Supplements and Reports Published During 1954

References are to issues of Television Digest with articles pertaining to documents

Directories

Semi-Annual TV Factbooks of Jan. 15 and July 15; with weekly Addenda reporting current FCC grants, applications, new stations on air, etc.

Annual AM-FM Directory of Jan. 1; with weekly Addenda reporting current FCC decisions, applications, etc. Listing of all AM-FM stations by states and frequencies, all applications by states and frequencies, call letter lists, etc. (Includes other National stations.)

Special Supplements and Reports

Proposed Schedule of License Fees. Charges to be made to stations for modifications and licenses, issued by FCC as notice of rule-making. (Vol. 10:13)

TV Set Ownership by Counties. Total families and receivers, by geographic areas, states and counties, including sh!t of all off air, prepared for CBS-TV by A. C. Nielsen Co.

Proposed Restrictions on Spurious Radiations. Full text of FCC's rule-making specifying limits for various services and providing for system of equipment certification. (Vol. 10:16)

Color TV Stations Covered by Network Presidents. Full texts of speeches by network station managers. L. Weaver Jr., president on present status and immediate prospects of color delivery. (Vol. 10:22)

Where the TV Sets Are. J. Walter Thompson Co. records TV stations with TV since Jan. 1, 1954, covering the top 340 top markets, giving figures on number of homes and receivers, percentage of homes tuned to TV. (Vol. 10:23)


Color Status of Network Affiliates. Stations-by-station report on capabilities of NBC-TV and CBS-TV affiliates to carry network color or originate local slide, film and live color, derived from information supplied by networks. (Vol. 10:43)

Govt. Action Against RCA Patent Pool. Full text of complaint filed in civil action by Justice Dept. in U.S. Court, District of New York, Nov. 19, 1954, charging RCA with operating patent pool in restraint of trade. (Vol. 10:47)

Govt. Civil Action Against Philco Corp. Full text of complaint alleging civil action by Justice Dept. in U.S. District Court, Eastern Dist. of Pennsylvania, Dec. 15, 1954, charging Philco with illegal restrictive agreements and dealers. (Vol. 10:51)

Bound Copies Available

Complete sets of the 1954 Television Digest Newsletters, along with the two 1954 TV Factbooks, Addenda, and all Supplements, can be permanently bound between embossed hard covers and be made available on order at $25 per volume.

ANTENNAS, TRANSMITTING — see Equipment, Telecasting

ANTI-TRUST (see also Patents) ad agency study by Justice Dept., 6:11 Justice Dept. files against Stein, 11:13 NEDA consent judgment, 27:12

Govt. moves against RCA patent pool, 47:1, 48:14

Govt. suit against Philco, 51:1

APPLICATIONS & CPCS FOR NEW TV STATIONS (see also UHF) multiple ownership, 3:3, 5:3, 6:1, 39:3

Westinghouse seeks clarification of multiple ownership, 3:14, 7:4, 8:5, 13:16

Senate quiz on multiples, 4:6 hearing charges get frantic, 6:2

FCC's good record in processing, 6:3, 7:7

Special reports on above subjects, 60:7, 60:8

FCC hears rules attacked by bar group, 30:14

"party in interest" ruling, 31:4

Eaton-Albent circuit court decision, 34:2, 34:12

broadcasters in Portland case, 35:6, 36:8, 38:10, 50:6

lagged, 37:2

"5-6-2" ruling, 33:1, 39:16

diversification theme in decisions, 41:3, 51:3

"anti-competitive" rule eliminated, 45:4

CPCS for Beaman & Tampa stayed, 49:2, 51:6, 52:4

CBS sales, policies attacked, 49:7, 50:9, 51:6, 52:4

NBC Mt. Higby uhf, 51:6

References are grouped into three major categories: General (pages 1-6), Manufacturers & Merchandisers (page 6), Supplements (page 1). Index attempts to cover only items considered to be of more than passing interest. Reference numbers following each item designate issue and page of Newsletter in which item appeared.
Videotown
Navy House Signal
NARTB
Autry GPL
Twentieth
Paramount's TV ASCAP, year,
Justin Sarnoff, new
night
on
3:14
buys
survey
urges
takes
billings,
stock
Huachuca,
plans
Firestone
&
3:14

NEWSPAPERS, TV's IMPACT ON (see also Surveys)
ownership of TV stations, 2,5, 29:3
charge for logs, 4,5
growth in TV industry, 412, 415
urge to improve vs. TV, 17,15
Johnson bill to restrict TV ownership, 11,15
TV station to be "wolf", 14,45
don't blame TV for all losses, papers told, 47,7
Art Farnum speaks, FFC, 51:3
PATENTS (see also Anti-Trust)
court rules on RCA sublicensing, 3,12
Armstrong suit, 3,12
RCA-Zenith suit, 10,10, 21,14, 25,14, 27,7,
11,14, 32,11, 49,5, 58,15
RCA-GE agreement, 15,62
extensions being signed, RCA reports, 19,11
Telecoding日报, 20,12, 21,14
RCA Federal film, 44,3
color tubes, 44,9
BT&T-GEC agreements, 45,12
Philco agreements, 46,12
cost against RCA, 47,11, 49,14
FFC proposal on disclosures, 50,3
RCA-CBS color tube agreement, 51,10
POLITICS
McCarthy by refused network time, 11,5
Narrow's "See It Now", 11,5, 16,13
Rep. Sam Rayburn, 14,15
Democrats consider closed-circuit rally, 20,8
FFC amends political broadcasting rules, 26,8, 29,15
politics in TV, 25,6
survey reports on 1952 campaign, 29,12
GOP film "Report to the People," 33,16
in television campaign, 27,7
Doerfer criticisms, equal-time law, 28,7
Communist right to broadcast, 39,9
Democratic party's handout, 16
GOP film for congressman, 40,12
First polls taken, 44,3
"hell" heard on Nixon program, 42,4
tv-effect on radio discussed by Vadeboncor, 43,7
Cabaret telecast, 44,7
FFC-critics, candidate disputes, 44,7
equal time on "Strike It Rich", 44,7
PresidentconfusesFolsonwithStanton, 44,7
radio-broadcasting of election returns, 44,14
PREDICTIONS
Television Digest, "telecasting in 1944, 1945," 7
Industry leaders, 1954 sets sales, 1,11, 28,10
RCA's Sacks, phonograph business, 3,10
AdAMS-Baranoff, Va., 20
Sylviana's Mansfield, industry generally, 6,13
Cheney, executive vice-president, 14,15
Stanford Research, electronics growth, 14,11
Admiral's Johnson, set sales in 3 years, 19,14
Westinghouse's Campbell, Canadian market, 19,9
George O'Brien, TV & color in 1964, 25,11
Dumont's set sales in 1955, 26,11
Admiral's Siraqa, sales for 3 years, 29,9
color set reviews, 40,12
NCC's Robert Sarnoff, telecasting volume, 34,14
RCA's Folsom, electronics volume by 1957, 39,11
Motorola's sales, year, 1,7
RCA, 1955 set production, 47,14
Office of Telecasting of election returns, 44,14
PROGRAMES AND PRODUCTION
WABC's "counting performance", 1
commentators set $10,000 in "red" charge, 2,6
growth in TV industry, 11,11
Heart Metrotone buy Telenews service, 2,14
"lack tracks" declared by critics, 4,3
WWJ, WJZ, 9,5
Barnes survey of commercials, 5,1, 7,19
given 1953, 22,9, 42,4, 46,14, 52,12
Teleprompter, 7,9, 12, 35,19
Billy Rose sponsorship, 8,6
"mouthpiece" test, 9,11
"Strike It Rich", 10,12
"mouthpiece" exchange, 15,1, 16,21, 27,10
MPTV plan for film sales, 16,7
Arms-Marchand, 16,7, 17,16, 18,15
, 19,8, 21,10, 22,9, 25,12
Robert Sherwood says TV helps theatre, 17,9
"newspaper's new responsibility", 22,15
"Facts Forum", 22,15
Curtis planning "canavans" program magazine, 31,5, 36,5
Weather buys "Lone Ranger", 32,8
trend to live programs, 32,14
AMERICAN PHENOLIC CORP., 19:13, 26:15, 33:15, 46:13
ARCTURUS ELECTRONICS INC., 22:13
ARVIN INDUSTRIES INC., 2:12, 10:11, 12:13, 30:12
AVCO—see Crooler
BENDIX RADIO DIV., BENDIX AVIATION CORP., 23:17
CANADIAN MARCONI CO., LTD., 12:13-18
CAPEHART-FARNSWORTH CORP., 30:17
Clarestat MFG. CO. INC., 15:11, 42:11
CLEVERITE CORP., 12:13, 26:15, 33:15
COLLINS RADIO CO., 12:13-18, 43:12
CORNELL-DUBILIER, 1:15, 5:16, 20:12, 26:13, 33:14
CROSEY DIV., AVCO MFG. CORP., 5:15, 13:15,
Crosley, 7:12, 15:12, 24:5, 35:12
CUBIC CORPORATION INC., 1:12
DRAKON LABORATORIES INC., 1:13
EMERSON RADIO & PHONOGR. CO., 4:11, 13:15,
EMERSON RADIO & PHONOGR. CO., new sets, 3:12, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
EMERSON RADIO & PHONOGR. CO., new sets, 3:13, 10:11, 23:18, 27:13, 37:8,
QUICKENING PACE OF COLOR TV ACTIVITY: Commercial availability of tri-color tubes was announced by RCA Dec. 30 when it disclosed that in Nov. it had converted entire black-and-white facilities and personnel of huge Lancaster, Pa. plant to color tubes. First tube is 15-in. planar-mask type (model 15GP22) which RCA has been sampling to its customers for some time. Larger sizes probably aren’t too far off.

Price wasn’t announced, though it may be given out next week -- and thereon will depend to large extent the price of color receivers. Nor did RCA indicate rate of production -- though it’s fair to assume it’s well ahead of the 2000-a-month RCA said it would produce 6-9 months after FCC decision (Vol. 9:26).

Tube prices historically have always been high on developmental models, then come down as commercial production starts. Hence it’s reasonable to assume price will be lower than the $200 RCA has charged for samples supplied its customers up to now, but higher than the $125 recently announced by CBS-Hytron (Vol. 9:47). Good guess is about half-way between. Big cost factor is high rejection rate at factory -- about 50%, as compared with 10-15% for mass-produced black-and-white.

All RCA black-and-white tubes are now made at its Marion, Ind. plant. Widely published newphotos of Lancaster assembly line this week tend to lend credence to trade scuttlebutt that RCA began stockpiling color tubes even before FCC decision, which indicates it may be looking forward to market for even more than the 200,000 outside figure "guesstimated" by industry leaders for all of this year.

RCA announcement climaxed preparations of manufacturers for winter marts in Chicago Jan. 4-15, where apparently every set maker who can will show what he has.

To feed color sets at marts, RCA and some others are aiming to bring programs from New York via microwave. Motorola will give first public demonstration of its flying-spot scanner for 16mm color film, feeding color and black-and-white receivers. Hazeltine has set up flying-spot scanner in its Chicago labs, will deliver pictures of slides to Admiral, perhaps others, via AT&T circuits. DuMont has shipped color equipment from its New York experimental uhf station, will use its new "Colorvision" scanner to display slides on 2 color sets in Chicago.

After seeing color sets at marts, dealers will get together with the manufacturers at NARDA convention Jan. 12 at Chicago's Conrad Hilton for panel discussion on what comes next. For subjects and panelists, see p. 13.

Manufacturers are using all media, meanwhile, to inform public about costs, availability, etc. of color sets. A natural, of course, is TV itself. After FCC decision, RCA and CBS took to air immediately, putting top executives before the cameras. This week, more joined in, including Westinghouse and Motorola -- both of which had excellent presentations. On Jan. 14, DuMont will use "What's the Story" program for purpose, with panel comprising Kenneth B. Willson, pres. of National Better Business Bureau, Dr. Allen B. DuMont, Dr. T.T. Goldsmith.

COPYRIGHT 1954 BY RADIO NEWS BUREAU
Admiral was first major manufacturer to set price on color set -- $1175. Its pres. Ross Siragusa reiterated expectations of producing 30,000 of the 200,000 he estimates industry will build in 1954. He predicted that the industry will produce 21-24-in. color sets to sell for $600 within 5-6 years.

Sylvania announced start of pilot production at Buffalo plant, and TV-radio gen. mgr. John K. McDonough said he hopes to have saleable quantities of sets in hands of distributors by March 1. First color service school for Sylvania's 18 district service managers will be conducted in Buffalo, starting Jan. 8.

More manufacturers announced color shipments to distributors in time for the Jan. 1 Tournament of Roses parade colorcast. There's no change in the city-station lineup from list published here last week (Vol. 9:52).

New circuits for use with Lawrence tube were demonstrated to patent licensees by Hazeltine last week, sessions continuing this week and next. Method of "processing" signal, says research v.p. Arthur V. Loughren, permits Lawrence tube itself to act as decoder -- offering potentially simpler and cheaper production.

New method doesn't produce quite as good a picture as mask-type tube with conventional circuits, Loughren says, but he believes more work will bring results just as good. Advantages in cost, he adds, should be particularly evident in pictures of same size -- because cost of set with larger mask-type tube is likely to rise sharply. But, he adds, it's up to set makers to judge value of new techniques.

* * * *

Summing up job of color production, while fending off impatient distributors clamoring for sets, a leading tycoon told us this:

"Color is still in the engineering stage and won't reach the production line for at least 6 months. We're making a few hundred sets for loan and demonstration, but that's all. By mid-July, our tooling should be complete, and by end of 1954 we will have 21-in. color sets, with tubes available not only from RCA but a lot of other companies." Sets recently built, he said, "are already outmoded."

COMMISSION'S 1953 RECORD--346 GRANTS:  
FCC closed old year with 2 TV CPs and one initial decision, for total of 346 TV grants in 1953 -- about double the 175 in 1952.

This week's grants: Alexandria, La., KALB, Ch. 5; Erie, Pa., Commodore Perry Bcstg. Service, Ch. 66, final decision. Initial decision favored WKDN, Camden, N.J., for Ch. 17 (allocated to Philadelphia) after competing applicant WJMJ dropped out.

Alexandria grantee's owners interlock with grantees KPLC-TV, Lake Charles, La. (Ch. 7); WSLI-TV, Jackson, Miss. (Ch. 12), and applicant KRMD, Shreveport, La., one of 3 applicants now temporarily combined in operation of interim KSLA (Ch. 12). Grant resulted when KALB agreed to let competing KSYL buy 49% of grantee.

Other mergers and dropouts this week, paving way for early grants: Perkins Bros. dismissed application for Sioux City's Ch. 4, leaving KCOM as sole applicant, in return for option to buy 50% of grant. KXOB, Stockton, Cal. petitioned to withdraw from Ch. 13 hearing with Radio Diablo (TV maker H.L. Hoffman) under option permitting owners Theodore & Joseph Gamble to purchase part of grantee. Also dropping out was Lorain (O.) Journal, leaving WEOL, Elyria only applicant for Ch. 31.

Attacking Commission's haste in scheduling Jan. 8 hearing to sniff out a possible "strike" application in connection with merger of applicants for Buffalo's Ch. 2 (Vol. 9:50), Buffalo's sole uhf station WBUF-TV (since WRES-UV went off air, Vol. 9:51) this week petitioned to intervene in proceedings. WBUF-TV didn't say it would file for Ch. 2, but said the combined applicants, if granted, would provide stiffer competition than a non-AM non-newspaper grantee might -- and added that it had relied on FCC policies which led it to expect longer time to get uhf established before more uhf competition opened up.

In other petitions, Engineer Frank K. Spain, Tupelo, Miss. asked addition of Ch. 9 to Tupelo by substituting 11 for 9 in Jackson, Miss.; KALE, Richland, Wash. asked FCC to shift Ch. 3 from Lewiston, Ida. to Richland.

FCC called another grantee on carpet this week, told KAGR-TV, Yuba City, Cal. (Ch. 52) it isn't convinced it deserves additional time to build.
ON-AIR TOTAL 356, CLOSE TO ONE-A-DAY: Only 3 new starters to report as we went to press Thu. afternoon, Dec. 31 -- with remote chance a few more might get going before week is out. For example, Michigan State College's WKAR-TV, Lansing (Ch. 60) was striving desperately to be ready to carry Rose Bowl game Jan. 1, but prospect at this writing seemed dim. And WBTM-TV, Danville, Va. (Ch. 24) was still hoping for New Year's Eve debut, with possibly better chance of making it.

Year thus ends with 356 stations on air commercially or with test patterns, 234 of them vhf, 122 uhf. In other words, 231 starters this year. Of these, 145 got on air in the 153 days since Aug. 1 when we predicted one-a-day for rest of year.

WFBC-TV, Greenville, S.C. (Ch. 4), call letters changed from originally assigned WGCT, began testing 25-kw RCA transmitter (100-kw ERP) on Dec. 26, second station in city -- other being WGVL (Ch. 23) which started last July 15. Telegram from gen. mgr. B.T. (Bevo) Whitmore reports "beautiful coverage of Carolinas and parts of Georgia and Virginia." Tower and 6-bay antenna on Paris Mt. give radiation from 1204 ft. above average terrain. Station is result of 3-way merger, whereby radio WMRC is sold to WAKE. Robert A. Jolley's Textile Bcostg. Co. holds 39% of new operating firm, Roger Peace's Greenville News-Piedmont (WFBC), 39%; Alester G. Furman Jr.'s Carolina Television Inc., 22%. WFBC-TV goes commercial Jan. 1 as NBC primary and with $325 base rate. Rep is Weed.

KHOL-TV, Kearney, Neb. (Ch. 13), about 125 mi. west of Lincoln and opening up new TV area, began testing Xmas eve with 5-kw GE transmitter and 500-ft. Stainless tower. It's owned by local group headed by Dr. F. Wayne Brewster, has Duane Watts, ex-KHAS, Hastings, Neb. as gen. mgr.; Jack Gilbert, ex-WTTV, Bloomington, Ind., program mgr.; Jack Lewis, ex-KGFW, Kearney, chief engineer. It expects AT&T interconnection for CBS & DuMont service by Feb. 1. Base rate is $200. Rep is Meeker.

WCOC-TV, Meridian, Miss. (Ch. 30), on the coaxial route between Birmingham and Jackson, Miss. but planning no network interconnection, has begun interim test patterns, reports owner-mgr. Withers Gavin, and will begin testing with full 252-kw ERP from 12-kw GE transmitter shortly. It starts just 3 months after vhf WTKO-TV (Ch. 11) got under way in same community (Vol. 9:40). Mr. Gavin also owns radio WQJS, Jackson, and AMs in Macon, Miss. & Columbus, Miss.; he also publishes religious weekly Clarke County Tribune, Quitman, Miss. TV rate is $150, no rep.

Note: Canadian Broadcasting Corp.'s second Montreal station CBMT (Ch. 6) did not make it last weekend, as expected (Vol. 9:52), is still waiting for antenna.

DuMONT TAKES OVER KANSAS CITY UHF: DuMont became first network to go into uhf when it acquired Kansas City's KCTY (Ch. 25) from uhf pioneer Herbert Mayer's Empire Coil Co. at 12:01 a.m. New Year's Day. DuMont already owns 3 vhf.

Transaction came suddenly, was first broached on Dec. 29, approved by FCC at special meeting Dec. 31. DuMont took over all equipment, full 5-year lease on real estate as well as station's obligations, for nominal cash payment of $1. Station is well-equipped, even to remote unit, has specialized in local origination, cost its owners some $750,000 to date in equipment, property and operating losses.

DuMont immediately dispatched Donald McGannon, its asst. director of broadcasting, to supervise the changeover, announced acquisition will put "DuMont network, research & manufacturing divisions in a position to study at firsthand the problems, both financial and commercial, faced by [uhf] station owners." KCTY staff will be retained intact, at least for time being.

Network will funnel 21 of its shows to station weekly, plans to begin large-scale campaign to add to the claimed 60-70,000 uhf-equipped sets in area. It's also understood the station will get first 15-kw DuMont uhf transmitter, when available (it now has RCA 1-kw).

Coincidental with transfer, Empire Coil dropped its CPs for uhf KDEN, Denver (Ch. 26) and WNES, Indianapolis (Ch. 67), telling FCC that building them "would be fraught with virtually insurmountable conversion problems and heavy monetary losses."

Empire Coil Co., a major TV-radio component manufacturer, pioneered both vhf & uhf. A newcomer to broadcasting, its pres. Herbert Mayer first applied for several TV station in 1947, while many old-line radio broadcasters eyed it askance. He
began operation of WXEL, Cleveland (Ch. 9) late in 1949, and has been consistently very successful. Then, in Sept. 1952, he opened world's first commercial uhf outlet, Ch. 27 KPTV in TV-less Portland, Ore., having purchased RCA's prototype Bridgeport experimental uhf equipment. This also has been highly profitable operation -- in fact, is regarded by many as showcase of what uhf can do if it's first in its area.

