboldt Stores, Chicago, which had one for each of its 6 outlets. Set was advertised as "regularly \$1250."

CBS-COLUMBIA, which led up to its distributor convention Aug. 30 at Chicago's Drake Hotel with week of ads promising "the first new idea" in and since color, brought out three 19-in. color sets at \$950, \$1000 & \$1100 and 4 black-&-white models starting with 17-in. "coffee" plastic table at \$135, which it claims is lowest list price in industry for 41-mc receiver. Latter set is also available at \$145 in cordovan, gray or sand.

Other black-&-white sets are a 21-in. "coffee" plastic table model at \$165, and \$180 in cordovan, gray & sand; 21-in. open-face mahogany console at \$200, blonde \$210; 21-in. de luxe open-face mahogany console at \$235, blonde \$245.

The much-heralded "new idea" in the new black-&-white series, called "Century" is a "sweep" tuning bar, which can be moved horizontally across dial to channels enclosed in boxes. It was devised by engineering v.p. Antony Wright. Fine tuning is accomplished by small knob at tip-end of bar. Because of its ease in operation, pres. Seymour Mintz predicted "sweep tuning" would obsolete rotary method.

Black-&-white sets merely represent low end of CBS-Columbia's current line, which was introduced in June at Chicago furniture marts (Vol. 10:25) and which remains unchanged in price. That line, all 21-in., ranges from mahogany table model at \$190 to full-door blonde console at \$370; these heldover models do not have sweep tuning. The new black-&-white sets have 15-tube chassis, 15,000-volt picture tubes. Production of new 21-in. has already begun, and 17-in. are due to begin in latter Oct. or Nov.

Color line starts with \$950 table on stand, as yet merely a mock-up and due to be redesigned for more compactness before it's marketed. As to open-face console at \$1000 and full-door console at \$1100, pres. Seymour Mintz said they're currently being produced at rate of 100 a day, with expectation that 3000 will be produced and sold to distributors in next 45 days. After that, "market conditions" will determine rate of production. He said about 25% of CBS-Columbia's Long Island City plant has been converted to color production and testing operations.

Color sets have 44-tube chassis and 6 controls—only 2 more than on conventional black-&-white receiver. They're the "hue" control which changes picture tints, and "Chroma-Brightness" control for altering amount of color. All sets have 82-channel tuner, use "Columbia 360" audio system with 2 speakers at opposite ends of cabinet. All sets have walnut finish. Servicing and installation charge will be about \$175 a year.

Also introduced was small portable 4-tube radio, 6 5/16-in. long by 4 ¾-in. wide and weighing less than 2 lbs., retailing at \$30 in green, gray, sand and maroon. Sales v.p. Harry Schecter forecast excellent season for portable radios, predicted industry could anticipate volume of more than \$60,000,000 from sales of some 2,000,000 portable radios this year. The CBS portables are made for it by Roland Radio Corp.

Company will spend more than \$2,000,000 in all media this year to promote TV-radio line, with accent on *Amos 'n' Andy* series on CBS Radio but with no TV network show as yet. Theme of color campaign will be "Aren't You Glad You Waited for CBS-Columbia Color?"

Also disclosed at distributor convention was CBS-Columbia's licensing of Addison Ltd., Toronto, for manufacture and distribution in Canada of its TVs and records. It's company's first Canadian affiliation.

Entrance into antenna field was announced by Alliance Mfg. Co., Alliance, O., makers of rotors, with introduction of vhf-uhf "Monolober" listing at \$22.95.

Sylvania introduced 21-in. table model, with vertical chassis, at \$170—lowest 21-in. price in company history.

BLACK-&WHITE BOOMS DESPITE COLOR PUSH: TV trade seems to be in happy position of enjoying a booming black-&-white market, even as major elements in the industry were pushing preparations for the inevitable "color revolution" (see p. 1). The excellent market prevailing for monochrome sets actually is pre-seasonal, for the fall-winter program schedules of networks and stations haven't broken yet, nor has football to any extent. High demand for sets, which looks like it will continue through rest of year, has surprised -- and of course gratified -- all levels of the business.

Important as color may loom, demand continues so high that TV production in week ended Aug. 27 jumped to 19-month record of 182,977, up from 167,849 units in preceding week and 157,205 week before, reports RETMA. This brought Aug. output to 650,000, highest for any month this year. For 33 weeks to date, output was about 3,575,000, compared to approximately 4,600,000 in same period of 1953.

That TV sales are moving swiftly at all levels, is indicated by fact that in the Aug. period of high production, inventories rose very little, if any, from the 1,930,000 estimated for start of month. Consumers appear to be spending money more freely than at any time this year, lured by new lines.

Low prices of low-end sets are a factor, to be sure -- but by no means the only consideration. Over last 4 weeks, trade observers say they have detected even a greater willingness to buy up into higher-priced sets.

Philco's TV sales mgr. John Utz said distributor-to-dealer movement in Aug. set all-time record for any month for his company, whose line begins with 21-in. table model at \$160. He said there are shortages of some 21-in. models, despite fact that plant is working at maximum capacity currently.

Admiral's Ross Siragusa, returning from visits to distributors, said business has "improved sharply" and predicted unit production and sales in last 4 months this year would equal the 3,275,000 produced and the 3,240,000 sold by industry at factory in record 1950. He emphasized he was speaking of unit sales only, not dollar volume, which will be considerably down. He said he was increasing production by 1000 a day as of Sept. 15 by reopening idle West Side plant.

"Prices logically should go up -- but they won't because of the battle for position now going on in the industry," he said, referring to low price leaders of his own company and competitors. He said Admiral is making money on leaders.

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CBS-Columbia's quest for up-front position in industry was manifested at the national distributor conventions at Chicago's Drake Hotel Aug. 30, where 3 color and 4 black-&-white sets were introduced (for details, see p. 10). Pres. Seymour Mintz said his company is aiming for 5% of the black-&-white market this fall, supported by \$2,000,000 advertising budget. He estimated industry would sell over 6,500,000 monochrome receivers this year. As to prices, he believes they'll remain firm this fall at just about present levels, but added: "I'm willing to raise my prices if my competitors are." He figured to "break even" on 17-in. leader model at \$135.

He established CBS-Columbia's color goal next year as 15%, or 30,000 of the 250-300,000 sets he estimates industry will sell. He said "only" a bottleneck in components is limiting CBS production of color sets this year, estimated industry will make and sell about 35,000 color sets this year, and 30-40,000,000 by end of 1960, with replacements at rate of about 6,000,000 a year thereafter.

CBS's \$950 color table model, not yet ready, will be especially suitable for bars, said Mintz, and he plans to have at least one of the \$1000 or \$1100 sets in every CBS station that's color-equipped. He doesn't figure on making money on any color sets yet -- main purpose being to acquire position. The central question on color, he declared, is how fast large-screen color can get down to vicinity of \$500.

RETMA revised production figures retroactively this week to list production

of 3,152,132 in first 7 months, of which 694,294 were uhf-equipped at factory. It compares with 4,150,525 TVs in first 7 months of 1953 and 2,517,157 in 1952. July output was placed at 306,985, lowest month of year as result of factory vacations.

Radio production in first 8 months was about 5,825,000, as compared to about 8,000,000 year ago. Output for week ended Aug. 27 was 196,448 (65,357 auto), compared to 207,082 preceding week. For 7 months, official radio production was placed at 5,324,620, made up of 2,272,405 auto, 1,463,273 home sets, 882,486 portable and 706,456 clock. It compares with 7,941,001 in first 7 months of 1953.

WHAT PRICE color TV receivers—and what's coming? RCA's Gen. Sarnoff did some speculating in his off-the-cuff remarks at NBC-TV affiliates convention in Chicago this week. A transcript of his remarks on that phase of the subject shows that, after indicating the price of RCA's upcoming new 21-in. shadow-mask tube (Vol. 10:29) will remain at the \$175 quoted on the now-abandoned 19-in., he stated:

"If you produce a 21-in. color set that works well along the lines I have described, and if you can sell that set for \$500 to the consumer—and that doesn't mean you can do it tomorrow, or even during 1955—I think you will see the beginning of a movement of that merchandise outward to an astonishing degree. And it is also true that once you have made that kind of a set for \$500, you very quickly thereafter learn how to make it for \$400 and \$300 and so on.

"If I were guessing, and that of course is something a man shouldn't do, I would say that the \$500, 21-in. set is not so far away. I might even speculate that it is conceivable that it is only a year away from the time the first 21-in. color sets reach a reasonable quantity of production. But it isn't here today at the \$500 price and it isn't going to be the price of the 21-in. set which we will demonstrate, so don't—please don't—speculate on something that I am not able to announce today."

Key factor in color set prices is tube cost, which relates directly to the percentages of rejections off the production line. "That is the real problem," said Gen. Sarnoff, "because color tubes are difficult to produce. They have very, very narrow tolerances and it has been no secret to those engaged in the business that as many as 3 or 4 tubes sometimes have to be rejected before you can get one good one. We think we have reasonably licked that problem with our new 21-in. color tube.

"Our main effort has been to produce a tube which will be sturdy; which will not fringe at the edges; which will have uniform color; which will cover the entire face of the tube with uniform color; which will be of sufficient brightness; which will be of sufficient strength mechanically so that it can be shipped without suffering damage—a tube that will be simple enough to manufacture so that as you increase the quantity of production you can reduce the price at which it is sold.

"In other words, a color tube that will lend itself to mass production in the same way that the present 21-in. black-&-white tube does. That called for new practical inventions. It called for new methods of mounting. It called for a new type of mask. It called for a number of things that would not alter the quality of the color when the temperature affected the position of the mask, and so on . . . Those are the problems we believe we have solved."

"We have arrived at a point where I think that the developments and promise of color are so great that there is room for everybody and that there is no need for competitive mud-slinging. There is no need for running down the other fellow's achievement and accomplishment. TV is not the result of any one man's genius, nor even of any one organization's work. It represents the work of many fine minds in many different organizations."

Sitting in front of the audience was ex-FCC chairman

Wayne Coy, now half owner with Time Inc. and gen. mgr. of KOB-TV, Albuquerque, and NBC affiliate. Coy was in the forefront of the FCC decision favoring the incompatible field sequential system. Apparently, Gen. Sarnoff couldn't resist a sideswipe at CBS and its former espousal of incompatible color. He cued it to what he called CBS's theme: "Aren't you glad you waited for CBS color?" He said:

"We welcome the CBS into the respectable society of compatible color broadcasters, and we are glad that they finally decided to come in. I have every expectation that they will do a first-class job in that area of broadcasting, as they have done in the other areas where they have operated. But, for CBS to claim credit for having brought color broadcasting to its present stage, reflects a degree of shyness, modesty and self-effacement I wish I had.

"Figures are never interesting topics of conversation, but I might tell you that measured in terms of dollars, this leadership effort on the part of the RCA and NBC to bring color television to its present commercial stage, cost us \$50,000,000. RCA and NBC also spent \$50,000,000 before we sold the first black-&-white television receiver that rolled off our production lines.

"Now, \$100,000,000 over the past few years 'ain't hay,' as they say, even in these days of astronomical financial figures. That others will come in and reap rewards from our pioneering is only natural and to be expected."

As for color programming: "I think the time will be here, and not before very long, when a broadcaster will no more consider broadcasting a program in black-&-white only than a motion picture producer would today consider showing a film in motion only and without sound . . .

"And what shall one say about the commercials? If there are a reasonable number of color receivers in the hands of the American people, I can't imagine that any advertiser would be content to have his commercial message broadcast in black-&-white only. This conclusion, it seems to me, is adequately supported by the fact that hundreds of millions of dollars are being spent annually for color in newspapers, magazines, billboards and in packaging . . . Color broadcasting will be speeded and advanced by the demands of sponsors and their agencies for the transmission of their commercials in color."

Distributor Notes: CBS-Columbia appoints Home Products Inc., 907 Broadway, Cincinnati (Felix L. Kahn, pres.) . . . Raytheon appoints Chambers Electronics Supply Inc., Cincinnati (E. L. Chambers, pres.), Morrison Supply Co., Ft. Worth, and Bushland Radio Specialties, Chippewa Falls, Wis. (Roy W. Bushland, pres.) . . . Sylvania appoints Empire State Wholesalers Inc., Troy, N. Y. . . Stromberg-Carlson appoints Wood-Alexander & Co., Locust St., Hartford (G. R. Wood, pres.) . . . Hallicrafters appoints Graybar, 624 Myrtle St., Louisville, and 1709 E. Columbia St., Evansville, Ind. . . Olympic Radio appoints Wholesale Radio & Electrical Supply Co., San Francisco, replacing Joel Lapkin & Co. . . . G. M. Nutter Inc., Cleveland (DuMont) appoints Mrs. Kathleen L. Dilger as home service director . . . Zenith of New Jersey appoints J. Warren Russell sales mgr.

Harold R. Basford, 80, San Francisco Zenith distributor, died in that city Aug. 31.

Topics & Trends of TV Trade: Firm price structure for major appliances is foreseen this fall by Aug. 31 *Journal of Commerce*, which reports after survey of manufacturers and distributors that unit sales for all of 1954 are expected to equal 1953, despite comparatively slow first half this year. It quotes Hotpoint spokesman as saying fall firmness is already under way in prices of washers, dryers and ranges.

Price cutting resulting from excessively high inventories and overproduction plagued major appliance industry in first 6 months of 1954—a condition somewhat comparable to TV. Result, story says, is that big Macy's dept. store in N. Y. marked down such items as GE refrigerator from \$290 to \$185, a Bendix washer from \$300 to \$240.

But as typical of industry's outlook for fall, it quotes spokesman for distributor Bruno-New York Inc. (Youngstown kitchens, Whirlpool washers, International Harvester refrigerators): "There'll be price shading indeed by retailers this fall. But on the basis of the increased tempo we've observed, there won't be consumer discounts as great as those which marked appliance sales through the bulk of this year."

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Admiral consolidates its electronic engineering and research staffs at main factory and general offices at 3800 W. Cortland St., Chicago, providing 20% more floor space and creating enough room for 2 additional laboratories—one for color, second for printed circuits. Ten labs are now concentrated in main plant—4 for black-&-white, 2 color TV, 2 advanced development, one radio & high-fidelity, one printed circuit. In addition, company continues to maintain color lab at Palo Alto, Cal., and an appliance engineering & research center at Galesburg, Ill.

Olympic Radio's 14-in. table model, using vertical chassis and listing at \$99.95, began going out to distributors this week. It's in leatherette, and called "Companion." Sales v.p. Herbert Kabat said distributor-dealer interest is "beyond expectations" but declined to say how many would be produced. Item will be backed with heavy advertising in next few weeks, mainly in magazines and Sunday supplements.

Trade Personals: Douglas Y. Smith, gen. marketing mgr., elected v.p. & gen. mgr. of RCA tube dept. succeeding Richard T. Orth, who joined Westinghouse Sept. 1 as v.p. in charge of electronic tube div. . . . Irwin B. Koenigsberg promoted to Emerson Radio purchasing director, replacing Robert J. Bahr, resigned . . . Glenn W. Thompson, pres. of Arvin Industries, also elected chairman, succeeding late Q. G. Noblitt; Harlan B. Foulke, v.p., named gen. chairman of newly-created growth & development committee . . . George Beier resigns as sales mgr. of Scott Radio Labs (Meck TV) . . . J. L. (Jud) Albers, Capehart-Farnsworth mid-southwestern regional sales mgr., named mgr. of distribution for parent company . . . Walter B. Varnum, from Kansas City office, named mgr. of broadcast equipment sales, RCA engineering products div., Camden, coordinating all departmental sales activities and planning under gen. sales mgr. E. C. Tracy; J. Edgar Hill, from Boston office, appointed mgr. of northern broadcast field sales, working out of Camden; John Almen takes over Kansas City office, Joseph P. Ulasewicz succeeds Hill at Boston . . . Wm. E. Nelson and Forest Knoper resign as Motorola sales promotion mgr. and art director, respectively, to form Advertising Promotions Inc., 184 W. Washington Blvd., Chicago, specializing in direct mail and point-of-sale programs . . . Victor B. Stepka named Crosley Dallas zone mgr., succeeding A. P. Cain, now west coast regional mgr. . . . D. M. Day, secy. of Federal Telecommunication Labs, takes on additional duties of treas. . . . Robert Finlay, Hallicrafters communications equipment factory rep in

Electronics Reports: NBC will be experimenting by end of this year on everyday use of RCA's magnetic tape recorder demonstrated in Hollywood last winter (Vol. 9:45), chairman Sarnoff told NBC-TV affiliates at Chicago convention this year—but, even more startling, he also reported so much laboratory progress on an electronic air-conditioner and on a true amplifier of light that he feels confident the answers will be in sight within 2 more years. These are the 3 major developments that in 1951 (Vol. 7:39) he asked his Princeton lab to present him on his 50th anniversary with radio, which will be in 1956.

This week he spoke up about a new gimmick he called "Electro-Luminescence"—the tubeless TV set, not even with picture tube, which he foresaw perhaps 5 years from now. "We shall have," he said, "a screen on the wall of whatever size you wish to make it—small or large—and that screen will be connected directly by a small cable with a little TV box about the size of an average cigar box that can be placed anywhere in the room. No cabinet will be required and, if desired, screens can be placed in every room in the house.

"The TV box will contain the tuning and volume controls and the station selector. It will also have a remote control knob enabling one to make the picture of any desired size, either in black-&-white or in color, and to make it brighter or dimmer, adjustable by the viewer to suit his individual taste.

"Transistors will replace the present small tubes, and an electro-luminescent screen will take the place of the present cathode ray tube . . . Transistors one day will replace tubes, all but the picture tube in TV, and all tubes in radio sets. The only delay [is in] learning how to produce these transistors in large quantities at a price that will make them competitive with tubes. Progress is being steadily made. I shouldn't be surprised if within the next year or 2 you would see a considerable amount of transistors in radio sets."

Raymond L. Sanford retired Aug. 31 as asst. chief of electronics & electricity div. of National Bureau of Standards, after 44 years with bureau. Carroll Stansbury is now chief of electronics section.

several eastern states, adds metropolitan N. Y. to territory, taking over from eastern sales mgr. Hector Castellucci . . . Frank Bonner named Philco eastern district rep for appliances, Cleveland, replacing John G. Wolfe, resigned . . . Mike Goldman, ex-Peaslee-Gualbert Corp., Emerson's Georgia distributor, named Emerson southern regional sales mgr. . . . Dr. Frederick E. Terman, dean of Stanford U school of engineering, named a director of Ampex Corp. (recording equipment); Robert Sackman named mgr. of new instrumentation div. . . . C. D. Vannoy named controller of International Resistance Co. and member of its operating committee, succeeding Clarence Harding Jr., now gen. mgr. of Ircal Industries, IRC's Los Angeles subsidiary . . . James Vrungos, ex-Hughes Aircraft, named mgr. of govt. contracts for Electronic Control Systems Inc., Stromberg-Carlson's Los Angeles affiliate . . . Stanley Cohen, ex-Pacific Mercury, named Olympic Radio western sales mgr., replacing Walter Chase, resigned . . . Newton Cook promoted to jobber sales mgr., Chicago Standard Transformer Corp. . . . Robert J. Caldwell, ex-High Voltage Engineering Corp., Cambridge, Mass., named new products mgr., National Co. . . . Leon B. Ungar, Ungar Electric Tools Inc., Venice, Cal., elected pres. of Radio Parts & Electronic Equipment Shows Inc., sponsors of 1955 electronic parts show in Chicago, May 16-19 . . . Austin Rising, ex-v.p. of A. O. Sutton Corp., Wichita (air conditioners), joins RCA in undisclosed assignment under Robert A. Seidel, exec. v.p. for consumer products . . . Ned S. Underhill promoted to Capehart-Farnsworth purchasing agent.

Sept. will be AT&T's biggest month this year, in terms of new stations connected, since it plans to add 29 stations and 17 new cities to the 309 stations and 198 cities now getting network service. Some 1400 mi. of microwave, including 10-hop 302-mi. Amarillo-Albuquerque link, have been added. Stations to be connected: KOB-TV & KGGM-TV, Albuquerque; KALB-TV, Alexandria, La.; WLOS-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; WUSN-TV, Charleston, S. C.; WKNA-TV, Charleston, W. Va.; WDSM-TV & KDAL-TV, Duluth; WTVD, Durham, N. C.; KGEO-TV, Enid, Okla.; WDAY-TV, Fargo, N. D.; WCMB-TV, Harrisburg, Pa.; WGTH-TV, Hartford; WKBT, La Crosse, Wis.; KPLC-TV, Lake Charles, La.; KLAS-TV, Las Vegas, Nev.; WMUR-TV, Manchester, N. H.; WMBV-TV, Marinette, Wis.; WALA-TV, Mobile, Ala.; WPFA-TV & WEAR-TV, Pensacola, Fla.; KOAM-TV, Pittsburg, Kan.; WMTW, Poland, Me.; KUTV, Salt Lake City; KFMB-TV, San Diego; KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.; WINT, Waterloo, Ind. Stations in Enid and Poland were due for connection over week end, Salt Lake City Sept. 7, Harrisburg Sept. 8, Marinette Sept. 10.

Ex-FCC Comr. Robert F. Jones took office Sept. 1 as chief counsel of Senate committee planning to investigate TV-radio networks and uhf, as designated by Chairman Bricker (Vol. 10:33-34). He said staff, due to submit report to Congress in Jan., has not yet been fully assembled. "Coordinator" Nick Zapple reported this week, and "minority counsel" Harry Plotkin is expected to join on return from vacation after Labor Day—though he hasn't yet announced acceptance. Temporary headquarters are in Senate Office Bldg.

First TV application in a month arrived at FCC this week—from El Mundo Inc. for Ch. 3, Mayaguez, P.R. Applicant is controlled by Angel Ramos, operator of WKAQ-TV, San Juan (Ch. 2) and publisher of newspaper *El Mundo*. In fight for Parma-Onondaga, Mich., Ch. 10, two of the applicants amended to specify share-time operation—Mich. State College, which operates WKAR-TV, E. Lansing (Ch. 60) and TV Corp. of Mich., 40% owned by WILS-TV, Lansing (Ch. 54). Three other applicants are seeking the channel.

ABC-TV made its own rules this week for good taste in advertisement of brassieres by Exquisite Form Co. on *Stop the Music* starting Sept. 7, declaring: (1) Garments must not pinch figure, resulting in cleavage. (2) Models must not be photographed in direct profile. (3) Models must not stand still too long or move suggestively. Exquisite Form spent \$25,000 to film 2-min. commercial, thru Grey Adv.

Oklahoma City's KWTW (Ch. 9) completed its 1572-ft. Ideco tower this week—"world's tallest man-made structure," 100 ft. higher than Empire State Bldg. It cost about \$750,000, represents one of the most unusual fabricating and erection jobs ever attempted. It has 12-bay RCA super-turnstile antenna, expects to be in operation with 50-kw RCA transmitter by Oct. 1.

A 3-hop private microwave is sought by WWTV, Cadillac, Mich. in application with FCC stating that station hopes to get it installed by Sept. 26. Since station is amply financed, being owned by set-maker Sparks-Withington (Sparton receivers), and since neither AT&T nor Michigan Bell objects or plans to provide facilities soon themselves, FCC grant should be coming through.

Another illegal booster was closed down by FCC recently—in Bridgeport, Wash. Operators apparently didn't know they were doing anything wrong. After operations stopped townsfolk got senators and congressmen to try to have booster continued, to no avail. Last such operation closed down was in Willits, Cal.

The 680-ft. self-supported tower of WBZ-TV, Boston, located on Soldiers Field Rd., broke off at about 200-ft. level during Aug. 31 hurricane. Winds of 100mph also toppled steeple of famed Old North Church. Tower crashed across studio-transmitter-office building, causing considerable damage but injuring no one. It also damaged transmission line to standby tower, and smashed car owned by sales mgr. C. Herbert Masse. Station was off air from 12:20 p.m. until 9:10 p.m., when standby 200-ft. tower with 3-bay antenna could be put into operation. Westinghouse expects to have WBZ-TV operating at full power and height within 30 days, having signed agreement to use WEEI-FM tower in Medford, near site of WNAC-TV.

NARTB tower insurance program, set up last year to provide uniform "all risk" coverage at equitable rates, has resulted in premium savings to broadcasters of up to 50%, according to annual report by Hufty, Eubank & Russell, NARTB insurance counselors. Report said program has resulted in "greater coverage and substantially lower rates for broadcasters to a degree that would have taken 10 or 15 years to accomplish in normal transition." It said success of program in first year has "revolutionized" insurance industry's attitude toward broadcaster coverage. Some 600 stations have benefited from program, said NARTB pres. Harold Fellows. It's available to all stations, members and non-members. Any station may submit its current policy to Hufty, Eubank & Russell, Marsh Bldg., Washington, for free confidential analysis and appraisal of its terms and will be provided with check-list of risk and property coverage.

Edward Lamb's request for names of persons, specific dates and places, in connection with scheduled Sept. 15 hearing on charges that he had falsely testified regarding alleged pro-communist leanings (Vol. 10:35), was opposed by FCC Broadcast Bureau this week. It called request a duplication of previous motions, said Commission didn't direct Bureau to disclose names, stated that Lamb is getting full "due process," asked that hearing not be postponed. Later in week, Lamb replied to this by saying that Bureau "clearly misconceives the nature" of his request and that he "is not requesting the names of witnesses, nor a recital of evidence that the Commission will produce. However, petitioner is requesting that the Commission state with particularity the dates, the specific acts and the persons to whom reference is made in only vague and general terms . . ."

Switch to Ch. 15 and waiver of mileage separation rules is sought by WMGT, Adams, Mass. (Ch. 74), which informed FCC that Ch. 74 antenna has burned out repeatedly and that engineers "have reluctantly come to the conclusion that the physical dimensions which are prescribed by the operating frequency do not allow large enough insulation spacing to handle the voltages involved in high power operation." Station reports operating loss of \$125,000, says it can't continue at that rate. WMGT is 68 mi. from WKNB-TV, New Britain, Conn. (Ch. 30) which, it says, has no objection to the switch even though rules prescribe 75-mi. separation.

Carl E. Haymond's KMO, Tacoma, Wash. (5-kw, 1360 kc), not included in recent \$300,000 sale of KMO-TV (Ch. 13) to J. Elroy McCaw (Vol. 10:28), has been sold for \$200,000 to Charles D. Hunter Jr., local attorney, and J. Archie Morton, of KIRO, Seattle. Haymond's remaining radio property is KIT, Yakima.

New York & Los Angeles key stations of NBC are expected shortly to ask FCC for changes in call letters to WRCA-TV & WRCA and KRCA-TV & KRCA, respectively, the better to identify relationship with parent company, which now uses "A service of RCA" as regular identifying announcement with call letters of all o-&m stations.

MARTIN CODEL'S

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

Television Digest

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GOOD COVERAGE FROM MOUNTAIN PEAKS: Height and still more height -- achieved both by tall towers (Vol. 10:27-28) and by transmitters atop hills and mountains -- seems to be the order of the day in telecasting. It pays off in coverage, for in TV the factor of height is generally even more important than power.

All 3 mountain-peak stations that went on the air last week (Vol. 10:36) tell us they're delighted, even surprised, at early reports of long-distance reception -- bearing out experiences of Mexico City's XEQ-TV (Ch. 9), which at 13,406-ft. Cortez Pass is the highest in the world, covering radius of 150 mi. or more (Vol. 9:28-29); of KOB-TV (Ch. 4) & KGGM-TV (Ch. 13), using same tower atop 10,833-ft. Sandia Crest in Albuquerque area; of KSL-TV (Ch. 5) on 9445-ft. Coon Peak and KTVT (Ch. 4) on 8684-ft. Mt. Vision in Salt Lake City area; of the Los Angeles stations radiating from 5704-ft. Mt. Wilson; and of quite a few others.

"Beyond expectations" is phrase all 3 last week's starters used in replying to our telephone inquiries about initial test patterns. They admit responses are still somewhat sketchy, but they exude enthusiasm.

Most enthusiastic, probably because he had best system of reporting and because his primary area is so thickly populated (some 4,300,000 people), was chief owner of KOVR (Ch. 13) -- H. Leslie Hoffman, the TV-radio manufacturer. From atop 3849-ft. Mt. Diablo, which is about midway between Stockton & San Francisco, signal is achieving "fantastic distances," according to Hoffman, who got his reports from own distributors, dealers, servicemen, et al. He cites 200 uv/m signal strength at Fresno, 200 mi. south, "snow-free" signal at Reno, 150 mi. east, even a good report from Lone Pine, Cal., 330 mi. southeast across the Sierra Nevadas.

Primary service area being claimed is 90-100 mi., though Hoffman thinks it may show up even better when final radials are drawn. This embraces Stockton, where studios feed station via 35-mi. microwave relay, as well as San Francisco bay area and Sacramento -- all, he tells us, without any reorienting of receiving antennas. The \$700,000 project uses 25-kw RCA transmitter with special 12-bay antenna, giving 144-kw ERP. It's non-network, will accent sports in 4:30-11 p.m. initial schedule. First major sponsorship was Sept. 10 pickup, via AT&T microwave, of San Francisco 49ers-Los Angeles Rams grid game for Burgermeister Beer from San Francisco Coliseum.

* * * *

Atop 6288-ft. Mt. Washington, N.H., CBS-affiliated WMTW (Ch. 8), with 105-kw ERP, has received good reports from Montreal and Worcester, each about 150 mi. away, as well as other distant points. Last week's hurricane blotted out power in many homes in primary area, interfering with measurements, said gen. mgr. John H. Norton Jr., so it's too early to be specific about coverage patterns.

On 4393-ft. Mt. Mansfield, WMVT, Montpelier, Vt. (Ch. 3), also CBS affiliate and still on test patterns, has tabulated these measurements reported by Servicemen around its contiguous rugged mountain terrain: Rutland, Vt. (64 mi.) 800-900 uv/m;

Lebanon, N.H. (68 mi.) 900 uv/m; Montreal (80 mi.) 500 uv/m. It has had reports of good pictures from as far away as Manchester, N.H., 124 mi., and Northfield, Mass., 130 mi. "But what has delighted us most," says v.p.-gen. mgr. Stuart T. Martin, "is the way we're getting down into the valleys without the slightest indication of shadows in our market." WMVT's power is 18.3-kw ERP.

BRICKER STAFF STARTING OUT QUIETLY: No fireworks can be expected from first phase of Senate investigation of TV-radio networks and vhf-uhf problems, despite suspicion in industry that it's designed to be a "witch hunt" (Vol. 10:35-36). Quiet study at staff level is immediate outlook as Senate Commerce Committee officially confirmed that ex-FCC asst. gen. counsel Harry Plotkin will be "minority counsel" for probe directed by ex-FCC Comr. Robert F. Jones and "coordinated" by Committee's communications counsel Nick Zapple. Plotkin takes leave from Arnold, Fortas & Porter as of Sept. 20, goes on payroll at \$11,646 a year -- same pay as Jones and Zapple.

Investigation is Sen. Bricker's baby from start to finish, though nominally under aegis of full Committee. Staffers await his return to Capitol to outline the course he expects it to follow. Meanwhile, both Senator's and Committee's staffs make it clear that all publicity will be shunned during initial phases of study, all requests for information to be funneled to Sen. Bricker's office and/or to clerk of the full Committee. Much of the initial study will be non-controversial -- laying ground rules, researching network affiliation practices, looking into broadcasting.

One of Sen. Bricker's reputed aims is inquiry into alleged "editorializing" by network commentators. But he has said no public hearings will be held until the Senate reconvenes in Jan. -- and of course whole probe could die then if GOP loses control of Senate. But there's nothing to prevent him from holding hearings as one-man committee any time he chooses. His subpoena powers can be used by staff investigators to get information. Funds for the preliminary study come from the \$90,000 left in Committee's till earmarked for investigations.

FCC CRACKING DOWN ON VHF LAGGARDS: Commission got tough with 3 vhf CP holders this week -- denying them more time to build unless they come up with good explanations. Another vhf turned in CP Sept. 10 -- KTLV, Rapid City, S.D. (Ch. 7), whose ownership interlocks with WMIN-TV, St. Paul, and KELO-TV, Sioux Falls, S.D. Grantee simply told Commission it had decided not to build, presumably for economic reasons.

One uhf grant was issued this week -- to John L. Booth, Michigan broadcaster, for Ch. 50 to WJLB, Detroit. And an initial decision came from examiner Basil Cooper, preferring KARM over KFRE for Ch. 12 in Fresno, Cal. because KFRE has permitted "excessive commercialism" and he felt grant to KARM would enhance competition.

CP holders on carpet are KHTV, Hibbing, Minn. (Ch. 10), KLYN-TV, Amarillo, Tex. (Ch. 7) and educational WTHS-TV, Miami, Fla. (Ch. 2). Commission told them it couldn't find that they'd done anything towards construction, indicated they'd have to come up with good excuses or lose permits. It's first time educational grantee received such brisk handling by Commission. Only Comr. Hennock dissented.

Examiner Cooper's decision is novel in some respects. He held that KFRE (Paul Bartlett, 57% owner) and KARM (Hattie Harm 50%, Clyde Coombs 50%) were about equal in all factors except "commercialization." He noted: "Station KFRE, operating with 50-kw power, sells time to Fresno merchants but the local merchant's advertising contract is subject to cancellation or renegotiation in the event a regional or national advertiser wishes to use the time and pay therefor at the higher rate. While it may be, as contended by Mr. Bartlett, that the local merchant is not interested in advertising beyond the trade area of Fresno, the fact remains that the high dollar of the national advertiser determines whether the Fresno merchant does or does not remain on the station."

Cooper also stated that KFRE has carried up to 7-8 spots in 15-min. program in 1950. This was no "act born of desperation," Cooper said, because KFRE grossed \$497,456 and netted \$144,508 before taxes that year.

Competitive situation in Fresno would be improved, Cooper held, if 5-kw KARM got "the only maximum power Fresno vhf TV station" to pit it against the "giants" -- naming McClatchy with its newspaper & TV-radio stations and the 50-kw KFRE.

3 MORE STARTERS AS EDUCATIONAL QUIT: Second outlets in Charleston, S.C., Ft. Wayne and Bangor, Me. are this week's crop -- and educational TV's first casualty brings on-air total to 402 (123 of them uhf). Station quitting air is KTHE, Los Angeles (Ch. 28), second educational to go into operation, first being Houston's KUHT. It operated sporadically about a year, this week told FCC it was going off for 90 days from Sept. 10, though actually it has been dark since Sept. 2. Week's starters:

WUSN-TV, Charleston, S.C. (Ch. 2) begins testing this week end with 25-kw RCA transmitter, 850-ft. Kimco tower and 6-bay supertturnstile antenna. Target date for commercial operation is Sept. 25, when it interconnects with NBC and DuMont. It's city's second outlet -- WCSC-TV (Ch. 5) having started last June. Chief owners are group headed by J. Drayton Hastie, with Charleston News & Courier and Post owning co-equal 25% (later to be 30%) and with 150 local residents to own remaining 40%. Same company owns radio WUSN (250 watts on 1450 kc, MBS), the newspaper company having recently sold its WTMA (5-kw on 1250 kc, NBC) to avoid duopoly (Vol. 10:26). Mr. Hastie is pres. & gen. mgr.; Theodore D. Maybank, brother of the late Senator, v.p.; Douglas Bradham, director of operations & asst. mgr.; Philip D. Porterfield, ex-NBC & WOR-TV, sales mgr.; Edward Brant, local sales mgr.; Robt. M. Cawley, program mgr.; Walter Nelson, chief engineer. Base rate is \$300. Rep is H-R Television.

WINT, Waterloo-Ft. Wayne, Ind. (Ch. 15) starts test patterns Sept. 11 and begins Sept. 26 as CBS primary and first competition for WKJG-TV, Ft. Wayne (Ch. 33), which opened in Nov. Offices are in Ft. Wayne's Lincoln Tower, studios in Waterloo. GE 12-kw transmitter and 800-ft. tower with 5-bay antenna are at "highest point in all of northern Indiana," 16 mi. north of Ft. Wayne. Controlled by pres. R. Morris Pierce and other principals in Cleveland radio WDOK, minority interest is held by John Patt and other principals in Detroit's WJR, which has CP for WJRT, Flint, Mich. (Ch. 12). Ben B. Baylor Jr. is v.p.-gen. mgr.; Robert C. Currie Jr., program mgr.; Charles Wallace, chief engineer. Base rate is \$300. Rep is H-R Television.

WTWO, Bangor, Me. (Ch. 2), second local TV project launched by the veteran Murray Carpenter, began testing Sept. 9, goes on commercial schedule Sept. 12 with no network as yet indicated. Mr. Carpenter formerly was co-owner of WABI-TV, Bangor (Ch. 5), which started in Jan. 1953; he sold his interest, and ex-Gov. Hildreth, now Ambassador to Pakistan, is present chief owner. He also recently sold his radio WGUY in order to concentrate on TV. Mr. Carpenter is gen. mgr.; Clifton Reynolds, production mgr.; Wm. Clark, operations mgr. Rep is Venard, Rintoul & McConnell.

* * * *

The Los Angeles uhf that's quitting had been on 2-hour day for most of time since it started in Aug. 1953. In view of paucity of uhf receivers in area, it's quite unlikely to be revived despite fact that civic leaders are to meet Sept. 16 to determine what, if anything, can be done to salvage it. After millionaire oilman Capt. G. Allen Hancock withdrew support (Vol. 10:24), U of So. California said it would operate KTHE (originally KUSC-TV) until June 30, 1955 pending take-over by a community group (Vol. 10:32). But the university, which had been lukewarm from the first about operating a TV station, decided that operating costs were too great. In city with 7 vhf stations serving some 1,500,000 TV sets, there are fewer than 15,000 uhf receivers, according to Los Angeles TV manufacturer H. Leslie Hoffman.

INDUSTRY URGES COLOR TUBE STANDARDIZATION: With RCA preparing to demonstrate 21-in. round metal-cone color tube at Princeton Labs Sept. 15, with CBS-Hytron already in production of 19-in. all-glass round tube, with Corning Glass due to sample all tube makers with 21-in. round all-glass bulbs before end of this month and then with a 22-in. rectangular all-glass bulb next month -- the cry for "standardization" in color tubes is already becoming more insistent at all levels of the industry.

Those set makers who don't produce tubes themselves are particularly anxious for tube makers to settle down to a very few types and sizes of tubes as quickly as possible -- worried lest they be forced to tool and retool without ever producing enough sets of one type to bring costs down.

It looks as if RCA's 21-in. and CBS-Hytron's 19-in. will constitute most of

color tube production for balance of this year -- because they seem to have capacity to meet any foreseeable demand. CBS-Hytron is supplying CBS-Columbia, which says it's producing 2000 sets in next 7 weeks and is ready to build 3000 more "if conditions warrant." Curiously, CBS-Columbia reports that its bottleneck is tuners, not tubes. In addition, CBS-Hytron is supplying Motorola, Westinghouse, Admiral and others not identified. Admiral is taking some 4-500 now.

Though RCA has said nothing about quantity yet, it's certainly capable of producing 10-25,000 tubes or more for its set-making arm and other receiver makers by year's end. If public demands more than 25-50,000 sets this year at \$800-\$1100, a lot of industry merchandisers are going to be surprised.

If color doesn't catch on this season, surely size of picture won't be to blame -- for there's ample historical proof that 19-in. and 21-in. are perfectly satisfactory. There wouldn't be much percentage in tinkering with tube shape and size; improvements would have to come in price and programs.

* * * *

CBS is principal sponsor of the 22-in. rectangular, stresses that it will fit into same cabinet as 19-in. But samples of finished 22-in. aren't expected for 6 months or so -- hence it looks as if CBS may be planning to counterattack with the 22-in. in event RCA's 21-in. beats out CBS 19-in. (Vol. 10:36). Meanwhile, everyone will be happy when the "right" tube is found and expensive seesawing lets up.

One company hopeful of standardization is I-T-E Circuit Breaker, maker of metal shell and faceplate for RCA's tube. Now supplying only to RCA, I-T-E expects to offer samples to others after RCA's demonstrations next week. Gen. sales mgr. W.S. Hubbs reports "very strong" interest among several other customers. As for rectangular metal shells, he says I-T-E will make whatever industry wants, having had experience in making "well over 1,000,000" rectangles for black-&-white. "But," he adds, "tube makers don't yet know how to put the electronic elements of a color tube into a rectangular unit."

Corning pres. Wm. C. Decker, speaking of 21-in. round and 22-in. rectangular all-glass samples he's shipping soon, says it's too early to tell which direction industry will go. Immediate interest is in 21-in., he reports, but "there seems to be long-run interest in the 22-in. rectangular." Corning is making the 19-in. round bulbs for CBS-Hytron. The 21-in. round is its answer to the I-T-E 21-in. metal.

* * * *

All eyes are on RCA's demonstration next week, not only because it's first showing of 21-in. tube, but because of RCA's promise to tell about simplified and improved circuitry which it says "reduces the number of tubes and components and results in significant reduction of costs" (Vol. 10:29). Matter of fact, some set makers are more interested in circuitry than in tube, because general principles of tube have already been disclosed (Vol. 10:29) and because circuitry is the field in which each can experiment independently.

Importance of improved circuitry is well illustrated by fact that one major set maker recently started production of 19-in. with 29 tubes, found he had cut too deeply into performance, had to redesign chassis with more tubes.

* * * *

RCA demonstrates for newsmen morning of Sept. 15, for licensees that afternoon and next day. Most big guns of the industry will be there -- some of them not too enthusiastic about color talk in general. Some insist that color activity is a lot of competitive claims and carefully-staged demonstrations, little more; that public just won't go for color at prices offered; that appeal of color generally is overrated by those who have tubes to sell and patent licenses to be signed; that it's a shame to risk depressing now-flourishing black-&-white market.

But few in TV manufacturing or broadcasting will dispute plain fact that the future of TV is color. It's on the timetable and method of introducing it that they want to argue -- even to urge soft-pedaling of trade talk about it in the face of the TV-radio networks' intensive publicity campaigns and expanding color schedules.

Personal Notes: Edward A. Larkin named eastern sales mgr. of CBS-TV Spot Sales, succeeded as midwestern sales mgr. by Jack Schneider . . . Richard Drummy, ex-Petry, named ABC-TV west coast sales mgr. . . . Milton L. Maier, ex-RKO, joins CBS Inc. as gen. mgr. of real estate; Louis R. LaPorte, recently with Design Services Co., named gen. mgr. of construction & building operations . . . Charles Oppenheim promoted from CBS Radio adv. & sales promotion to CBS-TV director of press information, succeeding David Jacobson, who resigned to open own publicity firm called Public Relations Inc. . . . E. R. (Curly) Vadeboncoeur, pres. of WSYR-TV, Syracuse, and Mrs. Vadeboncoeur leave Sept. 20 on flying trip to England, where he will deliver several speeches on behalf of the English Speaking Union . . . Martin Codel, publisher of *Television Digest*, with Mrs. Codel fly to London Sept. 20 on month's business and vacation trip . . . Robert Swezey, WDSU-TV, New Orleans, named chairman of NARTB's new employer-employee relations committee . . . John Patt, pres. of WJR, Detroit, succeeds Kenyon Brown, KWFT, Wichita Falls, as chairman of CBS radio affiliates committee . . . Joe Merkle, ex-ABC-TV regional station relations mgr., Sept. 20 becomes gen. mgr. of WTCN-TV, Minneapolis, succeeding Edward G. Smith, now mgr. of WTVH-TV, Peoria . . . V. V. Clark, gen. mgr. of KOOK-TV & KOOK, Billings, Mont., elected pres., Joseph P. Wilkins, pres. of KFBB-TV & KFBB, Great Falls, v.p. of Montana Radio Stations Inc. . . . Merriman Holtz resigns as mgr. of DuMont film syndication dept. . . . Ray Dietrick promoted to production supervisor of KEYT, Santa Barbara, Cal. . . . Frederic S. Bailey, ex-gen. mgr. of WTAO-TV & WTAO, Boston, now mgr. of radio WBMS, Boston . . . S. Perry Jenkins, ex-chief engineer, WRBL-TV, Columbus, Ga., appointed

SUBSCRIPTION-TV proponents, encouraged by recent favorable comment by Sen. Schoepel (R-Kan.), are expected to hasten efforts to get FCC to give serious attention to their ideas. Next month or 2 should see more petitions and comments filed with Commission urging immediate consideration of pay-TV proposals.

The 3 principal proponents — Paramount's International Telemeter, Skiatron, Zenith—have had attorneys, economists and publicity men working on subject for some time, and it's likely that one or more of them will file petition with Commission soon. Their hope is that FCC will now consider TV station expansion well enough underway to lend an ear to fee-TV concept.

For long time, aim has been to get Commission to start rule-making proceedings that would culminate in authorization of pay-as-you-look TV. Now, there's a school of thought that believes rule-making unnecessary—that FCC's job is simply to let them go ahead as long as they don't create interference problems.

It's urged that FCC didn't insist on rule-making before allowing start of radio advertising, networking, transitecasting, etc. and that subscription TV, therefore, should be permitted to "be born" before efforts are made to regulate it. Whether FCC will buy that idea is anyone's guess—though currently-constituted Commission is less "regulation-minded" than it used to be.

Aside from the FCC angle, there's still the major question whether subscription-TV idea is economically sound. If hopes are being placed on current "A" movies for bulk of program fare for which public might be willing to pay, such hopes would seem to be fading with the current resurgence of prosperity among movie producers (see p. 6).

Encouragement given by Sen. Schoepel stems from 1½-page statement he inserted in Sept. 1 *Congressional Record*, in which he seemed to regard fee-TV as panacea for virtually all of TV's economic ills. He's member of Senate Commerce subcommittee that refereed uhf-vhf

Standard Electronics district sales engineering mgr. for southeastern U. S., headquartered in Atlanta . . . Lester J. Richards, ex-WLAM-TV, Lewiston, Me., now production mgr. of new WMTW, Poland Spring, Me. (Ch. 8) . . . William Rambo, ex-Vitapix Corp., N. Y., named asst. sales mgr. of new KOVR, Stockton (Ch. 13) . . . Robert M. Cawley, ex-WCHS-TV, Charleston, W. Va., named program & production mgr. of WUSN-TV, Charleston, S. C. (Ch. 2), due Sept. 15 . . . Richard Krolick, ex-*Life Magazine* TV director, joins NBC partic. program dept. . . . Joseph C. Cook, ex-KSTP-TV & KSTP, St. Paul, appointed supervisor of TV network on-the-air promotion in national audience promotion dept. under mgr. Clyde Clem . . . S. John Schile, sales mgr. of KUTV, Salt Lake City and pres. of Salt Lake Ad Club, named gen. mgr. of newly authorized KLOR, Portland, Ore. (Ch. 12), still involved in competitive dispute (Vol. 10:36) . . . James Eskilson promoted to studio-production mgr., Ray Dietrich to film & public events chief, Bill Huddy to news editor of KEYT, Santa Barbara, Cal. . . . Don Ward, ex-Blair TV, named Chicago office mgr. of newly-formed Hoag-Blair Co., TV station rep firm; office is at 737 N. Michigan Ave.

Big party for Ben Gross, popular TV-radio columnist for *New York News* and dean of all TV-radio editors, is planned by all networks and TV stations as well as leading AM operators Oct. 5. Occasion is his 30th anniversary in the business, also publication date of his new book *I Looked and Listened* (Random House). Place is Toots Shor's, 6-9 p.m. In Chicago, meanwhile, surprise testimonial luncheon Sept. 3 for Larry Wolters, veteran *Chicago Tribune* radio editor, was thrown by his local newspaper colleagues, press agents, et al.

fight, is thus receptive to anything promising additional revenues for hard-pressed stations. He said he's very much impressed with arguments of Zenith publicist Millard Faught and he urged FCC to explore subject while Congress is in recess.

Agreement between Box Office TV Inc. and Actors Equity, announced this week, removes biggest obstacle from path of plans to theatre-televise Broadway hits. BOTV announced it will "proceed immediately" to bring at least 3 shows to the theatre-TV circuit, beginning with *Seven-Year Itch*, and with *Teahouse of the August Moon* and *Solid Gold Cadillac* as other possibilities. Pact calls for payment of week's salary to each actor, with minimum of \$342.50 for actors, \$83.50 for extras. For future theatre-TV dramas, after first series of 3, there are additional provisions for extra payment to actors and all other members of company as well as to Equity Welfare Fund for telecasts beamed to more than 40 theatres. Plays will be televised uncut, from the theatres where they are now playing. Meanwhile, Nate Halpern's Theatre Network TV announced that record 67 theatres have been cleared for Sept. 15 Marciano-Charles heavyweight title bout from Yankee Stadium, with total expected to reach over 70.

Richard Reinauer takes 6-week leave as a director at radio WMAQ, Chicago, to be director of Freedom Festival pageant depicting struggle against communism, at Chicago's International Amphitheater Sun. Oct. 3. Bishop Bernard J. Sheil requested Reinauer's appointment.

Closed-circuit TV medical symposium on high blood pressure will be conducted in 23 cities Sept. 23 from CBS New York studios under auspices of American College of Physicians and Wyeth Laboratories, with some 5000 physicians expected to attend.

Latest closed-circuit user is Frankfort Distilleries, Sat. Sept. 23, at 2 p.m., via Theatre Network Television Inc. to trade groups in 27 theatres in 20 cities.

Telecasting Notes: Average weekly earnings of employees engaged in making films for theatre and TV reached record \$132.20 for July, reports California Dept. of Industrial Relations. This is up \$15.29 from July, 1953. That TV is big factor in this rise, is evident from fact that producers of theatrical films are currently experiencing shortage of skilled workers, even though fewer features are being made now than in previous years. It's estimated more than 900 hours of TV film, equivalent to 450 two-hour feature pictures, were produced in Hollywood from July, 1953 to July, 1954 . . . "Picture shortage" is actually the cry of movie exhibitors now, and Sept. 8 *Variety* gives better pictures and more of them as reason why boxoffice is so much better; it forecasts a minimum of 74, possibly as many as 82, pictures which this year will exceed \$2,000,000 . . . 20th Century-Fox refutes oft-told story of diminishing picture houses with statistics showing 10,043 regular houses and 4285 "ozoners" as of last Aug. 31—first such figures since MPA's 1948 report showing total of 18,351 operating theatres (very few drive-ins then). These figures, says *Variety*, "would tend to contradict the impression that there's been a wholesale shutting of theatres within the past 2 or 3 years" . . . Robert Carson, noted film writer, joins CBS-TV Hollywood Sept. 7 to work on new programs . . . "Slimmest programming category" in TV, as *New York Times* puts it, is good music—and DuMont's WABD, starting Sept. 15, will carry N. Y. Concert Orchestra and Choir in *Concert Tonight*, Wed. 9-10 p.m., before invited audience in Adelphi Theatre . . . The Christophers (Rev. James Keller, 18 E. 48th St., N. Y., director) have expanded film series to half hours, using big-name talent, reporting they will be placed on 246 stations for 52 weeks . . . Program on 7 Ohio stations put on by medical societies, titled *Prescription for Living*, keyed from WXEL, Cleveland, gets big play in article captioned "Health Show" featured in Sept. *Today's Health*, published by American Medical Assn. . . Perpetual Building Assn. has taken on sponsorship of 2 days of *District of Columbia Public School Series*, 5-year-old educational show on WNBW, Washington, offering different subject each weekday and watched in the elementary schools, 2:45-3 p.m.; agency is Kal, Ehrlich & Merrick . . . TV ranks poor 4th among supermarket ad media, according to survey of members of Super Market Institute, which found 93% of 396 companies responding (3504 stores) used newspapers last year, 53% radios, 38% handbills & circulars, 18% TV . . . All-out promotion campaign by ABC-TV, starting Sept. 17, has more than \$1,000,000 budget, including \$350,000 worth of newspaper ads in 5 cities where it owns stations, billboards, car cards, TV-radio spots, etc. . . Bartell enterprises, which include WOKY-TV, Milwaukee, and WMTV, Madison, have allotted token issue of stock to 15 top employees, amounts undisclosed.

NARTB film committee meets at Chicago's Conrad Hilton Hotel, Oct. 4-5, with agenda not yet determined. Members are Harold See, KRON-TV, San Francisco, chairman; Paul Adanti, WHEN-TV, Syracuse; John Esau, KTVQ, Oklahoma City; Joseph L. Floyd, KELO-TV, Sioux Falls, S. D.; Klaus Landsberg, KTLA, Los Angeles; Elaine Phillips, WSPD-TV, Toledo; Irving Rosenhaus, WATV, Newark; Raymond Welpott, WRGB, Schenectady.

Voice of America will complete move from New York to Washington by Nov. 1, according to U. S. Information Director Theodore C. Streibert.

Five new community antenna accessories offered by RCA: uhf converter, broadband sweep converter, low-noise preamplifier, vhf crossover network, line voltage regulator.

Sets-in-use totaled 31,036,000 as of Aug. 1, reports NBC research dept., 319,000 having been added during July.

ADVERTISERS ARE CUTTING other media to pay for TV, says Sept. 11 *Tide Magazine*, citing facts and figures to prove it. According to article based on PIB and Media Records advertising figures, the old assumption that TV expenditures are "new money" is becoming less and less true with the expansion of TV markets and higher program, production & time bills. *Tide* points out:

In 1953, only 2 of PIB's 28 industry classifications—confectionery & soft drinks and jewelry—didn't raise their total budgets enough above pre-TV 1948 to make up for TV expenditures. But between first 6 months of 1953 & 1954, ten industries "increased their TV budgets more than they did their total ad budgets"—including the big-spending food, drug, household equipment, furnishings, soap and tobacco industries. "During the first half of 1954, [all] advertisers upped their total budgets by \$50,800,000; increases in TV expenditures, however, accounted for \$45,500,000 of it," says *Tide*. "When you deduct from the total budgets those advertisers which don't use network TV at all, it's obvious that total media expenditures haven't kept pace with TV's gains—clearly, some media are being slashed."

Which media? Radio is one, of course, but by no means the only one. *Tide* names big advertisers, showing large slashes in magazines and newspapers, too. "Among the top 100 national advertisers in 1953 [*TV Factbook No. 19*, pp. 11 & 31], exactly 22 spent more in TV than they had raised their over-all budgets over 1948 levels. Between the first 6 months of 1953 & 1954, another 24 national advertisers out of the top 100 increased their network TV budgets more than their over-all budgets. In other words, 46 of the top 100 advertisers cut other national media either last year or this to pay for their TV coverage." Article lists the 46 (from Procter & Gamble through Gulf Oil) together with figures showing TV & total ad expenditures and cuts in other media.

Meanwhile, Sept. 6 *Sponsor* reports BBDO is agency with "biggest talent and production stake in network TV," with talent billings for 1954-55 season of about \$336,000 weekly. Young & Rubicam is rated second with \$285,000 weekly, then J. Walter Thompson \$260,500, McCann-Erickson \$162,800, Leo Burnett \$129,500.

All CBS's TV profits before taxes came out of o-&-m stations until last year, CBS stipulated in St. Louis Ch. 11 hearing last week. In 1953, however, 34% came from network operations, 66% from stations. One of CBS's arguments for St. Louis grant is that it needs station profits to support network program experimentation. For CBS Radio, stations supplied 56% of profits in 1953, 69% in 1952, 57% in 1951, 54% in 1950. As for gross income (before frequency discounts, etc.), TV network produced \$124,500,000 in 1953, while stations brought in \$23,600,000. In 1952, figures were \$87,700,000 and \$12,400,000 for TV network and stations, respectively. In 1953, CBS radio network produced \$66,600,000, stations \$21,300,000. In 1952, figures for radio were \$64,900,000 and \$21,500,000, respectively.

"Golden Mike Awards" presented by American Legion Auxiliary during recent convention in Washington: Patriotic programs — TV, ABC-TV's *Cavalcade of America*; radio, MBS' *I Was a Communist for the FBI*. Family —TV, CBS-TV's *I Love Lucy*; radio, NBC's *One Man's Family*. Children—TV, NBC-TV's *Ding Dong School*; radio, ABC's *Lone Ranger*. Auxiliary also presented special inscribed silver tray award to Mrs. Wm. Corwith, NBC supervisor of public affairs programs, a past pres. of the Auxiliary.

FCC dismissed "with prejudice" the uncontested application of KRAM for Las Vegas Ch. 13 for "failure to prosecute application."

Station Accounts: No disbeliever in films or in the repeat-performance idea, General Teleradio's WOR-TV, New York, will carry the new GT film package of feature films, all new on TV and recently acquired from Bank of America for reputed \$1,500,000, on schedule of twice a day for full week plus 2 extra performances Sat. & Sun. In other words, each film will get 16 showings in one week; there are 30 films, so schedule is good for 30 weeks . . . Six sponsors have been signed for *Million Dollar Movie*, as show is titled, and it will go on daily at 7:30-9 p.m. & 10-11:30 p.m., with extra showings Sat. & Sun. 4:30-6 p.m. Sponsors are Liggett & Myers, thru Cunningham & Walsh; Piels Beer, thru Young & Rubicam; Rival Dog Food, thru Charles Silver Co.; Pellex Cream, thru Dowd, Redfield & Johnstone; Vick Chemical, thru Morse International; Sterling Drug, thru Dancer-Fitzgerald-Sample. Two more will be handled. Each advertiser pays about \$4000 per week for a one-min. commercial in each showing, and in addition the station is trying to sell packages of eight 20-sec. spot adjacencies per week for \$1000 each which it says is less than cost of a single spot in similar Class A time on WNBT or WCBS-TV . . . Virtually 100% film after 7 p.m., WOR-TV has heavy schedule of half-hour and 15-min. telepix, some of them re-runs of network shows; most recent purchases were *Famous Playhouse*, *Cowboy G-Men*, *Telecomics* . . . Bisquick (General Mills) and Log Cabin Syrup (General Foods) join in Oct. in national pancakes-&-syrup promotion, using TV-radio with other media . . . TV Spots, Hollywood, reports it's preparing film spots for Skippy Peanut Butter, Life Magazine, National Van Lines, Household Finance Co., Lipton Tea, Hoffman Radio . . . Tombstone maker in Rome, Ga. buys 20-sec. spot in WROM-TV's *Saturday Jamboree* at \$15 and claims his gross sales have doubled since mid-April, reports *Sponsor*; copy and pictures are straight sell, stress beauty & craftsmanship, eschew the sentimental approach . . . Among advertisers currently reported using or preparing to use TV: Lydia O'Leary Inc., N. Y. (Spotstick blemish concealer), thru Dowd, Redfield & Johnstone, N. Y.; Adolph's Food Products, Burbank, Cal. (meat tenderizer), thru Erwin, Wasey & Co., N. Y.; Marcalus Mfg. Co., E. Paterson, N. J. (Marcal paper napkins), thru Calkins & Holden, N. Y.; Seeck & Kade, N. Y. (Pertussin), thru McCann-Erickson, N. Y.; Pepperidge Farm Inc., Norwalk, Conn. (bakery products), thru Kenyon & Eckhardt, N. Y.; Melton Industries, Reno, Nev. (Melton Movie viewer), thru Degner & Assoc., Reno; Hassenfield Bros., Central Falls, R. I. (Mr. Potato Head plastic toy), thru Bo Bernstein & Co., Providence; White King Soap Co., Los Angeles (White King liquid detergent), thru Raymond R. Morgan Co., Los Angeles; Lion Oil Co., El Dorado, Ark. (petroleum & chemical products), thru Gardner Adv. Co., St. Louis; Clicquot Club Co., Millis, Conn. (canned soft drinks), thru Cunningham & Walsh, N. Y.; Boyle-Midway Inc., div. of American Home Products Co., N. Y. (Easy Off oven cleaner), thru Geyer Adv., N. Y.; Ham-Pat Mold Co., Yonkers, N. Y. (Ham-Pat utensil for preparing hamburgers), thru Wm. Warren, Jackson & Delaney, N. Y.; Maple Leaf Milling Co., Montreal (Monarch cake mix), thru Cockfield, Brown & Co. Ltd., Montreal.

Adverttest Research polled 755 TV homes in metropolitan N. Y. in June in 64th monthly survey, and found: (1) Best remembered commercials, judged on sight & sound tests, were sponsored by (in order) Lucky Strike, Chesterfield, Philip Morris, Schaefer Beer. (2) More than 50% preferred cartoons and actual demonstrations of product in commercials. (3) About 50% said they watched commercial with less interest than program itself, about 17% with same interest, balance indicated they paid little attention to commercials.

Network Accounts: Cadillac and Chevrolet signed as partic. sponsors of Steve Allen's *Tonight* on NBC-TV starting Sept. 27, Mon.-thru-Fri. 11:30 p.m.-1 a.m.—joining Polaroid, signed as first sponsor few weeks ago. About 25 affiliates have been cleared thus far, with expectation that at least 31 will be cleared before show goes on air. Accent will be on comedy and jazz, supplemented by remote coverage of N. Y. area events. It's supervised by exec. producer Mort Werner and producer Bill Harbach . . . Toni to sponsor *The Duke* on NBC-TV starting Sept. 18, Sat. 8:30-9 p.m., thru Weiss & Geller . . . Remington Electric Shavers and Esquire Shoe Polish to be alt. sponsors of *Masquerade Party* on ABC-TV starting Sept. 29, Wed. 9-9:30 p.m., former thru Young & Rubicam, latter thru Emil Mogul . . . Instant Maxwell House Coffee to sponsor *December Bride* on CBS-TV starting Oct. 4, Mon. 9:30-10 p.m., thru Benton & Bowles . . . Pharmaceuticals Inc. to sponsor *One Minute, Please* on DuMont starting Sept. 24, Fri. 9-9:30 p.m., thru Edward Kletter Assoc. . . . Hartz Mountain Products (bird feed) to sponsor *Captain Hartz & Pets* on NBC-TV starting Oct. 3, Sun. 11-11:15 a.m., thru Kenneth Rader Co. . . . Consolidated Cosmetics (Lanolin hair preparation) to sponsor *They Stand Accused* on DuMont starting Sept. 9, Thu. 8-9 p.m., thru Frank Duggan Adv., Chicago . . . Serutan buys Mon.-Wed.-Fri. 12:15-12:30 p.m. portion of *Bob Smith Show* on NBC-TV starting Sept. 27, Mon.-thru-Fri. 12-12:30, thru Edward Kletter Assoc. . . . Hamm Brewing Co. and Drewry's Ltd., breweries, buy *Greatest Pro Football Plays of the Week* on DuMont starting Sept. 30, Thu. 8-8:30 p.m., former in 10 western markets thru Campbell-Mithun, Minneapolis, latter in 5 midwestern markets thru McFarland Aveyard, Chicago . . . Mogen David will put 80% of its record \$2,000,000-plus 1954-55 ad budget in TV, reports Sept. 6 *Advertising Age*, with \$1,600,000 for *Dollar a Second* on 144 ABC-TV stations, \$150,000 for radio, \$250,000 for outdoor, nothing for magazines or newspapers, thru Weiss & Geller . . . P. Lorillard (Kent cigarettes) sponsors *Father Knows Best* starring Robert Young on CBS-TV starting Oct. 3, Sun. 10-10:30 p.m., thru Young & Rubicam.

Republican National Committee plans first network time purchase Oct. 8, National Precinct Day, with live 30-min. show originating "outside of Washington" and featuring political talks by top-level party leaders, possibly including President Eisenhower. Beyond Oct. 8, national TV schedule is indefinite—spokesman saying "we'll strike while the iron is hot and as issues develop." He said some state committees are planning state-wide saturation campaigns on TV on behalf of local candidates. Democrats say they plan no network purchases in foreseeable future, with their TV program almost exclusively decentralized. Democratic National Committee this week told networks they regarded President's recent speech on record of 83rd Congress as "political" and asked for "equal time" to reply. Without assenting to description of President's talk as political, NBC-TV gave Rep. Rayburn (D-Tex.) free time to state Democratic position Sept. 10 from Ft. Worth. CBS-TV told committee President's talk was not political, but is giving free time to Adlai Stevenson to speak Sept. 18 from Indianapolis. ABC-TV is airing Democratic National Chairman Stephen Mitchell from Washington Sept. 14.

Writers Guild of America is newly-formed union resulting from merger of Television Writers Guild, Radio Writers Guild and Screen Writers Guild, with headquarters in Hollywood. Officers are F. Hugh Herbert, pres.; Gomer Cool, v.p.; Morgan Cox, secy.-treas. Membership expanded this week following dissolution of Television Writers of America, an independent union which lost brief strike against networks last summer.

FIRST MILLION-WATT TV station is due to be Wilkes-Barre's WILK-TV (Ch. 34), which this week signed order with GE for first of its new 45-kw 6-klystron uhf transmitters, capable of delivering the maximum power permitted by FCC for uhf stations (Vol. 10:33). One of 5 uhf outlets in the uhf-only Scranton-Wilkes-Barre area, ABC-affiliated WILK-TV is due to be showcase for GE's new transmitter. It will convert present 12-kw GE unit to 45-kw by addition of 2 more 12-kw transmitters arranged in parallel, will replace present 4-bay antenna with 5-bay and change transmission line. It hopes to up its ERP to the full megawatt "by the first of next year." Installation work will begin in few weeks, bulk of gear due to arrive in November.

Another Wilkes-Barre station, WBRE-TV (Ch. 28), is first to contract with RCA for a one-megawatt installation. But so far, only information from RCA is that the new transmitter will be rated at 60-kw, with first deliveries in "early third quarter of 1955" (Vol. 10:28). WBRE-TV was first station to get RCA 12½-kw, now in use there (Vol. 10:36). Discussions are going on with George Storer on purchase of another 60-kw unit for Portland's pioneer KPTV (Ch. 27), which also has just installed 12½-kw transmitter (Vol. 10:36).

Nine 12½-kw uhf transmitters having already been shipped (Vol. 10:34-36), RCA now has scheduled shipment of 7 more for this month. In this order, they will go to KMJ-TV, Fresno (Ch. 24); WSUN-TV, St. Petersburg (Ch. 38); WTVP, Decatur, Ill. (Ch. 17); WARD-TV, Johnstown, Pa. (Ch. 56); WTPA, Harrisburg, Pa. (Ch. 71); WARM-TV, Scranton (Ch. 16); WSJV, Elkhart, Ind. (Ch. 52).

GE reports it shipped driver for new 35-kw transmitter to WBZ-TV, Boston (Ch. 4) on Sept. 3, amplifier Sept. 10, with 3-bay antenna due to go out Sept. 20. This week, it also shipped 12-kw amplifier to WKNX-TV, Saginaw, Mich. (Ch. 57).

DuMont this week shipped audio portion of 50-kw amplifier to WATV, Newark-New York (Ch. 13), with video following later, and 25-kw amplifier to WNEM-TV, Bay City, Mich. (Ch. 5).

Standard Electronics Sept. 7 shipped 25-kw amplifier to WMAZ-TV, Macon (Ch. 13), and reports that George Storer's WSPD-TV, Toledo (Ch. 18), has begun installation of complete Standard 40-kw transmitter.

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In our continuing survey of upcoming stations, these are latest reports received from principals:

WIRI, Bloomingdale, N. Y. (Ch. 5), near Lake Placid, "is going to make an all-out effort for the speediest construction job to date if at all possible—expecting to hit the air in Nov.," reports pres. Joel H. Scheier. It recently got approval of new transmitter site on Terry Mt., near North Pole, N. Y. Make of equipment and rep not yet reported.

KCTS, Seattle (Ch. 9, educational), having secured CP extension to next Feb. 23, now plans test patterns about Nov. 1 and regular operations about Dec. 1, reports mgr. Loren B. Stone, onetime mgr. of Seattle's KIRO. It has complete RCA TT5A transmitter donated grantee U of Washington by KING-TV, along with 2-camera chain, 2 RCA film projectors, tower, various other equipment—and has purchased RCA 6-bay antenna and issued call for bids for other equipment.

Tampa Television Co., granted Ch. 13 in Tampa, Fla. on Sept. 2, plans to be on air in time for Gasperilla Week, next Feb. 1, writes v.p.-gen. mgr. W. Walter Tison, who operates radio WALT there. It has ordered RCA equipment, 800-ft. Blaw-Knox tower. New transmitter site is being requested on Prospect Rd., about 6 mi. SE of city. Pearson will be rep.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Aug.: Edmund Ludlow bought 100 Arvin, holds 2000; Edward J. Kelly sold 1000 Emerson, holds none; Ralph J. Cordiner bought 4500 GE, sold 800, holds 6100; F. E. Fairman Jr. bought 600 GE, holds 900; G. Peabody Gardner bought 100 GE, holds 1000 personally and 57,000 through trusts; Orville F. Haas bought 987 GE, holds 1308; C. J. Hendon bought 1125 GE, holds 1290; Wm. Rogers Herod bought 1600 GE, holds 5800; Francis L. Higginson bought 200 GE, holds 1000 personally and 3000 through trusts; W. V. O'Brien sold 175 GE, holds 100; Wm. B. Fyffe sold 200 Globe-Union, holds 5850; Laurence B. Dodds sold 100 Hazeltine, holds 100; Joseph C. Chapman bought 46 I-T-E Circuit Breaker, holds 1800; Joseph W. Dye bought 100 Magnavox, holds 100; James T. Buckley sold 1000 Philco, holds 17,927; Joseph H. Gillies sold 2000 Philco, holds 6827; Thomas A. Kennally sold 500 Philco, holds 18,037; Leslie J. Woods sold 300 Philco, holds 7993; Emanuel Sacks bought 100 RCA, holds 300; Ernest A. Wester sold 1500 Servomechanisms, holds 100; Irving S. Florsheim sold 2700 Stewart-Warner, holds 2300; John J. Smith bought 300 Sparks-Withington, holds 7141; John H. Ashbaugh bought 500 Westinghouse, sold 236, holds 3074; Bruce D. Henderson sold 185 Westinghouse, holds none; Walter J. Mayham Jr. bought 500 Westinghouse, holds 627; Dale McFeatters bought 600 Westinghouse, holds 600; L. E. Osborne bought 1000 Westinghouse, sold 100, holds 3864; Wm. C. Rowland bought 400 Westinghouse, sold 183, holds 758.