Kansas City was his second uhf venture, his first under the gun of vhf competition. When KCTY went on air last June, only other station there was pre-freeze WDAF-TV, and other uhf applicants appeared to be headed for endless FCC hearings. But mergers and dropouts quickly resulted in 3 more vhf rivals -- shared-time WHB-TV and KMBC-TV and KCMO-TV -- who were able to grab off most of local business because of vhf's greater coverage in heavily vhf-saturated Kansas City.

Vast efforts and funds were poured into uhf station in attempt to gain foothold, but within a month it was evident public wasn't willing to convert fast enough when it could get programs of 3 networks on vhf (KCTY had DuMont). KCTY went on the market, first at $750,000, then $400,000, finally $300,000. There were no takers at any price -- nobody even willing to name his own figure.

Mayer considered going off air and salvaging what he could from sale of his equipment and property -- which would have been better deal financially than DuMont transaction -- but decided such a move would have depressing effect on uhf.

Another uhf CP was dropped this week -- KLCU, Salinas, Cal. (Ch. 28), making 38 grants surrendered during 1953. In letter to the FCC, half owner Grant Wrathall blamed "network disinterest" (in capital letters). He added: "Until TV programs on magnetic tape are available at moderate cost and free from the throttling monopoly of networks and strategic vhf stations, [uhf] is virtually doomed in small cities." He also blamed "superpower grants" to San Francisco stations (75 mi. away) and high cost of interconnection, which he said was $5400 a month from San Francisco.

Wrather also has interests in KOPR-TV, Butte, Mont. (Ch. 6) and in uhf grants in Salt Lake City and Boise, Pocatello & Idaho Falls, Ida.

1953 YEAR OF NEW-STATION PUSH—WHAT NEXT? Year just ended saw 230 new stations going, bringing U.S. total to 355 -- nearly triple number on air as of Jan. 1, 1953. That fantastic growth, plus adoption of compatible color standards, highlighted TV's most exciting year. Now, we venture our own forecasts for the industry's New Year -- but first some comment on what we said here, rightly and wrongly, just year ago:

Wrong: We forecast only 75-100 new stations would start during 1953, which began with 125. We were way off, though by April we raised our sights to 200 and on Aug. 1 we predicted one-a-day for rest of year -- and hit it very close. We forecast 10-12 educational TV stations on air by end of 1953; actually, only 2 made it. We figured diminishing radio broadcasting revenues in 1953; at this writing, happy to relate, it looks like radio as whole will do slightly better than record 1952.

We thought pay-as-you-look TV would get hearing during 1953; it didn't, even though it made a lot of noise and pulled off persuasive inauguration in Palm Springs in Nov. (Vol. 9:49). We thought new FCC appointees (succeeding Walker and Merrill) would be businessmen; instead, Eisenhower chose govt. careerists (Doerfer and Lee).

Right: We predicted not less than 6,000,000, probably as many as 7,500,000 TV sets would be made and marketed in 1953, same as in 1952; output actually went to 7,500,000, sales ran about 6,400,000. We said business of telecasting might go as high as $500,000,000; present estimates come pretty close to that (Vol. 9:52).

We were right, of course, in predicting NPA would lift ban on manufacture of color TV sets and that compatible color would win FCC approval. And we said FCC would prove more cooperative with industry, not only as regards color but in speeding new stations on air and otherwise treating the business less suspiciously. We said Congress would vote more funds to FCC to hasten TV hearings (it did) and also that perennial Congressional investigations wouldn't amount to much (they didn't).

We forecast most new stations would be brought within reach of networks via expanding coaxial-microwave links, as they have. We said community antenna systems would continue to expand -- and they did, as we'll report more fully later.
But enough of the past. What's in store for 1954? Here are summaries of best thinking of the entire editorial staff of Television Digest, as we begin our 10th volume in the 9th year since publication of Vol. 1:1 on Sept. 1, 1945:

TELECASTING: Possibly 200 more stations, more likely fewer, even though 226 CPs are now outstanding and FCC continues to authorize more each week. Quite a few more CP holders will drop out, as did 38 during 1953. There may be more mortalities among stations already on the air (3 quit last year -- in Roanoke, Buffalo & Nampa, Ida.). FCC may force some long-time and obvious stalkers to hand in their permits. Telecasting as a business (network & station revenues) will soar far above the $500,000,000 figure, and will easily forge well ahead of radio broadcasting which may hit that figure when 1953 tallies are done. Several rep firms will surge to the top levels, as a few old-line radio reps continue to loom less important.

SET OUTPUT & TRADE TRENDS: Some 5,000,000 black-&-white sets should be made and marketed this year -- more or less depending on impact of color. And if industry made and sold 15,000,000 radios (heavily table models and including auto sets) in a TV boom year like 1953, we see no reason why it shouldn't do just as well in 1954. TV output will be comedown from 1953's 7,300,000, of course, and competition will be keener, prices are already lowering under the influence of color, reduced tube costs, softer markets, high inventories. Concentration will be on 17 & 21-in. models, for most part table, size & price appealing to most families until ready and able to buy color sets. Replacement market is good, but not as strong as it might be if people weren't inclined to patch up old sets (particularly the costly models) and wait for color. Service business should reach all-time high. Military procurement will drop a bit -- but production, research & development will stay close to 1953's $3 billion.

COLOR: Some 200,000 sets will be made, mostly with 15-in. mask-type tubes (11½-in. picture), a few with 17-in. Lawrence type -- and pilot production of larger tubes of all types should start after midyear. There will be steady reduction in number of circuit tubes required, and more and more "packaged" subassemblies will cut cost and servicing. Price of early small-screen sets will seldom go under $1000 at outset, gradually reducing as tubes and sets are easier to make -- same evolution that saw first 10-in. at $425 in 1946 come down to today's 21-in. at $200 and less. Most interconnected stations will be equipped to rebroadcast network color, a few ready to handle slides, not many able to originate either live or film which will come mostly from network origination points. AT&T will be able to bring color to almost all stations equipped to rebroadcast it, including some on coaxial. And there will be many notable "firsts": views from ships, planes & helicopters, sports, the Mardi Gras, Atlantic City beauty contest, pet shows, circuses, rodeos, etc. etc.

UHF: Programming and conversion will continue as biggest problems for uhf stations in markets also well-served by vhf, with virtually every angle tried out -- including experimentation with off-air pickups or "quasi-satellite" operation. Uhf will continue to be a study in contrasts, with some stations dominating their areas (as in California's San Joaquin Valley) or so well established (as in Portland, Ore. & Duluth, Minn.) that they show good profit. But others will continue to operate at a loss. Big networks may acquire own uhf stations, may affiliate with more, but by and large they and sponsors will continue to favor vhf whenever there's any choice. Uhf-equipped sets will account for increasing proportion of black-&-white sales, and speed of conversion in uhf areas will continue to depend almost entirely on uhf programming and number of stations available in area. Uhf may be standard in color sets.

That's the larger picture. Considering some of the other important problems of telecasting and related fields, these are the prospects as we see them:

Educational TV: Protagonists aren't bragging about their record of mere 2 stations on air, 27 CPs still to be built, 17 applications outstanding at year's end. Biggest blow last year was rejection by N.Y. State Temporary Commission on Educational TV of plan for state-financed 10-station network (Vol. 9:9-10); hope had been it would be beacon for skeptical legislatures elsewhere. Despite publicity promises, we see at best only a half dozen more educational stations taking the air in 1954.

Pay-as-You-Look TV: Congress and the FCC to play ring-around-the-rosy, both
probably holding hearings under pressure of interested parties -- with fair chance of a "yes" or "no" decision by year's end. FCC might pass buck on to Congress, asking legislation delineating whether airwaves must be "free".

Boosters & Satellites: FCC hearings likely, with Commission inclined to approve them for towns too small to support conventional stations.

Community Antenna Systems: Steady growth to continue, very likely getting impetus as more operators experiment with pay-as-you-look and local originations.

Theatre TV: To continue service via AT&T, not by its own frequencies. Maybe one application for specialized theatre-TV common carrier service, backed by group of movie exhibitors and possibly Western Union; decision on such petition unlikely within year due to AT&T opposition. As exhibitors lose interest in 3-D, etc., more theatre-TV programming can be expected, possibly regular weekly theatre-TV shows in few theatres by end of year.

Sports: Another year of college football TV controls by NCAA, but some further relaxations in prospect this year -- including more televising of sellout games, more games of regional interest. Little noticeable change in number of pro football and baseball telecasts despite court's decision in football case (Vol. 9:46).

Film: Ratio of film-to-live network programming to show little significant change this year, but over-all amount of film programming to increase due to needs of greater number of independent stations. Shakedown period among TV film producers and distributors to continue, with some large companies striving to dominate just as the "majors" now dominate movie business. Trickle of more recent feature films to TV to continue, though major break into the vaults unlikely in 1954.

Congress: Will dabble in a few subjects, such as pay-as-you-look and maybe the economics of telecasting (as red-ink stations complain). Plenty of complaints and recriminations about political telecasts -- for it's an election year.

POST-FREEZE ECONOMICS—FCC's SURVEY: Commission this week filled in details of its first study of post-freeze TV stations, highlights of which were revealed in recent address by Comr. John C. Doerfer (Vol. 9:52).

Figures must be handled with care, as FCC pointed out in releasing analysis of its careful survey, prepared by its economic div. under chief H.H. Goldin. Very few conclusions can be drawn from report, since it includes only those post-freeze stations on air as of Aug. 1. At that time, average station had been operating just 3 months, most were the only stations in their community -- and only 2 of the uhf outlets measured were in markets with pre-freeze stations.

It's the only definitive post-freeze financial data available, nevertheless, and therefore deserves close scrutiny -- particularly by prospective telecasters. Copies are available from FCC (Notice 53-1744) or we'll get one for you if you wish.

Two clear-cut trends do show up: (1) Uhf outlets seem to do as well as vhf -- at least in the early days -- where they're only stations in community. Within scope of study, figures for vhf & uhf stations are remarkably similar, as to profitability, revenues from networks, losses, etc. (2) Distance from nearest vhf is an extremely important factor in early success of uhf stations. The 8 profitable uhf outlets were all more than 50 mi. from nearest vhf, and 9 out of 10 of heaviest uhf losers were within 50 mi. of at least 2 vhf stations.

Principal points of FCC report, which was compiled on basis of questionnaires to 101 post-freeze stations, the 4 networks and TV equipment manufacturers:

Over-all profit in operations to date was reported by 8 vhf & 8 uhf stations of the 83 (42 vhf, 41 uhf) responding. Another 20 stations (12 vhf, 8 uhf) reported at least one profitable month, despite over-all loss for period; 15 more (7 vhf, 8 uhf) were approaching break-even point on a monthly basis; the remaining 32 (15 vhf, 17 uhf) showed "continued substantial losses in each month of operation."

The 8 profitable vhf stations reported average monthly revenues of $26,000, average monthly expenses of $20,000, average monthly profit of $6200. The 8 uhf money-makers had $26,400 monthly revenues, $20,300 expenses, $6100 profit.
Among unprofitable stations, those in the black at least one month showed an average monthly loss of $3900 for 12 vhf stations, $2600 for 8 uhf stations. Average monthly loss of 7 vhf stations approaching monthly break-even point was $2100, of 8 uhf $4700. For stations with continuing substantial losses, average monthly loss was $12,700 for 15 vhf, $14,700 for 7 uhf.

Age of average profitable station was 8.6 months for vhf, 6.8 months for uhf. Average age of stations in other profit groups was 3.5 to 5.8 months, disclosing no discernible trend as between vhf & uhf.

Stations in larger markets generally fared better than those in smaller ones. All 8 profitable uhf stations were in markets over 100,000, while 4 of the 8 profitable vhf stations were in similar situations. Of the 14 stations in markets of over 300,000, five (or 36%) were profitable. In markets of 100,000-300,000, seven of 37 (19%) reported profit; below 100,000, only 4 of 32 (12.5%) were in the black. Some 30% of uhf stations reporting, and 43% of vhf, were in markets over 100,000.

Network commercial programs (one or more) had been carried by 35 of the 42 vhf stations, and by 34 of the 41 uhf. Of stations in operation less than 6 months, average compensation from networks totaled $3700 for vhf, $8200 for uhf; of those operating more than 6 months, it was $40,000 for vhf, $30,000 for uhf. Average station got 13% of its total revenue from networks; average vhf 10%, average uhf 15%.

Set saturation in majority of uhf markets was below 25% as of Oct. 1953, and no uhf market had more than 50%. Of the 8 profitable uhf stations, 4 had 25-50% saturation, 2 had less than 25%, and information on remaining 2 was unavailable.

* * * * * 
About 2,400,000 uhf-equipped sets & converters had been produced to Aug. 31, according to RETMA estimate included in survey. The breakdown: 1,000,000 receivers with uhf tuners built-in at factory and shipped to distributors & dealers; 700,000 uhf tuners and converters shipped for field conversion; 700,000 uhf sets, tuners and converters in factory inventory. RETMA statistics also revealed that 35% of TV sets produced in Nov. were equipped for uhf, up 5% from Oct. (Vol. 9:50).

As for transmitters, FCC reported "the major transmitter manufacturers indicated that uhf transmitters of 50-kw rated power are not expected to be in commercial production until late 1955 or early 1956." RETMA told Commission 124 vhf & 108 uhf transmitters had been produced between Jan. 1, 1952 and Aug. 31, 1953.

MORE AM STATIONS—2584 AT YEAR'S END: TV notwithstanding, there was an increase of 68 in total radio stations authorized by FCC during 1953. This surprising fact is disclosed in our 1954 AM-FM Directory, which will be ready in about 2 weeks. Oft-predicted decline of AMs simply hasn't happened, but there were 47 fewer FMs.

Actual figures are these: Total AMs authorized at end of 1953 was 2584, of which 2451 were licensed and on air and 133 CFS. On same 1952 date, total was 2516, of which 2377 were licensed and on air and 139 were CFS. At end of 1951, total was 2410; 1950, 2351; 1949, 2246; 1948, 2131; 1947, 1961; 1946, 1579; 1945, 1056.

FM grantees totaled 602 at end of 1953, of which 550 were on air. Year ago total was 648, with 612 on air. During last year, 69 FM licenses and 7 CFS were dropped. At end of year only 6 applications for new FM stations were pending at FCC.

The 1954 AM-FM Directory (cost per extra copy, $7.50) also lists all applications for new AM stations pending as of Dec. 31. They totaled 207, as against 232 year before. Dropped during 1953 were 7 AM licenses, 15 CFS.

Canada's radio stations increased to 191 from 190 during year, Mexico's to 420 from 315, Cuba's to 121 from 106 -- all listed with addresses, facilities, etc.

Roman Catholic Church has set up first "TV office" in Rome to provide weekly "moral evaluations" of programs on the Italian TV network and to develop religious programs. It's headed by Ildefonso Cardinal Schuster, Archbishop of Rome.

Council of Bishops of the Methodist Church, meeting recently at St. Simons Island, Ga., approved $296,000 fund-raising drive for production of TV programs.

Closed-circuit theatre-TV business meeting for personnel of National Dairy Products Corp. (Sealtest) will be piped to theatres in 16 cities Jan. 21 by Theatre Network TV Inc. A feature of the meeting will be a 2-hour "large-scale TV entertainment program."

Ford Motor Co. holds theatre-TV sales meeting Jan. 28 for personnel in 31 cities, arranged by Box Office TV Inc. thru J. Walter Thompson agency.
Personal Notes: Edward R. Murrow, who is v.p. of CBS and a director, is subject of "profile" by Charles Wertenhaker in Dec. 26 New Yorker. Edward Codel, since 1947 TV director of Katz Agency, station reps, and asst. treas. H. J. Grenthot elected to firm's board of directors. D. S. (Tony) Provost, gen. mgr. of Hearst Radio, elected to board of Hearst Corp. Floydie E. (Bud) Beasont appointed sales mgr. of WNBJQ, Chicago, reporting to WNBJQ-WMAQ sales director Charles Dresser; John McPartlin assigned to special WNBJQ sales development projects... Carl T. Jones, ex-chief, radio branch, Federal Civil Defense Administration, and ex-FCC, joins consulting engineer George Gautney; firm name changes to Gautney & Jones... Norman Nelson resigns Feb. 1 as managing director, So. California Broadcasters Assn. Ewald Kockritz, WGBS, Miami, and ex-WLW & WSAI, Cincinnati, named director of programming for all Storer stations, headquarters at new Miami offices... Howard Meyers, western sales mgr., O. L. Taylor Co., resigns Jan. 1; he's second major official to quit, Lloyd George Venard having resigned as pres. and understood to be planning to start own rep firm... Robt. W. Standart shifted from gen. mgr. to sales v.p., WITV, Ft. Lauderdale, sharing Miami offices with Wallace E. Stone, national sales mgr... Fred Griffiths, ex-traf chief, promoted to TV operations coordinator WJAR-TV, Providence... Fred Henry resigns as program director, KLAC-TV, Los Angeles (now owned by Copley Press, changing calls to KCOO); he joins ex-mgr. Don Pederson's new TV packaging firm... Mark Raskovich, WBTW, Charlotte, wins first annual Jefferson Award given by Jefferson Standard Bestco. for most outstanding suggestion for operation improvement... Ralph Kanna, ex-Goldman, Walter & Kanna ad agency, Albany, named program director, WKNB-TV, New Britain, Conn.; Peter A. Stoner named news director... Jack Black promoted to sales mgr. of WTAR-TV, Norfolk... Wm. Kotera promoted to director of engineering, Glenn Flynn succeeding him as chief engineer, WOW-TV & WOW, Omaha... John Bone named mgr. of upcoming WNEM-TV, Bay City, Mich. (Ch. 5), due to start Jan. 24; Lee Stevens is acting chief engineer... Robt. J. Sullivan, ex-CBS Radio Sales, named sales promotion mgr., WOR-TV & WOR, N. Y.; Annette Francis, ex-Ziv, named asst. Virginia Renaud succeeds Barbara Tobin as director of education WBBM-TV & WBBM, Chicago... Glenn D. Gillett, ex-Washington radio consulting engineer, moves Jan. 1 to Los Angeles, where he will join a cousin in operation of Ulrey & Gillett, Maywood, Cal. (electric motors)... Quinn Ryan, one-time mgr. of WGN, Chicago, has returned to Chicago from California to join radio WJFL... Edward L. Koenig Jr., ex-BBDO and Young & Rubicam, promoted to v.p. in charge of sales & adv., Vitapix Corp. Tom Keady, ex-TV-radio director of Pilkul Adv., San Antonio, named mgr. of Houston office of Ruthrauff & Ryan... Leslie Duniar, ex-Worth Stores, named TV-radio timebuyer, Emil Mogul Co. Maury Long, business mgr. of Broadcasting-Telecasting, promoted to v.p. & gen. mgr.; Edward L. Sellers, ex-NARTB, recently with Carl Byoir, named southern sales mgr... Reed Rollo as of Jan. 1 became managing resident partner, Washington office, Kirkland, Fleming, Green, Martin & Ellis; R. Russell Eagan promoted to partner... Si Steinhauser, veteran TV-radio editor, Pittsburgh Press, has resigned to make home in Miami Beach... Wm. Hedgphet named director of administration, program dept., WTOP-TV & WTOP, Washington.

1954 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of Television Digest will, in mid-January, receive copies of our 1954 AM-FM Station Directory, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 8, cost $5.00 each; single copies $7.50.

Telecasting Notes: Top dozen TV-radio agencies in 1953, as ranked in Dec. 28 Broadcasting-Telecasting: 1. BBDO, $35,000,000 TV billings, $14,500,000 radio (comprising 40% of agency's overall billings in all media)... 2. Young & Rubicam, $34,000,000 & $15,000,000 (35%)... 3. J. Walter Thompson, $21,500,000 & $13,500,000 (24%)... 4. Benton & Bowles, $20,200,000 & $11,800,000 (60%)... 5. Biow, $24,000,000 & $8,000,000 (60%)... 6. Wm. Esty, $21,000,000 & $8,000,000 (50%). 7. Dancer-Fitzgerald-Sample, $9,000,000 & $18,000,000 (55%). 8. McCann-Erickson, $17,500,000 & $8,000,000 (40%). 9. Ted Bates, $18,000,000 & $6,000,000 (60%). 10. Leo Burnett, $16,-$9,000,000 & $7,200,000 (50%). 11. Foote, Cone & Belding, $10,000,000 & $8,000,000 (36%). 12. Lennen & Newell, $14,000,000 & $4,000,000 (55%)... 32 ad agencies, in all, are listed by the trade journal, which reports their combined TV-radio billings increased about 25% over 1952—totalling $563,600,000 (TV $372,200,000, radio $191,400,000)...