Guild Films plans 250,000-share offering through Van Alstyne, Noel & Co., 10¢ par stock probably to be priced at \$4. Prospectus filed with SEC shows 198-500 shares of Class A and 570,000 Class B outstanding at end of Aug. After offering, about 60% will be held by officers and directors, who included Reub Kaufman, Louis Millman, Jane Kaufman, Charles S. Goldberg, Wm. Walker; Mrs. Kaufman will be replaced by David Van Alstyne Jr. Prospectus shows that from June 11, 1952 to Feb. 28, 1953 the company's film rentals totaled \$13,400, showing loss of \$2504; from March 1, 1953 to Nov. 30, 1953 rentals jumped to \$549,210, with \$127,147 profit; Dec. 1, 1953 to June 30, 1954 they mounted to \$1,085,182, profit being \$230,628. Its properties include *Liberace*, *Joe Palooka Story*, *Life with Elizabeth*, *Frankie Laine Show* with Connie Haines, new daytime strip titled *It's Fun to Reduce*.

Emerson Radio's sales for 39 weeks ended July 31 were \$54,701,441, slightly above the \$54,331,572 for like period last year, but consolidated net profit dipped over 50% to \$1,146,676 (59¢ per share) from \$2,333,227 (\$1.21).

IT&T consolidated revenues were \$198,926,281 for first 6 months of this year compared with \$203,724,412 for same 1953 half, net income being \$10,112,810 (\$1.41 per share) vs. \$9,873,217 (\$1.38).

Dividends: Admiral, 25¢ payable Sept. 30 to stockholders of record Sept. 15; Arvin, 40¢ Sept. 30 to holders Sept. 13; Sylvania, 50¢ Oct. 1 to holders Sept. 10; AB-PT, 25¢ Oct. 20 to holders Sept. 24; IT&T, 25¢ Oct. 15 to holders Sept. 17.

WTWW, Milwaukee, Wis. (Ch. 12), got STA Sept. 3 to begin operating with temporary 300-ft. self-supporting tower and 36.6-kw visual power, but doesn't expect to begin test patterns until Oct. 15. ABC programming starts with *Disneyland* show Oct. 27, reports exec. v.p. L. F. Thurwachter. RCA 50-kw transmitter is on order for installation at new site near WTMJ-TV. Permanent 1105-ft. Blaw-Knox tower with RCA 12-bay antenna is to be ready about Dec. 1. New corporation will be formed shortly under merger agreement whereby 3 competitors for Ch. 12 withdrew, clearing way for grant to Milwaukee Area Telecasting. Thomas E. Allen is WTVW business mgr.; Louis Riepenhoff, promotion director. Rep will be Petry.

SOME PRICES UP, SALES HOLDING WELL: TV prices began to inch up on selected models this week, with indications that more scattered increases are on way. But there's no evidence yet that a general industry-wide round of price increases looms.

Motorola and Zenith disclosed some price increases this week. Admiral says it expects to raise prices in early Oct. Philco says it believes some TV prices are too low and is considering raising them, in view of higher manufacturing costs and wage increases granted in June following 10-week strike. RCA, introducing a 21-in. table model at \$180 -- lower by \$20 than its previous 21-in. leader -- says that it expects prices generally to remain firm, though it too might raise a few models.

Emerson's Ben Abrams, who 3 months ago predicted industry-wide price hikes by fall (Vol. 10:26), isn't so sure about it now. He told us this week that if market isn't able to absorb current high level of TV production, lower prices -- not higher prices -- will result. He said answer will be forthcoming in about 3 or 4 weeks. As to his own plans, he still believes he'll raise prices in month or so. He said he had intended to raise them at start of Sept. but postponed decision a month.

Motorola increased prices by \$10 on its all-channel sets over \$200. No other price changes were announced or are contemplated, said merchandising v.p. Ed Taylor, who reports unit TV sales in Aug. were highest in company's history and looks ahead to record fall-winter season, with good turnover mix in higher-priced receivers.

Zenith's 3 low-end table models were raised by \$10 (details on p. 10). But so competitive is the current low-end market that company found it necessary to drop in a 17-in. ebony price leader at \$160 to replace the mahogany wood model which was raised to \$170. Letter to distributors gave no detailed explanation for increases, merely reminded them of warnings at July convention that prices might go up.

Admiral's Ross Siragusa said he expects to raise prices of some TVs from \$2 to \$6 per set at factory level. He also stated Admiral has scheduled production of 100,000 sets per month for last 4 months of year, including 1000 a day to be turned out on new TV assembly facilities at its big West Chicago molded products plant.

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Business continues to hold up well, with production & sales continuing high. RETMA reports that the 3,174,349 TVs retailed in first 7 months broke all records, slightly exceeding the 3,116,306 sold in same 1953 period. Unofficial Aug. retail sales were about 400,000 vs. 430,000 in Aug. 1953, inventory 1,930,000 end of month.

RCA's quarterly allotment meeting of field reps this week in Philadelphia was marked by general optimism. Regional managers from 8 geographic sections met with company executives headed by Henry G. Baker, v.p. & gen. mgr. of TV division. In addition to the 21-in. table model at \$180, RCA also introduced a 24-in. ebony and maroon table model at \$300 at this meeting. It's first 24-in. table by RCA.

CBS-Columbia, having splurged last week on color publicity with showing of 3 color sets to distributor convention in Chicago (Vol. 10:36), this week emphasized that black-&-white market would be bountiful for some time to come. At N.Y. press showing of color receivers Sept. 9, v.p. Louis Hausman drew parallel between the TV and auto business to prove his point. He declared:

"I don't think that anybody who wants a car, and cannot afford a new car, is saying 'Well, we will do without a car until we can buy a new one.' What they are doing is going out and buying a used car for \$1200 or \$1500 and saying to themselves 'Some day we will be able to buy a brand new car.' By the same token, I don't think that anybody who wants a TV set is going to say 'Let's wait until we can afford a color set. I think that they are going out and buy the best black-&-white set that they can possibly afford and say 'Some day we will be able to have a color set.'"

TV production totaled 178,224 week ended Sept. 3, compared to 182,977 units

preceding week and 167,849 week ended Aug. 20. It was year's 34th week and brought production for year to date to about 3,750,000 vs. 4,750,000 in same period of 1953.

Radio production totaled 197,126 (64,844 auto), compared to 196,448 preceding week and 207,082 week before. For 34 weeks, output was about 6,000,000, compared to approximately 8,200,000 in corresponding period year ago.

Trade Personals: Julian K. Sprague, pres. of Sprague Electric, named chairman of Defense Dept. advisory committee on electronic parts; among committee members are Leslie J. Woods, Philco, and Estill I. Green, Bell Labs . . . Ellis Redden, Magnavox, named chairman of RETMA public relations & adv. committee, succeeding John Gilligan, Philco; Paul V. Galvin, Motorola, reappointed chairman of subscription TV committee . . . Albert F. Watters promoted to v.p. & operations mgr., RCA International Div. . . M. A. Gardner resigns as CBS-Columbia purchasing v.p., his duties to be assumed by purchasing director Albert J. Frankel . . . Joseph G. Givens promoted to Westinghouse mgr. of consumer products, San Francisco . . . Stanley Seltzer, ex-Crosley & Emerson, named Olympic Radio New England sales mgr. . . Dale Rader promoted to Dallas sales mgr., Stromberg-Carlson sound equipment div., replacing R. E. Gray, now operating own distributorship . . . Harold J. Adler, ex-Hallicrafters, joins Lion Mfg. Co., Chicago, as chief engineer in charge of color development . . . Austin Rising named gen. mgr. of RCA air conditioning dept., Camden, reporting to Robert Seidel, exec. v.p. for consumer products; he's ex-v.p. of O. A. Sutton Corp., Wichita (fans, air conditioners) . . . Walter E. Sutter appointed sales mgr. for instruments & industrial electronic products of GE commercial equipment dept., Syracuse . . . John D. van der Veer promoted to asst. gen. sales mgr. of Tung-Sol; J. M. Malone now asst. mgr. of initial equipment electron tube sales, Arthur Keckeisen succeeding him as mgr. of production, order & service dept. . . Jack E. Willson, recently with Rockbar Corp. and Electro-Voice Inc., joins National Co. as audio products mgr. . . Sidney Messer elected secy.-treas. of Tel-O-Tube Corp. . . . Fred D. Wilson, newly-named IT&T v.p. for industrial relations, guest of honor Sept. 7 at big farewell party given by employes of Capehart-Farnsworth Co., where he has been succeeded as pres. by L. G. Haggerty . . . George Fine, ex-DeWald purchasing director, joins R. E. Breuer Co., N. Y. manufacturers rep.

Distributor Notes: RCA Victor Distributing Corp. transfers v.p. Hadley Chapman from Chicago to Los Angeles, succeeded by Ned A. Corbett, v.p. of Detroit branch . . . Emerson appoints Woodson & Bozeman, 733 S. Somerville, Memphis (Edward D. Bozeman Jr., pres.) . . . Gross Distributors Inc., N. Y. (Stromberg-Carlson) promotes exec. v.p. Robert A. Gross to pres., succeeding his father, Benjamin Gross, who continues as chairman . . . Joseph Strauss Co., Cleveland (Zenith) promotes John J. Young to gen. sales mgr. . . . Zenith of N. Y. promotes Seymour Reich to gen. service mgr. . . . W. D. Alexander Co., Atlanta (GE) appoints W. O. Leftwich Jr. as adv. & sales promotion mgr. . . . Stuart F. Louchheim Co., Philadelphia (Zenith) announces resignation of gen. exec. Harry Douell . . . DuMont appoints Mid-State Distributing Co., 82 N. Grant Ave., Columbus, O. (Albert F. Cameron Sr., pres.) for Columbus & Dayton areas . . . Raytheon appoints Western Supply Co., 257 W. 2nd St. S., Salt Lake City (A. N. Etuche, pres.).

General Motors' possible entry into color TV manufacture, reported in Sept. 9 *Wall Street Journal*, gets no confirmation whatsoever; quite the contrary, its Delco radio div. at Kokomo, Ind., car radio maker, says there are no plans whatever to go into TV field.

Topics & Trends of TV Trade: Battle against discount houses may soon get active support for first time of powerful U. S. Chamber of Commerce, as result of special survey of its 200-member national distribution panel indicating discount houses are making far greater inroads into retail sales than was first thought.

Problem will be considered at semi-annual meeting of Chamber's domestic distribution committee in Atlanta, Oct. 25-26. Spokesman for Chamber, which has thus far adopted hands-off policy on discount house problem in deference to anti-trust laws, indicated action could be taken in 2 ways—by personal representations to its members to work only with franchised dealers, and by publicity campaign through state chambers to make industry and public more conscious of problem. Neither method, he said, would conflict with anti-trust laws.

Chamber declined to make public details of study or to identify members of distribution panel, other than to say that several TV manufacturers, distributors and dealers were on it.

* * * *

Most-preferred TV brands of set owners in 23 southern Illinois cities, as revealed in survey in latter March by Illinois Consumer Analysis, are Philco, Motorola, Admiral & RCA—in that order. Some 61.8% of those interviewed said they owned set, 48.4% indicated it was uhf-equipped. Philco was owned by 11.3% of TV families; Motorola, 10.6%; Admiral, 10.5%; RCA, 10.2%; GE, 7.2%; Zenith, 7%; Sylvania, 3.7%; Westinghouse, 3.4%; Crosley, 2.7%; Arvin, 2.6%; Silvertone (Sears, Roebuck), 2.6%; Emerson, 2.5%; Capehart-Farnsworth, 2.2%; Muntz, 2.1%; Hallcrafters, 1.9%; Magnavox, 1.6%; DuMont, 1.2%; Airline (Montgomery Ward), 1.2%; Sparton, 1.2%; miscellaneous, 13.4%.

RCA Victor Radio and "Victrola" div. creates own field sales force under sales mgr. Louis J. Collins, appoints these regional factory reps: northeastern, Wm. J. Cummins, Thomas J. Grady; eastern, Bruce W. Bragg, George O'Brien; central, J. Wm. Costello; east central, Edward M. Keating, Wm. G. Frick; southwestern, Bernard C. Tucker, James R. Booth; southern, Raymond J. Schmit, Wm. R. Tucker; western, Donald C. Goins, John H. Guy; west central, G. Lee Smith.

Zenith Radio raised prices by \$10 on several low-end table models this week, but kept start of line at \$160 by dropping in 17-in. ebony model at that price, as substitute for the mahogany wood set which was raised to \$170. Blonde version was raised to \$180. In 21-in. series, ebony table was raised to \$190, mahogany to \$210 & \$230, blonde to \$220 to \$240. In addition, a 21-in. ebony table at \$200 was added to line.

Cinescopios de Mexico, Naucalpan, Mexico, is new CR tube-making plant being installed by El Capitolio, S.A.. Zenith manufacturer & distributor for Mexico; Thomas Montemayor is engineer in charge.

Westinghouse and IUE-CIO signed new 2-year contract Sept. 10, averting strike of 42,000 workers in 26 plants; it provides for raises averaging about 5¢ an hour and increased pensions.

RCA Victor Distributing Corp., Chicago, buys Jewel Tea Co. building at 51st & Kedzie Ave. for reported \$500,000, will move headquarters there about Nov. 1 from present space at 445 Lake Shore Drive.

Color Trends & Briefs: "Color caravan" to barnstorm nation has been completed by RCA, will make debut Sept. 25 at Mid-South Fair, Memphis. Reminiscent of highly successful monochrome caravan that piled up 50,000 mi. starting in 1947, color setup is built around 32-ft. trailer equipped to present closed-circuit (or feed to network) live and film programs. Included in equipment are 2 live cameras, one film camera, receivers, microwave apparatus —plus 15x20-ft. projector. Julius Haber, director of community relations, has general responsibility for project, while Richard H. Hooper, mgr. of RCA shows & exhibits, will supervise operations. Touring nation, caravan will hit fairs, expositions, conventions, dept. stores, etc.

Samples of tie-in promotions for big color shows: (1) RCA dealers are plugging "Magic Monday on NBC-TV" and are being urged by RCA to place color sets in Ford showrooms—RCA and Ford sharing sponsorship of Mon. "spectaculars." (2) Hazel Bishop, sharing Sun. spectacles with Sunbeam, is tying ads to theme "greatest color TV shows by the greatest name in color cosmetics." (3) Chrysler is aiming to get color sets in showroom for *Chrysler Show* extravaganzas on CBS-TV. (4) Westinghouse will promote both its color sets and sponsorship of CBS-TV *Best of Broadway* in co-op newspaper ads. (5) Some 170 NBC-TV affiliates carried 10-sec. kine trailers of Betty Hutton in advance of Sept. 12 *Satins & Spurs* spectacular.

Roundtable on color, a discussion by 6 men from networks, sponsors and agencies, is excerpted from verbatim transcript in Sept. 3 *Printers' Ink*. Among points made: (1) Color film commercials cost 25-30% more than monochrome. (2) Pre-planning is much more important in cutting costs than in black-&-white. (3) Some 85-90% of packages tested are "compatible" in that they show up well in color and on black-&-white sets. (4) Color alone is not enough to sell all products—"just one tool and nothing more." Participants: E. Carlton Winckler, CBS; Norman Grant, NBC; Myron A. Mahler, Emil Mogul Co.; R. Richard Carlier, Bigelow-Sanford Carpet Co.; Alfred Scalpone, McCann-Erickson; Lew Wechsler, Donahue & Co.

Prices for installation and servicing of CBS-Columbia color receivers have been established by New York's CBS-Columbia Distributors Inc., which will supply own men to dealers who cannot handle own servicing. Distributor has set these prices for service policies: 90-day unlimited service contract, including installation and customer instruction, but no antenna installation, \$65; one-year unlimited service contract, same terms, \$140. Without service contract, installation of set using existing antenna, plus customer instruction, will cost \$25. New CBS-Columbia color antenna, made by Brach Mfg. Co., will cost \$30, installed.

NBC's first network color kine is scheduled for 5:30-6 p.m. Sept. 12, constitutes scenes from "Operation Threshold" demonstration of military TV at Ft. Meade, Md. (Vol. 10:33).

RCA's "gloves-off" competitive policy, particularly through use of NBC as promotional medium, is in evidence on all fronts. Items: (1) Identifying its o-&-m stations as "a service of RCA." (2) Considering changing call letters of NBC New York and Los Angeles stations to WRCA-TV & WRCA and KRCA-TV & KRCA. (3) Concluding color programs with announcement that they employ "the RCA compatible color TV system [using] the new color standards approved by the FCC." (CBS follows its color shows with announcement they use "the system developed by the TV industry and officially adopted by the FCC as the standard method of color broadcasting.") (4) Envelopes containing NBC press releases bear legend: "RCA pioneered and developed compatible color television."

Compatible vs. incompatible color—this question isn't at all settled in Britain, and it shows signs of becoming as hot an issue as it was in this country. July issue of influential *Wireless World* (London) editorially notes "faint signs of a revolt against the dogma of compatibility." It states: "When a system is once firmly established it becomes, almost inevitably, a standard for all times . . . All progress tends to be handicapped by the need for 'compatibility'; the new system must be able to work with the old . . . In this matter, we are on the side of those who believe in making haste slowly. To start color TV before a really practical solution of the many technical difficulties has been found would be foolish . . ." In the same issue, columnist who writes under name of "Diallist" takes note of sales resistance to color sets in U.S., and adds: "The BBC is, I am sure, taking the right line by deciding not to launch color TV in this country until it is completely satisfied that reliable systems of transmission and reception have been evolved. Nor, I imagine, would the radio industry be greatly interested in the manufacture of domestic receivers unless they could be turned out at not more than double price of similar black-&-white models."

Catchy title to article in Sept. *Electrical Merchandising*: "Color—The Picture is Bigger . . . but Not Much Clearer." Theme pursued by author Ted Weber Jr. is generally reassuring to dealers, bullish about color. He writes: "Last December, most dealers were afraid of color and what it would do to the black-&-white volume . . . Today, just about the opposite is true. The dealer is probably the most sanguine element in the industry. He's hardly confident of color's immediate future—but he's no longer afraid of it . . . Now here's the paradox: the dealer feels this way precisely at the moment when he should be starting to think seriously about the impact of color." Article concludes: "Before selling color short, remember that it will re-open what has become an almost saturated market. Because of color this re-opening will be accomplished much more easily than it would have been had the industry only monochrome to replace monochrome."

RCA reports its program of converting transmitters in the field to rebroadcast color signals has kept pace with availability of network color signals. All stations owning RCA transmitters, it states, have met color debut dates when color-corrected networks brought color to stations.

Its first servicing data on color set—RCA's 15-in. CT-100—has been issued by Howard W. Sams Co. in its *Photo-facts* series. Company is now processing color sets made by Arvin, GE, Stromberg-Carlson & Westinghouse, will cover others as they're produced.

Two more color film scanners and associated studio color equipment are being shipped by DuMont—to upcoming KTLJ, Houston and WTVW, Milwaukee.

Sole network color program this week will be CBS-TV's *Meet Millie*, Sept. 14, 9-9:30 p.m.

Second-set purchases are planned by nearly half the 1200 families in Los Angeles area surveyed recently for Admiral by Woodbury College. Of the 563 families which said they planned to buy second set, 77% hoped to buy sometime next year, 6% this fall, 5% this winter. Asked why they wanted second set, 37% cited conflict between children's and adult programs, 32% wanted larger screen set, 24% cited convenience of permitting children to watch TV in another room while parents are entertaining guests. Nearly 43% said they would put second set in den, 23% preferred bedroom, 16% children's room, 9% dining room, 2% kitchen. Some 34% of families had 17-in. sets, about 32% had 21-in., 5% had 24-in., 2% had 27-in., remainder had sets under 17-in.

POLITICAL broadcast rules were finalized by FCC this week—changed somewhat from original proposals (Vol. 10:26, 31) aiming to give opposing candidates equal rates and same rates charged regular commercial sponsors. Spokesmen for Republicans and Democrats said they believe rules give them “fair shake.”

NARTB still objects to FCC ruling, its District 1 adopting resolution this week saying FCC’s interpretation this week suggests “urgent need” of continuing study by NARTB of constitutionality of Section 315 of Communications Act and its relation to Section 326 (no censorship).

To aid stations in interpreting rules, Commission issued 16-p. document, *Use of Broadcast Facilities by Candidates for Public Office*, largely questions and answers, to be reprinted in *Federal Register* Sept. 14. Copies may be purchased from Supt. of Documents, Govt. Printing Office. Commission also plans to distribute reprints to stations and others interested.

Under new rules, TV & radio stations are required to give candidates same discounts, etc. as they give ordinary sponsors, and if one candidate gets discount by buying as part of a group, his opponent must be given same opportunity to buy same amount of time at same rate.

Some rate aspects are still a bit fuzzy, and stations will generally avoid problems if they stick to selling to individuals rather than to groups—since they have choice of selling either way. Rule is FCC Public Notice 54-1123, Mimeo. 9991. Full text contains discussion of proposals by NARTB and others. Sections 3.190(c), 3.290(c) & 3.657(c) are amended to read as follows, effective immediately:

(c) *Rates and practices.* (1) The rates, if any, charged all such candidates for the same office shall be uniform and shall not be rebated by any means direct or indirect. A candidate shall, in each case, be charged no more than the rate the station would charge if the candidate were a commercial advertiser whose advertising was directed to promoting its business within the same area as that encompassed by the particular office for which such person is a candidate. All discount privileges otherwise offered by a station to commercial advertisers shall be available upon equal terms to all candidates for public office.

(2) In making time available to candidates for public office no licensee shall make any discrimination between candidates in charges, practices, regulations, facilities, or services for or in connection with the service rendered pursuant to this part, or make or give any preference to any candidate for public office or subject any such candidate to any prejudice or disadvantage; nor shall any licensee make any contract or other agreement which shall have the effect of permitting any legally qualified candidate for any public office to broadcast to the exclusion of other legally qualified candidates for the same public office.

Torrid fight in Dubuque, over which of 2 outfits shall get franchise to install community system in the town of 55,000—Dubuque-Jerrold TV Cable Corp. or Dubuque Community TV Cable Corp. (Vol. 10:35)—gets front-page treatment in Sept. 9 *Wall Street Journal* as prelude to special elections Sept. 13 and Oct. 11. Struggle is reminiscent of FCC’s comparative hearings, though more spectacular because it involves not only action of city council but full-scale campaign aimed at public.

Excise tax on community antenna systems—8% on installation and monthly charges—still stands, Internal Revenue Bureau rejecting appeal of National Community TV Assn. Next move of NCTA is to seek Congressional relief. Meanwhile, NCTA board meets in Washington Sept. 11, will probably authorize regional meeting of western operators in San Francisco last week in Sept.

Ernest W. McFarland, ex-U. S. Senator from Arizona who with Motion Picture Assn.’s Edward Cooper (10%) owns part (40%) of upcoming KTVK, Phoenix (Ch. 3), won Democratic gubernatorial nomination Sept. 7, will oppose GOP incumbent Gov. Howard Pyle, onetime KTAR commentator.

Interconnected to AT&T network circuits this week: WMBV-TV, Marinette, Wis., Sept. 10; KUTV, Salt Lake City, Sept. 11. Due for interconnection Sept. 15: WISE-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; KLAS-TV, Las Vegas; WMUR-TV, Manchester, N. H.

Unsettled FCC chairmanship should be “resolved promptly” by President Eisenhower in national interest, said resolution adopted by NARTB’s District 1 meeting in Boston Sept. 10. Other resolutions called for giving TV-radio equal access with newspapers to coverage of public events; criticized recent decision of record manufacturers to switch from 78rpm to 45s in promotional shipments to radio stations (Vol. 10:30, 33); endorsed Code as giving adequate protection against excessive advertising of alcoholic beverages, in answer to criticism by House Interstate & Foreign Commerce Committee in report on Bryson bill (Vol. 10:34). Earlie, NARTB pres. Harold Fellows told joint luncheon meeting of District 1 and Radio-Television Executives Club of New England that TV-radio was probably singled out for criticism by committee on Bryson bill because it is “more intimate” than press in its appeal and because it is Federally licensed.

“Unlimited TV is killing off minor league baseball, which in turn will kill off major league baseball,” said baseball commissioner Ford Frick at Sept. 8 Metropolitan Sports Broadcasters Assn. luncheon in New York, flinging this challenge: “You ought to be interested in saving the goose that laid the golden eggs, but instead you are killing it . . . Your short-sighted attitude in time can cost you good jobs, because there won’t be any baseball left to broadcast or telecast.” NARTB pres. Harold Fellows wired Frick that representatives of sports committee would be glad to discuss matter with him “at his convenience.”

“Farthest north TV station in the world” is planned at Fairbanks, Alaska—just 125 mi. below Arctic Circle—by group of 30 Fairbanks businessmen headed by A. G. Hiebert, who also is pres. & gen. mgr. of KTVA, Anchorage. Hiebert says group will soon apply for Ch. 11, will operate Fairbanks station in combination with KTVA for purposes of film buying and national sales. CP for Fairbanks Ch. 2 has been held for more than year by Kiggins & Rollins, which owns KFIA, Anchorage, but they have announced no plans for construction in Fairbanks.

Edward Lamb’s request that FCC supply more detail on allegations he once had pro-Communist leanings (Vol. 10:36) was turned down by Commission this week. At same time, FCC denied Lamb’s request for postponement of hearing due to start Sept. 15; it also supported position of its Broadcast Bureau that Lamb should bear burden of introducing evidence on “Issue No. 2”—Lamb’s charges that FCC investigators tried to induce false testimony against him through bribes, etc.

Quality Radio Group Inc., new organization of broadcasters formed last week to exchange tape recordings of own programs and make them available to sponsors at rates comparable to network station costs (Vol. 10:36), postponed its first board meeting to Sept. 20 at Chicago’s Palmer House when quorum couldn’t be mustered for scheduled Sept. 9 meeting. Crosley’s Ward Quaal is due to be elected pres. and commitment for N. Y. sales office is likely to be finalized at meeting.

NARTB petitioned FCC this week to change its rule requiring TV stations to give both aural and visual identification at start and close of each broadcasting day. Citing unnecessary expense of keeping announcer on duty at all times, petition asks amendment of Section 3.652(2) to allow station to identify itself by either means.

Next “Videotown, U.S.A.” survey by Cunningham & Walsh is nearing completion, should be ready before end of month. Impact of color, uhf and hi-fi will be covered this time in 7th report on typical TV family habits in New Brunswick, N. J.

Power increases: WIBW-TV, Topeka (Ch. 13), Aug. 21, to 87.9-kw ERP; WSBT-TV, South Bend, Ind. (Ch. 34), Sept. 7, to 204-kw ERP.

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September 18, 1954

FILLIP TO UHF IN NEW MULTIPLE RULE: Long-awaited order permitting ownership of 7 TV stations -- not more than 5 vhf -- was adopted Sept. 17 by FCC as "a substantial impetus to uhf." And the TV networks reiterated plans to acquire uhf stations of their own either by application or purchase.

"More rapid and effective development of the uhf band" will be encouraged by new rule, Commission majority said in 4-1 decision (Comr. Hennock dissenting, Sterling and Bartley absent). Said FCC report:

"We are aware of the serious problems which presently confront the development of uhf. The problem is particularly acute in the larger pre-freeze markets where high vhf-only saturation obtains. It is in these areas particularly where the prestige, capital and know-how of the networks and other multiple owners would be most effective in aiding uhf. We are persuaded that the entry of these multiple owners into such key markets will furnish a substantial impetus to uhf."

Comr. Hennock's dissent called the benefits to uhf "illusory," and said the rules should have been "strengthened" rather than loosened. In statement concurring with majority, Comr. Doerfer expressed misgivings about picking specific number as absolute upper limit of permissible ownership. "A number related to population, or areas, or capacity to program in the public interest," he said, "is a more realistic guide or standard than a bare numerical evaluation."

* * * *

Possibly first to benefit from new rule, which becomes effective Oct. 22, will be Storer Broadcasting Co., whose purchase last Jan. of Herbert Mayer's Empire Coil Co., with its pioneer uhf KPTV, Portland, and its pre-freeze WXEL, Cleveland, was contingent upon lifting of multiple ownership limit (Vol. 10:2). Since Storer already held 5 vhf, he is selling his KGBS-TV to San Antonio Express & News -- contingent upon consummation of Empire Coil purchase (Vol. 10:15, 22, 26).

Networks say they'll jump into uhf with both feet. Testifying 2 weeks ago at St. Louis Ch. 11 hearing, pres. Frank Stanton said CBS would seek uhf stations in secondary markets -- somewhere between 25th and 50th in rank -- but that specific cities haven't been selected (Vol. 10:36). CBS spokesmen point out that situation is complicated by fact that network is currently in competitive hearings for vhf CPs in St. Louis & Boston, may sell minority interests in Washington & Minneapolis.

NBC hopes to go into 2 of the top 25 markets, a spokesman said -- via the application route, rather than buying out a going uhf station. "We are giving no serious thought to secondary markets," he added.

"We're in favor of expansion and we'll look over the field," says ABC pres. Robert Kintner, adding that no firm plans have been made. DuMont presumably has no immediate plans to enter uhf. Even including Paramount's KTLA, Los Angeles, it has ownership in only 4 stations, therefore is still entitled to another vhf.

SKIATRON SEEKS TO REVIVE PAY-TV AT FCC: Strategically hitching to "plight of uhf," Matty Fox's Skiatron TV Inc. this week formally petitioned FCC to start rule-making aimed at ultimate approval of pay-as-you-look TV. Petition specifically asks that only uhf stations be permitted to conduct pay-TV service for 3 years, and for no more than 35 hours per week each.

Skiatron thus chooses the conventional rule-making route for seeking fee-TV approval, as opposed to arguments of other proponents who claim FCC should simply give commercial go-ahead, regulate later if necessary (Vol. 10:37).

Skiatron is not first to try to ride in on sympathy towards struggling uhf stations. Last year, a dozen uhf CP holders and applicants petitioned for similar action (Vol. 9:32), failed to stir FCC, gave up trying. Now, with Potter hearings fresh in mind, with Bricker investigation underway, with Sen. Schoeppel outspokenly favorable (Vol. 10:37), Skiatron feels it has better chance of getting ball rolling.

Other 2 most vocal pay-as-you-look advocates -- Paramount's International Telemeter and Zenith -- haven't spoken up since Skiatron filed, but it's expected they will. Actually, Zenith had already urged action in petition filed Feb. 23, 1952, but didn't push it and it has just gathered dust at Commission.

FCC is a bit more curious about the subject than it has been for some years -- having been totally preoccupied with freeze and post-freeze grants until recently. It's certainly alive to problems of uhf and conceivably may be persuaded at least to take a rule-making look-see. You may be certain, though, that a vast amount of water -- and words -- will flow over dam before there's a final decision on matter.

A good bet is that it will take years rather than months. And, as we've pointed out before, the movie makers are key to program fare -- something painfully clear to Zenith pres. Eugene McDonald, who has sought for years, without success, to pry late movies out of Hollywood. With current film prosperity, chances of getting "A" features would seem bleaker than ever. Sports and a few other events might offer some attractive fare -- but most observers think they're not enough to put any pay system across economically.

Petition makes interesting reading -- covering evaluation of pay-as-you-look economics, results of public opinion polls, proposed amendments of FCC rules & standards, reports on experiments, etc. Copies of 35-page document may be obtained from New York counsel James M. Landis or Washington counsel Lyon, Wilner & Bergson -- or we'll be glad to get one for you.

VHF QUILTS—FROM HUNGER; 4 MORE START: One vhf is leaving air for economic reasons as of Sept. 19, but 4 more got started this week plus one other in Canada, bringing U.S. on-air total to 405 (123 of them uhf). The station "suspending until March 15, 1955," as it informed FCC, is KOPR-TV, Butte, Mont. (Ch. 4), owned by Carman-Wrathall interests who this week got their new Salt Lake City KUTV on air.

KOPR was just 13 months old, had \$150 base rate, CBS & ABC non-interconnected affiliation. Butte's population is only about 45,000 and it has another station -- E.B. Craney's KXLF-TV (Ch. 6), affiliated with NBC & DuMont and with \$100 base rate. The Montana vhf was 6th such to quit air (as against 24 uhf) but 2 were results of mergers of time-sharing outlets. This week's starters:

KTVX, Muskogee, Okla. (Ch. 8) goes on regular schedule Sept. 18 with ABC & DuMont programs after testing 2 days, reporting snow-free signals in Tulsa, 44 mi. away; Ft. Smith, 60 mi.; McAlester, Okla., 61 mi.; Bartlesville, Okla., 77 mi. GE 5-kw transmitter and Andrews 650-ft. tower with 12-bay antenna are near Haskell, about midway to Tulsa. GE 50-kw amplifier is due for Oct. delivery. It's third outlet in area, competing with Tulsa's pre-freeze KOTV (Ch. 6) & uhf KCEB (Ch. 23). John T. Griffin interests own station, having holdings also in KWTV, Oklahoma City & KATV, Pine Bluff, Ark., as well as in radio stations in Tulsa, Oklahoma City and Ft. Smith. L.A. Blust Jr. is v.p. & gen. mgr.; James P. Walker, asst. gen. mgr.; Ben Holmes, national sales mgr. Base rate is \$400. Rep is Avery-Knodel.

KUTV, Salt Lake City (Ch. 2), third outlet in city, began test patterns last week end with 5-kw DuMont transmitter and temporary 45-ft. antenna atop 8709-ft. Oquirrh Range. Later it will have 20-kw transmitter now being custom-built in own

workshop and 150-ft. Blaw-Knox tower with 3-bay RCA antenna. ABC programming begins Sept. 26. Frank Carman is gen. mgr. and 25% owner, with Grant Wrathall also owning 25%, Salt Lake Tribune & Telegram 50%. Base rate is \$450. Rep is Hollingbery.