New on 1953 list of top 32 are Kudner, ranking 14th, with $10,200,000 TV & $4,800,000 AM (35%); Geoffrey Wade, 22nd, with $3,500,000 & $6,500,000 (90%); Doherty, Clifford, Steers & Shenfield, 28th, with $4,500,000 & $1,500,000 (55%); MacManus, John & Adams, 30th, with $4,000,000 & $2,000,000 (50%); Weiss & Geller, 32nd, with $4,000,000 & $2,000,000 (50%)... On 1952 list, but not on 1953, were Harry B. Cohen, Wm. Weintraub and Erwin, Wasey & Co., then ranking 27th, 28th & 29th, respectively... U. S. ad agencies with London branches soon to be staffed by American experts on commercial TV as Britain begins sponsored service; Erwin, Wasey already has transferred Charles L. Hutchings from Los Angeles to head need TV-radio dept. in London office... John Guedel, who produces the Groucho Marx and Art Linkletter shows, will star Ginger Rogers in new half-hour film series, each budgeted at $37,000; new wrinkle is that Little Theatre groups throughout the country will be flown to Hollywood to showcase their best, with Miss Rogers as star... As in N. Y. during newspaper strike, the 4 TV and 11 radio stations reapped windfall in Minneapolis during last week's truck drivers' strike that stopped publication of big Minneapolis Star & Tribune (Cowles)... Statistical intelligence from CBS-TV research dept.; The CBS "eye," seen about 10,000,000 times daily on TV, has been seen collectively more than 75 billion times since introduced as network's station-break trademark 2 years ago.

Vick Knight, head of Los Angeles ad agency bearing his name, is closing it down as of Jan. 1; its 27 accounts, including Kaye-Halbert TV, are not being transferred as group to any other agency.
Station Accounts: New twist in "commercial educational" programming: Between halves of Duquesne U basketball games, sponsored by Pittsburgh zone Chevrolet dealers, WENS viewers get career guidance courses on such subjects as college requirements & aptitudes, career possibilities in various fields of study, extra-curricular activities, etc., under supervision of university's Dr. Clarence Walton . . . "Double exposure" plan of KHJ-TV, Los Angeles offers sponsors 26 weeks of second-run films free, with option to buy other 26 weeks at 50% of regular rate, provided program is cut by 1 min.—permitting sale of spot adjacencies to other sponsors . . . King Peach Advisory Board will co-sponsor California Peach Fiesta starting Jan. 18 and running to end of Feb., along with General Mills, Kraft Foods, Hormel Co., using TV-radio with other media, thru BBDO, San Francisco . . . Ellerman Mfg. Co. (Trix cloth) buys 2 weekly 5-min. local news cut-ins on Today on WNBQ, Chicago, thru Roberts, MacAvinne & Senne; WNBQ also reports National Tea Co. sponsoring 30-min. variety show Mon.-thru-Fri. at 5:30 p.m., thru Schwimmer & Scott . . . Adam Scheidt Co. (Valley Forge beer, Rams Head ale) for third year sponsored WCAU-TV telecast of Philadelphia's famed Mummers' Parade Jan. 1, thru Ward Wheelock Co. . . . So. California Plasters Institute, thru Latta & Co., and Van Nuys Federal Savings & Loan Co., sponsored Rose Bowl Parade Jan. 1 on KNXT, Hollywood . . . Acousticon Div., Dictograph Corp., has purchased twice weekly Drew Pearson film series from Motion Pictures for TV, to be placed on WABD, N.Y., thru Buchanan & Co. . . . Among other advertisers reported using or preparing to use TV: Carti-Aire Corp. (Carti-Aire air conditioner), thru Products Services Inc., N.Y.; Comfi-Coil Inc. Taunton, Mass. (Inner-spring hussocks), thru Hammer Co., Hartford, Conn.; Pennsylvania Range Boiler Co. (Pennsylvania water heaters), thru Feigenbaum & Werman Adv. Agency, Philadelphia; Morrell-Foster Co. (Pony soft drink), thru Abner J. Galula & Assoc., Philadelphia; W. E. Bassett Co., Derby, Conn. (Trim nail clippers), thru Lawrence G. Gumbinner Adv. Agency, N.Y.; Mangels, Herold Co., Baltimore (King syrup, stadium & bleach), thru Buddemeier Co., Baltimore; Landers, Frary & Clark, New Britain, Conn. (Universal household appliances), thru Good & Tierney, N.Y.; Piedmont Airlines, Winston-Salem, thru Lillier, Neal & Battle Adv., Atlanta; Luca Ravioli Factory, San Francisco (frozen Italian specialties), thru J. Walter Thompson Co., San Francisco.

BIG ADVERTISERS are enthusiastic about color TV, although many of them have reservations—particularly about the cost. That's what Tide Magazine found in first definitive survey published, reported in Jan. 2 issue on basis of 28% response to poll of some 300 major national advertisers. Tide's conclusions:

(1) "Most early color TV buyers will be current [TV] users, but if the price is right, color will lure new industries, like travel firms, photographic equipment makers, soft goods manufacturers, floor covering firms, even industrial companies."

(2) Half of respondents said they'd pay up to 10% more for color than current black-&-white costs—CBS pres. Frank Stanton has said color would cost 8-10% more than monochrome, although average premium for 4-color magazine ads is about 40% more than black-&-white. Some 25% aren't willing to pay any more for color.

(3) Where will color TV money come from? Some 50% said it won't come from higher over-all ad appropriations; 12% said they'd be willing to raise the advertising ante for color. Some 20% said they'd probably cut magazine advertising to pay extra costs of color. Virtually all other media, including radio, were mentioned as candidates for cuts.

(4) Most advertisers indicated they'd buy color when saturation reaches 30-40%, although they started using monochrome when black-&-white saturation was 20-30%.

(5) Half thought color would increase sales; but even those who didn't thought it would be worth buying.

(6) About 65% said they're not interested in using color in daytime, if it's not available at night at first; 20% would use daytime. Half the advertisers "are carefully considering color right now"—and 60% said they don't plan to change product packages for color TV. Over 60% have seen colorcasts, and majority of reactions were enthusiastic.

Among advertisers and company officials quoted directly, O. L. Westgate, v.p. of Atlantis Sales Corp. (French products, Good Luck puddings) is quoted as calling color TV "the most nearly ideal advertising medium ever" and "would be worth at least as much extra money as we pay for 4-color magazine ads." Esso adv. mgr. R. M. Gray says his firm will probably appropriate new money for the color TV premium, is carefully considering color right now. Armstrong Cork adv. director Max Banzhaf says his firm probably would spend 10% extra for color, most likely at expense of magazine advertising, but doesn't plan to begin until there's 50% saturation. American Safety Razor, too, would pay extra 10% at expense of other media.

Borrowing from the movies "continuous performance." WACH-TV, Norfolk-Newport News (Ch. 33) Jan. 1 began entirely new type of programming format which station manager Frederic F. Clair enthusiastically proclaims "solves every problem of the small uhf station." Using feature film, news, cartoons, short subjects, station set up 2-hour schedule, runs it 3 times an evening—at 6, 8 & 10 p.m.—the same complete show for each performance, but a different bill each day. Only spots are sold, minimum being 3—at same point in each of the 3 showings. Clair lists these advantages for his programming scheme: (1) Only one-third of the material is used per night, permitting station to buy better films. (2) Viewer can see complete show during times when his favorite network shows aren't on competing stations; "we can nearly assure an advertiser that all the audience will see our whole show every evening." (3) "Because of group-selling and repetition, the selling and servicing load is reduced to one-third. So are traffic, continuity, production and program work-loads."
DES MOINES’ first uhf, which will be WHO-TV (Ch. 13), authorized last Sept. after competing KIOA agreed to pull out on payment of $25,000 for out-of-pocket expense with option to buy 40% of TV, apparently is going to hasten construction—for RCA on Dec. 31 shipped it an interim 10-kw transmitter. Day before, RCA also shipped new transmitter to WNET, Providence (Ch. 16), and on Dec. 31 a 1-kw went to U of Wisconsin’s projected new WHA-TV, Madison (Ch. 21). During last week, other RCA shipments were new 50-kw driver to now-operating WJAR-TV, Providence (Ch. 10), and 25-kw to WBRC-TV, Birmingham (Ch. 6).

Also pushing for completion is WGAN-TV, Portland, Me. (Ch. 13), which got its GE transmitter Nov. 21, and on Jan. 2 gets 20-kw amplifier for Feb. 1 target. Same day, GE is shipping 1-kw uhf transmitter to KSAN-TV, San Francisco (Ch. 32), as well as 6-bay antenna for upcoming CHSJ-TV, St. John, N. B. (Ch. 4), due on air in Feb. On Jan. 4, another 6-bay antenna is due to go out to WTVJ, Miami (Ch. 4).

KSTM-TV, St. Louis (Ch. 36), puts 12-kw GE transmitter into operation “within a few days after Jan. 1,” claiming 275-kw ERP, non-directional.

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

KFBC-TV, Cheyenne, Wyo. (Ch. 5), which had hoped for early start despite delay forced when high winds Dec. 8 blew down its tower, built to 100 ft. of projected 500 ft. atop 7000-ft. mountain, now doesn’t expect to be able to test already installed DuMont plant before end of Jan., reports mgr. Wm. C. Grove. It’s controlled by Tracy S. McCraken newspaper interests (Cheyenne State Tribune and Wyoming Eagle, among others), has published $150 base rate, will be represented by Hollingbery.

WLAC-TV, Nashville, Tenn. (Ch. 5), authorized last Aug., has been working on problems of tower height so won’t start until “late spring of 1954,” reports T. B. Baker Jr., 50% owner of WKDA, which has option to acquire half interest in TV outlet. Equipment hasn’t yet been ordered, nor has rep been chosen.

KRGV-TV, Weslaco, Tex. (Ch. 5), now has its GE antenna for 750-ft. Phillips tower, aims for Feb. 1 start with 5-kw GE transmitter, reports TV director Millman (Henock dissenting) proposed the following and invited comments by Feb. 15:

(1) Reduction of minimum hours of operation, for regular programs intended for general public, from 42 to 36 hours.

(2) Authorization of subsidiary licenses (Subsidiary Communications Authorizations) permitting the special services.

(3) Permitting special services outside the minimum of 36 hours of regular programs.

(4) Permitting special services multiplexed in with regular programs any time.

To test and demonstrate sets before uhf stations are on air, Industrial Television Inc. is producing generator which uses signal from any uhf channel and translates it to uhf signal on any channel. Priced at $149.50, manufacturer says it will aid dealers and servicemen, can be used to demonstrate uhf sets in stores and to “convert” uhf test equipment to uhf.

Uhf air monitor receiver-converter is now being offered to telecasters by Federal Telecommunication Laboratories (IT&T). It permits conversion of any single uhf channel to a pre-designated uhf channel, is specifically designed for monitoring on-air TV transmissions.
MORE PRICE CUTS AS INDUSTRY PONDS '54: Trend to lower TV set prices, evident last week when Philco and RCA announced low-end models at $200 and under (Vol. 9:52), was accented when Admiral, Emerson, GE, Westinghouse also came out this week with lower lists. At Chicago distributors convention, Admiral introduced 5 new 21-in. sets -- besides announcing $1175 list price for its first color set. Admiral's new models:

Ebony table $180 (compared with $200 as lowest 21-in. model in current line); mahogany table $230 (compared with $270); open-face mahogany console $250 ($300); full-door mahogany console $370 ($430); mahogany combination $300 ($400).

Emerson led its line with 17-in. wood table at $150 & 21-in. wood table at $180. Westinghouse showed 17-in. mahogany plastic table at $180 and 21-in. mahogany veneer table at $200. GE introduced no new models but reduced prices by $10 to $40 on five 17 & 21-in. receivers in 24-model line. (For details of lines, see p. 14.)

Even lower prices may be forthcoming from other companies, big and small, as they show at Chicago marts next week and hold distributor meetings during January.

* * * *

What does 1954 hold in store? TV leaders were inclined to more optimism than nation's high-level economists, who generally foresee recession in national economy in 1954. For example, consensus of a group of economists of govt. agencies, educational institutions and private corporations participating this week in forum sponsored by National Industrial Conference Board was that 5-7% decline in the nation's gross national product (the value of all goods and services produced) looms in 1954.

At annual forecasting session of American Statistical Assn. in Washington, majority of several hundred economists opined national economy is already in downturn and faces "orthodox recession" in 1954, reported Dec. 29 New York Times. They predicted downturn may last through first half of 1954, then continue at slower rate for next year or 18 months.

Authoritative U.S. News & World Report (Jan. 1) foresaw business trend down in 1954, up in 1955. It summarized outlook like this: "1953 has seen the end of the boom. 1954 will see the downturn running its course. Resurgence is not expected before 1955. For many, business news will not be so good -- smaller pay, fewer jobs, scarcer orders, lower profits, unwieldy inventories. Some good news also is in store, however. Prices of many things are sure to drop. There will be more good buys in houses, cars, appliances. Living costs may ease. People with fixed incomes will have less of a struggle. Value of their dollars is not likely to be clipped on inflation. Federal taxes will be reduced."

* * * *

As for industry leaders' opinions, RCA's Frank Folsom said merchandising trend changed in 1953 to a buyers' market that augurs well for business in 1954. "The new trend in merchandising represents a closer approach to normal business operations," he said. "The 14-year sellers' market is gone. Many industries are now adjusting their operations to meet the demands of a buyers' market. Careful planning and hard work are needed to maintain the sales volume that developed during the years that business enjoyed a sellers' market."

He said RCA in 1953 prepared for transition to buyers' market by increasing efficiency of production, streamlining sales operations and establishing closer relationship with all levels of trade. He said, too, that TV-radio-electronics is a prime example of an expanding industry. Its annual going rate of nearly $8 billion in 1953, with continued growth, could forestall national recession, he said.

Admiral's Ross Siragusa foresees relatively good year for industry & nation. He told his distributors TV-radio-appliance industry offers great opportunities for sales and profits "if all of us put in more work and more sweat...We can get a bigger
share than we ever had if we go after it hammer and tongs." Of the nation's general economic outlook for 1954, Siragus commented:

"The consensus among economists is that 1954 will show a 5-10% decline from 1953. A decline in that range seems probable to us, but we think it will be closer to 5 than 10%. The general economic adjustment has been in progress for some time, and we believe it is already further advanced than many people realize. When you look behind the conversational pessimism, the actual economic facts are quite favorable." He listed 62,000,000 employed persons, 1,000,000 new homes slated for construction next year, 10% average reduction in personal income taxes, and easing of credit restrictions as factors in the nation's economic favor next year.

Philco's Wm. Balderston said we could talk ourselves into a recession and called on industrialists, economists and "all thinking people" to place more confidence in our economic system, which he said demonstrated its vitality in 1953 "by turning a year of transition into the most prosperous period in history." He added:

"Our population is growing at a rate of over 2,500,000 persons a year...The average income of our wage earners is a third higher than it was before the Korean war, and employment continues at a record high. 1954 will see a reduction in the tax burden. So-called disposable income is at a peak of about $250 billion. There are a number of new and fast-growing industries to give more and more employment to our people -- among them electronics, air conditioning, plastics and chemicals."

* * * *

TV production totaled 120,430 week ended Dec. 18, reports RETMA, one week behind in its count because of holidays. It brought year's output as of that date to about 7,150,000 -- and with 2 holiday weeks yet to be reported, year's production should be between 7,300,000 & 7,350,000, second only to 1950's record 7,463,800.

Radios totaled 267,053, bringing year's output to date to about 12,750,000 -- with likelihood that about 13,000,000 radios, including auto, will be produced in 1953.

NEW DIRECTORIES OF TV SET & TUBE MAKERS: There are now exactly 76 entities manufacturing and/or assembling TV receivers in the U.S., and 27 TV-radio manufacturers in Canada, according to survey we've just finished for the directory in our TV Factbook No. 18 due off the presses in mid-Jan. At peak, total was just over 100 during TV's biggest year, 1950, as listed in the semi-annual edition (No. 11) of July 1950.

There are 59 companies making vacuum tubes of all kinds, about two-thirds of them in cathode ray production and 16 making receiving tubes -- a mounting number.

Absent from the TV set manufacturers' list of 6 months ago are such names as Automatic, Freed, Mitchell, National, Snaider, Pathé -- primarily because they're in other electronics fields now, do not make sets. There were also some bankruptcies, but far fewer than many anticipated in view of intense nature of the competition.

Though still operating, these were the Chapter XI casualties of the year, not one of them a major factor in the business and all still operating: Gotham (taken over by Harold Shevers Inc., which dropped own name); Jackson Industries (now known as Jackson Electronics & Television Inc. and operating subsidiary Trans-Vue Corp. in lieu of its now defunct National Electronics Mfg. Co., Los Angeles); Jewel (casualty along with parent Fidelity Tube Co.); Regal (filing in bankruptcy only last week; Vol. 9:52); Video Products (interlocking with Sheraton); Transvision Inc.

There were only 2 tube makers who went bankrupt -- the aforesaid Fidelity and Zetka.

Only major change in Canada: Transvision-TV Canada now Arcan Corp. Ltd.

Creditors of Regal Electronics Corp., whose Chapter XI petition proposing 75% settlement (Vol. 9:52) is due to be heard in N. Y. Jan. 5, include these with accounts in excess of $10,000: W. Spiegel, $70,000; GE, $52,644; RCA, $35,000; RCA Victor, $19,115; Sylvania, $22,913; Hazeltine, $24,700; Tech Art Plastics Co., $18,059; Tele-o-Tube Sales Corp., $15,680; Standard Coil Products, $15,388; Guardian Electric Co., $14,278; Cosmic Radio Corp., $12,075.

Jewel Radio's creditors, shown in schedules filed in Federal court in Newark in connection with Chapter XI proceedings listing $1,114,880 liabilities and $537,962 assets (Vol. 9:48), include these with claims exceeding $10,000: Fred M. Link, $69,953; GE, $30,645; D'Arcy Printing, $19,711; Carbonneau Industries, $15,213; Westinghouse, $14,836; Centralab, $11,613; Berglund & Swenson Co., $10,639; Sessions Clock Co., $10,456.

Nearly one in every 7 sets in use will need new picture tubes in 1954, GE tube dept. gen. mgr. J. Milton Lang predicts—for total of over 4,000,000, about 50% higher than 1953. Based on GE market research, he forecast 1954 industry output of 5,200,000 picture tubes for new black-&-white sets, with color tubes about 2% of total production. He said electronic tube industry should do about $700,000,000 worth of business, some 5% over 1953.
ARGUMENT over color — who did what — advanced another round this week following last week’s RCA-Philco exchange (Vol. 9:52). To paraphrase an old question, “Who killed cock robin?” the question now is, “Who hatched the peacock?”

Zenith pres. E. F. McDonald led off with letter to FCC, sending copies to other leading manufacturers. He said he was “shocked” at RCA’s “misleading” ads and TV announcements claiming major credit for development of compatible system. “I have the feeling,” McDonald wrote, “that this RCA campaign of misinformation is in some way associated with the fact that the current RCA license agreements expire in 1954 along with some of the cross-license agreements of 1932 and that RCA has freed its opening salvo in another bitter battle to convince the industry that it is necessary to have an RCA license in order to stay in business.”

RCA shot back with a scathing statement reiterating that it “has consistently been first in every major color TV development.” As for McDonald, RCA said, “We know of no significant contribution of Zenith to the creation and development of compatible color TV.” RCA went on to recall McDonald’s famous 1946 Collier’s article in which he stated that TV is doomed unless it has a pay-as-you-look foundation and announced that Zenith wouldn’t make TV sets because they’d become obsolete. Then, RCA stated, “Although [Zenith] was the last major company to enter this new business, it has since that time made millions of dollars from it, using the inventions that RCA developed and made available to the entire industry.”

Others joined Philco and Zenith. Admiral pres. Ross Siragusa told meeting of his distributors in Chicago: “The fact is, the so-called RCA system was flatly rejected as unsatisfactory by the FCC in the fall of 1950. At that time, the Commission authorized the non-compatible Columbia system. The industry, which, except for CBS, was unanimously agreed that any color system adopted would have to be compatible, then stepped forward and developed the system the FCC has just approved.” He also said that RCA’s claims were aimed at strengthening its patent position.

In Los Angeles, Hoffman Radio Corp. placed full-page ads headed “A Salute to the Entire Television Industry,” describing development of compatible color as an all-industry effort.