WLOS-TV, Asheville, N.C. (Ch. 13) was all set to begin regular operation at week's end with ABC & DuMont programs -- first vhf in city where WISE-TV (Ch. 62) began operating more than year ago. It has 25-kw Federal transmitter, 300-ft. Lehigh tower with 8-bay antenna on 6000-ft. Mt. Pisgah, second highest peak east of Mississippi. Charles B. Britt is exec. v.p. and, with family, principal owner; Asheville Citizen Times holds option to acquire 30%. Bradley H. Roberts is sales mgr.; Fred Brown Jr., program mgr. Base rate is \$250. Rep is Venard, Rintoul & McConnell.

KETC, St. Louis, Mo. (Ch. 9, educational), started test patterns on Sept. 13, begins with program preview Sept. 20. It uses 5-kw RCA transmitter and 600-ft. former WEW-FM tower, rebuilt with 6-bay superturnstile antenna at new site near Oakland Stadium. It's another community project with about half of \$300,000 of yearly operating funds coming from allocations to be made by area schools on basis of \$1 per student per year. Acting chairman of St. Louis Educational TV Commission is the Very Rev. Paul C. Reinert, S.J., with Martin Quigley, gen. mgr.; Charles Guggenheim, operations mgr.; John F. White, business mgr.; Jack Chenoweth, chief engineer.

CFPA-TV, Port Arthur, Ont. (Ch. 2), 9th privately owned Canadian TV outlet of 15 now on air, began test patterns Sept. 17, starts with CBC programming Sept. 26. It uses 2-kw RCA transmitter, 200-ft. self-supporting tower with 3-bay antenna. Ralph H. Parker is owner-mgr. Base rate is \$150. Reps are Weed and All-Canada.

21-in. COLOR SET 'MAKEABLE & MARKETABLE': Production -- that's the story of color from here on out. After witnessing RCA's brilliant demonstration of 21-in. & 28-tube receiver in Princeton Sept. 15, after having seen fine pictures on the CBS-Hytron 19-in. tube a few weeks earlier, after polling dozens of top manufacturers who have seen either or both, after comparing notes with fellow newsmen whose opinions we respect -- we believe it's abundantly clear that the industry is now in a position to produce an eminently "makeable" and "marketable" color receiver.

But volume production -- and popular price -- are by no means in sight yet. Neither RCA nor any other tube maker is revealing production capacity, but it's evident that the kind of mass output that drives prices down from the \$800-to-\$900-and-up currently quoted won't start until well into next year. In the meantime, there may well develop a scurrying for picture tubes and special components reminiscent of the early days of black-&-white.

Indicative of timetable is fact that RCA says it will sample picture tube about Nov. 1, deliver only "limited quantities" late this year, and offer no commitments for next year as yet. Also due for sampling are 3 new receiving tubes as well as special yokes, transformers, etc. in October. The new tubes make possible reduction of the 21-in. set's circuit to 28 (including 3 rectifiers) from the 37 in the 19-in. set first planned by RCA and the 44 contained in the CBS set (Vol. 10:36).

* * * *

RCA policy is all-out for color, and it has committed itself definitely to this tube -- so there's undoubtedly an intra-company drive on to achieve, as quickly as possible, a rate comparable with the 1,000,000 or more a year that RCA is believed to turn out in black-&-white. But considering the complexities, it will be a miracle if the rate reaches 10,000 a month before well into next year.

Only with mass production of the tube can prices of sets come down substantially. For example, if price of the tube to manufacturers can be reduced from the currently quoted \$175 down to \$100, it means set can be sold to public for \$150-\$200 less. Suspicion is that RCA isn't merely turning out hand-made tubes but that at least skeleton lines are already set up and moving at Lancaster, Pa. plant.

* * * *

What will be impact of RCA's 21-in. tube on CBS-Hytron's 19-in.? Majority of those who have seen both give slight edge to RCA in quality, but a few would vote the other way. And merchandisers agree it's only reasonable to expect the public to

lean toward "21-in. and 250 sq. in." as against "19-in. and 205 sq. in." The trend in black-&-white is convincing precedent.

We've seen both, though not side-by-side, and it's our belief that price is going to mean more than anything else as between the two -- because they're both big enough and good enough. With RCA promising an initial price of between \$800 & \$900, Motorola offering \$895 as lowest with 19-in. tube, CBS \$950, it looks as if RCA may have an edge. It remains to be seen whether other 21-in. makers will be able to match RCA's price and whether the 19-in. set makers will be able to cut it and hold onto a market in the same way the 17-in. in black-&-white has held up vis-a-vis the 21-in. (For physical dimensions of the 21-in. tube, see p. 11.)

* * * *

Everyone had expected a good tube -- so there was even more comment on the simplified circuit and the innovations that went into it. Reaction to the set itself was also very favorable; it had a handsome blonde cabinet that looked like a quality 21-in. black-&-white table model on legs.

RCA officials said the 28 tubes in set include not only picture tube but rectifier tubes and 2 tubes for uhf portion of tuner. Top and underside of vertical chassis were displayed, and all observers agreed it was "loose," i.e., uncluttered with components and susceptible to considerable reduction in size. Licensee engineers scrutinized the innards intently, itched to get their hands on the works, were told the drawings weren't ready yet but would be in the mails "in a few days."

RCA's previous 15-in. set and once-proposed 19-in. chassis use 37 tubes, and Motorola, with 29 tubes in 19-in. set, is only other big-tube color producer reporting use of less than 30. CBS-Columbia employs 44. By way of contrast, RCA officials noted that their famed 630-TS 10-in. monochrome receiver, granddaddy of post-war sets, had 30 tubes (cost \$375 initially).

The new 21-in. chassis draws some 300 watts, just as did the old 630-TS. It was stated that the CBS-Hytron 19-in. tube can be interchanged. Two of the 4 sets used in the demonstration contained modified 37-tube chassis originally designed for RCA's 19-in. set. Picture quality was virtually same on both.

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Among circuit innovations particularly intriguing to manufacturers was the "color equalizer," which it was said would save at least \$20 in cost to consumer. It is device to protect picture tube electron beams from being pulled out of position by magnetic field of earth and other sources affecting "purity" of color. Up to now, RCA has used shielding around tube and coil around face to minimize contamination.

Better control is needed with 21-in. set because of 70-degree deflection. The equalizer is quite simple, being merely a double ring of iron with 8 adjustable magnets on its periphery. Magnets may be adjusted individually for any desirable correction. The new tube also features a new gun with better convergence.

Another innovation is "automatic chroma control" to minimize disturbances due to airplane flutter. It also makes tuning less critical. Also disclosed was a color demodulator claimed to be "a marvel of simplicity and accuracy."

Though RCA demonstrated new chassis, it plans first to make several thousand 21-in. sets using the chassis originally designed for 19-in. but modified for 21-in. This, it was said, is to use up components and get more experience with the 28-tube chassis before going into production with it.

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Show was microwaved via closed-circuit from N.Y. Colonial Theatre, supervised by color producer Barry Wood. It was excellent entertainment as well as brilliant color -- ballet dancing, singer Connie Russell, Trinidad dance sequence, and a surprise filmcast from the Technicolor "African Queen" employing "3-V" vidicon camera. There was only a short take in black-&-white on the color tubes, and it seemed no better or worse than monochrome previously demonstrated; it's watchable, but certainly not up to monochrome on black-&-white sets.

Newsmen and licensees are now quite sophisticated about color, so their enthusiasm was significant. The manufacturers were particularly struck by the heavy

schedules of colorcasts promised in talk by NBC exec. v.p. Robert W. Sarnoff, who cited both NBC and CBS figures (see p. 11).

The way colors stayed pure with excellent convergence out to edges of tube, not merely in center, was particularly worth noting. There were some variations in hues and brightness, bad spots, but these were fleeting and attributed to the transmitting end rather than the receiver. Brightness was vastly better than with 15-in. -- 20-30 ft. lamberts as against 10-20. Above all, it was made dramatically clear that color TV's real emergence had been awaiting the big picture.

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Depending on their points of view, manufacturers were either anxious to get hold of tubes and start building their own pilot sets or anxious to emphasize, as we circulated among them to get reactions, that tubes will be slow in coming forth and that the "lead time" to manufacture still required many months -- anywhere from 5 to 12 months were estimates cited.

One of the industry's top figures, though unstinting in his praise of RCA for "cleaning up the old set," as he put it, said he'd be very much surprised if RCA turns out as many as 2000 tubes this year.

This leader thought it would be end of first quarter 1955 before RCA could deliver sets or even supply tubes to its customers in small quantities. He said it usually takes 6-7 months from engineering models to tooling up and field tests, and he doubted whether RCA has yet concluded field testing.

Another manufacturer, known for his quality sets, found size of the picture "exciting", brightness and color fidelity excellent. He was concerned, however, that "NBC and CBS are shooting their ammunition too soon, putting on these big shows while viewers have to look at 15-in. sets and get wrong impression of color." He also observed, "I'm willing to bet that I'll get only about 100 tubes in January, 200 in February, maybe 300 in March. That isn't much."

Some other reactions, as we compared notes with manufacturers: "As fast as they'll deliver the tubes, we'll go into production and I don't think there's a person in this room who wouldn't." "It's here now, just give us the tubes."

With a big stake in color, another manufacturer stated: "If the industry does not realize color is here, and carry the ball now, it never will." From a prominent engineer, not a manufacturer: "We planned to buy some 15-in. Now we'll buy these. I want one in my house, but I'm worried about the liquor bill." Another top-flight engineer: "It took guts on RCA's part to put 4 sets in a row before such a critical audience" -- referring to fact that there were bound to be variations, yet none of the sets was attended or monitored.

Said a small producer: "The 205 is dead." But that didn't jibe with what a few others told us; they think the 19-in. can hold a place alongside the 21-in., just as the 17-in. black-&-white does, but they all doubted whether the 19-in. could be produced cheaply enough to make for sufficient price differential.

Someone else said -- and this epitomized the expressed thoughts of quite a few of those we interviewed: "The 21-in. isn't the big thing alone; it's just a magic number in the trade. The big thing is the simplified circuitry -- and price."

Sen. Edwin Johnson, who has needled the industry about color for 5 years, went to Princeton Sept. 16, returned with praise almost lyrical:

"It's superb, that's all," he said. "It's just as perfect as perfect can be. The best I've ever seen. They'll sell like hot cakes, because color is so superior to black-&-white that there's no comparison -- a thousand percent better."

* * * *

Neither RCA Chairman Sarnoff nor President Folsom made any speeches at the Princeton demonstrations. But the day before the first one, Sept. 14, Folsom summed up the company's commercial estimates in a speech before the N.Y. Board of Trade. Calling himself a "trader in electronics," the man who masterminds RCA's accelerated merchandising activities asserted:

"I am sold on color TV both as a technical marvel and as a significant advance for the electronic industry. Its prospects are even greater than the pros-

pects of black-&-white were 8 years ago. I foresee the day when virtually every American home will have a color TV set. To show you the basis for my confidence, I should like to cite figures pertaining to the sales outlook for color receivers during the next five years.

"For the balance of this year and next year, it is estimated that more than 350,000 color sets will be produced and sold. During 1956, unit sales should reach 1,780,000; during 1957, 3,000,000; in 1958, about 5,000,000. These annual sales add up a very satisfactory estimate of more than 10,000,000 [in use] by 1959.

"In terms of sales dollars, volume during the next 3 years is expected to more than offset reduction in black-&-white sales -- lifting color to \$264,000,000 in 1955, \$767,000,000 in 1956, \$952,000,000 in 1957." In other words, according to Folsom, the public will invest some \$2 billion in sets alone during next 3 years, to say nothing of installation and servicing.

What's most striking about these figures is that, although RCA speaks of \$800-\$900 for first price, when you divide Folsom's estimates of set production into his figures for dollar volume, you find price of average color receiver dropping to \$430 in 1956, then \$317 in 1957 -- mass purchase prices in anyone's business.

BACK AT WORK, FCC MOVES ON SEVERAL FRONTS: Though Commission action on grants was light this week -- Ch. 11 grant to KFJZ, Ft. Worth, Tex. and initial decision for Ch. 20 to WGMS, Washington, D.C., both after dropouts -- Commission has thawed its "freeze" on other kinds of action originally frozen by Potter uhf hearings.

Not only did the FCC finalize "5-&-2" multiple ownership ruling (see p. 1), but it initiated rule-making, after long hesitancy, to add vhf channels in several areas and granted power-height increases to WDEL-TV, Wilmington, Del. (Ch. 12), even though station has Grade A overlap with other Steinman station in Lancaster, Pa., WGAL-TV (Ch. 8). WDEL-TV was thus given same treatment as Crosley's Cincinnati-Dayton-Columbus stations and Storer's Detroit-Toledo outlets -- FCC recognizing that changes in rules & standards due to freeze were no fault of station operators.

Allocation changes proposed by FCC were: Add Ch. 10 to Goodland, Kan.; Ch. 4 to Richmond, Ky.; Ch. 13 to Monroe, La.; Ch. 13 to Princess Anne (Norfolk), Va. A petition was received from KBOI, Boise, Ida., asking that its Ch. 2 be switched from Caldwell and that it be permanently designated a Boise station.

Three CPs were cancelled for lack of prosecution: WTLO, New Orleans, La. (Ch. 20); KGMO-TV, Cape Girardeau, Mo. (Ch. 18); WAKN-TV, Aiken, S.C. (Ch. 54).

HOT ARGUMENTS between opposing counsel, frayed tempers and charges of "headline grabbing" marked first 3 days of FCC hearing to determine whether Edward Lamb truthfully denied having communist affiliations in his statements to the Commission. On witness stand all 3 days of widely publicized proceeding was Wm. G. Cummings, who described himself as a onetime undercover Communist for the FBI in Toledo. At the outset, Russell M. Brown, attorney for Lamb, denounced Cummings as a "hired character assassin with a known criminal record." said he would produce evidence that Cummings had offered a bribe for false testimony against Lamb.

Principal allegations made by Cummings under questioning by FCC attorney Walter B. Powell Jr.: That Lamb's name was on a "must list" of persons to be solicited for contributions to the party in 1944; that Lamb was present at dedication of Communist Party headquarters in Toledo the same year and was introduced as "Comrade Lamb."

Examiner Herbert Scharfman repeatedly blocked questioning by Powell when it led into realm of "hearsay" evidence. Powell then submitted "offers of proof" to outline the course the testimony would have taken if it had been permitted to continue. This led to sharpest clashes of the session--at one point Lamb, as well as his attorneys Brown and J. Howard McGrath, jumping to feet to protest. Toward end of week's hearings, Scharfman revised

proceedings to permit FCC attorneys to dictate "offers of proof" to the official stenographer within hearing range only of the examiners and counsel.

In sustaining objections to "hearsay" testimony raised by Lamb's lawyers during second day of hearings, Scharfman told FCC lawyers: "You're asking me to separate the wheat from the chaff and thus far I have had only chaff." Meanwhile, an editorial in Scripps-Howard's *Washington Daily News* called current hearing "one of the most important the FCC has ever had to decide." Without taking sides in Lamb case, it lamented that proceedings raise possibility of "wholesale security check of every private citizen who needs a Federal license to operate his business," and pointed out that "there are no charges concerning the actual performance of Mr. Lamb's stations."

Cummings will be on stand again Monday when hearing resumes in Hearing Room B, ICC Bldg., Washington.

Fantastic even in an industry noted for fabulous pulling power and commercial results, was deluge of envelopes containing nickels, even some folding money, that poured in on a Mt. Pleasant, Mich. couple as a result of a remark by m.e. Garry Moore on his morning CBS-TV partie. show Sept. 12. He liked the wife's statement that she and her husband wanted no financial help from anyone, suggested people just send in some nickels — and in 2 days 82,000 envelopes arrived.

GEORGE E. STERLING'S resignation from FCC as of Sept. 30, when he retires at 61 on pension of about \$7500 a year after 31 years of govt. service, speeds passing of an era in TV-radio & communications regulation—the era of career experts serving alongside purely political appointees. One more such remains on the Commission—E. M. Webster, whose terms expires in 1956. The other, acting chairman Rosel H. Hyde, is very likely to quit next Nov. after completing 30 years service with FCC and its predecessor Radio Commission.

Comr. Sterling succeeded in 1948 to the post held by Lieut. E. K. Jett, now head of *Baltimore Sun's WMAR-TV*; like Jett, he had risen from the ranks to Commission asst. chief engineer, then chief engineer, then commissioner. Comr. Webster, wartime Coast Guard commodore in charge of its communications, is a govt. career man whose term expires in 1956. Hyde started with old Radio Commission while studying law, rose in legal staff to gen. counsel, became a commissioner in 1946, chairman in 1953; his disappointment in failing of redesignation as chairman last June may lead him to retire soon, though his term has until 1959 to run.

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Candidates for the Sterling vacancy weren't long in cropping up. Long rumored has been choice of George C. McConaughay, 58, chairman of Renegotiation Board since last Nov., presumably a choice of Sen. Bricker of Ohio. This week, Sen. Potter (R-Mich.) recommended to President Eisenhower the appointment of Lewis E. Berry, Jr., 40, deputy counsel for the Army since last Jan. 1, who was Potter's advisor in his 1952 Senatorial race.

McConaughay says he hasn't been offered the job, hasn't sought it, knows of no endorsement by Sen. Bricker, but would take it "because of my regulatory background." He's a conservative Republican, graduate of Dennison U and Western Reserve Law School, overseas veteran of World War I, practiced law in Cleveland in 1924-39, was chairman of Ohio Public Service Commission 1939-45, pres. of National Assn. of Railroad & Utilities Commissioners 1944-45. He was back in law practice in Cleveland in 1945-53 when called to Washington. He has 2 sons, one in Air Force, is a Presbyterian, member of Sigma Chi & Phi Delta Phi.

Berry is 1939 graduate of U of Michigan Law School, practiced law in Cheboygan, Mich., was elected county attorney, entered Army in 1942 as a private and emerged

NARTB's District 2 meeting Sept. 13-14 at Lake Placid, N. Y., adopted resolutions favoring equal access of TV-radio with newspapers in covering public legislative hearings and pledged "united support" opposing any restrictions. Other resolutions expressed appreciation to NARTB's govt. relations committee's reporting service on all legislation affecting industry and urged members to adhere strictly to provisions of Code as proof of willingness to keep undesirable program content and commercials off air. Action on freedom of information resolution followed panel discussion by CBS's Jack Gould; ex-FCC chairman Paul A. Porter; NARTB v.p. Ralph Hardy; Rudolph Halley, former counsel of Kefauver crime committee. Gould said cost of broadcasting public service sessions was so high it would be a problem even if unlimited access were permitted. Halley said freedom of access should be governed by desires of witnesses, not by committee. District 3 meeting at Pittsburgh Sept. 16-17 also adopted resolutions urging equal access to hearings and endorsing Code.

Rev. Timothy J. Flynn, exec. v.p. of National Federation of Newman Clubs, named director of TV-radio activities of Roman Catholic Archdiocese of N. Y. by Cardinal Spellman, succeeding Rev. Edwin B. Broderick, now secy. to the Cardinal.

4 years later as a major after serving as an infantry line officer and later on Gen. MacArthur's Southwest Pacific staff. In 1946, he was elected Cheboygan County prosecuting attorney and in 1952 became Public Administrator for the county. He has been active in state politics, is married, has 2 children.

Berry attended recent uhf hearings of Sen. Potter's subcommittee, told us he knows "there's a real problem" but expressed no opinions. He said he didn't ask Sen. Potter to recommend him, but was "interested" in communications and would take the job if proffered. While an undergraduate at Michigan, he had aspirations to be an announcer, worked on some of the university's WJR programs.

Other candidacies will doubtless be advanced—and it's apparently a horse race unless McConaughay really has inside track, as some think. New appointee may possibly be designated chairman, though the President could choose either Comr. Hyde again (unlikely in view of long delay) or Comr. Doerfer or Comr. Lee. The protracted delay in acting on chairmanship has caused considerable industry concern (Vol. 10:35, 37) and much critical editorial comment because of effect on FCC functioning.

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Sterling is suffering from high blood pressure, quit on advice of physicians. He returns to Washington Sept. 22 only to clear up his desk after nearly 3 months vacation and sick leave in his native Maine. He hopes to reside in Baltimore, perhaps write a book on his experiences as head of FCC's wartime Radio Intelligence Div., may do some consulting work. He has no other plans, he says—though he was offered a post with a consulting engineering firm and another with a manufacturer.

Sterling is particularly well known and highly popular in technical TV-radio circles, having served on old Dept. of Commerce field staff before formation of original Radio Commission in 1927, then with FCC field service before coming to Washington. He is author of a standard radio textbook and one of the nation's most famous radio amateurs. He cast one of the dissents in FCC's ill-starred color decision, standing with the industry's position against the field-sequential, non-compatible system adopted by the majority.

Next term to expire, next June, is that of Comr. Hennoch, N. Y. Democrat; though she is already working for reappointment, her chances are regarded as negligible.

Political "equal time" law should be scrapped in favor of "the rule of fair play," FCC Comr. Doerfer told NARTB District 2 members Sept. 13 at Lake Placid, N. Y. He said an increasing number of broadcasters are reluctant to devote any air time to political candidates because of the danger of opening the door to demands for equal time. "It appalls me to think that the public or large segments of it may some day be denied the opportunity of hearing and seeing the very people who aspire to be their trustees in Govt., because of the impracticability of a law which attempts to write the details of what constitutes fair play," he said. Discussing the Bricker probe of TV-radio broadcasting industry, he cautioned broadcasters against "needless worry" as long as they have nothing to hide. Such an investigation can help clear the air, he added.

Theme songs of outstanding TV programs will be published this fall by RCA Victor as album under title *The Great Music Themes of Television*.

Gov. Thomas E. Dewey, who won't run for reelection, is headed for key post in Motion Picture Assn., reports *Variety*.

First of 2 complete 35mm film scanners has been shipped by Philco to Radio Tokyo (JOKR-TV), Japan.

Personal Notes: J. Davis Danforth, BBDO exec. v.p., succeeds H. H. Dobberteen (now with Bryan Houston Inc.) as chairman of AAAA committee on media relations . . . Henry G. Fownes elected v.p. of MacManus, John & Adams, Detroit, succeeding Reginald A. Brewer, retired; Fownes continues to supervise TV-radio accounts of Cadillac, Dow Chemical, Pontiac . . . Sir George Barnes, BBC director of TV, arrived this week for tour of U. S. TV facilities . . . Bernard C. Barth, ex-gen. program director for Crosley stations, effective Oct. 15 appointed v.p. & gen. mgr. of upcoming Notre Dame U commercial station being built in South Bend, Ind. (Ch. 46) . . . Neal Van Ells resigns as program director of WLWT, Cincinnati, effective Sept. 30 . . . Sig Mickelson, CBS v.p. in charge of news & public affairs, flies to Europe Sept. 18 to visit overseas news bureaus, returning Oct. 13 . . . John W. Kiermaier promoted to administrative co-ordinator of NBC film div.; Joe Derby promoted to mgr. of NBC business publicity, succeeding Ellis Moore, now press director . . . Michael J. Foster gets new title of publicity mgr., CBS-TV press information dept., under new director Charles Oppenheim; Hank Warner named operations mgr., Arthur Perles asst. to director . . . Sidney S. Fox, who last year sold his KDYL-TV (now KVT) & KDYL, Salt Lake City, to Time Inc. (Vol. 9:14), opens management consultant office at 143 Main St., Salt Lake City; phone 9-5031 . . . Ted Pynch, ex-Sponsor Magazine, has joined business staff of *Television Digest* . . . Wm. W. Van der Busch promoted to gen. sales mgr. of WITV, Ft. Lauderdale, Fla., under new gen. mgr. Arthur L. Gray . . . John W. Taylor, ex-deputy director general of UNESCO, named exec. director of upcoming educational WTTW, Chicago (Ch. 11) . . . Judy Schainblatt promoted to operations asst. to John D. Scheuer Jr., exec. v.p. & gen. mgr. of WTVI, St. Louis-Belleville . . . Dan Durniak, ex-WTAR-TV, Norfolk, named production operations mgr., WJNO-TV, Palm Beach, Fla. . . . Judy Lawton, ex-WTRF-TV, Wheeling, W. Va., named operations mgr. of KCJB-TV, Minot, and KXJB-TV, Valley City, N. D. . . . Richard P. McKee, NBC staffman, was engaged last week to Miss Virginia Alicoate, daughter of John W. Alicoate, publisher of *Radio-Television Daily* and *Film Daily* . . . LeRoy Stahl promoted to mgr. of KFBB-TV, Great Falls, Mont.; W. C. Blanchette promoted from radio director to commercial mgr. of TV-radio . . . Oscar Alagood, ex-KLRA, Little Rock, named commercial mgr. of KATV, same city . . . John Hoagland named BBDO TV-radio program & talent mgr., Don Rowe production mgr. . . . Willard S. Smith, ex-Maxon, named TV-radio mgr., Brooke, Smith, French & Dorrance, Detroit . . . Gerald F. Ford named exec. TV-radio producer, Hicks & Greist Inc. . . . Edward C. Jones named TV-radio director, Barlow Adv., Syracuse . . . Harold Fair, ex-Omaha broadcaster, onetime program director of old NAB, promoted to v.p., Bozell & Jacobs, N. Y. . . . Joseph Creamer, ex-WOR & MBS promotion chief, joins Kudner Agency . . . Jacob A. Evans, NBC adv. & promotion director, to direct TV-radio clinic of N. Y. Ad Club's annual advertising & selling course . . . Jerry Burns resigns as of Sept. 30 as general manager of KIVA, Yuma, Ariz. . . . Les Ware, ex-gen. mgr. of KXLW, St. Louis, named v.p. & gen. mgr. of new KCKT-TV, Great Bend, Kan., due to start Nov. 1.

Sir Kenneth Clark, the art educator who is chairman of Britain's new Independent TV Authority which will broadcast commercial programs in competition with BBC (Vol. 10:32), is planning trip to U. S. to observe commercial TV in action. This week, he announced appointment of Sir Robert Brown Fraser, 49-year-old chief of Britain's Central Office of Information, as director general of ITA.

James Harvey, 44, NBC producer & director, died Sept. 15 at his home in Mamaroneck, N. Y. He leaves his wife and stepmother.

Network Accounts: ABC-TV, in eleventh-hour drive this week, sold out NCAA football schedule on 150 stations starting Sept. 18—signing Zenith (its first network purchase), Maytag and Amana Refrigeration Co. for all sections except west coast (where Carnation Milk sponsors) and Texas (Humble Oil). Agencies for 3 new sponsors are Young & Rubicam, McCann-Erickson and Maury, Lee & Marshall, respectively. Also this week, ABC-TV sold out its pre- and post-NCAA programs, signing Camels, thru Wm. Esty, as sponsor of *Pre-Game Huddle* everywhere except west coast, where Carnation Milk sponsors. For *Football Scoreboard* after games, Camels will be co-sponsor with Colgate-Palmolive (Instant Barber Shave), latter thru Lennen & Newell . . . Dow Chemical's Medic got off to rousing start Sept. 13 on NBC-TV 9-9:30 p.m., fully justifying big advance buildup; it got high ratings and good reviews—and if excellent content of first program can be maintained, a lively ratings battle with CBS-TV's *I Love Lucy* is assured when prize-winning situation comedy returns Oct. 4 . . . R. J. Reynolds Co., in all-out campaign for Camels, Winston & Cavalier cigarettes and Prince Albert pipe tobacco, fully sponsoring 4 shows on network TV, 7 on network radio in addition to heavy alt.-sponsorship and TV-radio spot schedules, thru Wm. Esty Co. Full-sponsor TV network shows are *Camel News Caravan* (NBC-TV), *Hunter* (NBC-TV), *Topper* (CBS-TV), *I've Got a Secret* (CBS-TV) . . . Sterling Drug (Bayer aspirin, Phillips' Milk of Magnesia) to sponsor *Vise* on ABC-TV starting Oct. 1, Fri. 9:30-10 p.m., thru Dancer-Fitzgerald-Sample . . . Viceroy cigarettes to sponsor *Lineup* on CBS-TV starting Oct. 1, Fri. 10-10:30 p.m., thru Ted Bates & Co. . . . Texaco to sponsor *Club Durante* on NBC-TV starting Oct. 2, Sat. 9:30-10 p.m., thru Cunningham & Walsh . . . Colgate-Palmolive to sponsor *Feather Your Nest* on NBC-TV starting Oct. 4, Mon.-thru-Fri. 12:30-12:45 p.m., and *Modern Romances* on NBC-TV same date, Mon.-thru-Fri. 4:45-5 p.m., thru Wm. Esty . . . ABC-TV reports clearing 112 stations thus far for *Disneyland* debut Oct. 27, Wed. 9:30-10:30 p.m.

Questionnaires on Bryson bill, which would ban beer and wine advertising on TV-radio, were mailed to all stations by NARTB this week in compliance with request by House Interstate & Foreign Commerce Committee for information on how much beer and wine advertising is carried (Vol. 10:34). Calling it "one of the most important and urgent mailings broadcasters have ever received," NARTB asked stations to return questionnaires by Oct. 11. All stations which operated between Sept. 1, 1953 & Aug. 31, 1954, were asked to report on amount of beer and wine advertising in one assigned week during that period. In assigning specific week, NARTB cross-sectioned stations according to size of operation and geographical locations. Thus, said NARTB, responses representative of industry experience at all times of year can be obtained. Non-members were also urged to return questionnaires.

Committee of media and bar representatives to study possible modification of Canon 35 of American Bar Assn., to permit TV and still photographic coverage of some courtroom trials, was urged Sept. 18 by Richard P. Pinkham, ABA public relations chairman, in address to West Virginia Bar Assn. convention. He said such a committee should be composed of representatives of NARTB, American Society of Newspaper Editors, American Newspaper Publishers Assn., together with members of bar. Committee would establish code of fair practices to assure that judicial dignity would be preserved, he said.

National Community TV Assn. holds regional meeting in San Francisco's Bellevue Hotel Sept. 29-30, has picked New York for next annual convention.

Telecasting Notes: Remarkable growth of telefilm, which has Hollywood studios buzzing these days, is illustrated by McCadden Productions, owned by Burns & Allen, the comedy team; its business has jumped from \$1,250,000 last year to about \$5,000,000 this year, properties including not only own series (for co-sponsors Carnation Milk & B. F. Goodrich) but *That's My Boy* (for CBS-TV), new Craig Rice series, new Robert Cummings show, several Jack Benny films, and others . . . Bankability of TV films, especially when stars take stock ownership, was theme of recent talk by Philip N. Krasne, pres. of United Television Programs, before TV-movie accountants in Hollywood. Because film distributors now make firm contracts with stations for 52 weeks, which he said is "tantamount to an account receivable," independent production, when properly established with a good property and a star, can borrow on guarantees of ultimate grosses, he said—citing *Lone Wolf* series with Louis Hayward as example of talent partnership . . . Gross-Krasne, for example, got commitment from Chemical Bank & Trust Co. for \$750,000 to \$1,000,000, but before drawing on it for second 13 pictures of *Lone Wolf* series, UTP already had contracts to cover the total bank loan . . . Screen Directors Guild, concerned about loss of residual pay because no record is available on number of re-runs of film, is considering asking FCC (which never gets involved in such matters) to assign code number to each film and require all stations to report every time it's run, says Sept. 11 *Billboard*—quoting SDG exec. secy. Joseph C. Youngerman. He says it's impossible to keep tab on payments by hundreds of small producers, some now out of business though films are still being run . . . Alex Gottlieb's *Dear Phoebe*, new show on NBC-TV, is headed for full-length movie feature, a la *Dragnet*; the author-producer of new Campbell Soup hit says he has screen play written already, to be titled *My*

AN OLD ISSUE suddenly came alive this week when FCC, acting on petition of John Boler's KXJB-TV, Valley City-Fargo and KCJB-TV, Minot, N. D., invited comments on the general idea of allowing stations in sparsely-settled areas to build own intercity microwave facilities when they can't afford common carrier service.

This is a change of thinking, to some extent, of Commission's 1948 "interconnection" decision when it ruled that AT&T was not required to connect its facilities to microwaves built by individual stations. This made it mandatory that networks and stations buy service from AT&T.

Exceptions were permitted only when AT&T was unable to supply service within reasonable time. Practically speaking, however, AT&T has almost always been so well prepared that it could provide service as fast as desired.

Now, Commission is willing to consider economics of the situation—whether or not stations can service themselves more cheaply. Door is opened only a crack. No specific rule-making is proposed, FCC indicating only that it's willing to "review" its policy.

Commission is careful to point out that it approves of present basic system. Here's heart of its statement:

The Commission is satisfied that the rules and policies, insofar as they contemplate that the nationwide television program network should be provided by common carriers, are sound and serve the public interest. The Commission is of the view that the existing common carrier network, including main routes and branch lines emanating therefrom, should continue its orderly growth in order to meet the requirements of the broadcasting industry for network transmission facilities. It has become increasingly evident, however, that a problem is presented by the application of the Commission's rules and policies with respect to television stations located in relatively small communities which are at a distance from program service points, on existing common carrier routes. Because of the distance of these communities from such program service points, the monthly common carrier mileage charges for the television transmission facilities which are required to connect the stations to the established networks may not be commensurate with the economic prospects of those stations for profitable operation. This situation may

Very Own . . . Ziv TV claims to be only firm dubbing Spanish language soundtracks on its overseas film, has named Millard Segal, ex-CBC, as international sales mgr. . . . Leland Hayward resigns due to illness as exec. producer of NBC-TV's Mon. 8-9:30 p.m. color "spectaculars," along with asst. Richard Whorf; Hayward is succeeded by Fred Coe, now consultant on *Lux Video Theatre* . . . Chicago News Bureau, 64-year-old co-operative press assn. servicing AP and 4 Chicago daily newspapers, adds TV-radio dept.; Milton Golin is editor of new dept., whose first subscribers are WGN-TV & WGN, WIND . . . KARK-TV cameramen Chris Button and Luis Obserte got one of those breaks of a lifetime this week when they were on hand to film actual shooting of a policeman at Little Rock while mental hospital fugitive was holding woman as hostage; still shot from their film was carried nationally on AP Wirephoto . . . Rate increases: WMAR-TV, Baltimore, raises base hour from \$960 to \$1100, min. \$180 to \$200; KSL-TV, Salt Lake City, \$500 to \$575 & \$125 to \$150; WNEM-TV, Bay City-Saginaw, Mich., \$300 to \$425 & \$70 to \$85; KEDD, Wichita, \$300 to \$375 & \$60 to \$75; WTMJ-TV, Milwaukee, hour from \$1050 to \$1150, min. unchanged; WBRC-TV, Birmingham, Class A 5-min. from \$163 to \$195; WRTV, Asbury Park, N. J., hour from \$150 to \$165. Note: New \$700 hour rate attributed in Aug. 28 issue to WSYR-TV, Syracuse, should have been for WHEN-TV there; WSYR-TV rate stays at \$660 . . . Rate decreases: KTVQ cuts all hour and 30-min. rates, Class A hour going from \$300 to \$225; KTEN, Ada, Okla., cuts base hour from \$300 to \$225, min. from \$55 to \$30 . . . New reps: KOIN-TV, Portland, Ore., to CBS-TV Spot Sales (from Avery-Knodel); WJIM-TV, Lansing, Mich., to Petry (from H-T Television); KSWO-TV, Lawton, Okla., to Pearson (from Everett-McKinney); WSVA-TV, Harrisonburg, Va., to Pearson (from Devney & Co.).

deter and hinder the development of a nationwide television service. Furthermore, the construction of facilities for interconnection by the common carriers in such instances represents a substantial investment, and in some instances the greater portion of such investment may be unrecoverable upon the financial failure of such television stations.