Another substantial manufacturer told us he considers protests of others to be based primarily on fear that RCA may gain a merchandising advantage, secondarily on plans of some to dispute RCA patents.

And we have an interesting comment from Wayne Coy, who was chairman of FCC when it approved CBS system. Now pres. and 50% owner (with Time Inc.) of NBC-affiliated KOB-TV & KOB. Albuquerque, he wrote in response to our query:

“The color TV decision by the FCC marks another era of progress for this great communications industry. It reflects great credit on the unified efforts of the industry under the leadership of Dr. W. R. G. Baker. Color is important to TV; it will make TV an even more vital advertising and public service medium.”


RETMA publishes 1953-54 membership directory (132-p.), listing personnel of board, depts. & committees: names, addresses, telephone numbers & top personnel of member companies; trade names, etc. It's edited by Peter H. Cousins, information director.

National Assn. of Music Merchants holds midyear board meeting at Ponte Verde Beach Club, Ponte Verde, Fla., Feb. 24-25.
**Topics & Trends of TV Trade:** Exuberant about color, convinced it’s going to come fast, the 2 newsmen who have color sets on loan in their homes have some pertinent suggestions for the trade as result of their observations. New York Times' Jack Gould, after watching colorcast of NBC-TV's Season's Greetings Dec. 22 on Emerson set, commented that “gorgeous color TV, incredibly rich in texture and gay in brilliance, truly came into existence last week,” then gave this advice: “For the TV manufacturers, the show presents a great lesson. They had better forget about leisurely transition to color. The switch to color TV very easily could assume stampede proportions.”

Martin Rosenblum, Retailing Daily, with a Westinghouse pilot model, cautions that careful tuning of set by retailers can make a world of different in proper presentation of color to public. He says dealer who tunes set well can show “all the richness and vibration, all the added dimension that color provides, plus the feeling of excitement of a new electronic triumph.” But if the dealer neglects to tune set properly, he says, “color TV could be initially exposed to the consumer as a ghastly hodge-podge of hues, much like the result of a young child let loose with an artist’s palette.” Rosenblum sees possibility some dealers will purposely choose latter course to show color at its worst, in effort to build black-&-white sales. He said it was very easy to mistune a color set; he listed manufacturer’s instructions on how to tune one properly.

Illustrating zeal of retailers to get going on color, Sears, Roebuck says it will demonstrate its Silvertone color sets in its retail stores in all color telecasting areas by Feb. 1. And big Davega chain took ad in N. Y. newspapers Dec. 27 announcing it would start taking orders for color sets on “first-come-first-served-basis,” requiring $25 deposit to get on the list. Ad pointed out immediate limitations of color, urged public to buy monochrome now.

---

Philco introduced 10 new models this week, 2 of them on Philco TV Playhouse Dec. 27—and spokesman indicated 7 more would be introduced soon. The models, all 21-in.: No. 4001E, mahogany plastic table $280, maroon $230, blonde $250; No. 4003, mahogany table $260; No. 4005, mahogany table $280, blonde $300; No. 4007, mahogany table $300, blonde $320; No. 4009, mahogany table $330; No. 4103, mahogany open-face console $280, blonde $300; No. 4105, mahogany open-face console $300, blonde $320; No. 4107, mahogany open-face console $330, blonde $350; No. 4112, mahogany open-face console $360, blonde $380; No. 4110, mahogany open-face console $400, blonde $420.

Westinghouse's new models: Ridgetown, 17-in. mahogany plastic table $180; Rosemont, 17-in. ebony plastic table $190; Elmont, 21-in. mahogany veneer table $200; Dejas, 21-in. metal table $240; Catalon and Sorrento, both 21-in. metal tables at $260; Engleton, 21-in. mahogany open-face console $300, frosted oak $310; Pemberton, 27-in. frosted oak table $500; Westfort, 21-in. mahogany or walnut combination $600. Optional uhf equipment is $40 extra on all models.

Emerson’s new models, all tables: No. 1012, 17-in. mahogany wood $150; No. 1000, 21-in. mahogany wood $180; No. 1002, 21-in. mahogany wood $200; No. 1004, 21-in. walnut $220; No. 1006, 21-in. maple $230; No. 1008, 21-in. blonde $240; No. 1010, 21-in. limed oak $230. Optional uhf equipment is $30 extra on 17-in. set, $50 on all others.

GE’s price reductions on 5 models in current line: 17-in. mahogany plastic table $180 (reduced from $190); 21-in. ebony plastic table $200 ($240); 21-in. mahogany plastic table $220 ($260); 21-in. mahogany plastic table with aluminized tube $250 ($290); 21-in. mahogany plastic open-face console $280 ($300).

Sylvania will appeal initial decision by Federal Trade Commission examiner last week ordering it to halt “discriminatory pricing practices” in sale of radio receiving tubes (Vol. 9:52). Arthur L. B. Richardson, Sylvania gen. counsel, said appeal will contend Robinson-Patman amendment to Clayton Anti-Trust Act permits varying prices to different customers “where differences are justified by differences in cost of manufacturing, sale or delivery.” Case was outgrowth of complaint that Sylvania in 1949 sold radio tubes to Philco at 7-9¢ less than to its own distributors.

TV set sales by Canadian factories totaled 313,633 in first 11 months, at average price of $410, compared to production of 362,570, reports Canadian RTMA. Projected production estimate is that 154,901 more sets will be turned out next 3 months. For Nov. alone, sales were 55,188, inventory 55,291 at month’s end. Quebec led in sales with 19,270; Toronto second, 12,938; other Ontario, 6514; Ottawa & eastern Ontario, 6109; Hamilton-Niagara, 5073; Windsor, 3062; British Columbia, 1929; Maritime Provinces, 203; Prairies, 90.

TV-radio dealers don’t like proposal of Washington (D. C.) supt. of licenses to classify and regulate all retailers who accept trade-ins as second-hand dealers. Under proposal, all merchants who accept trade-ins as partial payment on new merchandise would be required to pay yearly $50 second-hand license fee, be fingerprinted by police, report all details of trade-in to police and hold merchandise for 15 days without altering or reconditioning it.

Channel Master Corp. has opened new $1,500,000 TV antenna plant in Ellenville, N. Y. With 115,000 sq. ft. of floor space, it has 6 assembly lines to supplement the 2 in old Ellenville plant, as well as complete aluminum extrusion and tube mill, claimed to be only one of its kind in antenna industry. Company now has nearly 1000 employees, having started with 6 in 1947.

Mexico has raised import duties on TV & radio receivers, effective Dec. 15: TVs & radios with cabinet, new rate 5 pesos per legal kilogram, 30% ad valorem, up from 2 & 20%; without cabinet, TVs 2 & 20% from 1.20 & 10%, radios 2 & 20% from 1.20 & 15%; TV combinations, 5 & 30% from 2 & 25%.

Freed Electronics & Controls Corp., new out of TV production, is entering high fidelity market with line of Freed-Eisemann AM-PM tuners, pre-amplifiers and other components.

**Next TV Factbook—Pre-Print Orders**

Our semi-annual TV Factbook No. 18 will be off the presses shortly after Jan. 15, 1954—containing basic data on all U. S., Canadian and Mexican border stations & networks (including rates); complete tabulation of applications for new stations, detailing principals involved, facilities requested, etc. (and starting new series of weekly Addenda); list of all new-station grantees (with reported starting dates); directories of station representatives and major advertising agencies; directories of TV set & tube manufacturers, transmitter & studio equipment makers, film & live program suppliers, community antenna systems, theatres equipped for TV, FCC personnel, legal & engineering consultants, electronics laboratories; plus many other reference features. One copy goes to each full-service subscriber. Extra copies, if pre-print orders for 20 or more are placed by Jan. 17, cost $1.50 each; single copies, $3.
Electronics Reports: Vital statistics of TV-radio-electronics in 1953 as sized up by Dr. O. H. Caldwell in January issue of Tele-Tech. Total output of industry was worth well over $5 billion, with more than $3 billion for military production. America’s “annual bill” for TV-radio came to $5.55 billion, including $900,000,000 in broadcasters’ time sales, $140,000,000 in talent costs, $550,000,000 in electricity & batteries to operate TV-radio sets (including $250,000,000 to power home TV receivers alone). Dr. Caldwell estimates $1.67 billion as retail cost of TVs sold during year, $836,000,000 for radios at retail, $250,000,000 for phonograph; $1.3 billion for TV-radio repairs and costs. TV & radio sets in world are estimated at 263,000,000.

Color TV will dominate TV-radio papers at AIEEE winter convention Jan. 18-22 at New York’s Statler Hotel. Program includes papers on differential gain & phase measurements in color TV systems, by Bell Labs’ H. Kelly; photo-electric colorimeter for color TV, by Philco’s J. B. Chatten; transmission of color over intercity networks, by AT&T’s J. A. Rae; camera equipment, by RCA’s F. W. Millsbaugh; color broadcast equipment, by Telechrome’s J. R. Popkin-Clurman; color studio design, by NBC’s R. Montford; color broadcast equipment, by O. W. B. Reed Jr. of Jansky & Bailey; high-gain side-firing uhf broadcast antennas, by Cornell’s H. G. Smith; wavestack uhf broadcast antennas, by Canadian RCA’s G. B. MacKimmie; klstron uhf transmitter, by DuMont’s W. H. Sayer; TV satellites, by WSM-TV’s L. E. Rawls; community TV systems, by M. F. Malarkey, Pottsville Trans-Video Corp.

“TV-Eye,” RCA’s new closed-circuit industrial TV system, now is in full production and on display by electronic parts distributors throughout country. Sampling of all outlets has been completed, reports RCA. Suggested retail price for TV Eye system is $995. Available as accessories are 4 new lenses priced from $8.95 to $130. New York parts distributor Terminal Radio Corp., one of first to list TV Eye equipment in its catalog, quotes these prices: Camera & control unit, less vidicon tube, $635; vidicon tube $345.

Westinghouse has appointed Latham E. Osborne as v.p. in charge of all company divisions and member of board. Leslie E. Lynde, v.p. in charge of aviation gas turbine div., succeeds him as v.p. in charge of defense products, including output of Baltimore electronics div. Both will headquarters in Pittsburgh.


Sightmaster Corp. has acquired General Fuse Co., South River, N. J., will begin in Jan. to manufacture its line of electronic, automotive, industrial and household fuses at New Rochelle plant.

RCA Victor Co. Ltd. will open new 50,000-sq. ft. record-pressing plant about Jan. 31 at Smith Falls, Ont. L. I. DelMotte will be mgr. Recording studios remain in Montreal.

Dr. James L. Thomas, former chief of resistance measurement section, National Bureau of Standards, named chief of new resistance & reactance section of Bureau’s electricity div.

Sylvania issues revised TV picture tube comparison wall chart, listing over 160 types and diagrams; it’s available free from adv. distribution dept., 1100 Main St., Buffalo.

Webster-Chicago leases new city-built 35,000-sq. ft. branch assembly plant in New Ulm, Minn., starting in spring, for motor assembly, tape recorders & phonographs.

Financial & Trade Notes: It’s estimated about 300,000 tape recorders will have been sold in 1953, as against some 200,000 in 1952 and 175,000 in 1951. This evidence of growing demand, plus RCA’s recent demonstration of both black-&-white and color TV via magnetic tape (Vol. 9:49), leads United Business Service, Boston, to comment, “This is an industry to watch.” It states:

“Beneficiaries of the development of magnetic tape fall into several groups. Among the few companies which produce the tape, Minnesota Mining & Mfg. has a dominant position and should do well as demand grows. In the field of tape recorders, Webster-Chicago leads. This company also produces complete photographs and record changers for installation in cabinets. Radio Corp. has entered the business with a big promotion of its portable model. Federal Mfg. & Engineering is another company which has entered this promising field. Other growing ‘tape’ participants are Audio Devices, Audio & Video Recording and Magnecord. Altogether, there are about 40 companies which manufacture machines, produce tape, or engage in other phases of the business.”

Admiral’s 1953 sales will set all-time record of about $250,000,000, said pres. Ross Siragusa at distributors convention in Chicago this week, adding that appliance sales for first 11 months this year were 37% above all of 1952. Admiral’s previous high was 1950, when sales were $230,397,661, earnings $18,767,554 ($0.73 a share). Sales last year were $190,724,356 vs. 1951’s $185,025,058; earnings last year were $8,711,133 ($4.43) vs. 1951’s $9,586,833 ($4.88). Admiral’s last financial report this year showed 9-month earnings of $5,654,848 ($3.34) on record sales of $189,856,035 (Vol. 9:44).

Sylvania’s 1953 sales hit all-time high of about $295,000,000, some 25% over 1952’s $235,000,000, said pres. H. Ward Zimmer in year-end statement. Each of company’s 7 operating divisions’ sales exceeded 1952. Defense business in 1953 was 22% of total, against 30% in 1952, backlog of unfilled defense orders totaling $90,000,000 vs. $85,000,000 at end of 1952. Sales of Sylvania receiving tubes reached all-time high, nearly 30% over 1952, while picture tube sales were 40% higher.

Philo finalized stock exchange plan this week, whereby it acquires Dexter Co., Fairfield, Ia., washing machine manufacturer (Vol. 9:50). It exchanges 70,000 shares of authorized but unissued Philo stock for 200,000 shares of Dexter stock outstanding, paying 5% stock dividend to Dexter stockholders. Transfer is expected to be completed by Feb. 15.

DuMont sales for first 11 months of 1953 were 20% higher than comparable 1952 period, and “it is anticipated that profits for the full year will exceed those of 1952,” said Dr. Allen B. DuMont in year-end statement.

Cornell-Dubillier reports record sales of $43,630,816 for fiscal year ended Sept. 30, some 23% over preceding year’s $35,496,041. Net income was $1,666,696 ($3.12 a share), compared with $1,539,831 ($2.86) for 1952.

Oak Mfg. Co. reports sales of $15,602,236, net income of $907,168 ($1.85 a share) for first 9 months of 1953, compared with $11,013,071 & $745,117 ($1.42) same 1952 period.

High-fidelity boom is getting under way in Latin America and market comparable to U. S. should be fully developed there in 2 or 3 years. That’s observation of R. L. Romeyn, Philo International v.p., on return from tour in which he heard “hi-fi” concerts in Puerto Rico, Colombia, Venezuela, Chile, Argentina, Peru, Panama, Cuba.
Network TV-Radio Billings

November 1953 and January-November 1953
(For October report see Television Digest, Vol. 9:48)

Both November and 11-month leads in network TV billings were taken by CBS-TV in Publishers Information Bureau tabulations released this week, and as usual CBS maintained its far-away lead in network radio billings. CBS went to Nov. TV record of $9,778,028, leading for 6th time this year, and shows total of $87,106,365 for 11 months. NBC dipped from its $10,275,480 record of Oct. to $9,655,678 in Nov. to bring its 11-month total to $86,615,046. Both ABC and DuMont went to new highs in Nov., when total for all networks reached record $23,630,290 to bring 11-month cumulative total to $202,983,531.

Radio billings held firm, aggregating $13,670,115 in Nov. vs. $14,477,570 in Nov. 1952, or $146,328,032 for the 11 months vs. $145,528,367 for same 11 month period. The complete PIB report:

<table>
<thead>
<tr>
<th>Network Television</th>
<th>November-November 1953</th>
<th>Jan.-Nov. 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>$9,778,028</td>
<td>$87,106,365</td>
</tr>
<tr>
<td>NBC</td>
<td>8,965,078</td>
<td>76,910,042</td>
</tr>
<tr>
<td>DuMont</td>
<td>2,172,485</td>
<td>18,490,118</td>
</tr>
<tr>
<td>Total</td>
<td>$20,915,591</td>
<td>$151,417,585</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network Radio</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$5,506,172</td>
<td>$18,490,118</td>
</tr>
<tr>
<td>ABC</td>
<td>2,172,485</td>
<td>18,490,118</td>
</tr>
<tr>
<td>MBS</td>
<td>2,008,990</td>
<td>16,411,619</td>
</tr>
<tr>
<td>Total</td>
<td>$9,681,647</td>
<td>$53,413,845</td>
</tr>
</tbody>
</table>

Network TV-November-January 1953

<table>
<thead>
<tr>
<th>Network TV</th>
<th>November-November 1953</th>
<th>Jan.-Nov. 1953</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>$7,083,610</td>
<td>$156,690,386</td>
</tr>
<tr>
<td>NBC</td>
<td>7,390,076</td>
<td>158,544,072</td>
</tr>
<tr>
<td>DuMont</td>
<td>5,506,172</td>
<td>15,362,479</td>
</tr>
<tr>
<td>Total</td>
<td>$19,979,858</td>
<td>$429,637,937</td>
</tr>
</tbody>
</table>

Network Radio-January-November 1953

<table>
<thead>
<tr>
<th>Network Radio</th>
<th>January-November 1953</th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>ABC</td>
<td>$5,357,564</td>
<td>$24,106,634</td>
</tr>
<tr>
<td>MBS</td>
<td>2,008,990</td>
<td>8,052,907</td>
</tr>
<tr>
<td>Total</td>
<td>$7,366,554</td>
<td>$32,159,541</td>
</tr>
</tbody>
</table>

Combined AM-FM broadcasting income in 1952 was $60,100,000 before Federal income taxes, up 4.5% over 1951, says FCC in final financial report issued Dec. 31 (Public Notice 9091). Total revenues were $492,700,000, up 4.3%, and total expenses $409,600,000, up 4.5%. Preliminary report last May (Vol. 9:18) had given total broadcasting revenues as $473,100,000, income before Federal taxes of $62,600,000. Report shows the 4 national and 3 largest regional networks accounted for $100,600,000 of the 1952 total. It breaks down revenue-expense figures by cities, community sizes, classes of stations, etc., shows 61 FM stations accounted for $2,000,000 in revenues. Comparisons with previously-announced TV figures are also provided—TV in 1952 totaling $324,200,000 revenues, up 37.5% from 1951, and $55,500,000 income before Federal taxes, up 33.5%. (For breakdowns of both the TV & radio figures by years, see p. 351, TV Factbook No. 17.)

J. Walter Thompson Co. has updated its Sept. 1, 1953 its report on Where the TV Sets Are, tabulating households and TV ownership in the first 312 markets of the U. S. (Census Bureau divisions). Last report, dated April 1, 1953, was published in full in our TV Factbook No. 17 of July 1953 (pp. 341-449). The Sept. 1 figures are interim, prepared largely to meet intra-company and client requests, and will be updated to Jan. 1, 1954 sometime in Feb. We are not publishing the Sept. 1 report, preferring to wait for the Jan. 1, but limited supply of mimeographed copies will be made available to subscribers on request.

Intensity of popular interest in color is also manifested in 1/4- p. color layout in current Life Magazine, captioned "Upheaval, Markets to Come for a Still Infant Industry, Color Television" and showing diagramatically how the RCA and CBS color TV camera methods work. "Because color will bring confusion, too-quick obsolence of black-and-white sets and financial hardships," states Life, "sections of the TV industry have been revolutionaries. The introduction of color, nevertheless, is another step in the way U. S. industry finds—or is thrust into—new, profitable fields even before old ones are played out."

Two applications for new TV stations were filed with FCC this week. With 4 dismissals, pending applications were reduced to 347 (71 uhf). Week's applications were for Paducah, Ky., Ch. 6, by Paducah Newspapers Inc. (Paducah Sun-Democrat); for Selma, Ala., Ch. 8, by Dallas Bester Inc. (Oscar P. Covington, pres.), whose principals own WCOV-TV & WCOV, Montgomery, and WGWD (AM), Gadsden, Ala. [For further details about these applications, see TV Addenda 17-Z herewith; for complete listings of all grants, new stations, applications, dismissals, hearings, etc., see TV Factbook No. 17 & Addenda to date.]

Year ended with 261 interconnected stations in 161 cities, AT&T having added these stations between Xmas week end and New Year's Eve: KOA-TV, Denver; WROL-TV & WTSK-TV, Knoxville, Tenn.; WOSH-TV, Oshkosh, Wis.; WSTV-TV, Steubenville, O.; WLBT, Jackson, Miss.; WAFB-TV, Baton Rouge, La.; KCOC-TV, Texarkana, Tex.; WNCT, Greenville, N. C. Slated for interconnection New Year's Day were WKVN-TV, Saginaw, Mich.; KSLA, Shreveport, La.; WAYS-TV, Charlotte, N. C.; KFAZ, Monroe, La.; WLBC-TV, Muncie, Ind.

Sale of radio WGAR, Cleveland, to Peoples Broadcasting Corp., subsidiary of Farm Bureau Mutual Insurance Co., Columbus (Vol. 9:30), was approved by FCC this week. Sellers were Mrs. Francis S. Parker, widow of late George A. Richards, and 13 others. Purchase price was $1,750,000, which included about $750,000 in quick assets. WGAR pres. John F. Patt, who sold his 35% interest, becomes head of WJR, Detroit.
19 & 21-in. COLOR TUBES NOT FAR OFF: A vital purpose is being served by 15-in. round color tube -- that of giving set production a start -- but it is expected to survive very little longer than it takes to get into production of larger tubes.

That's the definite consensus of tube and set makers as we talked to them this week in our continuing survey of color tube prospects. Relying heavily on black-&-white experience, manufacturers say there's no doubt that the 15-in. (giving 11½-in. picture) is too small and that the industry will bend every effort to reach goal of the 21-in. rectangular for which public has shown heavy preference.

It's conceivable color may not parallel monochrome. Public may be satisfied with smaller picture in color -- but we doubt it, after seeing 17-in. & 19-in. color pictures. Obviously, there's no way of knowing until customers have opportunity to compare sizes, quality and prices.

At least one interim step is currently in prospect before 21-in. is built -- the 19-in. round, giving about 17-in. picture. This step may be reached quite soon. After announcing that price of recently-commercialized 15-in. (Vol. 10:1) will be $175 to manufacturers, RCA this week invited tube licensees to see the 19-in. at RCA Labs in Princeton Jan. 21. This is taken to mean design of 19-in. is frozen.

The 19-in. won't be in mass production until fall, RCA says, but speculation is that pilot production is already under way.

* * * *

Further indication of tube trends comes from bulb maker Corning Glass. Its pres. Wm. C. Decker tells us Corning is working on 3 sizes for the RCA-type tube: 15-in. & 19-in. round and 21-in. rectangular. He said Corning is now building up inventory of 15-in., can step up current pilot production of either 15-in. or 19-in. and "make as many as anyone wants whenever we get orders for them."

The 21-in. bulb is still in laboratory stage but may be put into pilot production during first half of this year, says Decker, pointing out that it's hard to pin down production estimates while tube is still in process of development.

CBS-Hytron chairman Lloyd Coffin said he believes 19-in. will be next step, "and that will be determined by when we can get the bulbs." Hytron has set $125 price on its 15-in. round, is slated to begin pilot production late this month, and regular production in February.

Dr. Allen B. DuMont, pioneer of large black-&-white tubes, who has hitherto been silent on plans for color tubes and sets, says he'll produce no 15-in. sets except for demonstration. "We're developing our own type of color tube," he said, adding that he's shooting for "something in the neighborhood of 21-in.," hopes to have it by mid-year. "Unquestionably," he said, "it's the only satisfactory size."

While set makers showed only 15-in. at this week's mid-winter marts in Chicago (see p. 9), it's evident that some of them plan little more than token production of that size -- they're all shooting for big screens.
Chromatic TV Labs, developer of Lawrence tube, has always plumped for big tubes. Chromatic licensees currently are waiting for rectangular glass envelopes, as well as tube grids. Pres. Richard Hodgson says that so far blanks for Chromatic sample tubes have been round metal, 21-in. and 24-in., with cones supplied by I-T-E Circuit Breaker and United Specialties Co. He expects that rectangular glass bulbs will pose no big problems for Chromatic one-gun tubes because they’re similar to those used for black-&-white, except for addition of metal flange.

Chromatic announced this week it has set up grid-producing facilities at Emeryville, Cal. -- "to get our licensees off the ground." Company has been making grids in pilot plant at Oakland, but new plant, employing 200, is aiming to be in production by end of March with initial annual rate of 25,000 grids for as many tubes. (Parenthetically, we’d say that rate appears incredibly small.)

* * * *

We visited Hazeltine Labs this week, to observe its results with Lawrence tube. Hazeltine has devised technique whereby tube itself acts as signal decoder, a process it believes has distinct advantages.

Results are a definitely marketable picture. Tube was displayed alongside 15-in. RCA-type tube produced by Zenith subsidiary Rauland; latter differed from RCA tube in that it contains 1,200,000 phosphor dots, compared with RCA’s 600,000.

Demonstration was conducted for Hazeltine licensees by research v.p. Arthur V. Loughren, who gave frank appraisal of Lawrence tube’s advantages and drawbacks. He stated these to be the advantages: (1) Larger picture, with no complications expected with still bigger tubes. (2) No registration or convergence problems. (3) Simplicity of production and low rejection rate. (4) Ruggedness in handling and in continuous use. (5) Good black-&-white reception.

Loughren noted 2 disadvantages, both of which he believes are temporary: (1) Less color fidelity and overall resolution. (2) Excessive radiation -- "it’s a 50-watt transmitter."

Cause of poorer color fidelity, Loughren explained, is that the tube has 350 lines of green phosphor, 175 of red, 175 of blue. Thus, when solid red or blue object is shown, it has far less resolution than solid green object. Result is that red or blue objects look coarser and paler. Solution to this, Loughren said, is to put more lines in picture. Chromatic’s Hodgson claims that tubes now under development will give all the resolution transmitted.

Radiation problem is on way to elimination, Loughren stated. He said Hazeltine engineers have worked on disassembled tube, devised very promising techniques for reducing radiation to reasonable limits. He added that complete tube incorporating new techniques is still to be produced.

Our own observation is that lack of misregistration is certainly a plus for Lawrence tube, compared with Rauland tube which had bad fringing at top and bottom. We must note, however, that we’ve seen no misregistration on RCA tubes in recent months. Black-&-white reception on Lawrence tube was excellent -- a fact not to be dismissed lightly until most telecasting is in color, if it will be. Rauland tube was marred by fringing during black-&-white reception.

Westinghouse appears quite sold on Lawrence tube, is reported further along towards production than anyone else. Engineer for one small manufacturer, attending Hazeltine session, said Westinghouse told him production "yield" of Lawrence tubes is 30-to-1 greater than RCA type -- difference in rejection rate being that great.

One drawback of tube isn’t technical; it’s fact there’s no big source of supply in sight. Chromatic Labs doesn’t make tubes. Of Chromatic’s 2 licensees, Crosby intends to use all its own output and Thomas Electronics is a small producer. Westinghouse hasn’t been a big factor in tube production. However, there is persistent rumor that GE is working fiercely on Lawrence tube or a grid-type tube of some sort. If GE commits its massive productive facilities to the tube, large-scale production can be expected eventually.

Regarding Rauland tube, incidentally, it’s worth noting that its 1,200,000 dots, compared with RCA’s 600,000, give picture exceptionally fine texture. We sat
within 3 ft. of set, detected no dots at all. If the production of such screens is practical, it's certainly worth doing.

Evaluating whole color tube situation, one executive said: "The jump from radio to black-&-white TV was a much greater revolution in our business than will be the jump from black-&-white to color."

He sees no need for the intermediate steps taken by monochrome -- no such evolution as the progression through 7, 8½, 10, 12, 12½, 14, 15, 16, 17, 19, 20, 21, 24, 27 & 30-in. sizes. However, the more conservative industry sources expect it will be some 2 years before mass production of rectangular 21-in. -- the "ideal".

Though there have been some pilot model metal-coned color tubes, virtually everyone is talking glass now. Interesting sidelight is that RCA, pioneer of metal tubes for black-&-white, gave them up about 6 months ago, and except for replacement is now making only glass black-&-white (as well as color).

**STORER BUYS EMPIRE COIL CO. FOR $10,000,000:** Biggest deal since the ABC-UPT merger -- topping any of the 20 major station sales of 1953 -- is Storer Broadcasting Co.'s projected purchase of Herbert Mayer's Empire Coil Co. for approximately $10,000,000.

Announced purchase price is $8,500,000, same sum Westinghouse paid Philco for WPTZ in Philadelphia last year (Vol. 9:8,22); but Storer assumes liabilities of about $1,000,000 and Mayer will get about $500,000 more in adjustments.

Deal embraces acquisition of big electronic parts manufacturer, major vendor of transformers & coils to many of the large TV-radio manufacturers, plus its TV stations WXEL, Cleveland (Ch. 8) and KPTV, Portland, Ore. (Ch. 27). It was closed at 4:16 a.m. Jan. 8, when Storer counsel John Poole and Mayer counsel Morton Wilner completed the agreement papers, and $350,000 cash deposit was paid.

Agreement calls for $6,000,000 cash on FCC approval of transfers, balance in cash or notes -- most likely cash. Broker Howard Stark, who engineered deal, is paid by Storer. No new stock sales are contemplated to raise funds.

Mr. Mayer gave ill health as one of reasons for finally agreeing to sell after having rejected numerous offers, particularly for Cleveland station. Package deal offered certain tax advantages. Letter to staffs of WXEL & KPTV told them Storer has assured him he anticipates making no changes in personnel and that operation of the stations will continue substantially as before.

* * * *

There was no breakdown in values placed on the 3 properties, all of which are known to be substantial money makers, together last year grossing very nearly the amount of the announced purchase price. Cleveland station has been particularly profitable; Mayer has rejected offers of up to $8,000,000 for it.

Portland uhf station, which he also founded, was first commercial uhf outlet to go on the air, has NBC basic affiliation, has been good earner from start, is probably the most profitable uhf station of all the 122 that have since started.

Already owner of 5 stations, the hitherto allowable limit, Storer will have to dispose of at least one of them. Presumably it will be KGBS-TV, San Antonio (Ch. 5), recently known as KEYL, which he purchased in 1951 for $1,050,000 (Vol. 7:30,41) and which son George B. Storer Jr. now manages. Or it might be WAGA-TV, Atlanta (Ch. 5).

Because FCC is waiving 5-limit rule to permit ownership of 2 uhf in addition to 5 vhf (Vol. 9:51), it's expected there will be no obstacle to ownership of Portland outlet which is often cited as the "showcase" of what uhf can accomplish, both technically and financially, if it gets a good head start. FCC is deeply committed to success of uhf, which many think requires network and other big-interest backing over long haul. That was why it authorized, within 48 hours of application, the transfer to DuMont Network Jan. 1 of Empire Coil's uhf KCTY, Kansas City (Vol. 9:52).

* * * *

Now 46 years old, Herbert Mayer quit his New York law practice in 1944 to set up Empire Coil Co. with an investment of only $5000 and an assembly line in a loft in New Rochelle, N.Y., where it now has a modern building. He wanted to get into electronics somehow, so boned up on what was most needed -- deciding on components.

Before the TV station freeze, he decided he wanted to go into telecasting,
and in Dec. 1949 he founded WXEL while local interests were still dubious about TV. In Sept. 1952, he astounded the industry by getting KPTV on the air in TV-less Portland as the first commercial uhf in the U.S., buying the RCA-NBC experimental transmitter at Bridgeport, Conn. and getting it going in record time (Vol. 8:38).

He started KCTV, Kansas City (Ch. 25) last June, anticipating that uhf would be tied up in competitive hearings and its addition to the city's one uhf outlet thus slowed down. But merger agreements approved by FCC brought 2 more uhf into being in short order, they grabbed off CBS and ABC, and his station did poorly. He reported investment and losses of $750,000 in the 7 months of operation before KCTV was sold to DuMont for a nominal $1 as of Jan. 1, 1954 (Vol. 10:1).

Mayer's uhf grants for Denver and Indianapolis were also surrendered -- in Denver because 4 uhf got going first and in Indianapolis because of likelihood new uhf will get on the air, too, before uhf could get a good start.

Agreement with Storer precludes return to same fields in same cities, but Mayer hopes to enter the theatrical side of the business -- may become a producer or syndicator of programs and may back a Broadway play. His long-cherished ambition has been playwriting and play producing.

*   *   *

Storer may set up a separate industrial operating unit, for it also owns Standard Tube Co., Detroit (sheet metal tubes). It was from that business that Mr. Storer ventured forth into radio broadcasting about 20 years ago, building slowly to ownership (by founding or purchasing) 5 TV stations, each with an AM adjunct, plus AM stations in his base city of Miami and in Wheeling, W.Va. He also owns a TV in Havana, which does not fall within FCC jurisdiction, and publishes the Miami Beach Florida Sun, a 5-days-a-week newspaper (Vol. 9:45).

Storer Broadcasting Co. is now partly owned publicly as result of the recent offering of 200,000 shares of common (at 14) which was quickly oversubscribed (Vol. 9:45,47). All 15,000 shares of 7% cumulative preferred stock, except for 50,000 worth held by v.p. J. Harold Ryan, a brother-in-law, was purchased by the Jefferson Standard Life Insurance Co. for $1,450,000.

Prospectus filed with SEC last Nov. 17 showed funded debt of $5,133,000, with 1,010,000 shares of common outstanding, of which 843,250 were designated as "B" common. Storer's personal holdings of 640,125 shares of the "B", even without the large block held in trust for his family, give him voting control. For the recent stock issue, Mrs. Ryan sold 102,500 shares, Mr. Ryan 63,125 and Mr. Storer 34,375. The Ryan's still hold 50,000 shares each.

*  *  *

Note: There were 20 major TV station transfers authorized in 1953 (see TV Factbook No. 18). Storer was involved in only one of them -- $2,400,000 purchase of WBRC-TV & WBRC, Birmingham, Ala. (Vol. 9:13,21). Storer also bought radio KABC, San Antonio (now KGBS) for $700,000 in order to have an AM counterpart for TV there.

There were rumors this week that the Washington Post is about to buy out CBS's 45% interest in WTOP-TV & WTOP, having jointly acquired the TV station in 1950 from Macy interests for $1,400,000. Though denied, it's believed only matter of time before CBS sells so as to free itself to acquire 100% ownership elsewhere. The Post owns outright WMBR-TV & WMBR, Jacksonville, purchased in 1952 for $2,470,000.

ONE NEW STARTER, ONE CP IN SLOW WEEK: New year's first week brought only one new station on air and one TV grant by FCC. Newt is WBTM-TV, Danville, Va. (Ch. 24); CP went to Coastal Bend TV Co. for Corpus Christi, Tex., Ch. 22.

Danville station started Jan. 6, is 42 mi. northeast of uhf-served Greensboro, N.C., 59 mi. south of uhf-served Lynchburg, Va. RCA-equipped, it's owned by local group headed by broadcaster L. M. Dibrell, managed by Edward Gardner, hopes to interconnect with ABC by April, has $200 base rate, is represented by Hollingbery.

Several other stations were reported poised for possible week-end starts. Second klystron and RCA antenna got to WMGT, Adams, Mass. (Ch. 74) on Jan. 6, so it should start momentarily with its GE transmitter. Also possibilities over week end are WKAR-TV, E. Lansing, Mich. (Ch. 60), GE-equipped, and WEAR-TV, Pensacola (Ch. 3),
RCA-equipped. And from CBC came word that CBMT, Montreal (Ch. 6) definitely would get started Jan. 10 -- becoming 2nd station in Montreal, 7th in Dominion.

On-the-air total is 357 at this writing, of which 123 are uhf.

Corpus Christi grant was final decision, after competing H.L. Hunt amended to new channel. It's owned by group of local businessmen and public officials.

Commission's hearing in Buffalo Ch. 2 case -- where it suspects there was a "strike" application (Vol. 9:50) -- opened Jan. 8, but was continued to Jan. 15 pending attempts to narrow down issues through stipulations. FCC hasn't yet acted on petition of Buffalo's uhf WBUF-TV to intervene (Vol. 10:1).

FCC this week scheduled Feb. 5 hearings for Jacksonville, Ch. 12; Muskogee, Okla., Ch. 8; Tulsa, Ch. 2 & 17; Biloxi, Miss., Ch. 13.

NEWSPAPER & THEATRE FOLK LEAD OWNERSHIP: No longer eyed askance, newspaper ownership of TV stations appears to be as firmly entrenched as in radio -- and scrutiny reveals 105 of the 356 operating stations (roughly 30%) are owned in whole or part by newspaper publishing interests. Proportion is about same as for radio stations. You'd expect theatrical interests to be represented in more than the mere 35 stations shown in the study, completed this week to show breakdowns of ownership by categories for listing in our upcoming TV Factbook. Electronic manufacturers now own 22 stations, networks 19, universities & colleges 6 (only 2 non-commercial).

Multiple ownership tabulation has expanded considerably, but only 4 entities have allowable limit of 5 -- ABC, CBS, NBC, Storer. DuMont & Crosley have 4 each. Among newspaper interests, Scripps-Howard, Gannett, Newhouse and Steinmans have 3 each; quite a few newspaper entities own 2 stations each, in whole or part.

The newspaper list embraces all from outright ownership (like Chicago Tribune's pioneer WGN-TV and its interlocking ownership with New York News' WPIX) to partial ownership (like Wichita Beacon's mere 5% interest in KEDD) to such identical ownership as WCOC-TV, Meridian, Miss. with weekly Clark County Tribune.

The count of 105 does not, however, include the 4 stations owned by Meredith Publishing Co. (Better Homes & Gardens); the 2 partially owned by Time Inc. (Time-Life-Fortune); and the one owned by same interests as the Prairie Farmer, Chicago.

Theatrical interests range from the American Broadcasting- Paramount Theatre group of 5 to the single stations owned by such entities as Paramount Pictures and the Walter Reade chain; also the holdings of actors Bob Hope, Bing Crosby, James Stewart and Mary Pickford Rogers.

TV Factbook No. 18 of Jan. 15, 1954 will also carry a complete record of all major station transfer deals since 1949. It's a 378-p. volume that lists all TV Stations in the U.S., Canada, Mexico & Cuba, with facilities, personnel, rates, etc.; has new log of TV stations throughout the world; complete vhf-uhf channel allocation tables; directories of TV set and tube manufacturers, with executives; directories of major advertising agencies, program producers, station sales reps, etc. And each Factbook includes a 43x29-in. Map of TV Cities and Network Routes, suitable for framing, in color, revised to Jan. 1, 1954.

Note: Extra copies of the Factbook will be available Jan. 18 at $3 each.

NEARLY 300 COMMUNITY ANTENNA SYSTEMS: Growth and durability of community antenna systems continues to be a quiet phenomenon -- they're sprouting and flourishing very nicely despite tripling of TV stations on the air during the last year.

Number of homes served by systems is insignificant, frankly, when compared with the 27,000,000 served directly by stations. That isn't the point. What is significant is that the systems represent several hundred going businesses -- many of them returning a very handsome profit.

Combing through up-to-date directory of systems compiled for our upcoming TV Factbook No. 18, we have derived some extremely interesting figures:

(1) 299 systems are now operating, against 240 six months ago (Vol. 9:28), 149 year ago (Vol. 9:4). 94 eighteen months ago (Vol. 8:27). In addition, 29 are now under construction or in planning stage.

(2) 120 of the 299 reported number of subscribers, for total of 64,189 vs.
39,796 for the 92 reporting 6 months ago, 13,750 for the 69 reporting 18 months ago.

(3) Average system has 535 subscribers, compared with 432 for the 92 reporting 6 months ago, 199 for the 69 reporting 18 months ago.

(4) 115 estimated they have total potential of 211,025 subscribers, for an average of 1,835 each, against total of 167,710 for the 96 estimating 6 months ago (average 1,741), 144,356 for the 74 estimating 18 months ago (average 1,950).

(5) Largest system reports "over 4000"; this is the Whitney-Jerrold operation in Williamsport, Pa. Largest claimed 6 months ago was 2500. Currently, next largest are: 3600, 3300, 3000, 2500, 2500, 2200, 1950, 1781, 1505. Including these, 19 operators claim 1000 or more.

Lacking reports from all 299 operators, we can't give a reliable figure for total homes served, but we'd guess it at about 100,000. Since start of pay-as-you-look operations on Telemeter's system in Palm Springs, Cal. (Vol. 9:49), interest in the total has become very keen -- because it's an index to possible boxoffice -- but there's a tendency in some quarters to exaggerate the potential.