Boler originally had applied for private 213-mi. 12-hop microwave from Minneapolis to Fargo, estimating cost at \$250,000, yearly operating \$5000. FCC sent him "McFarland letter" noting that AT&T said it could provide service by Sept. on payment of \$22,000 "expedition charge" and doubting that Boler could afford to build own microwave. Boler then petitioned for change in rules to permit private microwave despite availability of AT&T facilities (Vol. 10:20,29,33).

While petition was pending, Boler contracted for Minneapolis-Fargo service from AT&T at about \$11,000 monthly, but presumably would go back to plans for private microwave if FCC finally permits. In meantime, too, Boler obtained FCC grant for 3-hop microwave STL to connect his Valley City and Minot stations.

FCC's notice will undoubtedly bring many favorable comments from stations in communities too small and too far from AT&T facilities to attract network advertisers, who, in final analysis, pay for the line charges.

Comments are due by Nov. 8; subject is labeled Docket No. 11164. This week's notice is FCC 54-1167, Mimeo 10128, available from Commission or we'll get it for you.

"Battle of Dubuque" over which of 2 companies should be given community antenna franchise (Vol. 10:35,37) was climaxed Sept. 13 when voters rejected, 6610 to 1537, city counsel's selection of local Dubuque Community TV Cable Corp. over Dubuque-Jerrold TV Cable Corp. Way is now clear for vote Oct. 11 approving choice of Jerrold system. Town was more aroused about fight than over any local issue in its history. The only election that ever drew greater vote was 1952 presidential ballot.

NEW 23-KW UHF transmitter and 50-gain helical antenna will round out GE's line of uhf transmitting equipment. GE, which last month announced 45-kw transmitter capable of delivering maximum FCC-authorized power of 1000-kw (Vol. 10:33), will put 5-month delivery time on newest transmitter. The 23-kw power is obtained by hooking up 2 modified 12-kw transmitters in parallel and driving them with 1-kw unit, just as 45-kw uses three 12-kw. New transmitter uses 3 klystrons—2 visual, one aural. The 23-kw transmitter is priced at \$175,000, compared with \$133,000 for 12-kw and \$225,000 for 45-kw. When used with existing 1-kw transmitter of any make, 23-kw transmitter costs \$130,000; when added to GE 12-kw, \$85,000. New 50-gain antenna is 14-bay helical type, 110-ft. long, to be priced at about \$75,000.

GE shipments this week were 12-kw amplifier to WDAK-TV, Columbus, Ga. (Ch. 28); 20-kw amplifier to WJHL-TV, Johnson City, Tenn. (Ch. 11); 5-kw transmitter to KPRC-TV, Houston (Ch. 2). It also reports order for 12-bay antenna for shipment within 45 days to WTLC, Champaign-Urbana, Ill. (Ch. 12), due in Oct.

RCA shipped 10-kw transmitter Sept. 14 to KLT-TV, Tyler, Tex. (Ch. 7), due on air in Oct.; same day, to existing stations, it shipped 25-kw to KOTV, Tulsa (Ch. 6) and 12½-kw to KMJ-TV, Fresno, Cal. (Ch. 24).

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In our continuing survey of upcoming stations, these are latest reports received:

KREM-TV, Spokane Wash. (Ch. 2), tower work delayed by unseasonable heavy rains, now has moved test pattern target to about Oct. 15, reports gen. mgr. Robert H. Temple. It has 25-kw Federal transmitter, will use 5-bay GE antenna on 747-ft. Truscon tower. Network affiliation hasn't been signed yet. Base rate will be \$300. Rep will be Bolling.

KAKE-TV, Wichita, Kan. (Ch. 10), is installing 50-kw RCA transmitter, has changed target from late Sept. to latter half of Oct., according to gen. mgr. Martin Umansky. RCA 12-bay antenna was scheduled for installation Sept. 9 on 1000-ft. Parkersburg tower, "tallest structure in the state." It's third station in area—KEDD, Wichita (Ch. 16) and KTVH, Hutchinson (Ch. 12) having begun summer of 1953. Network affiliation and base rate not set yet. Rep will be Hollingbery.

WTLC, Urbana, Ill. (Ch. 12, educational), still has no target date, but director Frank E. Schooley gives "off-hand guess [of] sometime in October." It already has 5-kw transmitter donated by GE, bought Blaw-Knox tower from WTMJ, Milwaukee, plans temporary site atop U of Illinois stadium in Champaign. Grantee also has 2 GPL camera chains, GPL video recorder and processing apparatus, complete line of motion picture equipment.

WTVM, Muskegon, Mich. (Ch. 35), which finally got "go ahead" signal last July when FCC dismissed protest filed by WGRD, Grand Rapids (Vol. 10:28), doesn't plan to build this winter, according to owner Leonard A. Versluis, who built and then sold pre-freeze WLAV-TV in Grand Rapids (now WOOD-TV). GE last Nov. reported it had order for directional antenna from WTVM. Rep not chosen.

WQCY, Allentown, Pa. (Ch. 39), last reporting Nov. target with 12½-kw RCA transmitter (Vol. 10:23), now is indefinite, hasn't got a delivery date for transmitter, according to mgr. Ogden R. Davies. Allentown's other grantee, WFMZ-TV (Ch. 67), plans Oct. start. Weed will be WQCY rep.

WNLC-TV, New London, Conn. (Ch. 26), which reported "late 1954" target earlier this year (Vol. 10:8), now plans to get going "sometime in 1955," writes mgr. Gerald J. Morcy. RCA equipment has been ordered, with 420-ft. tower. Rep will be Headley-Reed.

CBHT, Halifax, N.S. (Ch. 3), has begun work on transmitter on Geizer's Hill, NW of city, expects to have 10-kw RCA transmitter installed and construction completed by end of Oct. in order to meet "by Christmas" target. RCA Victor Co. Ltd. is building 500-ft. guyed tower with 8-slot wavestack antenna. Temporary studios at 27 College St. will connect by microwave. Construction of permanent studios on Bell Rd. is scheduled for early 1955. It will be CBC's 7th station, only other outlet planned being Ottawa's French language station (Ch. 9).

CJBR-TV, Rimouski, Que. (Ch. 3), had 10-kw RCA transmitter and 4-slot wavestack antenna due early this month, now expects to be on the air in Oct. Transmitter house and tower are on Peak Champlain, 1100-ft. above av. terrain. It will carry CBC French-language programs. Base hour will be \$200. Reps will be Adam Young and H. N. Stovin & Co.

CJCB-TV, Sydney, N. S. (Ch. 4), held up by slow delivery of transmitter and studio equipment, now doesn't expect to get going until end of Sept., according to owner N. Nathanson. His sons, J. Marven & Norris Nathanson, will be gen. mgr. and business mgr., respectively. It has 10-kw RCA transmitter, will use 400-ft. tower with RCA 12-slot wavestack antenna. It will be easternmost North American TV station, will carry CBS programs as well as CBC. Base hour will be \$200. Reps will be Weed and All-Canada.

CFQC-TV, Saskatoon, Sask. (Ch. 8), now hopes to begin tests Oct. 1, with programming few days later, reports station mgr. G. Blair Nelson. It may be delayed until mid-Oct., however, depending on completion of 650-ft. tower by Dominion Bridge Ltd. Antenna will be RCA 12-slot wavestack. Transmitter house is nearly ready for 10-kw RCA transmitter, with 2-kw already on hand. Base rate will be \$160. Reps will be Adam Young and Radio Representatives Ltd.

Conflicting stories about "Stiles incident" in Portland, Ore. Ch. 12 case (Vol. 10:35-36) should be resolved by Commission, its Broadcast Bureau recommended this week after getting report from own investigators. FCC had awarded final decision to Oregon TV Inc. Competitor Columbia Empire Telecasters then claimed Oregon TV principals had offered "false and perjured testimony" regarding resignation of their proposed manager Walter Stiles, now chief engineer of KOPO-TV, Tucson. After perusing conflicting affidavits, Broadcast Bureau sent attorneys Herbert Schulkind and John Bass to interview Stiles, decided matter was still confused, urged reopening of record and further hearing.

Shift from Ch. 74 to Ch. 15, sought by WMGT, Adams, Mass. because of antenna difficulties (Vol. 10:36), was turned down by FCC this week because Ch. 15 isn't assigned to town, couldn't be without changing allocations standards. WMGT promptly asked for STA to operate on Ch. 19, stating it was petitioning for shift of Ch. 19 from Utica, N. Y. and that it would reimburse Richard H. Balch \$11,000 for giving up Ch. 19 CP in Utica.

New community antenna projects: Oneonta Video Inc., 5 Elm St., Oneonta, N. Y. (Wm. Hoffman, pres.); Delhi Video Inc., Delhi, N. Y. (Burt Townsend, pres.). Vice pres. of Oneonta group and mgr. of Delhi project is Wm. J. Calsam, who was a principal of TV Cable Corp., Schuylkill Haven, Pa., recently purchased by Malarky interests, operators of Pottsville, Pa. system.

Dates for program log analysis for TV-AM-FM licenses expiring in 1955, announced by FCC this week: Mon., Nov. 9, 1953; Tue., Feb. 2, 1954; Wed., March 31, 1954; Thu., May 6, 1954; Fri., Aug. 20, 1954; Sat., Sept. 4, 1954; Sun., Dec. 13, 1953.

Color Trends & Briefs: Significant contrast in big color shows was provided this week by NBC's first "spectacular" *Satin & Spurs* (Sept. 12) and CBS's first play in *Best of Broadway* series (Sept. 15). The net result—no news to showmen—was that the "play's the thing." In short, NBC's *Satin & Spurs* was a rather uninspired musical, even though Betty Hutton put some life into it, while CBS's play *Royal Family* was a tried-&-true vehicle that re-proved its impact.

What the veteran showmen may not know, however, is that color made an enormous difference to *Satin & Spurs*—and it's our conviction that it would have devastated black-&-white competition the other night if majority of viewers had color sets, for much of it was breath-taking. However, the competition, Darryl Zanuck story on Ed Sullivan's CBS-TV *Toast of the Town*, featuring big Hollywood names, butchered *Satin & Spurs* in the audience ratings.

Trendex 10-city average gave CBS 34.4 rating against 16.6 for NBC, though spectacular managed 19.7 against 13 for CBS's *Private Secretary* during first half-hour before Sullivan show started. Hooper gave CBS 38 vs. 16 for NBC in New York, 36 vs. 17 in Chicago, 30 vs. 20 in Philadelphia.

Critics were virtually unanimous on what was wrong: The spectacular was a hackneyed story with no hummable tunes. Shrewd *Variety* editor Abel Green nailed it down even better by interviewing famed song-writer Irving Berlin who said: "Songs must be heard more than once to be appreciated, and within the confines of an hour or a 90-min. videomusical it's too much to ask anybody—the performers or the public—to click with a onetime song performance."

Royal Family was a great play, starred great talent, and critics thought color was good but scarcely mentioned it. Next in CBS's sparkling *Best of Broadway* series will be Kaufman-Hart comedy *The Man Who Came to Dinner* Oct. 13, starring Monty Woolley, Merle Oberon, Joan Bennett, Bert Lahr, Reginald Gardiner, Zasu Pitts, Buster Keaton. CBS also announced that Frederic March will play Scrooge in *A Christmas Carol* on *Showboat of Stars* Dec. 23.

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Outlining NBC's color programming and promotion efforts for newsmen and RCA licensees at 21-in. color tube demonstrations in Princeton this week (see p. 3), NBC exec. v.p. Robert W. Sarnoff recapitulated previously announced schedules, mentioned a few additional programs, said NBC has capacity for 60 hours a month. The 3-month "spectaculars" will amount to 50 hours alone this season, he said, then *Ford Theatre* will start weekly half-hour color film Oct. 14. Intermittent color inserts will be continued on *Home*, then 2-hour version of *Macbeth* will be coloecast Nov. 28. In Christmas season, NBC's now-traditional opera *Amahl and the Night Visitors* will be carried in color, and mobile unit will either cover Tournament of Roses in Pasadena or present a Nativity program from National Art Gallery, Washington. Sarnoff noted CBS will feed some 45 hours of color to affiliates during season, while more and more individual stations will acquire cameras and film scanners to supplement network color with local originations.

RCA compared new 21-in. color tube with 21-in. rectangular black-&-white during Princeton symposium this week (see p. 3), giving these figures: Color picture (masked, 4x3 aspect ratio)—250 sq. in., 19 5/16-in. wide, 14 1/2-in. high. Black-&-white picture—245 sq. in., 19 1/4-in. wide, 14 3/16-in. high. Color tube has overall diagonal of 20 11/16-in., overall length of 25 3/8-in. vs. black-&-white overall diagonal of 21 11/32-in., overall length of 23 13/32-in. Color tube weight is 28 lb., black-&-white 24 lb.

Experiences of pioneer colorcaster WKY-TV, Oklahoma City, are detailed in *Close-Up on Color TV*, just issued by the Katz Agency for guidance of advertisers, agencies and station operators. Clever promotion used last week by WKY-TV was *First Nighter* program, to which business and civic leaders were invited Sept. 12 to view NBC-TV's first spectacular, *Satin and Spurs*. All guests received parchment certificates recording their presence at "the opening night of a new era in TV entertainment."

Extension courses in color TV engineering are being offered this fall by U of California at Los Angeles, instructor to be Edward L. Michaels, supervisor of Packard-Bell advance development group. Two TV writing courses are also offered.

Comdr. C. G. Mayer, RCA European technical representative, author of 19-p. technical paper on "Colour Television Broadcasting" reprinted in July 23 *Journal of the Royal Society of Arts*, as read before the Society in May.

This week's network color schedules: CBS-TV—Sept. 25, *My Favorite Husband*, 9:30-10 p.m. NBC-TV—Sept. 24, segment of *Home*, 11:34-11:46 a.m.; Sept. 25, *Lady in the Dark* spectacular featuring Ann Sothern, 9:10:30 p.m.

Purchase of RCA "3-V" film camera is reported by WJAC-TV, Johnstown, Pa., expecting delivery by Jan. 1.

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Ghosts on a TV screen can be a problem—but it's a rare occasion when one drives a housewife "crazy" and ends up in the police station. This particular ghost is the much-headlined "Indianapolis TV ghost" which appeared last week on the screen in the home of Mr. & Mrs. John Mackey of that city, and refused to get off, even when the set was turned off. Mrs. Mackey insists the apparition is that of her grandfather who died 4 months ago—and that it is even wearing the suit he was buried in. The image appeared Sept. 10, and the set was moved to police headquarters Sept. 12 when Mrs. Mackey said she was "going crazy," but the ghost remained on the screen while nearly 500 persons came to observe it. "Grandpa's ghost" is reminiscent of similar incident last year when face of singer Francey Lane remained for 2 days on screen of a TV set in Long Island (Vol. 9:50). At that time, engineers said phenomenon was apparently caused by electronic "explosion" in set which fixed image on screen. Same explanation is given for this week's ghost, based on assumption that face is that of a TV performer who happens to look like Mrs. Mackey's grandfather. Or it's just possible that supernatural TV is compatible with the American 525-line system.

Industry's public-spirited promotion, annual Voice of Democracy contest for high school students, was launched this week with appointment of RETMA exec. v.p. James D. Secrest as chairman of event, succeeding Robert K. Richards, outgoing NARTB administrative v.p., who had served as chairman since its inception 8 years ago. As in past years, joint sponsors are NARTB, RETMA and U. S. Junior Chamber of Commerce. All contestants write and recite original 5-min. scripts on theme, "I Speak for Democracy." Local winners are selected in personal competitions, while state and national winners are chosen from recordings of voices of local winners. Judging will start during National Radio and TV Week, Nov. 7-13, with local winners to be announced by Dec. 1 and state and territorial winners by Dec. 28. The 4 national winners will be announced Feb. 7 and will visit Washington and Williamsburg, Va. week of Feb. 18, with annual awards luncheon in Washington Feb. 23. National winners receive \$500 scholarship checks, and state winners receive TV & radio sets donated by RETMA members, among other prizes.

RADIO MARKET TAKES TURN FOR BETTER: Under impetus of stepped-up promotions, the radio set business seems to have shown encouraging pickup in last few months -- and prospect now is that about 10,000,000 sets may be sold this year, compared to about 13,000,000 in boom 1953. In fact, when auto radios are included in calculations, retail sales for first 8 months were only 200,000 under production.

Radio production in first 8 months this year totaled about 6,000,000 compared to about 8,000,000 in same period of 1953. Factory sales were about 5,800,000, compared to 8,500,000 in 1953; distributor sales were 5,500,000 vs. 7,800,000; retail sales totaled 5,800,000, compared to 7,600,000 year ago.

Inventories at all levels totaled about 3,200,000 (excluding auto) at end of Aug., up about 200,000 since end of July and about same total as end of Aug. 1953 -- regarded as quite high, albeit average list price per unit is only about \$38 (price at factory about \$20). There's virtually no inventory in auto radios.

Pickup was especially noticeable in July and Aug., and preliminary statistics for early Sept. show upswing continuing this month. In Aug., radio production was about 780,000, compared to 425,000 in July and 990,000 in Aug. 1953; factory sales were 790,000 vs. 550,000 in July and 950,000 in Aug. 1953; distributor sales were 600,000 vs. 530,000 in July and 900,000 in Aug. 1953; retail sales totaled about 675,000 vs. 600,000 in July and 800,000 in Aug. 1953.

Radio market has thus taken decided turn for better since our last report, covering first 4 months of 1954, when outlook appeared somewhat bleak (Vol. 10:21). There's no official explanation of improvement, but many manufacturers are inclined to give bulk of credit to unusual promotions in last few months.

SALES GOOD, PRICES GOING UP, OUTPUT DOWN: Firming of prices, with some increases here and there on selected models -- that's the general trade picture now, as discerned from informal survey of leading set manufacturers. Labor and some parts have gone up, but main reason they're planning price advances is that margins have been running too low and they think the current boom TV market can stand increase.

No further price increases were announced this week, beyond those reported last week (Vol. 10:37). But there's no denying fact that hikes on some models are uppermost in minds of many set makers, who seek only right time to announce them.

Here's quick rundown on price plans, as divulged to date: Motorola and Zenith have raised some prices by \$10 already; Admiral, Philco and Emerson have disclosed they definitely plan to do so (Vol. 10:37). RCA and DuMont are saying nothing on the subject for time being. Sylvania sees "some possibility of slight advances here and there." Stromberg-Carlson "probably" will increase prices on leader models. CBS-Columbia is ready to raise if industry's pace-setters do. Crosley alone says it's determined not to raise prices -- but that, too, is subject to change.

Consensus: Small increases are coming -- usually not more than \$10 -- and "adjustments" on selected models, but not throughout entire lines.

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The beauty of the current TV market is that not only are unit sales staying high, but that folks are beginning to buy up into higher-priced models. That seems to be developing trend now, with RETMA spokesman acknowledging this week that quite a few companies have reported same thing over last few weeks.

Further testimony on booming business comes from Philco pres. James Carmine, who reported production and sales running ahead of the highest months in history of his company. Back orders, he said, were highest on record -- with both TV plants working at full capacity, including Saturdays. He said Philco was turning out "well over 100,000 sets a month -- and has been for quite a while."

"We're making more TV sets than anybody else in the business," he told us. "And, believe it or not, in the last few weeks our biggest seller is the 24-inch console. It represents the biggest percentage of our production. We've always had hot console lines, but this one is the hottest item yet" -- referring to \$370 model.

New network shows and upcoming World Series, excellent lines and attractive prices were cited as reasons for current business boom. As for color, Carmine said: "It will be 1956 before it becomes a factor in the TV market."

Other manufacturers shared Carmine's enthusiasm, though none was quite so specific. Admiral's Ross Siragusa stated 2 weeks ago that industry's unit output and sales last 4 months of 1954 would equal same period of record 1950 (Vol. 10:36). He said last week that Admiral is now producing 100,000 sets a month.

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Continued TV boom depends on stability of national economy, of course, and this week 2 major pronouncements pointed to a growing prosperity. Commerce Secy. Weeks, speaking to National Petroleum Assn. in Atlantic City Sept. 16, said he is "extremely optimistic" about business conditions for rest of 1954 and beyond. He said personal income of Americans should reach about \$253 billion this year. The unemployment situation, he said, is "coming along in a satisfactory manner."

If you see political overtones in this, there's the further testimony of pres. Rowland Jones of big American Retail Federation, representing 600,000 outlets, who told President Eisenhower that retail sales are expected to reach their highest level in history by end of 1954, so prosperous is the nation. He said rising retail sales always indicate expanding production, increased employment and better wages. He said retail wages are up 4.3% over first half of 1953 and "disposable personal income -- the source of consumer purchases" had risen 8.8% since 1952.

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TV production totaled 151,544 in week ended Sept. 10, compared to 178,224 preceding week and 182,977 week ended Aug. 27. It was year's 35th week and brought production for year to date to about 3,900,000 vs. 4,890,000 in same period of 1953.

Radio production totaled 154,593 (50,435 auto), compared to 197,126 in week ended Sept. 3 and 196,448 week before. For 35 weeks, output was about 6,250,000, compared to approximately 8,600,000 in corresponding period year ago.

Trade Personals: Harold Botkin, asst. gen. mgr. of AT&T Long Lines Dept., next week succeeds Wm. A. Porter as asst. director for telecommunications, Office of Defense Mobilization, as Mr. Porter returns to Washington law firm of Bingham, Collins, Porter & Kistler about Oct. 1 after short vacation; Mr. Botkin, on year's leave from his firm, recently organized new communications office for Secy. of Defense Wilson . . . Paul A. Gorman elected Western Electric v.p. for defense products, Timothy E. O'Shea eastern manufacturing v.p., Gus F. Raymond purchasing and traffic v.p. . . . Charles H. Shuff named director, C. V. Aggers asst. director, Westinghouse International's new defense relations dept., responsible for military components equipment, radar and related products for defense purposes abroad . . . Robert Hartman appointed director of new CBS govt. div., combining govt. operations of CBS-Columbia and CBS Labs; Sidney Wiesner appointed director of all non-civilian govt. production . . . Ralph R. Batcher, ex-RETMA chief engineer, named technical consultant to Hudson Wire Co., Ossining, N. Y. . . . Robert M. Van Brundt promoted to Motorola adv. mgr., replacing Jack Siegrist, now DuMont merchandising mgr. . . . Henry Schmalz, ex-RCA, Rauland & Sarkes Tarzian, recently with Crosley tube plant at Batavia, Ill., joins Thomas Electronics Inc. as mgr. of color tube engineering . . . H. J. Schulman, CBS-Columbia, re-appointed chairman of RETMA service committee . . . Robert E. Durham, ex-World Distributing Co., Toledo, named Emerson district mgr. for western Mich., northern Ind., northwestern Ohio . . . Stanley Crockett appointed

Olympic Radio southeastern sales rep, Birmingham . . . Gordon Mueller named Stewart-Warner New England sales rep, 27 E. View Ave., Hartford; C. C. Dixon for Florida, 1721 18th Ave. N., Indian Rock, Fla.; Robert Martin for southern California, 3611 Chesapeake Ave., Los Angeles . . . Ben V. K. French, ex-General Instrument Corp., named service mgr. of I.D.E.A. Inc., Indianapolis (converters) . . . Art Brown named adv. mgr. of Jensen Mfg. Co., Chicago . . . Richard K. Winslow, ex-RCA public relations at Princeton labs, joins Newsweek as science editor . . . Virden E. Scranton, Motorola administrative planning mgr., promoted to operations v.p. of Motorola Canada Ltd.; M. M. (Pete) Elliott, gen. mgr. of Canadian subsidiary, elevated to marketing v.p. . . . Arthur V. Loughren elected Hazeltine Corp. v.p. in charge of research; he's also exec. v.p. of Hazeltine Research Inc., Chicago.

Dr. Vladimir K. Zworykin, famed electronics inventor, retiring as RCA Labs v.p., was to be honored at Princeton Labs Sept. 18 with technical symposium and dinner featuring addresses by RCA chairman David Sarnoff and noted scientists. He becomes RCA's first honorary v.p.

Winter market dates for TV-radio manufacturers: Chicago's furniture marts, Jan. 3-14; Los Angeles marts, Jan. 17-21; Western Merchandise Mart, San Francisco, Jan. 24-28.

Phileo closes washer-dryer plant at Alliance, O., henceforth will concentrate home laundry production at Fairfield, Ia. plant of Dexter Corp. subsidiary.

Topics & Trends of TV Trade: Giant Westinghouse, which last year produced about 5% of industry's 7,200,000 TVs, is aiming for 10% of the TV market by 1957, N. Y. Society of Security Analysts was told Sept. 14 by pres. Gwilym A. Price. He said increase would accrue partly from company's "position of leadership" in color. It was one of first companies to produce and offer sets (15-in.) to public (Vol. 10:9,11).

He said Westinghouse's 19-in. color set, using CBS-Hytron's "Colortron-205" tube, would be in hands of dealers in some 50 cities in about 2 weeks. He predicted industry would produce about 500,000 color sets by end of 1955, but shied away from forecasting Westinghouse's share. He said it would be "2 or 3 years before color TV becomes competitive with black-&-white—and I am speaking of sets in the range of \$500."

He also predicted that by 1957 some 35% of total Westinghouse business would be in consumer products—which include TV-radio, appliances, lamps & electronic tubes—compared to about 25% currently.

"Where we are seeking the largest relative increases in consumer products, we have stepped up our promotion and advertising in advance of current demand as an investment towards gaining greater consumer acceptance in preparation for the task ahead," he said.

As factors contributing to maintaining high level of consumer durable purchases for next 2 years, he cited "population increase, a stabilized economy, a high rate of home building and increased consumer purchasing power."

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Spurious radiation problems can frequently be solved at local level, RETMA pres. Glen McDaniel told distributor-dealer conference in San Diego Sept. 15, outlining RETMA and FCC plans to provide that receivers meeting Commission specifications can display an official seal showing they've been certified by Commission-approved laboratories (Vol. 10:16,34). If FCC finalizes rules, McDaniel said, "then the dealers and consumers will have, for the first time, a reliable means of determining whether a set has been engineered in a manner responsive to the public interest in conservation of the spectrum." Though manufacturers are doing much "within the limits of economic practicality," he added, it's up to local groups "to solve unusual cases on a local basis."

TV set sales by Canadian factories totaled 207,724 at average price of \$356 in first 7 months of 1954, when production was 225,869, reports Canadian RTMA. Projected production estimate is for 159,221 more sets in Aug.-Oct. period. Inventory at end of July was 86,978, compared to 99,080 at end of June and 89,115 at end of May. Quebec led in sales with 72,306; Toronto second, 44,252; British Columbia, 22,549; other Ontario, 18,175; Ottawa & eastern Ontario, 13,362; Prairies, 12,310; Hamilton-Niagara, 11,671; Windsor, 7042; Maritime Provinces, 6057. In July alone, sales were 26,491, production 14,389.

Picture tube sales in first 7 months totaled 4,471,584 valued at \$93,088,884, compared to 5,831,271 worth \$137,649,617 in same period of 1953, reports RETMA. July sales were 514,346 valued at \$10,102,903, compared to 681,937 at \$13,933,845 in June and 634,200 at \$15,155,870 in July 1953. Receiving tube sales in first 7 months were 189,917,572 worth \$138,803,144 vs. 269,622,417 at \$183,646,726 in same 1953 period. July sales were 24,208,512 worth \$18,082,753 vs. 31,031,315 at \$21,694,500 and 26,462,069 at \$18,243,030 in July 1953.

RCA's revised receiving tube manual, listing basic technical data on over 500 tubes used in TV-radio & sound equipment, is available for 60¢ from RCA tube distributors or from tube div. headquarters, Harrison, N. J.

DISTRIBUTOR NOTES: CBS-Columbia appoints Goldberg Electric Products Inc., 2000 W. Marshall St., Richmond (LeRoy Goldberg, partner) . . . Sylvania: Jensen-Byrd Co., 324 Riverside Ave., Spokane (J. Scott Jensen, pres.) and Empire State Wholesalers Inc., 218 Congress St., Troy, N. Y. (Irving Flax, pres.) . . . Hoffman Radio: Deepfreeze Distributing Corp., 3930 Reading Rd., Cincinnati; Graybar, Seattle . . . Admiral: West Michigan Electric Supply Co., Benton Harbor, Mich. (R. A. Jeffirs, pres.), replacing Republic Electric Co., South Bend . . . Admiral establishes factory distributing sub-branch at Fresno, Cal., replacing Billings Wholesale Radio . . . Stewart-Warner: Tracey & Co., 7686 W. Exchange Ave., Providence; Boe Distributing Co., 1605 Rockdale Rd., Dubuque, Ia.; Robertson Supply Co., 53 Jackson St., Orlando, Fla. . . . Radio & Appliance Distributors Inc., E. Hartford, Conn. (RCA) appoints Frederick G. Cook gen. merchandising mgr. . . . Frankelite Co. (Crosley-Bendix) appoints Warren Hall appliance sales mgr., replacing Riley Stone, now WAKR-TV, Akron . . . Modern Distributing Co., Cincinnati (Crosley-Bendix) names James H. Tygrett sales mgr. for electronics products, Paul G. Hagedorn for appliances . . . Peaslee-Gaulbert Corp., Atlanta (Emerson) appoints Jack Olvy TV-appliance mgr., replacing Mike Goldman, now Emerson southeastern regional mgr. . . . Cladco Distributors, Buffalo (Hallcrafters) appoints James Love sales mgr. . . . Graybar appoints H. D. Epps Pittsburgh branch mgr., C. A. Rattenmayer for Minneapolis, F. P. Hoeffler St. Louis . . . Joseph Strauss Co., Buffalo (Zenith) promotes Frank M. Keane to TV-radio sales mgr.

* * * *

RETMA's fall meeting, at New York's Roosevelt Hotel Sept. 21-23, considers proposals to expand electronics membership by establishing new eligibility standards for electronics firms which cannot qualify currently as active or associate members. RETMA board meets final day, will also discuss revised dues structure for all members. Special committee on spurious radiation meets Sept. 21 to make recommendations on establishment of independent certification lab.

National Alliance of TV & Electronic Service Assns. schedules annual convention at Chicago's Morrison Hotel, Sept. 24-26. RCA, CBS-Columbia & GE will demonstrate color sets, Sylvania representative will discuss color test equipment. Other talks will be on printed circuits, service business principles, antenna installations.

National Electronic Distributors Assn. schedules general membership meeting Oct. 21-22 at Baker Hotel, Dallas. Reservations for annual banquet final evening are handled by Hoyt C. Crabtree, Crabtree's Wholesale Radio, Dallas.

Story of Channel Master Corp., Ellenville, N. Y., is related in Oct. *Coronet Magazine*, describing how brothers Harry, Joe & Lou Resnick parlayed \$7000 into company employing 1000 and grossing nearly \$15,000,000 annually.

Setchell-Carlson has new all-console line ranging from 21-in. mahogany at \$349 to 27-in. blonde at \$535—all with optional built-in radios and record changers and with controls on top of sets.

George's Radio & Television Co. (George Wasserman, pres.), 4-store Washington chain, was robbed of \$20,000 cash and \$3500 in jewels on Labor Day weekend when thieves broke into Wasserman's office and ripped open safe.

CBS-Hytron has issued 7th edition of its *Reference Guide for Miniature Electron Tubes*, covering all makes, available free on request from its distributors.

Stewart-Warner returns to phonograph field after several years absence with 10 models, including 3-speed hi-fi at \$200.

Electronics Reports: Nation's largest radio research lab, National Bureau of Standards' new \$4,000,000 Central Radio Propagation Laboratory at Boulder, Colo., was dedicated Sept. 14 by President Eisenhower "to the welfare of humanity." Following a tour through the laboratory, the President said: "Something of most tremendous significance is proceeding here. It is significant to each of us, to our children, to our progress—to the security of the nation that each of us longs for." NBS director Allen V. Astin explained that the laboratory will study radio wave behavior, with prime target of seeking more information about the atmospheric medium through which radio waves are propagated. Dr. F. W. Brown is director of the laboratory, which was moved from Washington last spring.

Willys Motors Inc. is negotiating for sale of its electronics div. plant in Toledo. Clay Bedford, Willys v.p., said negotiations are underway with Joseph Mellen & Miller Co., Cleveland investment securities firm. Plant employs 112, manufactures aviation electronics equipment. For the past year, Willys has tried to gain a foothold in the TV transmitter and studio equipment field, but its plans to produce a uhf transmitter never jelled. Company has demonstrated its TV cameras at engineering shows, but never actively entered the market. John W. McGee is gen. mgr. of Willys electronics div., A. R. Bitter mgr. of TV dept.

Satellites, uhf and color will highlight 4th annual Broadcast Symposium of IRE professional group on broadcast transmission systems Sept. 24-25 at Cleveland's Carter Hotel. Papers on satellite design and operation will be presented by Louis Katz, Adler Communications Laboratories; J. R. Whitworth, WJTV, Jackson, Miss.; Jess Epstein, RCA Labs; L. E. Rawls, WSM-TV, Nashville; Curtis Plummer, FCC Broadcast Bureau chief. Papers on color will include presentations on station certification equipment by Hazeltine's Charles E. Page, Chromacoder system by GE's D. Graydon Lloyd, intercity transmission by Bell Labs' John Barstow. Other papers scheduled: GE's Frank Bias, on 45-kw uhf transmitter; RCA's L. L. Koros, on high-power uhf amplifier; RCA's W. P. Bennett, on 15-kw uhf beam power tube; DuMont's Rodney Chipp, on TV audio; DuMont Labs' M. G. Scheraga & Robert Dickert, on application of 'scope in TV broadcast operation.