Personal Notes: Edward L. Saxe appointed v.p. & asst. to CBS-TV pres. Jack Van Volkenburg; formerly controller, he will handle financial matters mainly... Norman Siegel resigns as CBS-TV west coast director of publicity & exploitation... Harold L. Morgan Jr., ABC v.p. in charge of TV production services dept., named v.p. & comptroller; Jason Rabinovitz, asst. comptroller; W. C. Tupper, chief accountant; Edward Graessel Jr., asst. chief accountant; Robert L. Stone, director of TV production services dept... A. G. Flanagan, commercial mgr., XETV, Tijuana (San Diego), named asst. gen. mgr. of KCOP, Los Angeles (changed from KLAC-TV) under new owner Copley Press Inc.'s TV-radio v.p. & gen. mgr. Jack Heintz; Wilson Edwards succeeds Heintz as mgr. of radio KSJO, San Diego... Robert M. Baird, Dallas mgr. of John E. Pearson rep firm, named TV v.p. ... Elmer W. Lower promoted to director of news & public affairs, CBS-TV, Washington; Wm. Corrigan, newsmilk mgr.; Donald W. Richardson, syndication mgr. ... Neal J. Edwards, ex-WTTG, named sales mgr. of WMAI-TV, Washington, succeeding Harvey Glasscock, resigned; no replacement yet at WTTG... Paul H. Chapman, ex-WFBC, Greenville, S.C. (WFM-TV) has opened own TV-radio brokerage office to serve the South; address is 84 Peachtree St. NW, Atlanta, phone Lamar 2936... Mitchell DeGroot, named ABC-TV director of adv. & promotion in separation of depts., Eugene Arcas handling radio; Andrew Ross named ABC art director... Glen Shaw, recently with KLX, Oakland, named asst. mgr., KCCC-TV, Sacramento, Cal., under gen. mgr. Ashley Robison; John J. Kehoe, ex-CKRA, Sacramento, named sales mgr.... Herbert Pangborn, CBS-TV technical operations mgr., Hollywood, elected pres., Society of TV Engineers of So. Calif.; Edward Benham, KTTV chief engineer, secy.-treas... Wm. L. Clark, ex-asst. sales mgr., WPIX, N.Y., named Hollywood mgr., ABC film syndication... Howard Anderson, ex-film director, WFAA-TV, Dallas, joins Dallas office of Motion Pictures for TV... Halsey V. Barrett resigns as eastern sales mgr., Consolidated TV sales... John W. Owen, ex-Petry, joins Avery-Knodel as coordinator of promotion, research & sales... Wm. T. Romaine named director of public affairs, WSAZ-TV, Huntington... Ben Starr, ex-v.p., elected pres. of western region of TV Writers of America, succeeding Hugh Wedlock, resigned; Nate Monaster replaces Starr... Walter Francis transferred from AT&T New York headquarters to become information supervisor of Kansas City offices... Wm. M. Kohlenzer promoted to eastern sales mgr., DuMont Network ... Branch L. Remendo named south western district supervisor, NBC merchandising dept. ... Stanley S. Simpson, ex-San Francisco radio sales executive, appointed mgr. of KCOK-TV, Tulare, Cal.


ABC Los Angeles commentator Chet Huntley got $10,000 and public apology this week from one Mrs. Rae Suchmen, who accused him to his sponsors of being a communist, in out-of-court settlement of his $200,000 suit. Apology published as paid ad in Herald & Express read: "I have no evidence that Mr. Huntley is other than a patriotic, loyal American for] which links him with any subversive organization or undertaking."

Rev. S. Franklin Mack, Bound Brook, N.J., elected executive director of Broadcasting & Film Commission, National Council of Churches of Christ in U. S. A., under Dr. Clayton T. Griswold. He succeeds Dr. Ronald Bridges, retiring Feb. 1 to become visiting professor at Bowdoin College, Lewiston, Me.

Edwin Moss Williams, ex-UP business mgr. who has been publishing the Elizabeth City (N. J.) Daily Advance, has sold the newspaper to Dear Publications & Radio Corp., of Jersey City, onetime publisher of Jersey Journal.

Vic Diehm, operator of WAZL, Hazleton, Pa., named principal speaker of U of Georgia's 9th annual Radio & Television Institute, Jan. 27-30.

Ninth annual Michigan State Radio & Television Conference of commercial and educational broadcasters has been scheduled for March 5 at East Lansing.

Edward C. Hartung, 66, FCC accountant since 1935, died Jan. 3 in Washington. He is survived by his widow, 2 married daughters, 3 grandchildren.

Mrs. Lilian Paley, 62, wife of Jay Paley, retired turfman and one of founders of CBS, died Jan. 2 at her Los Angeles home. She was an aunt of Wm. S. Paley, CBS chairman.
Station Accounts: TV-radio advertising is expected to be used by grocers more often this year than in the past as they increase adv. & promotion budgets to meet rising competition, according to Vincent L. Browner, pres. of National Assn. of Retail Grocers, Chicago ... Ford Motor Co.'s current campaign for its 1954 cars and trucks is using 270 TV stations (as against 107 last year) plus 1418 radio stations, thru J. Walter Thompson; dealer newspaper advertising on introduction was hiked 30%, magazine 22% ... Renuzit Home Products Co., to promote Odorless Renuzit, rug and upholsterly cleaner, tested TV-radio in Pittsburgh for 13 weeks, now plans 17-market TV campaign which may be expanded later, thru Feigenbaum & Wermern, Philadelphia ... Wildroot Cream Oil has bought rights to Al Capp's Fearless Fosdick cartoon for central theme of 1954 ad campaign, which will include TV-radio, thru EBD ... CBS-Columbia Inc., seeking bigger place as a TV set maker, will spend more than $1,000,000 on adv. & promotion first 6 months of this year, including TV-radio spot, thru Ted Bates & Co. ... Sears Roebuck, Los Angeles, sponsoring Duke Martin Show on KTTV for last 30 months, on Jan. 18 starts 2 half-hour dramatic films daily each weekday, featuring name stars and produced specially for TV both will be shown within 12:45 p.m. period bought by big chain, with Duke Martin service retained ... Among other advertisers reported using or preparing to use TV: Orleans Canning Co., Chicago (All-Meat dog food), thru Presba-Fellers & Presba, Chicago; Adams Corp., Korn Kurls Div., Beloit, Wis. (Korn Kurls), direct; National Association of Engine & Boat Mfrs. (motorboat show), thru Lewis A. King, N.Y.; Quaker Oats Co. ( Aunt Jemima cake mix), thru J. Walter Thompson, Chicago; Modlin Co. Inc., Los Angeles (plastic brooms & brushes), thru Roy S. Durstine Co., Los Angeles; Norwich Pharmaceutical Co. (Flavettes anti-smoking pills), thru Benton & Bowles, N. Y.; Glamorene Inc. (rug cleaner), thru Hicks & Greist, N. Y.; C. A. Durr Packing Co., Utica, N. Y. ( Durr's First Quality hams & bacon), thru Farquhar & Co., Utica; Laurel Products Inc., Cleveland (Nusoft fabric rinse), thru McCann-Erickson, Cleveland; Beto Corp., Dallas (Koracin medicinal), thru Frank J. Miller Adv., Hollywood, Cal.

Network Accounts: Arthur Godfrey quickly picked up General Motors as alt. sponsor (with Pillsbury flour) of Arthur Godfrey and His Friends on CBS-TV Wed. 8-9 p.m., within day after Chesterfields dropped out in move which network insisted was based solely on financial considerations and wasn't related to recent furor over firing of singer Julius La Rosa. Chesterfields also bowed out of Mon. & Wed. 11:15-11:30 a.m. segment of Arthur Godfrey Show on CBS simulcast—but network spokesman anticipates no trouble in lining up sponsor ... Emerol Mfg. Co. (Marvel Mystery oil) sponsors Tommy Henrich Sports Show on ABC-TV starting Jan. 16, Sat. 6-6:15 p.m., thru Hilton & Riggi ... Hazel Bishop (lipstick) sponsors Dr. LQ on ABC-TV starting Jan. 18, Mon. 8:30-9 p.m., thru Raymond Specter Co. ... Post Cereals buys Portia Faces Life on CBS starting in April, Mon.-thru-Fri. 1:15-1:30 p.m., thru Young & Rubicam ... Whittemble Pharmaceutical Co. (drugs) and Boyle-Midway Inc. (Plastic Wood) sponsor Mon.-Wed.-Fri. segments of The Bright Star on CBS-TV starting Feb. 1, Mon.-thru-Fri. 4:15-4:30 p.m., former thru Biew, latter thru Geyer Adv. ... Mutual of Omaha buys Mon. & Wed. segments of John Daly and the Show on ABC-TV starting Feb. 4, Mon.-thru-Fri. 7:15-7:30 p.m., thru Rozell & Jacobs, Omaha, ... American Chicle Co. & DuMont Labs shift Colonel Humphrey Flack from Wed. 9-9:30 p.m. to Sat. 10-10:30 p.m. on DuMont starting Jan. 9 ... DuMont brings back Author Meets the Critics as sustaining program starting Jan. 17, Sun. 7-7:30 p.m.; Big Issue goes off DuMont Jan. 18 after year as sustainer.

Take your choice—the $7.7 billion estimated by N. Y. Herald Tribune's Joseph Kaselov or the $7.8 billion by N. Y. Times' James J. Nagle as total expenditures by all advertisers on all media during 1953. That's 10% above 1952, and better. What's more, says Kaselov, it looks as if the pattern will continue in 1954, when some advertising authorities see total advertising "hitting the $8 billion mark as the battle of the sales curves is joined." For perspective, adds Kaselov, it should be noted that in 1939 the figure was $2 billion. Newspapers, magazines, TV, radio, direct mail, industrial advertising all hit new highs, according to their surveys. Nagle says 1953 TV expenditures will go well above the $650,000,000 of 1952 (time & talent), quoting McCann-Erickson, which does annual Printers' Ink survey. Kaselov puts TV figure at $448,000,000 (network & station revenues alone), quoting NARTB's Richard P. Doherty. Latter also guesses radio up 3% to about $490,000,000. Notably, says Nagle, some industries are still shifting from radio to TV—cigarettes, cosmetics, insurance and beer, for example; but other important companies are now using radio for first time or have returned to it. Note: Our own guesstimate is still between $450-475,000,000 as total revenues of TV's 4 networks and 350-odd stations in 1953 (Vol. 9:52).

Most of O. L. Taylor Co.'s TV & AM station lists left over after recent consolidation with Raymer, are being acquired by newly formed Venard Inc., organized by Lloyd George Venard, ex-Taylor N. Y. mgr., with main offices at 444 Madison Ave., N. Y. Venard Inc. also has ex-Taylor Chicago chief Howard Meyers in charge of Chicago office, 35 E. Wacker Dr., and Duncan A. Scott as rep for San Francisco & Los Angeles. Besides 28 AMs, Venard Inc. will represent these 8 TVs: WTV, Ft. Lauderdale-Miami; WKLO-TV, Louisville; WFIE, Evansville; KCMC-TV, Texarkana, Tex.; WCOV-TV, Montgomery, Ala.; WILS-TV, Lansing, Mich.; KTXL-TV, San Angelo, Tex.; KMD-TV, Midland, Tex. Only others on Taylor list are CP holders WERE-TV, Cleveland; WJTN-TV, Jamestown, N. Y.; KTRR-TV, Lufkin, Tex.

Pioneer uhf KPTV received permission from Portland, Ore. city council to construct new 500-ft. antenna tower on city-owned Council Crest. City also extended to 20 years KPTV's permit to maintain broadcast facilities at the site. Station, which was sold this week to Storer Broadcasting Co. along with WXEL, Cleveland, by Herbert Mayer (see p. 3), will dismantle and install old WXEL tower atop Council Crest, give old 210-ft. tower to city for civil defense use. Station officials predicted higher tower "will eliminate completely 3 of the current close-in shadow areas and show 60% improvement in remaining shadow areas."

New "Chromalyzer," now in production by Telechrome Inc., is designed to provide all necessary color signals for adjusting color monitors, transmitters and receivers. Selling for $1650, it's aimed at stations, manufacturers, distributors, servicemen—for use when other color signal source isn't available. Introducing device, Telechrome Pres. Ray Clurman noted that if FCC approves his suggestion that stations transmit continuous color signals (Vol. 9:51), market for product will be drastically reduced.

Rather than wait for color equipment, chief engineer John T. Wilner and staff, WBAL-TV, Baltimore, are equipping station for network rebroadcasts and slide colorcasts at estimated $25,000, compared with some $75,000 for same equipment from manufacturer.

Mutual Broadcasting System reports $23,000,242 billings in 1953, up 10% from 1952 and its second best year, comparing with $26,000,000 in 1946. Big radio chain had 80 advertisers, including 17 of radio's top 25.

H. B. LeQuatte Inc. has been dissolved, and Mr. LeQuatte, ex-pres. of Advertising Club of N. Y., has joined Abbott Kimball Co. as v.p. & chairman of plans board.
SLOWER PACE of new-station starters in ensuing months is indicated by paucity of shipments from the major transmitter manufacturers in recent weeks. Neither DuMont nor RCA reported any new-station shipments or orders this week, and GE reported only that the 1-kw previously said to have gone to KSAN-TV, San Francisco (Ch. 32), did not get off last week but that a 100-watt driver was due for shipment this week, to be followed shortly by the 1-kw. RCA on Jan. 4 shipped 25-kw amplifier to new WLBT, Jackson, Miss. (Ch. 3), which began testing its 10-kw Dec. 20, and on Jan. 7 shipped 25-kw amplifier to WHAM-TV, Rochester (Ch. 6). GE this week shipped 20-kw amplifier to KATV, Pine Bluff, Ark (Ch. 7), which began testing Dec. 18 with 5-kw.

Upcoming stations were also slow in reporting plans. This week’s crop of reports is highlighted by apparent race of 2 new vhf granted in Duluth-Superior area, which now has one vhf in operation, to get going in March despite difficulty of construction due to weather (see below).

* * * *

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

KDAL-TV, Duluth (Ch. 3), has RCA equipment on order, is expanding AM studios for TV, expects to have transmitter building ready in 30 days and equipment installed by end of Feb., plans March tests with low power and interim single-bay bat-wing antenna, reports pres.-gen. mgr. Dalton LeMasurier. Cocoon superstructure is being built first over transmitter site to negate weather delays. Mr. LeMasurier also owns 10% of WIRL, TV applicant for Peoria, and controls WQUA, Moline, Ill. Avery-Knode will be rep.

WDSM-TV, Duluth (Ch. 6), with 5-kw GE transmitter on tap for delivery by Feb. 15, when new studio-transmitter bldg. will be ready, plans early Feb. tests, programming March 1, reports gen.-mgr. Rodney A. Quick. WDSM-TV is controlled by Northwest Publications Inc., publisher of Duluth Herald and News Tribune (Ridder) which also controls WCCO-TV, Minneapolis. Free & Peters will be rep.


WJNO-TV, West Palm Beach, Fla. (Ch. 5), has ordered RCA equipment for April 1 delivery, hasn’t begun construction, but hopes to test by June 1 and begin programming July 1, reports pres. William H. Cook. Theodore Granik (American Forum of the Air) owns 24%. Rep not yet chosen.

CKLW-TV, Windsor-Detroit (Ch. 9), will begin next July, during Windsor Centennial, with 4–11 p.m. programming, according to pres.-gen. mgr. J. E. Campeau speaking at recent ground-breaking ceremonies for $1,- 250,000 studio-tower construction project. New AM-TV studios & offices and 670-ft. TV tower will be at Sandwich & Crawford Sts. on Detroit River waterfront. It will be first Canadian station to start with maximum 325-kw visual, 220-kw aural powers, says Mr. Campeau. Reps will be Adam Young (for U. S.) & All-Canada Television.

WTOC-TV, Savannah, Ga. (Ch. 11), didn’t meet Jan. 1 test target because of antenna difficulties, now hasn’t specific date, although construction will be completed by end of Jan., reports production mgr. Dwight J. Bruce. Rep will be Katz.

WNAT, Providence, R. I. (Ch. 16), with 1-kw RCA transmitter on hand and studio-transmitter building 80% complete, plans Feb. 1 tests from 420-ft. Stainless tower, with programming to start Feb. 15, reports gen. mgr. John B. Porterfield. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest. Rep will be Raymer.

WJPB-TV, Fairmont, W. Va. (Ch. 35) has just completed transmitter house, now plans Feb. 1 tests with Continental 1-kw transmitter, reports pres. J. Patrick Beacom. Ralph Forbes, ex-WPIX, named TV director; Sheldon Loner, engineering director; Bruce McGlinnis, commercial manager; Jack Tennant, film & camera head. Hour rate will be $200. Rep will be Headley-Reed.

WMGT, Adams, Mass. (Ch. 74), had antenna difficulties, didn’t make Dec. 25 target, now hopes to start about mid-Jan. with 12-kw GE transmitter, according to pres. Leon Podolsky (Sprague Electric Co.). Hour rate will be $250. Rep will be Walker.

Wm. E. Robinson, exec. v.p. & publisher of N. Y. Herald Tribune and member of RCA & NBC boards, has resigned from the newspaper to become chairman and chief executive officer of Steve Hannonan Associates Inc., public relations counsel; he remains on companies’ boards, though their public relations counsel is Carl Byoir Associates.
ESTIMATED 1953 PRODUCTION—7,261,109: Remember those TV cutbacks planned by set makers last fall for first quarter of 1954 (Vol. 9:44)? Now comes news they won't be as sharp as first thought, thanks to business upswing in November and December, which has inspired some set makers to revise upward their first-quarter output.

RCA, Motorola and Hallicrafters say they're increasing TV production over and above proposed curtailment. As Motorola v.p. E.R. Taylor explained, "we won't be going full tilt, or anywhere near first quarter of last year, but good volume in the last 2 months, with resulting lower inventories, has given us the chance to take a second look and we are increasing our output as a result." Admiral and Philco spokesmen say they didn't cut back production in last quarter 1953, nor had they planned to in first quarter of 1954—hence their plans are unchanged.

Zenith v.p. H.C. Bonfig, without referring to Zenith's plans, commented that industry estimates for 1953 have been upped recently from 5,000,000 to 5,500,000.

* * * *

TV industry produced 7,261,109 sets in 1953, according to preliminary RETMA estimate released this week. This is based on official 11-month production count of 6,765,000—plus estimated 496,109 turned out in 5-week Dec. 2 of them short holiday weeks which produced only 70,936 & 46,407, respectively. It was the industry's second best year, surpassed only by the 7,463,800 produced in 1950, and way above the 6,996,279 turned out in 1952.

It was a good year for retail sales as well as production. Sales were about 6,500,000, thanks once again to pickup in last 2 months. And as result, inventory stood at about 1,900,000 in all pipelines at year's end—not considered dangerous, even when compared with the 1,200,000 with which industry entered 1953.

Radios had a whopping year, too, output totaling 13,361,505 (heavily auto & table sets). Sales are estimated at nearly 13,000,000—though RETMA keeps no official tabulation of auto set sales. Radio production in 1952 was 10,934,872.

Note: Month-by-month figures on 1950-53 production of TVs by types of sets will be carried in our TV Factbook No. 18, due shortly. Book will also carry tables on factory sales, factory inventories, distributor purchases, distributor inventories, shipments to dealers & retail sales of TVs, plus factory, distributor & retail sales of radios by months, 1950-53; shipments of TVs to dealers by states, 1950-53.

DEALERS CONFIDENT AFTER SEEING COLOR: Lots of dealers got their first look at color this week at Chicago's furniture marts. Generally, they liked it—but almost to a man they felt that in its present status (few sets, small screens, high costs) and in the immediate future it won't put much of a dent in black-&-white sales.

How to merchandise it in coming months is next on many trade agendas. Big event next week is NARDA convention Jan. 11-12 at Chicago's Conrad Hilton Hotel where, as at marts, color is expected to be dominant. Central event of convention is color panel Jan. 12 set up by RETMA on plans for production, programming, etc. (Vol. 10:1)—but color is certain to touch on such other subjects as sales training, servicing, promotion campaigns, etc.

Retailers got advice on color from one of their number in advance of parley. Writing in Jan. 5 Retailing Daily, ex-NARDA pres. Mort Farr declared:

"We should inform our customers that even if they have $1000 or more with which to buy a color set that they should have a large-screen black-&-white set to see the 90% or more programs that will be broadcast in black-&-white during 1954. We must learn how to sell our black-&-white sets now and still not hurt our future sales of color. Many people still shy from a 21-in. TV because of the propaganda put out by dealers and salesmen when we had and could get 12-in. sets and could not
get enough 17-in. ones. Let's not so sell against color that we have to start all over again educating our customers when we have plenty to deliver."

All levels of trade seemed glad color was out of rumor and whisper stage. Whatever its problems, color is certainly easier to cope with once it's out in open where sets can be seen, its assets & weaknesses evaluated, & solutions formulated.

Dealers we spoke to at marts felt color would be excellent traffic-builder. Said one: "My customers won't buy any $1000 set -- but they'll be plenty curious to see the set and once I get it on my floor I'm going to push black-&-white to beat the band." Another commented: "It's wonderful, but too small."

There was one school of thought which anticipated that, as in early days of TV, substantial orders would come from bars and taverns for first color sets.

Set makers made modest pitch to dealers on color. No commitments were made on quantity, dates of deliveries, sizes of screens -- undoubtedly with eye to advances in laboratories toward larger tubes (see p. 1). Only one to speak publicly was RCA v.p. J.B. Elliott, who told press conference first color shipments should be made in March, when industry will probably ship about 1000 sets. He estimated this year's production at about 100,000, with public getting about 70,000. Output in 1955 will "possibly reach the half-million mark," he added.

Nobody has color tubes or sets in quantity as yet -- even RCA admitting to mere 150 sets, all out on loan within the company and to its distributors.

* * * *

Color receivers were shown by many, priced by few. These set makers showed pilot models: Admiral, Arvin, Bendix, Capehart-Farnsworth, CBS-Columbia, Crosley, DuMont, GE, Hallicrafters, Majestic, Motorola, Olympic, Philharmonic, RCA, Raytheon, Sentinel, Sparten, Stewart-Warner, Westinghouse, Zenith. Notable exception: Philco, whose v.p. Fred Ogilby told us company wanted to wait until its receiver was "in a further stage of development." He didn't amplify.

Only ones with price tags as yet announced are Admiral $1175, Bendix $1200, CBS-Columbia $975 & $1200, Motorola $1150, Philharmonic $800, Sentinel $995.

To give mart visitors glimpses of color, RCA and DuMont demonstrated their flying-spot scanners for showing of color slides. Motorola fed 16mm color film from its scanner to both color and black-&-white for contrast effect. All others were fed slides from Hazeltine Chicago labs, via AT&T circuits.

Opinions varied as to quality of pictures, though many expressed preference for DuMont and RCA. Pictures on Hazeltine feed appeared faded at times, an opinion shared by many experienced color hands, though some smaller companies complained they hadn't had a chance to set up and tune their sets to best advantage. Several sets arrived in Chicago only night before showing.

* * * *

In wake of lower price pattern set by leaders in last month (Vol. 9:50-10:1), price reductions on current monochrome lines were evident on all sides, as expected (for details, see p. 12). Many companies vied for lowest possible lists, with some 17-in. sets as low as $150 -- and there was lots of "shopping" in competitors' booths.

With lower prices came less costly cabinets. Metal & plastic cabinets were found in the lines of nearly all companies seeking to salvage some profit from the drastically lower lists. Said one major manufacturer:

"I didn't want to lower my prices now but I had to when my competition did. We're not doing the dealers any favor by lowering prices because in nearly all cases we've had to shave the dealer discounts to make ends meet."

Asked whether set prices would go even lower, he shuddered and said: "My God, I don't see how they can, without avoiding a suicidal price war!"

COLOR GAINS IMPETUS ON ALL FRONTS: A lot of "milestones" will be passed in color TV, and a lot of "firsts" will be hailed, but we suspect that Jan. 1 Tournament of Roses Parade will stand as one of most significant -- for several reasons.

It brought color to 22 cities, most of them for first time (Vol. 9:52). It gave maybe 50-100,000 influential people their initial glimpse of color. It gave
the industry's most important merchandisers a chance to judge the probable reactions
of their customers -- and they generally concluded that they have little to worry
about for the moment, that cost-size-quality of the sets will have minor effect on
sales of black & white receivers at today's prices (see pp. 9 & 12).

But long-range impact of program cannot be underestimated. Industry has done
effective job of conditioning public so that the transition should be smooth, but
people who saw a good presentation of the show will never forget it.

We've been deluged with reports of reactions across the country, but merely
one comment, picked at random, typifies the impact. Omaha's Mayor Glenn Cunningham,
after watching show over WOW-TV, said: "Most amazing thing I've ever witnessed."

Multiply that several thousand-fold, then amplify by newspaper reports. And
add such things as feat of Minneapolis Star, which shot picture off KSTP-TV moni-
tor, ran it on front page next day in full color. Cumulative effect is enormous.

Counter-balancing such "pro" factors to some degree were comments such as
those of columnist John Crosby, who obtained only so-so results with set in his home
on loan. He wrote: "The colors, which I had been boasting were truer than Techni-
color, ran all over the place; when I got the reds to look red, the green looked
almost black; when I turned up the greens, the reds went wild and everyone turned
red." However, he said, engineers told him transmission was at fault. He did end
up by concluding: "Black & white is no competition to color TV -- even bad color TV
-- and this was about as bad as it ever gets."

We saw program in Washington on Hoffman, Philco and RCA sets -- and results
ranged from superb to rather poor. On best set, it was breath-taking. We'd guess
that Crosby's set wasn't quite aligned in the first place -- and he probably should
have resisted impulse to try to straighten it out.

NBC is continuing to schedule more "commercial premieres" of all its regular
programs, next being Original Amateur Hour Jan. 9. On Jan. 12, it is conducting a
closed-circuit demonstration of use of color in spot and local advertising.

* * * *

Origination of color programs has stabilized, in our opinion, so that one
can almost always count on the networks to supply a high-quality picture. Stations
are coming along well, too, so that they generally rebroadcast network feeds with
stability. Local originations will suffer many vagaries for some time, and it will
be months before any except network stations originate live programs.

RCA won't ship any cameras until late spring; only ones extant are NBC's in
New York and in the mobile unit used in Pasadena (which is returning to New York)
plus the one CBS has. But at least one telecaster, Walter Damm, WTMJ-TV, Milwau-
kee, is already working to make camera pay for itself when it arrives, expected in
May or June -- by signing Blatz Brewery for station's first live show.

The really great turmoil is in set manufacturing industry. Extremely criti-
cal and expensive decisions are being made daily -- above all in picture tubes. For
roundup of the knowns and unknowns of color tubes and receivers, see pp. 1 & 9-10.

Battle of "who contributed what" to color continues.

Attacked by many of its competitors recently for claiming lion's share of color development (Vol. 9:52,
10:1), RCA this week garnered support of Sen. Johnson, once its most vigorous critic, and Hallicrafters' pres. Wm.
J. Halligan. In letter to RCA chairman David Sarnoff Dec. 31, Sen. Johnson wrote:
"I must not let 1953 pass into history without commending you heartily for the great victory you have
won for the American people in getting for them a compatible system of color TV. You spent money like water
in the laboratory to develop this system and you pressed for its adoption relentlessly.

"The scoffers said it could not be done but you were not influenced by their pessimism. The demands for delay
only made you press the harder for prompt and forthright action. You faced the identical obstacles thrown in the
paths of all men who have really gotten things done.

Columbus for instance. Please accept my congratulations for a mighty important achievement in the art of com-
munications."

In letter to FCC, Halligan said: "Let's give credit where credit is due ... Percentage-wise, you could say
75% of the system was contributed by RCA and 25% by the rest of the industry, notably Hazeltine, Bell Labs,
GE and others ... With various manufacturers making conflicting claims, the public is bound to be confused ...
It would seem to me that our mission is to close ranks and work together to give the public even greater bene-
fits from the wonderful world of electronics."

Volume of cross-claims has attracted considerable inter-

test outside industry. Time Magazine, for one, is working
up article on the controversy.

NBC plans to convert 2 Burbank, Cal. studios to color,
hopes to be originating color from West Coast by fall.
Topics & Trends of TV Trade: Philco's convention in Atlantic City Jan. 6-8, passed up some of the usual glamour this year in favor of more solid financial trimmings. Pres. Wm. Balderston told distributors that Philco's 1953 sales were at all-time high of $249,000,000, up 15% from the $266,963,850 in 1952 (Vol. 9:10). And he said 1953 was Philco's best year for TV sales, even better than industry's top year of 1950, though as usual he gave no breakdown by products.

Philco's over-all earnings last year were reported as approximately $13,000,000 after taxes, or $3.40 per share of common stock after allowing for 5% stock dividend paid in Dec. It also had non-recurring income from the sale of WPTZ and prior years' adjustments of about $5,300,000 after taxes, or $1.44 per share. In 1952, Philco's net profit was $11,491,207 ($3.15).

Pres. Balderston said Philco invested approximately $6,060,000 in plants and equipment during 1953, including expansion of tube plant at Lansdale, Pa., purchase of new refrigeration plant at Connersville, Ind. (increasing refrigeration production capacity by more than 50%), and acquisition of laundry equipment manufacturer Dexter Co. (Vol. 9:50).

* * * *

Philco followed up its action last week of introducing new 21-in. sets at lower prices (Vol. 10:1) by reducing 9 of the table models still further this week: No. 4001E, mahogany plastic, from $200 to $180; No. 4001M, mahogany $220 to $200; No. 4001L, blonde $240 to $230; No. 4003, mahogany $260 to $240; No. 4005, mahogany $280 to $250; No. 4005L, blonde $300 to $290; No. 4007, mahogany $300 to $290; No. 4007L, blonde $290 to $300; No. 4009A, mahogany $300 to $300. It will also introduce aluminized 21-in. picture tube on 10 open-face consoles ranging from $290 to $430. It was one of several companies which introduced lower-priced sets or reduced current models—most of them at Chicago furniture marts this week. Details:

Arvin's 4 new models: 21-in. mahogany plastic table $200; 21-in. mahogany wood table $260; 21-in. open-face mahogany console $280; 21-in. open-face mahogany console $350. Optional uhf tuner is $40 extra.

Capehart-Farnsworth's new model: 21-in. mahogany full-door combination $845, blonde $895, fruitwood $915.

CBS-Columbia reduced price of Anniversary, 17-in. ebony metal table, from $180 to $160, and Spotlight-Raleigh, 21-in. open-face mahogany wood console, from $290 to $280, and introduced 4 new models: Capri, 17-in. cherry-grained table $180; Suburban, 17-in. blonde-grained table $190; Sutton, 21-in. metal table $180; Embassy, 21-in. blonde wood table $270. Optional uhf tuner is $40 extra.

Hoffman Radio's 5 new models, introduced at distributor conference in Los Angeles, Dec. 29-30: 17-in. mahogany wood table $180, blonde $190; 21-in. mahogany wood table $200; 21-in. mahogany open-face console $290, blonde $270; 21-in. mahogany de luxe table $280, blonde $290; 21-in. mahogany open-face console $320, blonde $330. Hoffman also introduced first radios company has produced since 1948: plastic table at $30; mahogany, blonde or ebony wood table $50; clock $40. It will soon introduce chairside high-fidelity console, with mahogany cabinet, at $170.


Motorola's 3 new models: 21-in. ebony plastic table $100; 21-in. metal maroon table $200; 21-in. open-face mahogany console $270.

Sylvania's price reductions: 17-in. mahogany wood table $180 (from $190); 17-in. mahogany table $200 ($280); 21-in. metal table $230 ($250); 21-in. mahogany table $260 ($300); 21-in. mahogany table $270 ($350); 21-in. mahogany table $340 ($360); 21-in. mahogany open-face console $400 ($450); 21-in. mahogany full-door console $440 ($500); 21-in. mahogany full-door console $460 ($480); 24-in. mahogany open-face console $460 ($500); 24-in. mahogany full-door console $500 ($550); 27-in. mahogany open-face console $550 ($600); 27-in. mahogany open-face console $600 ($650); 27-in. mahogany full-door console $680 ($750); 21-in. mahogany combination $600 ($680).

Trav-Ler Radio reduced price of 17-in. mahogany wood table from $180 to $150 at distributors meeting in French Lick, Ind. and introduced following: 21-in. mahogany wood table $180, blonde $200; 21-in. open-face mahogany console $200, blonde $220; 21-in. open-face mahogany console, with aluminized tube $230, blonde $250; 21-in. full-door mahogany console $280, maple $300; 24-in. open-face mahogany wood console $280, blonde $300. Optional uhf tuner is $30-$60 extra.

Regal's 4 new models: 21-in. mahogany wood table $260; 21-in. half-door mahogany console $320; 21-in. open-face mahogany console $280, oak or blonde $290; 21-in. full-door mahogany console $140.


Zenith reduced prices of 21-in. mahogany table from $250 to $200 and 17-in. mahogany console from $270 to $250, introduced no new sets.

* * * *

Big nation-wide retail appliance sale on more than $10,000,000 worth of electric refrigerators, automatic washers & dryers, ranges and home freezers—with retail price reductions of $30-$140—was launched this week by Avco for its Bendix & Crosley products. "Consolidation sale" was made possible by reduction in duplicate warehousing, sales & service facilities in consolidation of Bendix & Crosley distributing organizations last July (Vol. 9:30), according to v.p.-gen. mgr. Parker H. Ericksen. Price cuts are $30-70 on electric ranges, $70-140 on refrigerators, $40-70 on washers, dryers & freezers.

Fidelity Tube Corp. and its affiliated Gem Radio and Jewel Radio, list $1,163,293 liabilities and $943,570 assets in schedules filed in connection with Chapter XI hearings due to be held Jan. 19 in Newark. Schedules include these creditors with accounts in excess of $5000: Kimble Glass Co., $216,286; Corning Glass, $185,725; E. Newark Realty Co., $22,938; Edler Moving & Storage Co., $16,478; Chemstron Labs, $15,414; Arthur Block, $8120. The Jewel Radio bankruptcy, previously reported (Vol. 9:48, 10:1), involves $1,114,880 liabilities and $357,882 assets.

Edward Lamb Enterprises Inc., headed by the Toledo attorney who also owns WICU and the Erie Dispatch and who recently expanded into industrial fields, has reorganized recently acquired White Products Corp., Middleville, Mich. (gas & electric water heaters) and is making it a division of C. L. Bryant Corp., Cleveland (Sphinx hot air, gas & oil furnaces). Bryant will issue one share of its common for each $100 of White Products' net worth as of last Oct. 31, estimated at $700,000.

REMTA starts second service training course early next month at N.Y. Trade School, 304 East 67th St., for TV servicemen with at least one year of fulltime service experience. Its first pilot course took only TV servicemen with 3 years of experience.

Unique TV set carrying 2 shows at once was shown to press this week by DuMont. Dubbed the “Duo-Scope,” basically a promotional item for display by dealers, it got big play in press, especially pictorial. It uses 2 complete TV circuits, has 2 picture tubes, superimposing pictures from any 2 channels on the same screen by means of mirrors. Viewers use polaroid glasses and individual earphones to see and hear the program of their choice, permitting 2 groups of viewers to watch separate programs on same set in same room. DuMont plans to produce 30-40 of the sets (which will carry list of about $2000) for display throughout country. “If there’s enough demand,” said Dr. Allen B. DuMont, “we’ll make regular production models.” These would retail at about $600.

More than 35% of TV sets produced in Nov. were equipped with built-in uhf tuners, reports RETMA, marking continued increase in rate of uhf set production. Of 560,197 receivers made in Nov., 197,911 had uhf tuners. For first 11 months of 1953, sets built to receive uhf totaled 1,319,818, out of total of 6,785,000 sets produced. This does not include sets converted in field with converters, strips, etc. For first 7 months of 1953, uhf-equipped sets were about 15% of total industry output; in August they accounted for 15.6%, Sept. 25%, Oct. 30%.

Blasting TV dealers who charge “Cadillac prices” for uhf conversions, theatre owner Walter Reade Jr., pres. of Asbury Park’s new WRTV (Ch. 58) called overcharges “shortsighted business and detrimental to the entire TV industry.” He said station has received complaints that some dealers are asking $75 or more and pointed out that several local firms are offering guaranteed conversions at $21.50-$29.50, including strip or converter, antenna, lead-in and labor charges. Some in Asbury Park area are advertising “no money down” and easy payments on conversion.

Standard Coil Products Co. consolidates midwest operations for greater efficiency, equipping West Rocko plant in Chicago to manufacture coils and motors for civilian and govt. use, closing down oldest Chicago plant. Melrose Park, Ill., plant, now being enlarged, and Aurora, Ill., plant will handle TV tuner production.

Hoffman Radio’s “Ice Maiden” floral float, depicting scene from Hans Christian Andersen fable, won first prize in commercial division of Jan. 1 Tournament of Roses Parade.

Financial & Trade Notes: Among officers’ and directors’ stock transactions reported by SEC for Nov.: Wm. I. Myers bought 200 Aveo, holds 400; Benjamin Abrams trust bought 800 Emerson, he holds 297,239 directly and through trusts and foundations; Max Abrams trust bought 200 Emerson, he holds 153,000 directly and through trusts and foundations; Edward J. Kelly bought 500 Emerson (Oct.), holds 500; Harvey Tulo bought 500 Emerson, holds 3178; Y. Frank Freeman sold 100 Paramount, holds 1700; George D. Kasten and wife sold 300 Standard Coil Products (Oct.), holds 50; Don G. Mitchell sold 250 Sylvan- vania, holds 3231; Paul J. Hemsooth bought 100 Tung-Sol, holds 400; Milton R. Schulte bought 100 Tung-Sol, holds 2145; Jean E. Witbeck bought 100 Tung-Sol, holds 3051.

C. Russell Feldman, pioneer radio company organizer and financier, has engineered sale of Eureka-Williams Corp., Bloomington, Ill. (vacuum cleaners, oil burners, etc.) to Henney Motor Co., Freeport, Ill., of which he is pres. & chief stockholder. Deal is said to involve $400,000 cash, plus assumption of various obligations. B. C. Milner has been appointed executive assist. to Mr. Feld- man, as pres. of Henney, and Eureka’s ex-pres. H. W. Burritt continues on consulting basis. Feldman founded old Simplex Radio Corp., Sandusky, O., later acquired by Philco; founded old Detrola Corp.; is board chairman of National Union Radio Corp.; chairman & pres., Strong, Carlisle & Hamilton Co., Cleveland; chairman of Oneida Products Corp., Canastota, N. Y.; director of Textileather Corp., Toledo, and Merchandise National Bank, Chicago.

Raytheon sales increased to $81,177,000 in 6 months ended Nov. 30 from $78,786,927 in same 1952 period, but net profit dropped to $1,659,000 (71¢ a share) from $1,912,- 800 (83¢). Pres. Charles F. Adams Jr. said backlog of orders totaled about $185,000,000, with govt. billings continuing to average about 70% of total volume. Current production volume, he added, has eliminated most overtime operations.

Magnavox sales for the 6 months ended Dec. 31 exceeded $25,500,000, up 37% from same period year ago, reports pres. Frank Freimann. TV shipments in Dec. were actually greater than Nov., normally year’s peak, he stated, forecasting continued high level into 1954.

Muler Co. and subsidiaries report for 10 months ended Oct. 31 sales of $12,831,269, net income of $375,978 (57¢ a share). No direct comparison is available, but for 9 months ended Sept. 30, 1952, sales were $8,691,609, profit $283,555 (39¢).

RCA board promoted 4 executives this week — 3 of them moving from Camden to N. Y. They’re v.p. Joseph B. Elliott, elected exec. v.p. of new consumer products div. of parent company; v.p. W. Walter Watts, now exec. v.p., new electronic products div.; v.p. Charles M. Odorizzi, now exec. v.p. in charge of newly consolidated corporate staff serving all units and subsidiaries of RCA. In addition, Dr. E. W. Engstrom was appointed exec. v.p. in charge of RCA Laboratories div., headquarters in Princeton. Concomitant shifts and changes at Camden will be announced later.

Rear Adm. Frederick R. Furth, Navy ex-asst. chief of Bureau for Electronics, named chief of Naval Research, succeeding Rear Adm. Calvin M. Bolster, retired. Capt. T. W. Rogers, ex-asst. director for electronics, takes over Adm. Furth’s former post until Feb., when Capt. Rawson Bennett becomes asst. chief of Bureau for Electronics. Dr. Ernst Henry Krause named associate research director, Naval Research Laboratory, Washington, succeeding Dr. F. N. D. Kurie, now superintendent of Naval Electronics Laboratory, San Diego.
Telecasting Notes: The TV gratuity racket, subject of strongly worded editorial in Nov. 30 Advertising Age (Vol. 9:49), drew another attack this week in form of letter to that trade journal commending it for “excellent reporting of a very bad situation [which] can prove ruinous for everyone in the industry.” Max Banzhof, adv. mgr. of Armstrong Cork Co., sponsoring Armstrong Circle Theatre, on NBC-TV, sent copies to Paul B. West, ANA pres., to BBDO pres. Ben Duffy and to heads of all 4 networks . . . “There is no more reason,” he states, “to extend gratuities to production personnel than there is to extend them to network salesmen who also do an excellent job in behalf of their clients. Yet I am sure any salesman accepting a weekly gratuity from a client would be dismissed from the network payroll. The gratuity practice also contributes substantially to the generally prevailing attitude that any advertiser who can afford to use TV has an almost boundless storehouse of funds to pay for not only necessities but an endless variety of frivolities . . .” Network chiefs were reluctant to comment, though Advertising Age does quote ABC v.p. Alexander Stronach as saying, “It is a vicious practice carried over from the infancy of radio.” Another top network executive, asking not to be quoted by name “because I can’t blast the advertiser in my job,” said: “The plain fact of the matter is that the sponsor makes this situation. The networks take a dim view of gratuities. The situation breeds discontent, arrogance on the part of a few, and makes the crew distinctly difficult to live with.” . . . As examples of the throwback to radio, Advertising Age states that General Foods used to pay the CBS production man and engineer “to give a little extra something” on the old Kate Smith show, and Bristol-Myers gave Fred Allen’s engineer $50 every week it sponsored his radio show . . . Recent newspaper strike in New York boosted TV-radio news audiences significantly, according to Pulse report for first week in Dec., which shows 23% gain in TV news audiences nationally, according to FCC applications pending to 344 (70 uhf). [For further details about these applications, see TV Addenda 1951 for 1953 permit applications.] Transfer of KXLY-TV, Spokane (Ch. 4), along with radio KXLY, to new ownership headed by chairman Joseph Harris, one of backers of film syndicator Motion Pictures for Television Inc., was approved by FCC Jan. 6, finalizing $1,723,500 sale deal (Vol. 9:49). Sellers are E. B. Crane, Bing Crosby, Mrs. Burton K. Wheeler, John L. Wheeler, et al. Comr. Hyde, Hennoch & Bartley dissented, favoring letter of inquiry with respect to transferees’ plans relating to prior contract. Richard E. Jones, ex-WJBK-TV, Detroit, recently mgr. of WABD, New York, takes over from Wm. Craney as gen. mgr.; he owns 10% of new license company.