Electronics manufacturers in Los Angeles metropolitan area currently employ some 60,000, more than the motion picture, petroleum or agriculture industries—with 374 firms producing 172 types of electronic equipment at 424 plants. Last year, area's electronics industry had billings of \$750,000,000, payroll of some \$231,000,000. All this from report of Los Angeles Chamber of Commerce's electronics committee, headed by Hoffman Radio's H. Leslie Hoffman, giving cross-referenced lists of manufacturers, services, products, brand names. It also lists 161 concerns doing research & development work, 19 engineering & design firms, 12 service & testing organizations.

Ultrasonic photographing device which detects cysts, goiters and tumors in body's internal organs and may eventually make possible quick discovery of internal cancers, has been announced by Veterans Administration. Called the "sonascope" and invented by Dr. Douglass H. Howry of U of Colorado medical school, device uses ultrasonic waves in a manner similar to sonar, and defines pictures of internal organs on screen of cathode ray tube.

Wm. M. Cousins Jr. appointed asst. director in charge of business operations at Armour Research Foundation of Illinois Institute of Technology, Chicago.

Add industrial uses of TV: Southern Pacific R.R. install TV apparatus in one of its Los Angeles freight yards to check car movements, may expand use after trial.

Financial & Trade Notes: Intense interest of the financial community in color TV was reflected by large attendance of representatives of financial houses at RCA's 21-in. color tube demonstration Sept. 15 at Princeton (see p. 3). Among them: John Anaya, Merrill Lynch, Pierce, Fenner & Beane; Martin Gilbert, Bache & Co.; Lawrence R. Kahn, E. F. Hutton & Co.; Peter Strauss & Lloyd S. Coughtry, Lehman Bros.; Sidney B. Lurie, Paine, Weber, Jackson & Curtis; Ralph A. Rotnem, Harris, Upham & Co.; George Webb, Hornblower & Weeks; Daniel J. Creem, Carl M. Loeb, Rhoades & Co.; Robert Morris, Standard & Poor's; Kenneth W. Henshaw, Francis I. duPont & Co.; William H. Holt, Dominick & Dominick; L. W. Fisher, Van Strum & Towne; R. V. King, United Funds Inc.; John M. Woods, Standish, Ayer & McKay.

Estimated 1954 per-share earnings of 12 TV industry leaders, as reported by United Business Service: Admiral, \$2.50; American Broadcasting-United Paramount, \$1.10; CBS, \$4.50; DuMont, 50¢; Emerson, \$1.10; Magnavox, \$2.85; Motorola, \$3.25; Philco, \$1.75; RCA, \$2.25; Stromberg-Carlson, \$4; Sylvania, \$3; Zenith, \$7. (For revenues, earnings and other financial data on these and other major TV-electronics manufacturers for year 1950 thru 1953 and for first quarter 1954, see *TV Factbook No. 19*, pp. 377-386.)

Indiana Steel Products Co. earned \$313,343 (\$2.20 per common share) in first 6 months of 1954, compared to \$209,602 (\$1.47) in first half of 1953. Sales figures weren't given. Pres. Robert F. Smith told stockholders that "competition, from both a price and delivery standpoint, remains an important factor in our present operations, and the great majority of our customers continue their short-range buying policies, which put abnormal demands upon our scheduling and operational costs. Other than the fact that they are not doing any long-range or inventory buying, their attitude, in general, however, seems to reflect a moderately strong level of expected business in the fourth quarter."

Hycon Mfg. Co., Pasadena, Cal., manufacturer of military electronic & aircraft equipment and civilian microwave, electronic instruments, controls & precision devices, will show net income of about \$290,000 for 6 months ended July 31, compared with \$40,000 for corresponding 1953 period. Sales for 1954 period are estimated at \$5,000,000, as against \$8,300,000 for all fiscal 1953.

Raytheon reports net profit of \$1,102,000 on sales of \$44,698,000 for 3 months ended Aug. 31, first quarter of its fiscal year. This compares with \$884,000 profit on \$37,272,000 sales for same 1953 period.

Standard Coil Products Co.'s secondary offering of Robert E. Peterson's 189,655 shares of common at \$14.50 was oversubscribed and books closed this week by A. C. Allyn & Co. and Dempsey & Co.

Olympic Radio, for first half 1954, reports sales of \$9,342,768, net profit of \$76,993 (17¢ a share) vs. \$7,628,352 & \$21,115 (5¢) for first half 1953.

Dividends: Motorola, 37½¢ payable Oct. 15 to stockholders of record Sept. 30; GE, 40¢ Oct. 25 to holders Sept. 24; Packard-Bell, 5¢ Oct. 25 to holders Oct. 11.

Second and completely new edition of *Television* by RCA's Vladimir K. Zworykin and G. A. Morton, with stress on TV fundamentals and 3 chapters on color TV, has been published by John Wiley & Sons, N. Y. (1038 pp., \$17.50). Other new technical books out this week: *Principles of Transistor Circuits*, by group of GE engineers, edited by Richard F. Shea (Wiley, 535 pp., \$11); *Electroacoustics*, by Harvard physics professor Frederick V. Hunt (Harvard U Press & Wiley, 260 pp., \$6); *The Oscilloscope*, by George Zwick (Gernsback, 191 pp., \$2.25).

FIRST SATELLITE application under FCC's new policy of considering requests for repeater stations on case-to-case basis (Vol. 10:32-36) was filed this week by KIMA-TV, Yakima, Wash. (Ch. 29) which wants to set up transmitter on Ch. 19, assigned to Pasco, 60 mi. away. Satellite would serve communities of Pasco (pop. 10,200), Richmonde (21,800), Kennewick (10,100), about 125 mi. from nearest vhf stations at Spokane. Community antenna system, owned by Fox, Wells & Jerrold, operates there now.

Satellite would pick up and rebroadcast KIMA-TVs programs, using standard GE 1-kw transmitter and antenna on 150-ft. tower atop 1730-ft. Badger Mt., radiating 10.2-kw ERP, or about same as "parent" station. KIMA-TV licensee Cascade Broadcasting Co. (A. W. Talbot, pres.; Thomas C. Bostic, v.p.-gen. mgr.) estimates cost of constructing new station at \$73,605, yearly operating cost only \$25,000.

RETMA's satellite committee under Ben Adler met this week in Washington, meanwhile, and assigned more tasks to its members preliminary to preparing final report. Consulting engineer T. A. M. Craven was named to look further into problems of propagation and field strength; Philco's J. R. McKenna, to determine desirability of re-evaluation of FCC's table of minimum powers and antenna heights; NARTB engineering mgr. A. Prose Walker, to explore possibility of remote control of satellites, and look into other amendments of operating requirements.

Committee's tentative definitions of "satellites" and "special services TV stations," outlined in its interim report to FCC (Vol. 10:32), may be overhauled. Most committee members appear to favor the terms "on-channel satellite" and "off-channel satellite" for repeater stations on same and different channels from mother station. Consensus appeared to favor dropping term "special services stations," on grounds that any other installations could come within definition of a regular TV station—if Commission will change rules to permit lower powers and antenna heights.

Sale terms in Fox, Wells & Co. \$3,200,000 purchase of KFSD-TV, San Diego (Ch. 12), and KFSD (5-kw on 600 kc, NBC) are reported in application filed with FCC this week. KFSD owner Tom Sharp and the TBC group, each holding 1330 shares in licensee Airfan Co., and Charles E. Salik, who sells his option on 1330 shares, will get \$570,000 apiece plus pro rata of liquid assets. The TV-AM stations' balance sheet dated July 31 shows more than \$664,000 in earned surplus. Fox, Wells & Co. also owns 26.75% of WWOR-TV and about 28% of Olympic Radio. Principals in new licensee corporation, when FCC approves transfer, will be James G. Rogers, pres., ex-Benton & Bowles; Glen McDaniel, exec. secy., pres. of RETMA and N. Y. lawyer; Tom Sharp & Wm. T. Lane, directors. Fox, Wells & Co. will own 95.5%, McDaniel 3%, Lane 1.5%.

Minneapolis Tower Co. becomes 84.3% owner of Family Bestg. Co., holder of CP for upcoming KEYD-TV (Ch. 9) and operator of KEYD (5-kw on 1440 kc) by virtue of FCC approval this week of \$337,200 stock transaction. Morris T. Baker and family control Minneapolis Tower, which owns Foshay Tower Bldg., Baker Bldg. and other Twin City properties. New KEYD-TV, due on air in Dec. or Jan., headed by Lee L. Whiting, has its antenna atop Foshay Tower, as have other stations. Sale includes option that permits Family Bestg. Co. stockholders (see *TV Factbook No. 19*) to buy back up to 49% interest, but Baker family retains 51% control.

Power increases: WNHC-TV, New Haven (Ch. 8), Sept. 10 to 50-kw transmitter; WBAP-TV, Fort Worth (Ch. 5), Sept. 11 to 25-kw transmitter; WFAA-TV, Dallas (Ch. 8), Sept. 13 to 25-kw transmitter; WCOV-TV, Montgomery (Ch. 20), Sept. 14 to 12½-kw transmitter.

Upcoming WSFA-TV, Montgomery, Ala. (Ch. 12), about 90% completed and due on air in mid-Nov., has been sold along with highly profitable radio WSFA (5-kw on 1440 kc, NBC) to WKY Radiophone Co., operator of WKY-TV & WKY, Oklahoma City, subsidiary of the *Daily Oklahoman* interests (E. K. Gaylord). Deal for takeover of grantee corporation, involving \$562,000 plus assumption of obligations, was completed Sept. 16 in Montgomery, arranged by Wm. Stubblefield of Blackburn-Hamilton, brokers, with WKY gen. mgr. P. A. Sugg and counsel Thomas H. Dowd. Plan is for Mr. Sugg's administrative asst., Hoyt Andres, wartime FBI agent and formerly with KGO, San Francisco, KMOX, St. Louis & WOAI, San Antonio to head the Montgomery TV-radio operations. Selling group is headed by David E. Dunn, ex-mayor and now probate judge, and includes R. F. Hudson, publisher of *Montgomery Advertiser & Journal*, whose son was to have operated the stations but has taken ill. Purchase price is said to represent what founders have put into project, including some \$375,000 in new plant and equipment, plus modest return on invested capital. Other station in city is WCOV-TV (Ch. 20), founded in April, 1953 and rated as a successful uhf operation. Onetime owner of radio WSFA is Persons family, including now Gov. Gordon Persons, who was its gen. mgr., and Gen. Wilton B. Persons, special asst. to President Eisenhower.

Sale of independent KMO-TV, Tacoma (Ch. 13) to J. Elroy McCaw for \$300,000 by Carl Haymond (Vol. 10:34) was approved by FCC Sept. 15. Haymond also is selling radio KMO for \$200,000 to Charles D. Hunter Jr., Tacoma attorney, and J. Archie Morton, of KIRO, Seattle (Vol. 10:36). This week, also, FCC approved sales of radios WFOX, Milwaukee, and WRNY, Rochester, by principals now in TV. Charles J. Lanphier group sold WFOX (250 watts on 860 kc) to Business Management Inc. (Joseph A. Clark) in order to exercise option for 30% of WTVW, Milwaukee (Ch. 12), planning Oct. start. Stanley J. & Bernard S. Bachman get \$70,000 for WRNY (250 watts on 680 kc) from group headed by David A. Kyle, operators of WABY, Albany; Bachmans retain 50% of CP for WRNY-TV, Rochester (Ch. 27) which hasn't reported target date. In Worcester, owners of WWOR-TV (who include N. Y. investors Fox, Wells & Co.) have made deal to buy radio WORC (1-kw on 1310 kc) for sum in excess of \$100,000.

First leg of 1000-mi. microwave route from Los Angeles to Amarillo, Tex. was completed and put into use this week by AT&T. Completed section extends from Los Angeles to Baker, Cal., sideleg from Baker to Las Vegas making possible interconnection of KLAS-TV, Las Vegas. Second section, Amarillo to Albuquerque, will provide interconnection for Albuquerque's 3 stations by end of this month, bringing first live network shows to New Mexico. AT&T lists these stations as slated for interconnection Sept. 18: WLOS-TV, Asheville, N. C.; KFVS-TV, Cape Girardeau, Mo.; KTVX, Muskogee, Okla.

Theodore Rosenak, Blatz adv. director, elected exec. v.p. of WCAN-TV, Milwaukee (Ch. 25) after buying 250 shares (10%) for \$50,000. Pres. Lou Poller retains control, with 53.2%; Cy Blumenthal, secy.-treas., 32%; Alex Rosenman, v.p., 4.8%. Sale of radio WCAN (5-kw on 1250 kc) was being negotiated this week, with probability it will be acquired by WEMP (250 watts on 1340 kc) which wants its facilities and which holds option to acquire 30% of upcoming WTVW, Milwaukee (Ch. 12); WEMP, in turn, would be sold to WOKY-TV, Milwaukee (Ch. 19).

"Man's Tallest Structure" titles 4-picture layout in current *Life* on 1572-ft. tower of KWTV, Oklahoma City.

MARTIN CODEL'S

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

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PRESIDENT APPOINTS McCONNAUGHEY FCC CHAIRMAN: Ending long speculation about top FCC position, President Eisenhower on Sept. 25 announced choice of leading contender Geo. C. McConaughay as chairman, said he would continue rotating the chairmanship.

Chairman of Renegotiation Board, McConaughay had said he wasn't seeking the job but would be happy to take it, feeling he is qualified because of his background which included chairmanship of Ohio Public Utilities Commission. Though he had been appointed to latter position by Sen. Bricker, then governor of Ohio, he said his appointment to FCC had not been prompted by Bricker.

With Congress in recess, the appointment is on a recess basis, subject to confirmation by Senate when it reconvenes Nov. 8 or when new Congress meets next Jan. Term runs to June 30, 1957, expiration date of Sterling's tenure.

Commission thus has two members with utilities regulation background, Comr. Doerfer having served as chairman of Wisconsin Public Service Commission. As corollary, Commission is now lighter on engineering -- Comr. Webster remaining the sole member with engineering background. Comr. Doerfer's record has certainly shown that experience in utilities regulation doesn't necessarily predispose an FCC member toward increased govt. control, and McConaughay is also reputed to believe in minimum of industry regulation by Govt.

In accepting Sterling's resignation, President wrote: "I want to thank you for your long service to Govt. in the regulation of communications and express the hope that your health will soon be greatly improved."

Sterling says that his health has indeed improved -- though he never really felt ill at all -- during 3 months vacation at Peaks Island home near Portland, Me. He leaves Sept. 30, says he has made no decision about taking any of the positions offered him in consulting and manufacturing.

SETS-IN-USE—THE LATEST DETAILED STUDY: Summary of long-awaited national TV-radio set count (Vol. 10:15), underwritten by the 4 radio networks and BAB, and supervised by Advertising Research Foundation, 11 W. 42nd St., N.Y., was released this week -- showing 28,450,000 TV sets operating as of May, in some 27,600,000 homes, or 58.1% of U.S. households. (Latest NBC sets-in-use count, as of Aug. 1, was 31,036,000.)

Distribution of full report, including 78 tables, is scheduled next month. Last major TV set survey was J. Walter Thompson's report on ownership as of Jan. 1 (Vol. 10:21), preceded by CBS-Nielsen's massive study of last November (Vol. 10:9).

Purpose of survey was to determine number of TV and radio sets in working order in U.S. households, rooms in which they are located, and number of auto radios. Federal Civil Defense Administration cooperated in survey, in which 11,020 interviews were conducted between May 3 and May 28 by Alfred Politz Inc., N.Y. research firm which is now conducting extensive pre-tests of NARTB's projected TV set audit

(Vol. 10:26-27). Sets-in-use total does not take into account receivers located in public places, bars, institutions, etc.

TV ownership is highest in northeast section, where 71.6% of all households have set, and lowest in south, with 44.4%. Some 72.1% of homes in the metropolitan areas have TV, 35.6% in rural areas. Of upper income households surveyed, 72.8% own TV, while 35.9% of lower income groups have sets. Survey also shows that 77.7% of all persons living alone do not have TV, whereas percentage of all households which lack TV is 41.9%. Living room was location for 17 out of every 20 TVs.

Some 100,920,000 radios in working order were owned by 45,020,000 households -- 94.7% of all U.S. homes. They include 26,180,000 auto radios. Of total radio homes, 26,800,000 also have TV. Of the households equipped with TV & radio, 75.6% have 2 or more radios and 42.8% have 3 or more. Among radio homes without TV, 52.5% have 2 or more radios, 20% have 3 or more. Summary didn't indicate number of homes with 2 or more TV receivers. Of 67,870,000 radio sets in TV homes, 53,920,000 (80%) are not in same room with TV set. Only 25% of radio sets are in living room, as contrasted to TV. Radio ownership was highest in the north central area (96.9% of total homes), lowest in south (90.8%).

Survey reveals 96.4% of all U.S. households have TV or radio set in working order. For purposes of survey, any radio or TV set which was incapable of receiving at least one station or channel at time of interview was ruled out. TV sets which could receive a picture but no sound, or vice versa, were counted in working order. In addition to the 28,450,000 TV sets in working order, 810,000 were found to be inoperable, as well as 16,740,000 radios.

Committee supervising project was composed of Harper Carraine, CBS, chairman; G.S. Brady, General Foods; E.L. Deckinger, Biow; Kevin Sweeney, BAB. Scope and design of study were approved by ARF technical committee headed by Arno H. Johnson, v.p. & research director of J. Walter Thompson Co.

RCA INSTALLING MILLION-WATT UHF STATION: Big things are going on in Wilkes-Barre, in the heart of uhf country, where not one -- but two -- TV stations are being souped up to effective radiated power of one megawatt, highest in world.

General Electric is installing first of its 45-kw transmitters for WILK-TV (Ch. 34), as we've already reported (Vol. 10:33, 37), hopes to have station's output boosted to FCC's maximum of 1,000,000 watts before end of year.

Though it's been given no publicity, RCA also is readying megawatt installation for Wilkes-Barre -- for uhf pioneer WBRE-TV (Ch. 28). RCA officials refuse to comment, but it's assumed that the 2 stations will go to full power at about same time. RCA will achieve megawatt power by hooking up 2 of its 12½-kw transmitters in parallel and feeding output to 46-gain antenna. Method is similar to that used by GE, which employs three 12-kw units and 25-gain antenna.

RCA and WBRE-TV prefer to play it "close to the chest" -- won't reveal any details or target dates. "We won't enter into a race," says WBRE-TV mgr. David Baltimore. Nevertheless, it's pretty safe bet that one of the 2 Wilkes-Barre stations will be able to call itself "the world's first million-watt TV station," heralding arrival of a new era for uhf -- availability of the power which FCC considers to be the equivalent of 100-kw on Ch. 2-6 or 316-kw on Ch. 7-13.

2 LOUISIANA STARTERS, ONE IN IOWA: In time for World Series, new TV stations with interlocking ownership began test patterns this week in Alexandria and Lake Charles, La., and Sioux City, Ia., got its second outlet. There are now 408 TV stations in United States, of which 123 are uhf. This week's starters:

KTIV, Sioux City (Ch. 4) begins programming Sept. 29 as NBC affiliate, started test patterns Sept. 23, using 25-kw DuMont transmitter and 633-ft. Wincharger tower with 6-bay RCA antenna. It's the first competitor of KVT (Ch. 9), which began in March 1953. It's owned by Dietrich Dirks group, which will dispose of its radio KCOM to permit Perkins Bros. Co. (KSCJ & Sioux City Journal-Tribune) to buy 50% of the TV station. Dietrich Dirks is pres.-gen. mgr.; Gene Flaherty (KSCJ), v.p.; Douglas Hough, sales mgr.; Al Smith, chief engineer. Base rate is \$250. Rep is Hollingberry.

KALB-TV, Alexandria, La. (Ch. 5) opens up first new TV market since early July, has no competition within 80 mi. It started test patterns Sept. 22, begins interconnected NBC programming Sept. 29, with 5-kw GE transmitter and 6-bay antenna atop 500-ft. Phillips tower. It's owned by W.H. Allen & T.B. Lanford. Latter also has interest in WSLI-TV, Jackson, Miss.; KSLA (TV), Shreveport, La., and new KPLC-TV, Lake Charles (below), as well as several southern AMs. Principals of local KSYL hold option to buy 49% of KALB-TV after selling their AM. Willard Cobb is gen. mgr.; Walter Melson, sales mgr.; Jesse Sexton, chief engineer. Base rate is \$200, Weed rep.

KPLC-TV, Lake Charles, La. (Ch. 7) turned on first test pattern Sept. 21 and starts NBC programming by Oct. 1. It's second outlet there, KTAG-TV (Ch. 25) having started last Nov. With 5-kw GE transmitter, 406-ft. Lehigh tower and 12-bay antenna, it's controlled by T.B. Lanford and R.M. Dean. David Wilson is gen. mgr.; Pelham Mills Jr., sales mgr.; A.B. Craft, chief engineer. Base rate is \$200. Rep is Weed.

CPs SPARSE, ALLOCATIONS ACTIONS HEAVY: "Grantable" applications have become quite rare at FCC -- there were no CPs this week -- simply because the most desirable channels are locked in competitive hearings.

Spirit of compromise, of mergers and dropouts which precipitate CPs, seems to have dissipated. Actually, staff tells us, there are about 40 non-competitive applications, mostly uhf, which they'd love to grant -- except that CPs are the last thing the applicants want, and they're busy devising ingenious reasons why they can't quite complete applications so they'd be ripe for CPs.

Commission is obviously understanding about situation, else it would be dismissing laggards right and left. Reasoning is that if no one else wants the channels, why get worked up about it?

FCC also continues to be gentle with uhf CP-holders who haven't built, giving almost automatic 6-month extensions, but it hasn't let up on vhf laggards. Comr. Hennock is now championing small-city vhf grantees, as well as uhf stations, dissenting from majority's tough attitude towards CP-holders KLYN-TV, Amarillo, Tex. and KHTV, Hibbing, Minn. (Vol. 10:38). She noted that grantees' failure to obtain good network affiliations was a reason for their delays, urged majority to hold off until Bricker network investigation is over.

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On allocations front, Commission has really begun to move, shaking off the "Potter effect," i.e., fear of acting during Sen. Potter's uhf hearings. It tackled one of the most controversial petitions, starting rule-making on old requests of WBEN-TV, Buffalo, and WSAZ-TV, Huntington, to let vhf stations in Zone I (northeastern U.S.) go to 2000-ft. above average terrain with full power, same as in the other zones. Rules now require power cutbacks above 1000 ft.

Another hot allocations subject, which Commission will probably take up soon, is "selective de-intermixture" of vhf and uhf channels. It has several petitions from uhf stations asking that vhf channels in their cities, not yet granted, be deleted or given educational status. It received another this week, from Peoria -- WEEK-TV and WTVH-TV getting together and requesting that Ch. 8 there be turned over to educators or moved to another city.

FCC showed it still has some hopes for educational TV by reserving Ch. 2 for educators in Andalusia, Ala. and rejecting petition of John H. Phipps asking it be assigned to Havana, Fla., near Tallahassee. Only Comr. Webster dissented, saying he'd deny both petitions, didn't indicate why. Commission also finalized substitution of Ch. 38 for Ch. 65 in Sunbury, Pa. by substituting Ch. 74 for Ch. 38 in Lewiston, adding Ch. 65 to Shamokin.

Clarifying its multiple ownership rules this week, acting on various petitions in Buffalo Ch. 7 hearing, Commission said that where several principals in an applicant own AM stations, the stations should not be lumped together in determining whether the 7-station limit has been violated. Commission stated: "The last sentence of Sec. 3.35(2) imposes the 7-station limitation on 'any party or any of its stockholders, officers or directors,' clearly indicating that the interests of each are to be considered separately rather than added together."

UHF CONVERSION GAINING--BUT SLOWLY: Ratio of uhf sets to total sets-in-use continues to increase in mixed vhf-uhf markets, but the rate of increase is relatively small in most cases -- particularly where viewers have choice of several vhf channels.

Biggest push to uhf conversion usually comes within first 3 months after the station goes on air; after that, it's slow process in mixed markets. A second or a third uhf station usually gives conversion big boost, and a power or height increase by a vhf station in a neighboring city sometimes has the opposite effect.

We draw these conclusions after close study of latest survey of uhf-vhf set circulation by American Research Bureau, comparing it with previous surveys in the series. New report covers 29 markets, nearly all of them considered to be "mixed" vhf-uhf areas. It gives percentage figures for TV saturation, uhf saturation, reception of stations in neighboring cities, etc. for each individual community covered. Since it is compiled for ARB's clients, we are not permitted to mention specific cities, but comparison with earlier surveys -- particularly the last previous one, conducted in April -- shows this general pattern of uhf's growth:

Very few markets are at complete standstill in uhf conversion. Vast majority showed not only an increase in total TV saturation since April, but an increased ratio of uhf sets to total TV sets. Counting only those cities measured by ARB in both April and September, average city's total TV saturation increased from 62.7% in April to 66.9% in September. Fourteen of the 18 cities measured by ARB during both months showed increase in ratio of uhf to total TV sets.

Looking at uhf markets in terms of numbers of vhf signals receivable, this picture emerges, comparing April and September figures:

Uhf cities 60 mi. or more from nearest vhf (8 covered in September survey): Average conversion, 82.1% of sets-in-use. April Survey, covering 14 cities in similar category (but including only 3 of the same cities measured in Sept.) showed average conversion of 90%.

Uhf cities within 60 mi. of one vhf station (11): Average conversion, 66.3%, compared to average of 61.4% for 24 cities in same category measured last April.

Uhf cities within 60 mi. of 2 or more vhf (10): Average conversion, 49.2%, compared to 32.7% for 22 cities in this category in April survey.

THEATRE TV--A FACTOR TO RECKON WITH? The on-again-off-again medium with the 30-ft. screen has reached a benchmark in its sporadic career -- and once again theatre-TV's future seems to look bright.

Marciano-Charles heavyweight title bout grossed more in theatres than at the Yankee Stadium turnstiles, despite 2 postponements and an 11 p.m. starting bell. The Sept. 17 fight, carried by 70 theatres in 50 cities, drew an estimated 175,000 to the movie houses, took in about \$500,000 at the theatre boxoffice, compared to some \$350,000 at the gate.

The significance is easy to spot -- and it also hints at a corollary in subscription TV: People will pay to see a top-notch sports event not carried on free TV. If a 70-theatre hookup (there are only a few over 100 theatre-TV installations) can gross a half-million, theatre-TV can become important as a medium in its own right and as a competitor with free TV for big sports and showmanship events.

There are still plenty of ifs and buts. Theatre-TV's mass appeal has yet to be proven in fields other than top-flight championship sports events. Exhibitors hesitate to install expensive projection TV equipment on basis of current sporadic programming -- and because of uncertainties about color. Leading producer of projection TV equipment for theatres, RCA, has discontinued manufacture of the units.

Another roadblock in path of frequent evening theatre-TV performances is the networking problem. Circuits must be leased from AT&T, and are same lines used by TV networks -- and AT&T's home-TV commitments often make line clearances difficult or impossible during prime hours. New York Philharmonic's first theatre-telecast, originally scheduled for Oct. 7 by newly formed Dor Theatre TV (Edmund Dorfmann) was canceled this week due to "unavailability of long-line network facilities to the planned cities at the time and date required."

The idea of theatre TV is as old as home TV. In the early postwar years, the theatre owners and movie producers dreamed of their own networks beamed exclusively at theatres, and they bombarded FCC with petitions to set up exclusive channels.

Their ardor had begun to cool by the time they got their hearing in 1952-53. After an abortive and aimless proceeding, FCC ruled in mid-1953 that theatre interests could apply for common carrier channels. No one ever applied -- and theatre TV appeared virtually dead in 1953, while exhibitors concentrated on changing the size of their movie screens, handing out goggles and promoting Marilyn Monroe.

Theatre-TV's 1954 comeback is based strictly on use of AT&T's networking circuits -- and we hear of no serious plans by any group to take advantage of FCC's open-door policy on theatre-carrier channels. Nevertheless, 1954 has been theatre-TV's biggest year to date -- thanks to the salesmanship and showmanship of 2 hard-driving theatre-TV promoting and producing firms.

If sports and entertainment extravaganzas are destined to become theatre-TV's champagne and caviar, the inter-city business meeting may well be its bread & butter. This latter use has come into prominence this year, and numbered among its satisfied users are some of America's leading corporations.

The business meeting has even brought theatre-TV out of the theatre -- using TV studios and hotels as well as theatres for viewing-points (Sheraton hotel chain has 5 theatre-TV units for this purpose, also uses regular 21-in. sets). Among this year's users of closed-circuit TV for business and sales "conventions" covering a number of cities: Ford (twice), Chrysler (twice), Pan American Airlines (twice), Dodge, Sealtest, Dow Chemical Co., American Management Assn., Sheraton Hotels.

Step-up in closed-circuit "meetings" is in sight for rest of year. Two were held this week, both Sept. 23. Frankfort Distillers Co. outlined new retail program to 25,000 liquor dealers in theatres in 27 cities, through Theatre Network TV. And Wyeth Laboratories (pharmaceuticals) presented American College of Physicians and Surgeons' post-graduate symposium on hypertension to some 5000 doctors in 23 cities, through Box Office TV. The world's biggest corporation, General Motors, reportedly will use closed-circuit medium for first time Nov. 23 to show new models to dealers gathered in hotels in 49 cities.

Color may become significant factor in business sessions, now that NBC has indicated it's prepared to handle nation-wide meetings in color.

Theatre Network TV (TNT), sparked by pres. Nathan L. Halpern, was first in field, pioneered sports and presented all of the theatre-TV boxing bouts to date.

Box Office TV (BOTV), steered by exec. v.p. Wm. Rosensohn, has presented most of the multi-city closed-circuit business meetings.

Both groups hope to make bigger pitch for entertainment features. BOTV has agreement with Actors Equity for theatre-televisioning Broadway plays, but still must deal with electricians' and stagehands' unions, the play producers and the holders of film rights (which generally also include TV rights). TNT's next public project is opera season's opening night direct from the "Met" Nov. 8 -- a repeat on grander scale of its opera telecast in Dec. 1952.

As to sports -- theatre-TV's proven mass-audience field -- the only announced program is BOTV's series of Notre Dame football games, beginning Oct. 16 with Michigan State contest. BOTV televised Notre Dame games last season to a few theatres.

Other uses are being explored. BOTV's Rosensohn has announced plans to pipe floor shows to cabarets all over country via closed-circuit bigscreen. And from time to time there's talk of equipping boxing arenas and ballparks with projection TV to accommodate huge audiences for televised sports events "where they naturally belong -- in the sporting arena."

Theatre TV is still groping its way. If its comeback this year is prelude to a real "click" in 1955, it could become a full-fledged industry, and -- not so incidentally -- a formidable competitor to home TV for sports and entertainment events. For example: When Gillette-NBC World Series pact expires in 3 years, will theatre TV be in a position to put in a bid no sponsor can match?

WHITHER NETWORK RADIO?—that topic of hot debate, fanned to white heat by pessimistic statement of RCA-NBC chairman David Sarnoff and optimistic riposte by CBS pres. Frank Stanton (Vol. 10:36)—continues at accelerated rate.

Thrown into the controversy this week was a careful study titled "What's Ahead for Radio," an 8-page analysis by Richard P. Doherty, former NARTB v.p., now a TV-radio management consultant. His basic conclusion is that while radio revenues will be about 3% less than last year—dropping from \$498,000,000 to \$480,000,000—it has settled down to be a "normal" industry such as chemicals, autos, steel, etc., and will show a regular increase of 3-3.5% annually, which, he says, "is the average annual trend for the economy as a whole."

Doherty is optimistic about networks, stating: "Network revenues will, contrary to the thinking of some, begin to show a turnaround trend by 1955-56. It is absurd to conclude that networks do not serve a definite purpose in the scheme of American radio broadcasting . . . It is our opinion that network broadcast income will turn the corner, during the next year or two, and subsequently show modest upward gains."

Much of radio's losses is attributed to TV. Whereas radio reaped 13% of all advertising dollars in 1947, it had only 8.3% in 1953, and Doherty concludes that radio would have retained about 12% had it not been for TV and that TV took away some \$270,000,000 radio would have had in 1953.

Meanwhile, there were these developments on other radio fronts—notably about network operations:

(1) CBS announced its expected nighttime rate cut, amounting to average of 20%, through changes in discount structure. NBC has indicated it will take similar step soon, and ABC starts its single-rate system next week.

(2) NBC hailed its salesmen's summer efforts by stating: "Growing momentum of the NBC Radio network was further accelerated today with the announcement of \$8,126,348 in new and renewal business signed during the

New Television Bureau of Advertising (TvB), seeking to expand recruitment among stations, this week broadened its membership committee under chairman Lawrence (Bud) Rogers, WSAZ-TV, Huntington, W. Va. Members appointed this week were Charles Crutchfield, WBTV, Charlotte; John Esau, KTVQ, Oklahoma City; Frank Fogarty, WOW-TV, Omaha; Gordon Gray, WOR-TV, N. Y.; Gaines Kelley, WFMY-TV, Greensboro, N. C.; G. Bennett Larson, KTVT, Salt Lake City; Robert Lemon, WTTV, Bloomington, Ind.; Ralph W. Nimmons, WFAA-TV, Dallas; Frank P. Schreiber, WGN-TV, Chicago; Don Searle, KOA-TV, Denver; Colin M. Selph, KEYT, Santa Barbara.

Community Broadcasters' Assn., not to be confused with National Community TV Assn., is new group of 250-watt full-time AM stations seeking increase to 1000 watts for all 960 such outlets. Pilot group which discussed possibility in Washington meeting Sept. 21-22 comprised: F. Ernest Lackey, WHOP, Hopkinsville, Ky.; Fred Weber, WFPG, Atlantic City, N. J.; Robert Mason, WMRN, Marion, O.; Sherman Marshall, WOLF, Syracuse, N. Y.; Merrill Lindsay, WSOY, Decatur, Ill. Counsel is Howard Schellenberg, consulting engineer T. A. M. Craven.

MBS's 20th anniversary will be noted by the network with week-long celebration starting Oct. 3. Started as "Quality Group" Sept. 25, 1934—by WOR, New York, WXYZ, Detroit and WLW, Cincinnati — network was named Mutual Broadcasting System Oct. 5, and following officers were elected: Alfred J. McCosker, chairman; W. E. MacFarlane, pres.; T. C. Streibert, treas.; E. M. Antrim, secy.

months of July & August," bringing 8-month total to \$33,325,348. NBC said 75% of sales were of conventional type, 25% in new "magazine concept" purchases.

(3) Westinghouse reported that its 5 AMs increased June-July-August local sales 51% over previous year.

(4) An unidentified "leading advertising agency" has predicted, according to *Billboard*, that all networks—or perhaps all except one—will be "liquidated" by 1956. Theory, according to the report, is that some networks are waiting for 600-700 TV stations so there will be enough to go around. Argument is that if a radio network folds now, its affiliates may jump over to rival networks, taking TV stations along. (If there are to be 600-700 TV stations by 1956, quite a few will have to be uhf or there will have to be a drastic change in vhf allocations, because there just aren't that many vhf assignments in cities where anyone is likely to build.)

Agency analysis, *Billboard* goes on, expects 6 p.m.-midnight radio sets-in-use figure to drop from current 13.6 to 9.7 in 1956, more and more of it among families of lower buying power. Sets-in-use for the Mon.-Fri. noon-6 p.m. period is expected to drop from this year's 16.3 to 12.8 in 1956, but prediction is that 9 a.m.-noon will hold up well, dipping from 1954's 18 to 15.5—keeping morning radio a "good cost-per-thousand buy" if the networks maintain "realistic" rates.

(5) Mutual pres. Thomas F. O'Neil, facing trade press panel on MBS's *State of the Nation* last week, said he sees no reason why "all the 4 radio networks shouldn't survive," stating that current controversy has been magnified by "false generalizations." He indicated, further, that even though network ownership itself may become unprofitable, value of programs to network-owned stations can justify continued operations. O'Neil was skeptical about future of such organizations as Quality Radio Group, which plans to exchange taped programs, saying, "I think you'd find the cost to the stations prohibitive" and questioning practicality of having as many "program directors" as there are stations in the group.

NARTB district meetings this week in Virginia Beach, Va. and Daytona Beach, Fla. adopted resolutions urging reduction in frequency and variety of district meetings in future. The resolutions followed remark by NARTB pres. Harold Fellows that broadcasters were so busy attending meetings they had no time to apply the lessons learned. Virginia Beach meeting also supported NARTB project for so-called "yardstick" sampling of 100 or so representative broadcasters for questionnaires on outstanding industry problems, rather than survey complete membership. Daytona Beach meeting urged NARTB to reconsider ban on attendance of non-members at district meetings in view of their value as recruitment inducements.

"Multi-million dollar" damage suit against major baseball leagues will be filed by group of minor league clubs charging "invasion" of minor league territory by TV-radio broadcasts of big-league ball games. Frank D. Lawrence, owner of Portsmouth, Va., baseball club, said he had contacted 83 independent baseball owners "and a majority are with me." Naming baseball commissioner Ford Frick and the 16 major league clubs as defendants, Lawrence says suit probably will be filed during World Series, which begins Sept. 29.

Conelrad plan for all stations under 890 mc, other than AM, FM, TV, amateur and aviation, was approved by FCC this week. It's temporary and voluntary, differs between types of stations, generally provides that they go off air or confine transmissions to emergency traffic during alert. Copies of plan, which will eventually be modified and made mandatory, will be available from Commission next week.

Personal Notes: Norman Knight resigns as mgr. of DuMont's WABD, N. Y., to accept unidentified station mgr. post "outside New York City"; he'll be replaced Nov. 15 by George L. BarenBregge, currently sales mgr. of WDTV, Pittsburgh . . . Harold G. Cowgill, ex-v.p.-gen. mgr. of WTVP, Decatur, Ill., one-time member of Washington law firm of Segal, Smith & Hennessey, is leading contender for job as chief of FCC common carrier bureau, vacant since Jan. 1953 . . . John Derr, CBS Radio sports director, takes over for TV as well in combined unit, reporting to Sig Mickelson, v.p. of news & public affairs . . . Eugene Muriaty, who as Navy officer was adviser on NBC-TV's *Victory at Sea* series, named adv. mgr., WBZ-TV, Boston . . . Law Epps, ex-WJBF-TV, Augusta, Ga., named sales mgr. of WIS-TV, Columbia, S. C., succeeding Tom F. Daisley, who has resigned to form adv. & consulting service in Columbia . . . Wm. T. Stubblefield, from Washington office, named west coast mgr. of brokers Blackburn-Hamilton, San Franciseo . . . F. E. Fitzsimonds, KFYR, Bismarck, N. D., elected director of NARTB distriet 11, replaing John F. Meagher, now NARTB radio v.p.; by virtue of title, Fitzsimonds also becomes member of NARTB radio board . . . Ted Cramer promoted from program director of new KTVX, Muskogee, Okla. to station mgr.; John Devine, ex-KCBD, Lubbock, Tex., replaces him . . . Jaek Hurford named operations mgr., John Lee studio mgr. of WXYZ-TV, Detroit . . . Claude Ratliff promoted to station mgr. of U of Missouri's commercial KOMU-TV, Columbia, replacing George Kapel, resigned; Charles D. Sigsbee, production mgr., succeeds Ratliff as program mgr. . . . Brent Kirk, ex-Washington Post & Times-Herald, named sales director, KUTV, Salt Lake City . . . Elden Anspach, ex-WREX-TV, Rockford, & WOW-TV, Omaha, named program director of upcoming WTVW, Milwaukee; Carl Zimmermann, ex-radio WEMP, named film director . . . Louis F. Allen, ex-WCPO-TV, Cincinnati, named asst. gen. mgr. of WMUR-TV, Manchester, N. H. . . . Edward Rosenheim Jr. appointed director of U of Chicago Round Table, replacing George E. Probst, now asst. gen. mgr. of upcoming educational WGBH-TV, Boston . . . David B. Graham resigns as TV-radio operations mgr., Daneer-Fitzgerald-Sample . . . Lois Winston resigns as TV-radio publicity director, Fuller & Smith & Ross, N. Y., to enter TV ad field in Mexico City . . . Joe Csida, one-time *Billboard* editor who now runs 2 music publish-

Sweeping shake-up at ABC-TV this week resulted in resignations of 9 offieials and consolidation of TV-radio functions in news & special events, sales development & research, and adv. & publicity depts. Alexander Stronach Jr., v.p. in charge of TV network, resigned, along with TV program v.p. Charles Underhill and his asst. Charles Holden; TV public affairs director John Pacey; TV adv. director Mitchell DeGroot; station relations mgr. William Wylie; asst. national sales mgr. William Materne; Donald G. Buck, operations director of sales & station traffic; chief accountant Walter C. Tepper. Pres. Robert Kintner offered no explanation of wholesale shifts, other than to say that consolidation had been under discussion for some time and that "certain people were found more qualified than others." John Daly, v.p., heads combined TV-radio news & special events dept.; Thomas Velotta is promoted to v.p. & administrative officer under Daly; Don Durgin promoted to director of combined sales development & research dept., Gene Accas to head new adv. & publicity dept. Robert F. Lewine, eastern program director for TV, promoted to director of TV program dept. Stronach's replacement hasn't been chosen. In addition, combined station relations dept. is split up, with Alfred Beckman handling TV and Charles W. Godwin radio, both reporting to v.p. Ernest Lee Jahneke.

ing houses and a talent management operation—Trinity Music, Towne Music and Csida-Grean, respectively, began "Sponsor Backstage" column in Sept. 20 *Sponsor Magazine*, will specialize in TV film . . . James McCormick named mgr. of new CBS-TV Film Sales office in Memphis . . . Geo. W. Clark affiliates his rep firm with Walker Co., takes position at Walker N. Y. headquarters . . . Robert S. Jones named TV-radio mgr., Sidney Garfield & Assoc., San Francisco . . . Richard M. Brown, KPOJ, Portland, Ore., named chairman of NARTB membership committee, succeeding Henry B. Clay, KWKH, Shreveport . . . Dr. Alfred N. Goldsmith to be honored as "father of TV" at N. Y. testimonial luncheon by National TV Film Council Sept. 30, with Milton Berle as toastmaster and Hazeltine research v.p. Arthur V. Loughren as guest speaker.

Clem J. Randau, 59, long active in broadcasting and publishing, committed suicide Sept. 21 by taking overdose of sleeping pills at his home in Litchfield, Conn. He had suffered stroke several weeks ago. He formerly owned 54% of KXOB, Stockton, Cal. and 4.12% of WNEW, N. Y. when both were TV applicants. He had also served with WJJD, Chicago; KOIN, Portland, Ore.; KFBI, Wichita; KJR, Seattle; old WSAI, Cincinnati. He was a former v.p. of United Press and business mgr. of old *Chicago Sun* and recently purchased weekly *Litchfield Enquirer*.

Edward Klauber, 67, retired CBS exec. v.p. and chairman of its exec. committee who was instrumental in formulating program standards which led to adoption of NAB code in 1938, died Sept. 23 of heart ailment in N. Y. Hospital. A former night city editor of *New York Times*, he joined CBS in 1930 as v.p. & asst. to then pres. Wm. S. Paley, was promoted to exec. v.p. following year, was elected a director in 1937 and chairman of its exec. committee in 1942. He retired because of ill health in 1943 but shortly thereafter joined Office of War Information as assoc. director under Elmer Davis, whom he previously brought into CBS, as well as many other outstanding newsmen, such as Edward R. Murrow. He was also a founder of BMI.

James M. Cecil, 63, chairman of Cecil & Presbrey, died Sept. 17 at his home in Mill Neck, Long Island, after brief illness.

Lease of WILS-TV, Lansing, Mich. (Ch. 54) to Inland TV Co., headed by Thomas B. Shull, NBC film div., Chicago (Vol. 10:36), was approved by FCC Sept. 22. Under terms of assignment, Shull group leases station from Pomeroy family for \$5000 a month, has option to buy for \$166,254 at end of two years. WILS-TV holds 40% of Ch. 10 application for Parma-Onondaga, Mich., recently amended to share time with Mich. State College. Also approved this week was General Teleradio's \$260,000 sale of WEAN, Providence (5-kw 790 kc, MBS) to Providence Journal Co.

Preliminary study for Bricker probe of networks and vhf-uhf problems swung into high gear this week as Harry Plotkin officially took post as minority counsel. Majority counsel Robert F. Jones took office Sept. 1. Staff level work will be coordinated by Commerce Committee communications counsel Nick Zapple. One of staff's first actions will be to request large amount of basic data and information from FCC. Letter to Commission has already been prepared, now awaits signature of Committee Chairman Bricker (R-O.).

Eric A. Johnston signs new contract to continue as pres. of Motion Picture Assn. of America through Oct. 15, 1961, with an added \$50,000 for expenses to his reputed salary of \$100,000 a year, scotching rumors that post might go to Gov. Thomas A. Dewey.

NINE CANADIAN grantees hope to get on air by end of this year, out of total of 14 station authorizations now outstanding. Another 15 are on the air already, of which 9 are privately owned, 6 govt.-owned through CBC. Of the 14 CPs, only 2 are held by CBC—for CBIIT, Halifax, with Christmas target date, and for new Ottawa French-language station, for which no date or call letters have yet been announced. These are latest reports from Canadian CP-holders:

CKCW-TV, Moncton, N.B. (Ch. 2), plans early Nov. test patterns, Dec. 1 programming, writes pres.-gen. mgr. F. A. Lynds. It has 2-kw RCA transmitter on hand, expects to have it installed early in Oct. Base rate will be \$200. Rep will be Adam Young.

CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2) has its 2-kw RCA transmitter, expects to be on the air Dec. 1, reports pres.-gen. mgr. J. G. Hyland. It will use RCA 200-ft. self-supporting tower with 3-bay antenna. Base rate will be \$150. Reps will be Weed and All-Canada.

CFRN-TV, Edmonton, Alta. (Ch. 3), now expects to start test patterns Oct. 1, begin programming 10-15 days later, writes mgr. G. R. A. Rice. It's installing 5-kw GE transmitter, 6-bay antenna, has 488-ft. Canadian GE tower. It will be CBC basic, get some U.S. network kines. Base rate will be \$200. Reps are Radio Representatives Ltd., Adam Young and Harlan Oakes & Assoc. (for Los Angeles & San Francisco).

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Shipments to U.S. stations reported by GE: 20-kw amplifier next week to KWNL-TV, Waterloo, Ia. (Ch. 7); antennas shipped this week were 3-bay Sept. 20 to WBZ-TV, Boston (Ch. 4), 12-bay Sept. 21 to WLVA-TV, Lynchburg, Va. (Ch. 13), 6-bay Sept. 22 to KELP-TV, El Paso (Ch. 13).

RCA shipped 12½-kw amplifier Sept. 22 to WSUN-TV, St. Petersburg, Fla. (Ch. 38); another 12½-kw amplifier Sept. 24 to WTVF, Decatur, Ill. (Ch. 17); 50-kw transmitter Sept. 23 to WXEL, Cleveland (Ch. 8).

DuMont reports 5-kw transmitter order for Oct. 10 delivery to WIRI, Bloomingdale, N.Y. (Ch. 5), which has Nov. target. Also ordered were 2 monochrome film scanners, complete studio gear and 6-bay antenna. Construction has already begun at new site on Terry Mt., recently approved by FCC.

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In our continuing survey of upcoming U.S. stations, these are latest reports received from principals:

KCKT, Great Bend, Kan. (Ch. 2), began installing 35-kw GE transmitter Sept. 21, now doesn't expect to get going with test patterns until shortly before Nov. 1 commercial start, reports v.p.-gen. mgr. Les Ware, ex-KXLW, St. Louis, and owner of new radio KLPW, Washington, Mo. Emsco 1019-ft. tower with 6-bay antenna is scheduled to be ready about Oct. 1. It's 50-mi. from Hutchinson, where KTVH (Ch. 12) started over year ago, 91 mi. from Wichita. Bolling will be rep.

KFYO-TV, Lubbock, Tex. (Ch. 5) won't get on the air this year—and gen. mgr. Gordon Thompson writes, "We do not know when it will be built." Previously it reported order for 25-kw DuMont transmitter, 785-ft. tower with 6-bay RCA antenna. It would be third vhf in Lubbock. Grantee Globe News Publishing Co. (Parker F. Prouty) publishes *Amarillo Globe News* and operates KGNC-TV there. Rep will be Katz.

WHCU-TV, Ithaca, N.Y. (Ch. 20), now doesn't plan to get on the air this year, according to gen. mgr. Michael R. Hanna. "The only available network agreements," he says, "are far from sufficient or desirable to justify construction." Recently it got CP extension to next March 7. Equipment & rep not reported.

KLTV, Tyler, Tex. (Ch. 7), due in Oct. has signed affiliation agreements with NBC & ABC, reports gen. mgr. Marshall H. Pengra, ex-KSTM-TV, St. Louis. It's building 420-ft. Andrews tower, and its 10-kw RCA transmitter is due to arrive in next few days. Hangar of former airport on edge of town is being remodeled for TV-radio. Base hour will be \$200. Rep will be Pearson.

WEDM, Munford, Ala. (Ch. 7, educational), now without specific target, plans test patterns with 2-kw GE transmitter and 500-ft. tower with 12-bay antenna already on hand, according to consultant Thad Holt. It has 50-kw GE due later. Microwave will connect studios in Munford with mountain-top transmitter; station will also have studios at Birmingham, Tuscaloosa and Auburn, connected by microwave. Grantee Alabama Educational TV Commission plans 25 hours of sporadic program tests before year's end.

WTWV, Milwaukee (Ch. 12), now plans Oct. 25 test patterns and Oct. 27 commercial start with ABC *Disneyland* show, reports station mgr. Soren H. Munkhof, ex-WREX-TV, Rockford, Ill. RCA 50-kw transmitter is due early in Oct. at new site near WTMJ-TV. It will begin with 217-kw ERP, using interim 300-ft. self-supporting Blaw-Knox tower with 6-bay antenna. It plans hike to 316-kw about Dec. 1 after permanent 1105-ft. Blaw-Knox tower and 12-bay antenna are ready. New corporation is being formed under merger agreement whereby 3 competitors for Ch. 12 withdrew, clearing way for grant to Milwaukee Area Telecasting. Base hour will be \$950. Rep will be Petry.

WWLA, Lancaster, Pa. (Ch. 21), which recently got CP extension to March, 1955, expects to be on air then, reports owner Harold C. Burke. RCA equipment has been ordered. Rep not yet chosen.

WJLB-TV, Detroit, Mich. (Ch. 50), granted Sept. 8 to Booth Radio & TV Stations, has ordered RCA equipment, plans Sept. 1, 1956 start, according to owner John L. Booth. It's working on construction plans, will use 575-ft. Truscon tower. Booth also holds permit for WBKZ-TV, Battle Creek (Ch. 64), now off air (Vol. 10:21), has CP for WSBM-TV, Saginaw (Ch. 51), is applicant for Ch. 10 in Parma-Onondaga, Mich., and operates AMs in Saginaw, Flint & Jackson, Mich. Rep will be Forjoe.

First sale of a video tape recorder was announced this week by Bing Crosby Enterprises, Hollywood, which said that Westinghouse has contracted to purchase the device first demonstrated in 1951 (Vol. 7:46; 9:1; 10:13) for use in airborne testing program. To be delivered in Nov., the machine will record radar as well as TV signals on magnetic tape. Hailing the contract, Frank C. Healey, director of Crosby electronics div., said: "Having won govt. acceptance of our black-&-white recorder, we can now hasten perfection of our color tape machine."

Britain's Independent TV Authority (commercial) has ordered 3 complete 10-kw transmitters from British Marconi and 3 others from Pye, Ltd. (power unannounced), to operate in newly opened Band III (179-211 mc). To help commercial TV get started in London before end of 1955, Marconi will lend ITA the developmental model of its Band III transmitter.

RCA's 20th seminar for broadcast engineers—covering both color and monochrome—is scheduled for Sept. 27-Oct. 1 at Camden. Among the 100 engineers expected to attend will be representatives from Brazil, Canada, Cuba, Mexico, Panama, Thailand, Venezuela.

"Eurovision"—the 8-nation European TV hookup which operated during June and July—will be resumed Oct. 3 for series of Sunday afternoon test programs to be continued for rest of year.

Telecasting Notes: "Farm TV is on the rise," says Sept. 25 *Tide Magazine* on basis of own "farm county" set count projected from NBC & CBS-Nielsen receiver censuses. Best farm TV bets, according to *Tide*: Midwest—Ohio, where 38 of the 53 farm counties have TV saturation of 60% or more; Indiana, where 29 of 67 farm counties have at least 60% and another 25 have 40-60%. Southeast—Delaware's 2 farm counties and 13 of Maryland's 17 have saturation of more than 60%; 46 of Virginia's 82 have better than 40% . . . When do farm families watch TV? *Tide* quotes subscriber survey by *Farm & Ranch* of TV-owning farm families, showing that of those who do have TV, 48% watch in morning, 68% in afternoon, 98% at night. Of all subscribers responding to survey, 75% didn't have TV and 68% didn't plan to buy one within year . . . Hollywood is booming as network TV center, notes roundup story in *Hollywood Daily Variety*: NBC-TV's Hollywood originations this season will increase 125% over last, or 25 more broadcasts per week, with number of filmed shows rising from 12 to 17; CBS-TV will originate 16 filmed shows and 10 live from Hollywood weekly, as opposed to 11 & 10 last season; ABC-TV will be same as last season with 7 film, 2 live . . . How big is TV film? Pres. Milton Gordon of Television Programs of America Inc. says his company has produced and sold 6 program series in aggregate total of 880 markets during its first year, or total of 70,000 half-hours of programming—for gross of \$9,000,000 by end of 1954—"and just one year ago we didn't have a pencil or a desk" . . . Looking to TV, both political parties in New York state chose convention cities where there were plenty of TV facilities—the Demo-

Network Accounts: Gillette's sponsorship of World Series on NBC-TV starting Sept. 29, beginning at 12:45 p.m., will be on 155 stations in 150 cities in all 48 states, plus 8 cities in Canada. It represents investment of \$1,750,000 for rights and time. Five states and 50 cities will see series for first time on TV. Agency is Maxon . . . NBC-TV discloses time sales of \$450,000 for Steve Allen's upcoming *Tonight* starting Sept. 27, Mon.-thru-Fri. 11:30 p.m.-1 a.m., latest sponsors being Peerless Electric (Broil-quik), 39 partic., thru Hicks & Greist; Helene Curtis (cosmetics), 39 partic., thru Earl Ludgin Inc., Chicago . . . Corning Glass, in network debut, buys 13 partic. on NBC-TV's *Home*, 11 a.m.-noon, thru Maxon Inc.; Cameo Curtains buys 6 partic., thru Friend-Reiss-McGlone, N. Y. . . . L&M cigarettes to sponsor *Perry Como Show* on CBS-TV starting Sept. 27, Mon.-Wed.-Fri. 7:45-8 p.m., thru Cunningham & Walsh . . . Borden's Instant Coffee buys Mon.-Wed.-Fri. segments of *Time to Live* on NBC-TV, Mon.-thru-Fri. 10:30-10:45 a.m., thru Young & Rubicam . . . AC Spark Plugs to be alt. sponsor (with Lever Bros.) of *Big Town* on NBC-TV starting Oct. 6, Wed. 10:30-11 p.m., thru D. P. Brother Co., Detroit . . . Pharmaceuticals Inc., which sponsored *One Minute Please* on DuMont during summer, Fri. 9-9:30 p.m., continues sponsorship on year-round basis, thru Edward Kletter Assoc. . . . Speedway Petroleum Corp., Detroit (Speedway 79 gasoline) to co-sponsor (with Goebel Brewing Co.) Detroit Lions' road games (except with Green Bay) on DuMont, thru W. B. Doner & Co.

Religious programs on TV-radio can be improved to attract "the millions who remain outside the life of the church," som 60 Protestant ministers were told recently by Marilyn Kaemmerle, NBC Radio supervisor of religious programs, at NBC-sponsored clinic. She suggested more original drama with religious themes; use of religious humorists; commissioning of composers to write religious music; more extensive placement of clergymen on panel shows and other secular programs.

crats New York, Republicans Syracuse—but when conventions were held this week, no stations carried them live . . . Walt Disney, producer of *Disneyland* for ABC-TV, ending theatrical film ties with RKO, to distribute all future films in U. S. and abroad through wholly owned subsidiaries . . . Mrs. Oveta Culp Hobby, Secretary of Health, Education & Welfare, named a judge for 4th annual *McCall's* awards to women in radio & TV, along with Mrs. Doris Corwith, ABC supervisor of public affairs programs; Sigurd S. Larmon, pres., Young & Rubicam; Mrs. Marguerite Rawalt, pres., National Federation of Business & Professional Women's Clubs; Otis Lee Wiese, *McCall's* editor & publisher . . . Andy Devine takes over for the late "Smilin' Ed" McConnell in continuation of popular 5-year-old children's film series produced by Frank Ferrin on ABC-TV for Buster Brown shoes, format unchanged . . . No kidding—*Reading to Read By* is name of new WNBT early morning program Mon.-Fri. 1-1:15 a.m. beginning Sept. 27, comprising selections from works of world's great writers read by Tex Antoine while text of selection is shown on screen . . . Teleprompter National Sales Corp. moves N. Y. office to 300 W. 43rd St., Judson 2-3800 . . . U.N. General Assembly meetings being carried live by CBC-TV daily Mon.-Fri. . . . Rate Increases: WTOP-TV, Washington, raises Class A Group I hour from \$1250 to \$1500, 20 sec. from \$225 to \$300; WGN-TV, Chicago, base hour from \$1320 to \$1500, min. \$200 to \$310; WTWO, Bangor, from \$200 to \$250 & \$40 to \$50; WFIE, Evansville, Ind., \$200 to \$250 & \$40 to \$50; KVTV, Sioux City, \$260 to \$300 & \$52 to \$60; KID-TV, Idaho Falls, \$150 to \$175; KOPO-TV, Tucson, \$225 to \$250; CBLT, Toronto, Ont., \$800 to \$900.

Angry slap at TV set makers for the quality, quantity and servicing of uhf converters and receivers was administered this week by pres. Walter Reade Jr. of uhf WRTV, Asbury Park, in letter to 13 top receiver manufacturers. In Asbury Park area, Reade wrote, he found "a very, very definite sparsity of sets equipped to receive uhf . . . As a matter of fact, most of your dealers have no uhf sets and tell their customers (and our potential listeners) that it will be many months before they can serve them." As to converters supplied by the set makers, Reade charged they are "admittedly inefficient, and in many cases inoperative." He added: "This equipment, which in theory is to receive our signal under all normal conditions, is so badly engineered that it takes the optimum conditions of installation to bring in a satisfactory signal." He lashed out, too, at manufacturers' service organizations as "badly trained, ill-prepared, disinterested and generally lethargic."

Chapter X bankruptcy hearing for Ozark TV Corp., permittee of KACY, Festus-St. Louis, has been scheduled for Sept. 30 at St. Louis Federal court. KACY is one of 2 St. Louis area uhf outlets to leave air because of financial troubles, a third—WTVI, Belleville, Ill.—remaining. Ozark trustee James E. Darst, in report filed with court, said efforts to formulate reorganization plan met with failure because he "found no active interest on the part of qualified businessmen or investors in undertaking the operation of a TV station on an ultra high frequency channel."

Are Communist candidates barred from broadcasting? FCC isn't sure, has asked Justice Dept. for interpretation, FCC Comr. Robert E. Lee told meeting of public relations men in Washington this week. He said recent outlawing of Communist Party leaves question clouded but that he's personally satisfied Communists have "lost the right to broadcast time."

Raytheon donated microwave relay equipment last week to grantee Lowell Institute for upcoming educational WGBH-TV, Boston.

COMR. ROBERT E. LEE, in speech this week titled "Comments of a Commissioner—One Year Old," showed he has developed some very strong ideas about his job, most of them quite encouraging to audience of broadcasters at NARTB district meeting in Virginia Beach, Va. Essence of his remarks:

(1) Role of FCC in station economics: "There are those in the broadcast industry today who believe that the Commission should attach guarantees of financial success to authorizations which are issued . . . Govt. intervention into purely economic problems is repugnant to me. If to save a few citizens from financial loss we get another govt. nose under another tent, I say the price we pay is too high."

(2) Bricker network investigation: There is "unwarranted uneasiness [in the industry]. I believe that this inquiry will clearly demonstrate that legislation is not required and at the same time may bring to light and correct some practices inconsistent with the public interest. . . . It is my opinion that there is no form of network dominance in the industry today."

(3) Broadcasting of public events: "The broadcaster is not a second class medium [and] his recognition as such will actually stimulate a full and free press by providing a double check on the printed word. . . . I recognize, however, that in some instances this might require special precautions on the part of the newer media of communication in order not to disturb either the dignity of Govt. or due process of law."

(4) Station ownership: "I feel that no interests should be discriminated against—and I include newspaper applicants." There are many advantages in joint newspaper-station operations, but "I want to make clear that I think that such advantages have to be balanced against the desirability of diversification of control of communications facilities."

(5) Abuses of commercial quantity and quality: On basis of "my private monitoring," he found some "chronic offenders" have broadcast over 40% of time with commercials, and some stations increase volume during commercials. Attacking excessive commercialization, he stated: "A practice may be legal and still opposed to the public interest and as far as I am concerned the pitchman and the gandy dancer do not belong on the air." As for good taste, he added: "I do not think that a sweating armpit in obvious need of deodorant or a hairy leg in need of depilatory meets the public interest, convenience or necessity. . . . Unless the industry finds a way to clean its own house, they may expect corrective legislation and restrictive regulations."

LAMB HEARING ran through second week and 3 more witnesses, marked by continued acrimony and repeated squabbles between counsel for FCC and Toledo broadcaster-publisher Edward O. Lamb. After conclusion of testimony Sept. 20 by Wm. G. Cummings (Vol. 10:38), another self-described ex-Communist was called to stand—Lowell Watson, Kansas dairy farmer who said he was a party member in Toledo from late 1929 to late 1933.

Under questioning Sept. 21 by FCC attorneys he said he and another Communist official had collected contributions from Lamb in his law office "in the Edison building" after telling him part of the money would go to the Communist Party. At Thursday session, Lamb attorney Russell Brown drew from Watson the admission that Sept. 21 lunch hour visit with FCC broadcast bureau attorneys Walter Powell Jr. and Thomas Fitzpatrick "may have contributed" to refreshing his memory about conversations with Lamb. He also conceded that he couldn't remember having asked Lamb for contributions to the "Communist Party," but only for other projects such as labor defense, aid for Scottsboro defendants, etc. Brown also brought out that Lamb's office wasn't in Edison bldg. at the time.

Station Accounts: National advertisers predominate in list of sponsors which have used successful "4-Minute Plan" of KBTW, Denver (Joe Herold, mgr.), since its inception last summer. Plan calls for advertiser to get one-min. spot in each of four 30-min. evening film shows a week for as little as 3 Class A station breaks. For 4 mystery shows a week, cost of one-min. spot is \$250; comedy shows or dramas, \$280; adventure-western, \$160; sports, \$150. Advertiser also has option of buying into any combination of shows at one-fourth the weekly rate. Different costs are assigned to various categories of shows on basis of their audience ratings. Plan had average sponsorship of 75% during summer. Among national advertisers which are using or have used plan are Oldsmobile, Seven-Up Bottling Co., M&M Candies, RKO Pictures, Red Heart Dog Food, Safeway Stores, Charles Antell, Pepsi-Cola, Fox Theatres . . . American Dairy Assn. plans to devote biggest part of \$1,000,000 budget next year to TV-radio in campaign to increase butter consumption, thru Campbell-Mithun . . . Eversharp-Schick Inc. (pens & razors) to sponsor *Tales of Tomorrow* in 41 markets for 78 weeks, thru Biow . . . Unusual bilingual program, *Spanish Show*, makes debut on WATV, Newark, Sept. 26, Sun. 9:30-11 p.m., with 4 local sponsors signed thus far for 15-min. each; show features night club talent, interviews with Spanish sports and film stars, and commercials in both languages . . . National Oil Heat Council is new promotional group formed by Oil Heat Institute of America, 500 Fifth Ave., N. Y., to use all media in campaign for more extensive use of oil heat in low-cost homes . . . Among advertisers currently reported using or preparing to use TV: Breakstone Bros., N. Y. (dairy products), thru Paris & Pearl, N. Y.; Best Foods, N. Y. (Nucoa margarine), thru Dancer-Fitzgerald-Sample, N. Y.; J. H. Filbert Co., Baltimore (Mrs. Filbert's margarine), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Hood Chemical Co., Ardmore, Pa. (Zero cleanser), thru Pritchard, Daniels & Dreher, Ardmore; Guatemala Tourist Bureau, thru Wm. Reede Assoc., N. Y.; Fino Food Processing Co., Burbank, Cal. (Buisman's Famous Dutch flavoring), thru Hixson & Jorgenson, Los Angeles; Jayme Products Inc., Jersey City (Dryve anti-sleep tablets), thru Franklin Bruck, N. Y.; Hoffman-Hayman Coffee Co., San Antonio, Tex. (JAV-O Coffee-Time coffee mix), thru Thomas F. Conroy, San Antonio; Rad Products Inc., N. Y. (Rad White Crystal bleach), thru Duane Jones, N. Y.; Detecto Scales Inc., Brooklyn, N. Y. (Cabinet scales), thru Doyle, Dane, Bernbach, N. Y.; Mastic Tile Corp. of America, Newburgh, N. Y. (Mastic Confetti tile), thru S. R. Leon Co., N. Y.

Other witnesses this week were executive editor Mark Warren of Cleveland (Tenn.) *Daily Banner*, all of whose testimony was stricken from record by examiner Herbert Sharfman as irrelevant on motion of Lamb's attorneys, & Clark Wideman, Columbus, Ohio, real estate dealer who testified that Lamb suggested in 1934 that he form "Young Friends of Soviet Russia" group of fellow high-school students. Typical of clashes between opposing attorneys was occasion Friday when Brown charged that Watson's testimony was memorized from a "script" prepared by Powell and Fitzpatrick, whom he called "traitors to the bar." Powell denied that he and Fitzpatrick had "put words in anybody's mouth," accused Brown of trying to divert hearing from the issues to an attack on counsel.

End of an era: Adman Milton Biow and watch maker Arde Bulova, who together originated famous Bulova radio time signals, conclude 30 years of association Dec. 31, when Bulova switches \$4,000,000 annual account to undisclosed agency. On that date, Biow takes over Benrus account, to be handled by Jack D. Tarcher, who has handled it at Cecil & Presbrey.

OUTPUT AT NEW HIGH, FUTURE BOOM SEEN: RCA pres. Frank Folsom predicted excellent future for entire electronics industry, projecting dollar volume to 1957 for each class of products, in Chicago speech this week -- and TV manufacturers showed the present is first-rate, too, by producing 194,284 TV sets the week ended Sept. 17, a 21-month record. It compared with 151,544 preceding week and 178,224 week ended Sept. 3 -- brought 36-week total to 4,100,000 vs. 5,040,000 same period of 1953.

Continuing good TV business was clearly reflected also this week in RETMA fall meetings in N.Y. and in NARDA profit clinic in San Francisco -- but both sessions voiced common complaints of low profits though neither manufacturers nor retailers were sure that raising prices provided the answer.

Set makers saw urgent need to raise prices on some models as a trial balloon but some, like H. Leslie Hoffman, openly expressed fear that the high unit volume would be thereby sacrificed. Judging from informal comments, there seemed little doubt most manufacturers would risk that possibility in next few weeks. Emerson's Ben Abrams, for one, told us he still planned to raise prices shortly -- even though this week he introduced a 21-in. ebony metal table model at \$160, or \$20 under his lowest 21-in. table. He said lower price was possible because of metal cabinet.

Harried by discount house competition, retailers generally felt that raising prices on fast-selling low-end models would aggravate, not alleviate, their problem. They felt that attack on discounting must be a joint responsibility of manufacturer, distributor and retailer. The week saw an example of such interdependence when the Philco factory branch in Chicago summarily cancelled franchise of Alan-Garrick-Terman 6-store retail chain because of ad headlined "I Can Get It For You Wholesale," even though body of ad was anti-discount house. It was explained by distributor that "we thought people would only be impressed by the headline and would not read down."

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Folsom's speech to Chicago Investment Analysts Society Sept. 23 was a report on 12-year survey of major electronic items, covering 1946-57, and was a detailed elaboration of his speech last week on color to N.Y. Board of Trade (Vol. 10:38). He presented a glowing picture of future, predicting sales of \$12 billion annually for electronics by 1957, called the industry "utterly amazing."

"Total annual sales of the electronics industry," he said, "grew from \$1.6 billion in 1946 to \$8.4 billion in 1953. Further growth is projected, as follows: 1954--\$8.8 billion; 1955--\$9.5 billion; 1956--\$10.9 billion; 1957--\$11.8 billion." Based on survey, he broke down outlook for each electronic product:

Black-&-White TV: "Postwar growth was spectacular, with sales increasing from \$1,000,000 in 1946 to \$1.4 billion in 1950. Sales in 1953 totaled \$1.2 billion and nearly \$1 billion is expected in 1954. A drop to \$388,000,000 is projected by 1957, due to the shifting of the mass market from black-&-white TV to color."

Color TV: "Following commercial introduction in 1954, increased volume is expected to more than offset reduced sales of black-&-white TV, reaching \$264,000,000 in 1955, \$767,000,000 in 1956, and \$952,000,000 in 1957. This would mean a total of nearly \$2 billion at factory prices during color TV's first 3 years."

Home and Portable Radios: "This field once represented the chief source of revenue in our business. Today, because of TV and changing habits of the people, sales are declining gradually -- from a postwar peak of \$600,000,000 in 1947 to an estimated \$109,000,000 in 1956."

Auto Radios: "Relatively stable sales somewhat over \$100,000,000 annually."

Repair Parts (chiefly renewal tubes): "Steady growth is expected to continue in support of increased receivers in service. Volume amounted to \$217,000,000 in 1953, and is estimated at \$454,000,000 by 1957."

Servicing and Installation: "This important element has grown from \$145,000,-

000 in 1946 to \$1.4 billion in 1953. Continued growth to \$2.7 billion by 1957 is indicated."

Industrial and Commercial Equipment: "Steady growth is also indicated here, from \$50,000,000 in 1946 to \$267,000,000 in 1953, and \$520,000,000 by 1957."

Govt. electronics expenditures will rise from \$2.5 billion in 1953 (30% of all electronics industry sales) to \$2.7-\$2.8 billion annually in 1954-57. He figured electricity costs to operate TV & radio receivers at \$634,000,000 in 1957, compared to \$354,000,000 last year. Broadcasting and communications revenues are seen going up from \$1.1 billion in 1953 to \$1.5 billion by 1957 -- nearly all increase due to TV.

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Radio production totaled 195,405 (64,438 auto) week ended Sept. 17, compared to 154,593 preceding week and 197,126 week before. For 36 weeks, output was about 6,450,000, compared to approximately 8,850,000 same period of 1953.

Topics & Trends of TV Trade: Fight on TV-radio excise tax was renewed this week at RETMA's fall meeting in N. Y., which authorized pres. Glen McDaniel to work for removal of 10% excise tax on color sets and reduction from 10 to 5% on black-&-white. Though industry was denied any excise tax relief by last session of Congress (Vol. 10:13), McDaniel says he has high hopes of doing better next year.

Strategy will be basically same as last year's effort—with McDaniel trying to convince Congress that color tax should be waived for few years in conformance with policy on new industries and products and that reduction in black-&-white tax will place it on competitive basis with household appliances on which tax was reduced last spring.

In other actions, RETMA board endorsed participation of member companies in test of electronic equipment and components during atomic blast at Nevada proving grounds next spring. Board also approved proposal of technical products div. to add military engineering specialist to engineering dept. It also voted to change status of west coast branch of engineering dept. to full-fledged regional office directed from Washington headquarters.

Sales mgrs. committee, under DuMont's Dan Halpin, recommended that RETMA make annual award to manufacturer, dealer and distributor for outstanding achievement in sales, merchandising and advertising of TV-radio. Subcommittee headed by Motorola's Edward R. Taylor will draw up plans, with manufacturers to nominate candidates for awards. First award would be presented at annual RETMA industry banquet in June 1956. Service committee disclosed that RETMA lecture package on color receivers, designed for service technicians, will be distributed next month. It consists of 48-p. booklet and film strips or slides.

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Always good for vigorous arguments, annual "guesstimate" of Chicago financial consultant Edgar N. Greenebaum Jr., in Sept. 20 *Retailing Daily*, foresees production of 6,700,000 TVs this year, compared to 7,214,827 year ago. He lists these top 10 manufacturers, with estimated unit production for 1954: Admiral, 800,000; RCA, 800,000; Philco, 700,000; Motorola, 575,000; Zenith, 475,000; Crosley, 400,000; GE, 325,000; Emerson, 300,000; Westinghouse, 300,000; DuMont, 250,000. Admiral and RCA totals include their Canadian set production. He calls Admiral "dominant producer" of TVs in Canada, accounting for 25% of Dominion's total production.

Canadian TV sales of \$200,000,000 this year were predicted by A. Davidson Dunton, chairman of CBC board of governors. Speaking at opening of Philco Corp. of Canada plant in Toronto, he foresaw 1,000,000 TV homes in Canada by year's end. The 72,000-sq. ft. plant has capacity of 500,000 TVs and radios a year, is also expected to turn out Philco's first Canadian-manufactured appliances shortly.

TV-radio firms spent \$26,975,000 on national newspaper advertising during 1953, up 43.6% from 1952, according to ANPA Bureau of Advertising's newly issued *Expenditures of National Advertisers in Newspapers, 1953*. Advertising of TV-radio sets accounted for \$15,779,000, up 46.5% from the \$10,770,000 of 1952 (figures do not include cooperative expenditures through dealers). Broadcasting stations & networks accounted for \$10,185,000, up 38.9% from \$7,335,000 in 1952. Among major 1953 newspaper accounts listed: Admiral, \$1,468,370; Avco, \$2,205,774; Bendix TV, \$24,460; CBS, \$347,581; DuMont, \$361,057; Emerson, \$252,683; GE-TV, \$781,076; Hallicrafters, \$122,330; Hoffman, \$245,902; Magnavox, \$33,013; Motorola, \$979,999; Philco, \$2,602,374; RCA, \$2,014,300; Raytheon, \$119,889; Stromberg-Carlson, \$305,517; Sylvania, \$1,467,435; Webster-Chicago, \$39,183; Westinghouse TV, \$224,560; Zenith, \$1,436,904.

Tele King's amended Chapter XI plan (Vol. 9:7,13-14) was confirmed Sept. 21 by Referee Herbert Loewenthal. It provides for payment of 35% to creditors. Of that total, 2% is payable immediately, and 18% in 1% payments spread over 27 months. Remaining 15% is to be paid out of 50% of profits of company after Aug. 1, 1957. Charles Bornstein of American Credit Indemnity Co., N. Y., is chairman of creditors' committee.

Pacific Mercury, partly owned by Sears, Roebuck & Co., and manufacturer of its Silvertone line for 11 western states, Sept. 17 opened new plant at 8345 Hayvenhurst Ave., Van Nuys, Cal. Sears chairman Theodore V. Houser and Los Angeles Mayor Norris Poulsen assisted in dedication ceremonies. It's Pacific Mercury's second plant, with third planned in Joplin, Mo., according to pres. Joseph Benaron.

Clever promotion by Admiral and Shulton Inc., makers of Old Spice shaving lotion, will put TV sets in drugstore windows for World Series. Admiral dealers will provide 21-in. sets in return for which druggists will give TV dealers a \$10 gift certificate for Shulton products and put a sign in window telling who supplied set. Admiral v.p. Edmond I. Eger estimated \$50,000 in merchandise certificates will be issued.

Report to FCC on spurious radiation is still under preparation by RETMA (Vol. 10:11, 34) which awaits results of task forces' work, and it will request extension of FCC's deadline on comments from Oct. 15 to Feb. 1. Most TV set makers have already adopted 41-mc IF or have promised to do so by next year, but RETMA is studying other devices which it had not previously investigated.

DuMont distributes 14-min. promotional film, *A Story of Television*, tracing early efforts of Dr. DuMont to develop picture tube and first experimental telecasting by DuMont. It's available from J. Calvin Affleck, adv. & sales promotion mgr., receiver div., E. Paterson, N. J.

Trade Personals: Parker H. Erickson, Avco v.p. & gen. mgr. of Crosley-Bendix appliances, promoted to exec. v.p. of newly merged TV & appliance divs.; Donald Berguson, ex-Coolerator Corp., named asst. to gen. mgr. for distribution & merchandising . . . L. W. Teegarden, RCA v.p., elected to RETMA board, representing set div., succeeding J. B. Elliott, ex-RCA . . . Richard J. McCusker, Westinghouse radio sales mgr., named TV-radio eastern regional mgr., N. Y., replacing A. Earle Fisher, resigned . . . H. Leslie Hoffman, pres. of Hoffman Radio, elected a director of Clary Multiplier Corp., San Gabriel, Cal. . . . Arnold E. Linton promoted to mgr. of RCA tube plant, Woodbridge, N. J. . . . J. W. Guilfoyle promoted to Capehart-Farnsworth personnel mgr., succeeding C. A. McNeill, who becomes industrial relations director of new Farnsworth Electronics Co., both IT&T divs. . . . William H. Kelley, DuMont, named chairman of RETMA sports committee, succeeding J. B. Elliott, ex-RCA; Douglas H. Carpenter, JFD Mfg. Co., named chairman of antenna committee, succeeding Larry H. Kline, Ward Products Corp. . . . Alvin C. Stewart, ex-Hallicrafters, named CBS-Columbia controller . . . Thomas B. Friedman, chief TV engineer of Empire Coil Co. who worked on planning and construction of WXEL, Cleveland, KPTV, Portland (Ore.) & KCTY, Kansas City, joins Adler Communications Labs, New Rochelle, N. Y., as asst. to pres. Ben Adler in developing satellite systems . . . Dr. James Hillier, director of research for Melpar Inc., Alexandria, Va., govt. contract subsidiary of Westinghouse Air Brake, returns to RCA Princeton Labs Oct. 1 after serving a year at Melpar . . . Maynard H. Moore, ex-Magnavox, named New England sales mgr. for Westinghouse major appliances, Boston, replacing Kevin Sullivan, transferred to Mansfield, O. plant . . . Harold T. Bickford promoted to DuMont credit mgr. . . . John Muntain, sales mgr. of Pacific Wholesale Co., Arvin's San Francisco distributor, named far western district mgr. of parent company . . . Abner G. Budelman named spare parts sales mgr., DuMont mobile communications dept. . . . Oliver S. Aikman named New England mgr., International Resistance Co. . . . Leonard North resigns as Sentinel north central district mgr., with territory divided between Chicago mgr. Jack Chichester & Cleveland mgr. Crane Brennan . . . Carroll W. Hoshour, ex-Raytheon, named products mgr. of Magnecord Inc. . . . Herbert E. Young named N. Y. rep., Lion Mfg. Co. . . . Norman A. Koepke named promotion mgr., Jack Kull research mgr., Gramer-Haldorson Transformer Corp., Chicago.

Cute gag was pulled on Joe Elliott, ex-RCA consumer products v.p., now Schick pres., when some 35 manufacturer friends threw party for him in New York Sept. 22, each ceremoniously presenting him with a Gillette razor.

TV shipments to dealers totaled 2,997,177 in first 7 months, when production was 3,152,132, according to RETMA state-by-state and county-by-county report released this week and available on request. They compared with shipments of 3,335,262, production of 4,150,525, in first 7 months of 1953. New York led, with 286,487; California second, 215,449; Pennsylvania, 185,733. July shipments were 329,574, compared to 297,505 in June and 313,012 in July 1953.

Berus Watch Co. broke into radio field this week with 5-tube clock radio in gold-plated metal cabinet, retailing at \$60 & \$70. It's made by Sentinel, marketed through jewelry stores. More clock radios will be introduced in Jan., said pres. S. Ralph Lazarus.

Emerson acts up Paris company, Emerson-France, to produce TV-radios bearing Emerson brand starting next year. TV sets will operate on 819 and 625 lines. Georges Salmon is pres. of new company.

DISTRIBUTOR NOTES: RCA Victor Distributing Corp. elects Clarence A. Malin v.p. & mgr. of Detroit branch, succeeding Ned A. Corbett, now v.p. & mgr. of Chicago branch; L. E. Starkweather resigns as v.p. & mgr. of Los Angeles branch, replaced by Hadley C. Chapman, from Chicago . . . DuMont appoints C. Robert Ingram Inc., 1740 W. Main St., Oklahoma City (C. Robert Ingram, pres.) . . . Hoffman: Rock Smith Co., 1111 East River Drive, Davenport, Ia. (Rock Smith, John Rexford, Carl Schau, partners) . . . Stromberg-Carlson: Kelvinator Sales Corp., Cincinnati, replacing Oberrecht Distributing Co. . . . Raytheon: Mid-Continent Distributing Co., 204 E. 10th St., Sioux Falls, S. D. (Paul J. Modica, owner) . . . Arvin: Stuart C. Irby Co., Jackson, Miss. . . . August J. Krisch Co., San Antonio, relinquishes Admiral franchise . . . Northeastern Distributors, Boston (Zenith) appoints N. K. Blake adv. & sales promotion mgr. . . . CBS-Columbia establishes factory branch at 1093 Columbus Ave., Boston (Robert S. Kadets, gen. mgr.) . . . Canadian Admiral Sales Ltd. appoints Andrew Hause TV sales mgr. of Toronto branch.

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New clock-radio twist: Go to sleep listening to soft music on one station, wake up to program on different station—with more volume, if you wish. RCA calls it "Slumber King"; it lets user tune to one station and at same time pre-set radio to second station and volume. When radio goes on second time it automatically switches to second station at pre-set volume. List is \$60.

Printed-circuit TV chassis, complete with remote control, now being offered by Walseco Electronics Corp., Los Angeles. Chassis uses 9 printed-circuit units, said to reduce number of hand-soldered connections from 2900 to 56. Known as PC-9, the chassis can accommodate 21, 24 or 27-in. tube with 90° deflection, is sold at user's net cost of \$299 less tubes.

Annual Audio Fair, sponsored by Audio Engineering Society (Jerry Minter, pres.) and featuring latest high-fidelity developments, is scheduled Oct. 14-17 at Hotel New Yorker, with record 30,000 expected. Big banquet, at which awards will be presented for distinguished service by audio engineers, is scheduled Oct. 13.

Symposium on printed circuits, sponsored by RETMA engineering dept., is scheduled Jan. 20-21 at U of Pennsylvania, Philadelphia, under direction of Donald W. Cottle, GE, Syracuse. Program comprises sessions on product design, reliability and serviceability, management, wiring boards, components, production techniques.

Canadian Marconi made virtually no price changes from last year in new line of 9 models introduced this week. Line starts with 17-in. table model at \$220, goes up to 21-in. full-door console at \$1000.

Emerson Radio of Canada introduced new line, comprising 17-in. table model at \$230, 21-in. tables at \$300 & \$350, and 21-in. open-face console at \$400.

East Coast Conference on Airborne & Navigational Electronics, IRE-sponsored, will be held Nov. 4-5 at Baltimore's Sheraton-Belvedere Hotel.

Consumer uses of industrial TV systems are featured in national advertising by Thompson Products for its Dage vidicon camera, with caption: "New kind of TV by Thompson nabs crooks, may watch baby!" Illustrations show dept. store cops watching shoplifter via closed-circuit and parents viewing baby in crib on TV monitor. Thompson has repriced Dage system at \$1500, camera alone at \$845, is said to be producing about 50 industrial units a month.

Corning Glass Co., Corning, N. Y., has issued new catalog of glass products for electronic industry.

Financial & Trade Notes: RCA business volume in July and Aug. was up more than 5% over same months of 1953, pres. Frank Folsom told Chicago Investment Analysts Society Sept. 23. Its financial statement for first 6 months of 1954 showed record sales of \$444,369,000 (Vol. 10:31). Of this year's estimated total sales volume, he said about 70% will come from manufacturing, 20% from broadcasting, and about 5% each from communications and "the remaining activities." Govt. business this year is expected to account for 25% of total gross income, he said, adding that backlog of govt. orders is now between \$300-400,000,000. Inventories are down from year ago. He said expenditures on plant facilities this year were expected to total over \$30,000,000, bringing outlay on plant expansion and improvement to more than \$200,000,000 since 1946.

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Except for AT&T, ranking No. 1, General Electric (No. 2) and Westinghouse (No. 7), the common stocks of companies in the electronics fields are conspicuously absent from the list of 100 favored investments of insurance companies and investment trusts, as tabulated by Harold Clayton, economist of Hemphill, Noyes & Co. The favorite 50 of investment trusts had value of \$1,380,000,000 at end of 1953 and paralleled closely the portfolios of insurance companies. Even the second 50 contains no TV-radio companies. Study was based on *Corporate Holdings of Insurance Companies: 1954*, published by United Statistical Associates Inc., and Vickers Brothers' latest *Guide to Investment Trust Portfolios*.

DuMont Labs report sales of \$41,590,000, net profit of \$479,000 (18¢ a share) for first 24 weeks of 1954 (to June 20), compared with \$41,395,000 & \$913,000 (36¢) for comparable 1953 period. "Profits have been adversely affected by the extremely competitive prices prevailing in the cathode ray tube and TV receiver markets" as well as by development, research and tooling costs in preparation for color, said DuMont statement, which anticipated "considerably higher profit-to-sales ratio for the remainder of the year."

Aveo Mfg. Corp., with no breakdowns for Crosley, Bendix or other products, reports consolidated net income of \$3,002,843 (31¢ a common share) after taxes of \$3,100,000 on sales of \$267,700,333 in 9 months ended Aug. 31, compared to profit of \$3,163,343 (32¢) on sales of \$312,728,859 in similar period year ago. Chairman Victor Emanuel noted upturn in sales of consumer products since early Aug., attributing it to seasonal factors and to "the gratifying response" to new TV and home laundry lines.

Muter Co. earned \$140,270 (20¢ per common share on 694,783 shares outstanding) on sales of \$5,926,825 in first 6 months of 1954, compared to \$261,447 (40¢ on 661,825) on \$8,573,510 in same period of 1953. Pres. Leslie F. Muter attributed earnings and sales declines to lower TV production but anticipated "substantial fall volume" for industry.

Official Films Inc. earned \$317,172 on sales of \$656,401 in year ended June 30, thus reducing deficit in earned surplus to \$400,062. Earnings were \$76,882 in preceding fiscal year.

Arcan Corp., Hamilton, Ont. (formerly Transvision of Canada) reports loss of \$21,027 in fiscal year ended last March 20, compared to profit of \$35,691 in preceding year.

GE closed-circuit TV systems, both monochrome and field-sequential color, will be distributed by Wilmot Castle Co., Rochester, N. Y. for installation in hospitals and medical teaching institutions. Wilmot Castle makes hospital equipment, such as sterilizers, surgical lights and lab apparatus.

Papers on electronics listed in current *Bibliography of Technical Reports* (OTS, Commerce Dept., Washington, 60¢ a copy, \$6 a year): "Transistor Circuitry for IF and audio amplifiers," by Zenith for Signal Corps; "Synthetic Mica: a Critical Examination of the Literature," by Penn State College for Office of Naval Research; "Protective Coatings for Microwave Antennas," by Signal Corps.

RS Electronics Corp., division of Selective Cam Transmission Co., San Bruno, Cal., has opened new electronic lab and factory at Palo Alto for research and manufacture of radar scanners, automatic production equipment and printed circuit products. G. P. Regan is pres. of RS Electronics.

Litton Industries Inc., Beverly Hills manufacturer of magnetrons, control equipment and other electronic items, has acquired control of West Coast Electronics Co., Los Angeles developer and producer of mobile communications and test equipment and electronic components, which will be operated as Litton subsidiary.

National Symposium on Quality Control & Reliability in Electronics will be held Nov. 12-13 at New York's Statler Hotel under sponsorship of IRE's professional group on quality control and American Society of Quality Control's electronic technical committee.

Govt. agencies should be unapproachable, just as judges are, in adversary proceedings such as TV hearings, in opinion of Trowbridge vom Baur, Navy Dept. general counsel. Writing in *The Journal of the Bar Association of the District of Columbia*, he observes: "It is common knowledge today that private interviews in administrative litigation have been the rule rather than the exception, even by counsel who would not dare address a similar communication to a judge of the Courts vested with judicial power. Indeed, it is also commonly rumored here in Washington that some personal influence has been exerted by the means of these *ex parte* communications, and reflected in agency decisions; and there are rumors of 'leaks' from agencies via the private communication route. In addition, it is common practice for Congressmen to address private communications and telephone calls to agency members, demanding decision in a particular way or reasons for a decision — communications which they would not dare to address to the judges of the Courts vested with judicial power. But these Congressmen cannot be blamed, when it is expected of them and everyone else is doing it. Nor can the agency members be blamed; we certainly cannot expect an agency member, appointed for a term of years only, and in the face of all this confusion, to tell a Congressman to go jump in the river. The fault lies with the system which permits it."

Facts about summer TV viewing, based on new Advertest survey of 763 TV homes in N. Y. metropolitan area: (1) On average summer day, 69% of adults in TV homes have sets on, compared with newspapers read by 74%, radio listened to by 36%, books read by 23%, magazines read by 22% of adults in TV homes. (2) Summertime televiewers spend average of 2½ hours daily watching TV, more time than is devoted to any other medium. (3) Respondents indicated their sets were turned on average of 1½ hours less per day in summer than in winter. (4) Of respondents who had taken vacations away from home, 17% watched TV while away. (5) Of 14 programs which continued through summer, Advertest found summer audience 38% smaller than their winter audience; for 11 replacement programs, summer audience averaged 61% smaller than programs they replaced.

NARTB code review board holds quarterly meeting with network executives Sept. 27-28 at New York's Hotel Ambassador.

Color Trends & Briefs: Faced with competitors reaping promotional windfall from CBS's and NBC's fierce plugging of color—even though quantity of color programming is still minor and number of sets is insignificant—ABC and DuMont affiliates are thinking more and more seriously of counterattacking with local color originations.

Quickest and cheapest way to produce color locally is through slides, then film. KING-TV, Seattle, was first ABC affiliate to employ slide and film gear (Vol. 10:34). This week, WFIL-TV, Philadelphia, began telecasting color slides, using RCA equipment.

Virtually all station breaks and station promotional slides are in color. Then, 6-7 times a day, color bars are put on for set adjustment and servicing. Nine sponsors became color "pioneers" by buying color spots first day; no extra charge is being made for color, unless WFIL-TV prepares slides. Station estimates about 350 color sets in area homes—and it aims to become as well identified with color as its competitors, if not more so. Plans include purchase of color film chain, delivery date unspecified.

Latest shipment of color slide equipment was RCA's delivery to KHQ-TV, Spokane, last week.

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Defending concept of "spectaculars," NBC pres. Sylvester L. Weaver told Louisville Ad Club Sept. 24 he wasn't a bit discouraged by somewhat unfavorable reviews of *Satin & Spurs*, first color extravaganza Sept. 12. He said spectacles "challenge the robotry of habit viewing" and "restore to TV the aura of newness and freshness which surrounded its debut several years ago." Of *Satin & Spurs*, he said: "Whether you liked or disliked it, whether the sponsor did, or whether I did, is not really important in the over-all scheme of spectacles. The concept is the important thing—and the concept is what we at NBC are going to maintain and are going to fight for if necessary."

Color sets will require twice as many service calls as black-&-white and each call will take twice as long, Russ Hansen, Motorola's service chief, told NARDA's dealer clinic in San Francisco this week. He estimated that color sets will take 10 calls first year, compared with 4.56 for monochrome, and that each serviceman will complete only 4 color calls per day, as against 8 for black-&-white.

NBC's Oct. 10 "spectacular," produced by Max Liebman, will be an original show, *City Center*, inspired by New York's noted center for opera, drama, ballet, jazz, etc., and starring Judy Holliday, Steve Allen and Dick Shawn. Included will be a complete ballet, "The Filling Station," staged by George Balanchine and danced by New York City Ballet.

"Color TV Film Shooting Practices" is new 14-p. brochure distributed by CBS-TV engineering dept., covering staging, lighting, cameras, film, sound, and concluding with one non-technical note: "Experienced color producers warn against over-emphasis of color merely for color's sake—the use of a riot of color which detracts from the play, the performers or the commercial product."

Special color picture tube dept. for production of 21-in. tube (Vol. 10:38) has been established by RCA at Lancaster, Pa. tube plant, Harry R. Seelen to be manager. RCA reports that samples of tube will be delivered in Nov., "with commercial production expected to begin around the first of the year."

This week's network color schedules: CBS-TV—Sept. 30, *Jane Froman Show*, 7:45-8 p.m., and *Shower of Stars*, 8:30-9:30 p.m., featuring Betty Grable in her TV debut, Harry James, Mario Lanza.

Major opera added to NBC's color schedule is Mozart's *Abduction from the Seraglio*, to be staged in Brooklyn studios Sun. Oct. 31, 3-4:30.

Color commercials inserted in monochrome programs are local first step, Chris Witting, pres. of Westinghouse stations, told press last week during ceremonies attending Westinghouse's assumption of ownership of KPIX, San Francisco. "It is my guess," he said, "that color commercials will be in general use in advance of entertainment programming. The impact of the color sales message and its comparatively low cost are factors that simply cannot be ignored by advertisers." Station manager Phil Lasky estimated there will be 25,000 color sets in area within a year and that expansion will come somewhat faster than in black-&-white.

Acquired solely for color originations, building behind studios of WDSU-TV, New Orleans, is now being altered, with completion due in 2 months. Station is one of first to obtain RCA live cameras (Vol. 10:36).

Leopold Stokowski signed by RCA to do color commercial on *Tonight at 8:30*, 90-minute spectacular Oct. 18; he will plug RCA Victor's "Listener's Digest" package of 45rpm hi-fi records.

A 210-mi. \$211,265 microwave to serve proposed community antenna system in Rapid City, S. D., was sought this week in application filed with FCC by Bartlett & Reed Management, 615½ Main St., Rapid City, amid reports others were planning to do the same. Seven-station Phileo link would pick Denver TV signals out of air at Granite Canyon, Wyo., near Cheyenne, relay them to Rapid City, charging community operator \$8500 a month. Applicant says it has verbal permission of KOA-TV principals to use its signals. Relay would have common carrier status, same as that of Belknap Assoc., first to receive such grant (Vol. 10:19). City has 35,000 pop., and applicant estimates 4000 subscribers can be obtained. Rapid City had CP for KTLV (Ch. 7), held by principals of WMIN-TV, St. Paul and KELO-TV, Sioux Falls (N. L. Bentson, pres.) but it was canceled 2 weeks ago.

Skiatron's fee-TV petition, filed with FCC last week (Vol. 10:38), was endorsed this week by WTVI, Belleville-St. Louis (Ch. 54) and WGMS, Washington, which is due for CP on Ch. 20 shortly. WTVI exec. v.p. John D. Scheuer Jr. wrote FCC that proposal is "everything its proponents explain that it is—the means of stabilizing the future of uhf during this critical period . . ." WGMS pres. M. Robert Rogers told Commission that adoption of pay system "would insure quicker commercial success in Washington where we have to compete with 4 network vhf stations." Official of Paramount's International Telemeter, proponent of coinbox method of pay-as-you-look, said this week: "Of course we'll file with the FCC—but it's a question of timing. I can't say whether it will be next week or 6 months from now."

Transmitters and antennas for Denmark's three TV stations will be supplied by British Marconi, whose bid won out over American, German and Dutch firms. First installation, at Copenhagen, is scheduled for completion early next year, will use 5-kw transmitter and 6-bay superturnstile antenna. Six months later, second station, at Odense, is due to begin operations with 5-kw transmitter and 3-bay superturnstile antenna. Third station will be at Aarhus, with 2.5-kw. Low-power unit is on air at Copenhagen.

Austria begins experimental TV service in latter 1954, with studios and low-power transmitter in British sector of Vienna. Govt.-owned facilities reportedly have been ordered from Philips for summer delivery.

No TV for India in near future, a govt. committee ruled recently after long, study, announcing it would be too expensive a luxury for the present.

Licensed TV sets in Britain totaled 3,411,046 June 31, up 454,200 first 6 months of 1954 and 31,680 in June.

Network TV-Radio Billings

August 1954 and January-August 1954

(For July report see *Television Digest*, Vol. 10:35)

(For preceding years, see *TV Factbook No. 19*, p. 15)

CLIMBING AGAIN after year's low in July, network TV billings rose to \$23,664,931, network radio to \$9,629,232, according to Publishers Information Bureau computations. TV total compares with \$16,336,812 in Aug. 1953, radio with \$11,707,225 year ago. Eight-month total for TV this year is \$196,622,788 vs. \$137,526,534 same period last year, while radio reached \$93,755,875 vs. \$106,708,365 for 8 months of 1953.

CBS-TV continued breaking TV records, reaching \$12,275,908 in Aug., also leading in radio with \$3,917,293, but all TV networks showed healthy increases. ABC was sole radio network to show improvement in Aug. over Aug. 1953—\$2,160,025 vs. \$1,958,683—and it passed NBC Radio which had \$2,075,531 in Aug. The complete PIB tables:

NETWORK TELEVISION

	August 1954	August 1953	Jan.-Aug. 1954	Jan.-Aug. 1953
CBS	\$12,275,908	\$ 7,783,813	\$90,053,871	\$59,442,901
NBC	8,053,575	6,564,841	78,497,134	58,837,021
ABC	2,514,815	1,244,993	20,032,760	12,420,736
DuMont	820,633	742,665	8,039,023	6,825,876
Total	\$23,664,931	\$16,336,812	\$196,622,788	\$137,526,534

NETWORK RADIO

	\$ 3,917,293	\$ 4,791,044	\$37,521,649	\$40,954,016
CBS	2,160,025	1,958,683	19,429,445	19,345,513
ABC	2,075,531	3,219,250	22,772,901	31,446,369
NBC	1,476,383	1,738,248	14,031,880	14,962,467
Total	\$ 9,629,232	\$11,707,225	\$93,755,875	\$106,708,365

NETWORK TELEVISION—January-August 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	11,488,168	988,350	11,033,987	25,922,161
June	2,317,879	11,448,180	778,920	9,990,729	24,535,708
July	2,310,281	11,861,534	623,455	8,149,533	22,944,803
Aug.	2,514,815	12,275,908	820,633	8,039,023	23,664,931
Tot.	\$20,032,760	\$90,053,871	\$8,039,023	\$78,497,134	\$196,622,788

NETWORK RADIO—January-August 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	5,116,152*	1,908,198	2,780,725	\$12,112,104
June	2,405,994	4,181,677	1,558,196*	2,618,614	\$10,764,481*
July	2,098,823	3,889,547	1,481,767*	2,127,192	\$ 9,597,329*
Aug.	2,160,025	3,917,293	1,476,383	2,075,531	\$ 9,629,232
Tot.	\$19,429,445	\$37,521,649	\$14,031,880	\$22,772,901	\$93,755,875

* Revised as of September 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.

Exceptional tribute to TV was paid by Democratic National Committee in campaign handbook to candidates calling it a "spectacular political weapon." Devoting 22 pages to TV, handbook says: "On TV you can visit more families in their living rooms in 15 minutes than you could see in a month of personal calls. TV offers an unknown candidate the quickest route to becoming a live flesh-and-blood personality in the minds of the voters . . . Good use of TV can give your campaign a tremendous lift [and] mediocre use of TV can do a candidate tremendous harm." Handbook also gives tips on how to be most effective before camera. Also on political note, CBS-TV will start series of 4 "Hall-Mitchell Debates" Oct. 10, 2:30-3 p.m. Republican National Chairman Leonard Hall and his Democratic counterpart, Stephen Mitchell, will debate major issues on 4 successive Sundays. They will also be on CBS Radio same evenings 10:30-11 p.m.

Live TV program exchange with Cuba may become a reality, as result of 2 developments this week. AT&T petitioned FCC for rule-making to permit use of 680-890-mc band, used by uhf stations, to beam signals to and from Cuba—starting with phone messages, experimenting with TV. AT&T says research indicates transmission up to 150 mi. is feasible with high power, large antennas. It seeks 20-mc channels, would locate transmitter south of 25 degrees, 30 min., says engineering would protect uhf reception in U.S. With same expenditure, AT&T stated, it could provide 36 message channels via cable or hundreds via radio. Ultimate goal, it added, was to use frequencies over 1000 mc, but sufficient power isn't available yet. Meanwhile, plans are being made by CMQ to pick up World Series from WTVJ, Miami, at Matanzas, relay signals to Havana and Santa Clara. Similar pickup was attempted unsuccessfully for 1953 Series, but WTVJ has since upped power to 100-kw from new 1000-ft. tower, said to deliver "adequate signal" to Matanzas, 200 mi. away. CMQ will also kinescope Series for Santiago & Camaguey, and WTVJ will fly own kines to Puerto Rico, Mexico, Venezuela & Dominican Republic.

AT&T will interconnect 15 TV stations to network circuits this week, bringing first live network service to 9 cities in time for World Series. Included on list is Albuquerque, last pre-freeze TV city to be tied to network lines, where KOB-TV & KGGM-TV will be hooked to new microwave from Amarillo, Tex. (Vol. 10:38). Other stations being interconnected: WINT, Waterloo-Ft. Wayne, Ind.; KALB-TV, Alexandria, La.; WUSN-TV, Charleston, S. C.; WDAY-TV, Fargo, N. D.; WGTH-TV, Hartford, Conn.; WKBT, La Crosse, Wis.; WALA-TV, Mobile, Ala.; WPFA-TV & WEAR-TV, Pensacola, Fla.; KOAM-TV, Pittsburgh, Kan.; KFMB-TV, San Diego (replacing private link); KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.

WCOV-TV, Montgomery, Ala. (Ch. 20), owned by Oscar Covington family, is buying radio WJJJ there (10-kw, 1170 kc, MBS) for \$95,000 from Joseph G. & E. Judkin Mathews. Application filed with FCC this week specifies that sellers get \$36,550 in cash, remainder in 22 quarterly installments. They are selling it because they "cannot successfully compete with TV and do not desire to go into TV." If FCC approves sale, license for current WCOV facilities (250-w, 1240 kc, CBS) will be turned in, station retaining CBS affiliation.

Two TV applications were filed with FCC this week, bringing total pending to 190 (22 uhf). Applications were for Toledo, Ch. 79, by Woodward Bestg. Co., which has CP for Detroit Ch. 62, acquired last July from UAW-CIO (Vol. 10:26, 29), and for Jonesboro, Ark., Ch. 8, by local KBTM. [For further details about these applications, see *TV Addenda 19-K* herewith; for complete listings of all grants, new stations, applications, etc., see fall *TV Factbook* with Addenda to date.]

FCC's new "5-&-2" multiple ownership rule, adopted last week (Vol. 10:38), was endorsed this week by DuMont, network director Ted Bergmann stating: "We will take full advantage of it—establishing as many stations as we are permitted under the law. Currently we are studying the market situation to determine just where these stations should be located."

Private microwave link business is picking up at FCC, a 3-hop grant going out this week to KQTV, Ft. Dodge, Ia. (Ch. 21), which plans to bring signals from Des Moines. With Commission showing its willingness to consider private links when stations feel that AT&T service is too expensive (Vol. 10:38), activity in private facilities is due for substantial increase.

Not all viewers are passive. AP reports that an Oklahoma City woman unintentionally choked pet cat to death in her lap while watching TV wrestling.