Power boosts & channel shifts: WRGB, Schenectady, changed over all equipment from Ch. 4 to Ch. 6, upper power from 16 to 93 kw ERP in 7 hours between midnight signoff Jan. 3 and start of day’s programming Jan. 4. WTVI, Richmond (Ch. 6), this week upped power from 17.2 to 100 kw. WJBK-TV, Detroit (Ch. 2), Jan. 12 begins telecasting from 1057 ft. antenna on 9-mile & South 100 kw. KSTM-TV, St. Louis, Ch. 36, Jan. 7 went to 275-kw ERP.

Index to 1953 Newsletters
Included herewith, to all subscribers, is the annual Index to contents of all 1953 Newsletters, Supplements, Special Reports, etc. — providing handy device for locating major events, trends, dates, etc. Bound volumes of all these publications can be made available on order at $25 per copy.
NEW TV FACTBOOK, MAP AND AM-FM LOG: We send our subscribers this week TV Factbook No. 18, latest of the semi-annual reference series often called the "bible of the industry." With it goes our 1954 TV Map, 43x29-in., in color, showing all TV cities, all existing and projected AT&T & private network facilities, all cities peculiar to the TV allocation plan, all other cities over 10,000 pop.

Also in the mails to our TV-AM-FM subscribers is the 1954 AM-FM Directory, logging all U.S. stations and applications, plus all Canadian, Mexican, Cuban & other North American radio stations -- by states & cities, and separately by frequencies.

Highlights of 374-p. Factbook are the data on all TV stations -- facilities, personnel, rates, etc. (some 150 more stations than in last edition); on TV networks, with personnel and rate cards; on TV stations in foreign countries; the directories of advertising agencies, national sales reps, TV program sources; the lists of CPs outstanding for new stations and all applications pending as of Jan. 1, 1954; ownership of stations by categories (multiple, network, newspaper, etc.); and directories of TV receiver, tube, antenna, tuner, converter and station equipment manufacturers.

There are also directories of FCC, attorneys, consulting engineers & other consulting services, major electronic labs, community antenna systems, theatre-TV installations and firms, market research organizations, trade associations, labor unions; and bibliographies of the literature and periodicals in the TV-radio fields.

Brought up-to-date are statistical tables summarizing 1953 and preceding years' FCC, PIB and other reports on network & station revenues, expenses, etc.; set & tube production, sales & shipments; financial data on leading TV-radio-electronic manufacturers -- all handily available for quick and easy reference.

Every full-service subscriber gets one copy of TV Factbook with one map in next week's mails; extra Factbooks cost $3, maps $1. AM-FM Directory goes only to full TV-AM-FM subscribers; extra copies, $7.50. Our weekly Addenda services are designed to keep these directories up-to-the-minute for those who subscribe to them.

MORE CHANGING OWNERSHIPS & AFFILIATIONS: You will be hearing about more big TV station deals in ensuing months -- sparked to new impetus and high prices by Storer's $10,000,000 purchase last week of Empire Coil Co. and its Cleveland and Portland stations (Vol. 10:2). You also will read in the trade press about more and more AM station transfers, big and little, many of them forced by TV acquisitions.

Then there will be the continued jockeying of networks for favorable local positions in TV, as happened in AM, with CBS & NBC the prime competitors while everybody in the industry roots for ABC & DuMont to come along (as they are now doing).

Fortunately for the business of telecasting, buyers of TV stations up to now for the most part have been "professional" broadcasters or telecasters about whose good operating records, as in the case of Storer, the FCC knows a lot.

There's plenty of pure investment money also seeking outlets in fabulous TV,
and the disposition at FCC is to look twice at them -- especially if it suspects quick purchase-and-sale intentions. Chairman Hyde puts it this way: "We like to think of TV and radio as services in their own rights, as professions of those who operate them. The record shows we have invariably favored that kind of operation, especially by local interests and by integrated ownership and management."

It's significant, however, that the FCC seldom has turned down any transfer. Hyde joined with Cours. Bartley & Hennock in dissenting to last week's approved sale of Spokane's KXLY-TV & KXLY (Vol. 10:2), proposing further inquiry, but so far as we can recall the only outright denial of transfer was in 1949 when FCC refused to allow Crosley to buy out Louisville Courier-Journal's WHAS-TV & WHAS for $1,975,000 (Vol. 5:10:39) -- and that was decided on grounds of overlapping AM coverage.

Only major deal still pending that has been publicly disclosed is proposed acquisition of 49% or more of KPIX, San Francisco by Westinghouse (Vol. 9:45), still in negotiation stage. But more are coming along, for it's an open secret that such entities as CBS, Westinghouse, DuMont, Crosley, Time Inc., Hubert Taft Jr., Scripps-Howard, Wrathere-Alvarez and others are eager to own allowable 5 vhf, if not 2 uhf.

Only revealable sale definitely in offing is one Storer will have to make in order to justify his acquisition of Cleveland's WXEL (vhf); already owning 5 vhf, he will sell either his Atlanta or Birmingham properties. San Antonio outlets are likely to be retained, because son George B. Storer Jr. is resident manager.

It's reasonable to assume, too, that in line with his policy of having AM counterparts with TV, Storer will acquire a radio station in Cleveland. Logically, that would be WGAR, CBS affiliate there, which recently was sold for $1,000,000 to Farm Bureau Mutual Insurance Co. (Vol. 9:50, 10:1). It can be assumed also on basis of past he will seek CBS-TV affiliation in Cleveland, now WENS (Scripsh-Howard).

* * *

Combinations and mergers to get into TV have forced disposition of many AM properties to prevent local duopolies, and the station brokers have enjoyed a harvest since freeze was lifted -- usually finding ready buyers for AM properties. In some cases, AM owners have been willing to sell simply out of fear of TV's encroachments.

Latest big AM sale is KPOA, Honolulu (5 kw on 630 kc, MBS), sold by broker Howard Stark for J. Elroy McCaw & John D. Keating this week: price is $400,000 and the buyer is Radio Hawaii Inc., subsidiary of Tele-Trip Inc., N.Y. aviation insurance specialists, headed by John M. Shaheen and including Eugene duPont III as a director. Exec. v.p. is Finley Hollinger, now gen. mgr. of the station. McCaw and Keating had to sell in order to justify their half ownership of KONA (TV) there (Vol. 9:13, 23).

* * *

Things have been quiet along the network affiliation battlefront since CBS's last foray, resulting in taking Buffalo's WBEN-TV & WBEN away from NBC (Vol. 9:42) and the defection a few months earlier of Norfolk's WTAR-TV & WTAR (Vol. 9:20-22, 27). This week, NBC signed upcoming KDAL-TV, Duluth, Minn. (Ch. 3), due on air in March. Its AM has long been a CBS affiliate, presumably will eventually also go to NBC. The move was dictated mainly by fact that CBS is 47% owner (with Ridder newspapers) of WCCO-TV & WCCO, Minneapolis -- and the Ridders hold CP for WDSM-TV, Duluth-Superior (Ch. 6), also due on air in March.

New and changing ownerships will often mean changing network affiliations, as they have in the past -- that and the prospect of color: which network offers most. From where we sit, it looks like the "color revolution" will mean far more changes in station values in future than anything we've seen yet.

**PENSACOLA & EAST LANSING STARTERS:** Only 2 new stations took the air this week -- the first vhf in Pensacola, Fla. and Michigan State College's educational uhf in East Lansing, Mich. Several more are due to begin testing momentarily, but weather and other delays are being encountered by many. Expected to start any day now are WNEM-TV, Bay City, Mich. (Ch. 5) and KCEB, Tulsa, Okla. (Ch. 23), among others; new KRGV-TV, Weslaco, Tex. (Ch. 5) ran into delays, now has Jan. 25 test target.

There are now 359 stations on air, of which 124 are uhf -- which means that only 3 new stations have started thus far this year. This week's starters:
WEAR-TV, Pensacola, Fla. (Ch. 3) began operation Jan. 13, using 10-kw RCA transmitter with 6-section superturnstile. It's first vhf in city, nearest other being in Mobile, 53 mi. to northwest. City's WPFA-TV (Ch. 15) began operating last Oct. 9. Station's owners are Charles W. Smith, 51%, v.p. & gen. mgr. Mel Wheeler holding 25%. Commercial mgr. is Tom Bloski, program mgr. Jerry Williams, chief engineer Jim Smith -- virtually same personnel that operates WJDM, Panama City, Fla. (Ch. 7), which is 96 mi. due eastward and which began Dec. 1 but is owned by other interests. WEAR-TV went commercial Jan. 14 with $300 base rate. Rep is Hollingsbery.

WKAR-TV, East Lansing, Mich. (Ch. 60), which will operate as a non-commercial educational station though it occupies a commercially allocated channel, began test patterns Jan. 13 with 12-kw GE transmitter, started regular programming Jan. 15. It is operated by Michigan State College under direction of Dr. Armand L. Hunter, with J.D. Davis as operations mgr.; J. Kenneth Richards, program mgr.; James B. Tintera, production mgr.; Linn F. Towsley, chief engineer. It's first uhf in pre-freeze vhf area, was dedicated in the presence of many notables, including FCC Comr. Doerfer, Ford Foundation's C. Scott Fletcher, Penn State College pres. Milton Eisenhower. Pioneer in educational TV, Michigan State since 1951 has produced TV shows on closed circuit from studios atop its Electrical Engineering Bldg.; it has turned out 750 shows, furnished more than 500 kines to Michigan's commercial stations.

Note: CBC's oft-deferred second Montreal station CBMT (Ch. 6) got test signal on air Jan. 10, but equipment developed bugs and it's still awaiting official start.

VHF GRANTS DOMINATE WEEK'S OUTPUT: Two CPs and 3 initial decisions were issued by FCC this week -- all of them vhf, all except one resulting from mergers or dropouts of competition. One CP was given up -- WGCC-TV, Gulfport, Miss. (Ch. 56). The CPs:

Albany, Ga., WABD, Ch. 10; Hibbing, Minn., North Star TV Co., Ch. 10. The initial decisions lined up following for CPs: Sioux City, Ia., KCOM, Ch. 4; Houston, Houston TV Co. Inc., Ch. 13; Durham, N.C., WTIK, Ch. 11.

Albany CP came after competitor James Rivers dismissed. Hibbing application was uncontested; new grantee is owned by several stockholders, including some with minor holdings in WTCN-TV, Minneapolis, and WSPT(AM), Stevens Point, Wis.; they're headed by St. Paul ad agency owner Q.J. David.

Initial decision favored KCOM, Sioux City, after KSCJ dropped out under an agreement allowing it to buy 50%; KCOM must be sold. WTIK, Durham, was set up for CP after merger agreement with WDNC; WTIK will be disposed of. In big Houston deal, there's agreement among KTRH, KTHT, Houston Area TV Co., Houston TV Co., to share ownership 32%, 16%, 32% & 20%, respectively, with Mayor Roy Hofheinz to sell his ownership in KTHT. Another application was primed for initial decision when Capital TV Inc., Charleston, W.Va., dismissed, leaving WCSH free for grant; Capital is enabled to acquire 40% of CP when issued.

FCC's multiple ownership proposal, which would permit owners of 5 vhf stations to acquire 2 uhf (Vol. 9:52), came under loud attack from Sen. Edwin Johnson (D-Colo.), who flailed away with his old-time vigor.

"This brazen monopoly proposal," he charged, must be due to the "pressure of selfish groups." He said Commission based its proposal on no facts, least of all on its study of post-freeze stations which, in itself, gave no indication that uhf is in need of kind of help offered by new multiple ownership proposal (Vol.10:1).

Johnson wondered how proposal could help such things as the "shocking situation" in Monroe, La. He said city has 2 TV assignments, one vhf, one uhf. Uhf station got on air first, he said, yet all 4 networks affiliated with the vhf.

This "illogical turncoat proposal" should be suspended, he said, until FCC has explored fully all problems that directly affect the operation of uhf." The situation, the Senator warned, "would be an interesting subject for Congressional inquiry." No one else has filed comments yet; they're due Feb. 1.

FCC also got crack on knuckles from Court of Appeals, which issued stay order restraining Commission from holding 4-way competitive hearing for St. Louis' Ch. 11,
pending appeal by KSTM-TV, St. Louis (Ch. 36), seeking to be considered for the vhf channel. Court said FCC could vacate the stay order by either letting KSTM-TV into hearing or by giving it a hearing to determine its right to enter hearing. Waiting out court actions and subsequent appeals could cause endless delays, so in future it's likely FCC will at least hold oral argument on similar petitions, to show that petitioner got chance to be heard.

Commission probably invited another appeal this week when it turned down the petition of WBUF-TV, Buffalo (Ch. 17) to intervene in Ch. 2 "strike" filing case (Vol. 10:2). FCC said petition was "fatally defective in not sufficiently stating the nature of facts it proposes to develop at hearing" and that station was more concerned with delaying new vhf station than in protecting the public interest.

In several allocations actions, the FCC: (1) Turned down the petition of KIT, Yakima, for addition of Ch. 2 or 3 on grounds of substandard spacing with Canadian channels. (2) Dismissed petition of John H. Phipps, Tallahassee, for shift of Ch. 9 from Dothan, Ala., to Tallahassee, because it was contingent on proposed "5-mile" rule which has been discarded (Vol. 9:52). Received this week was petition from Clair L. Taylor, Michigan Supt. of Public Instruction, asking educational channels for Kalamazoo, Alpena, Marquette, Houghton, Escanaba -- channels unspecified.

MORE PRIVATE NETWORK FACILITIES USED: Stations providing their own network service, via microwave or direct off-air pickups, have increased substantially in the last 6 months. Considering tremendous increase in stations, scattered all over the country, it's a tribute to AT&T's planning and performance that more stations aren't providing their own interconnecting facilities.

Many stations would just as soon take care of themselves, feeling they can provide service more cheaply. On other hand, some stations have been relieved when phone company came along and took a lot of headaches off their hands.

Stations don't have free rein, of course, in providing own facilities. FCC rules permit stations to do so only when AT&T can't; furthermore, stations must give up facilities within "reasonable" time when AT&T indicates ability to come through.

Comparing our previous TV map of July 15, 1953 with the one accompanying TV Factbook 18 (latter now in the mails), we find more private connections added than dropped in the 6 months period. As of Jan. 1, stations in 23 cities had own links. Latest CP for private microwave, issued this week, went to WEAU-TV, Eau Claire, Wis., which plans to relay signals from Minneapolis and Rochester, Minn.

Most common type of link comprises a single receiving-transmitting point somewhere between originating and receiving stations. It picks a good vhf or uhf signal out of the air, converts it to microwave, beams it to destination where it is rebroadcast. In some cases, AT&T itself provides the microwave station, making system half private and half common carrier.

Another type is the several-link full-fledged system employed by WSM-TV, Nashville, from Louisville, and by WSAZ-TV, Huntington, from Columbus. Yet another is the simple direct out-of-the-air pickup -- no microwave.

In some cities, one station may be served by AT&T, another by own facilities -- as in Bakersfield and Nashville. But FCC says all must go to Bell System eventually. In last few months, for example, WKZO-TV, Kalamazoo, and WOOD-TV, Grand Rapids, switched to AT&T; latter obtained service just in time for Jan. 1 Tournament of Roses Parade. On other hand, WICC-TV, Bridgeport, dropped AT&T service to rely on direct pickup of New York stations.

That FCC regards private links as temporary is emphasized by fact that stations seeking them must show that AT&T is unable to supply service. Commission provides no special frequencies for the service, merely permits stations to use bands ordinarily employed for studio-transmitter links and remotes. AT&T has own exclusive frequencies for intercity relays. When stations must switch to AT&T is determined on case-to-case basis; some have been given 2 years to amortize equipment.

No FCC license is required for off-air pickups which involve no microwave, though Commission requires that pickup station obtain permission of originating station and notify FCC of arrangement. However, there have been some cases of "bootlegging" -- rebroadcasts of signals without permission. But no originating station
has kicked about it to FCC, so far, probably because it's usually a well-established big-city station and the "pirate" is generally a hard-up small-town newcomer.

Quality of private service varies considerably. Some stations say their systems give them all they need; others concede AT&T superiority. A disadvantage of some types of private links, particularly off-air, is that they don't provide the flexibility phone company can assure.

Personal Notes: Charles H. Phillips, director of sales of WNBK, Cleveland, Feb. 1 becomes sales mgr. of WOR-TV, N.Y.; Wm. P. Dix Jr., sales mgr. of WTAM, Cleveland, takes same post at WOR. They replace Robt. C. Mayo, director of sales of WOR-TV & WOR, and John F. Sloan & Wm. Crawford, respective TV-radio sales mgrs., resigned... Donald A. Stewart, ex-DuMont receiver sales and onetime mgr. of WDTV, Pittsburgh, appointed gen. mgr. of DuMont's recently acquired KCTV, Kansas City... Dick Campbell, program director, promoted to station mgr. of KOTV, Tulsa... Klaus Landsberg, gen. mgr. of KTLA, Los Angeles, awarded citation at reception Jan. 14 by National Vocational Guidance Assn. at U of So. California "for pioneer production of public information programs"... Wm. W. Bryan, Detroit mgr., elected v.p. of Free & Peters... Wm. Balaban, director of sports & special events, assumes duties of asst. program mgr. under program director Arden B. Rodner, WABC-TV, N.Y. ... Malcolm B. Laing, ABC-TV sales dept. business mgr., appointed N.Y.-New England-Chicago regional mgr., ABC-TV station relations dept. ... Robt. P. Canavan, ex-KROD, El Paso, recently with MCA, joins ABC-TV as specialist in market coverage... Samuel Goldwyn Jr. resigned as TV producer with CBS to form own TV film producing concern in Hollywood, with offices now at 1270 Sixth Ave., N.Y. ... Miss Duncan MacDonald resigns Jan. 18 as DuMont women's program supervisor to handle part of NBC-TV's new Home partic. show... Warren Park, ex-WJAR-TV, Providence, appointed program mgr., WFKJ-TV, Youngstown... William Ramble, ex-national sales mgr., KLAC-TV, Los Angeles (now KOP), named western sales mgr., Vitapix Corp.; Darrell Ross, ex-ABC-TV production mgr., named production director of KOP... Richard Fichthorn, ex-v.p., WHUM-TV, Reading, Pa., joins Ted Black Agency, Reading... Deuel Richardson, TV-radio director of New England Council, named managing editor of its monthly magazine The New Englander... Frank F. Rathbun, ex-Westinghouse, named personnel mgr., Storer Best, Co., Miami headquarters... Paul Albert, WSYR-AM engineer, promoted to technical supervisor of WTRI, Schenectady (Ch. 35), due on air in Feb.; Fred D. Shaver, ex-WOIT, Ames, Ia., named program & production mgr. ... Leo E. Penselein, ex-WOIT, named program director of WBAY-TV, Young, Wis. ... Robert B. Hudson, U of Illinois director of broadcasting, has resigned to become program coordinator of new TV-radio center financed by Ford Foundation's fund for adult education at U of Michigan... Wm. H. Brown Jr., ex-Young & Rubicam production supervisor, joins CBS-TV to direct Life With Father... Robert Tucker, ex-Biow, named TV-radio director, Calkins & Holden, Carlock, McClintock & Smith... Ted J. Grunewald, ex-Wm. Esty & Co., named TV-radio business mgr., Hicks & Greist... Frederick O. Eckert upped to head traffic section of N. W. Ayer radio-TV dept. ... Jerome B. Harrison promoted to eastern sales mgr., ABC-TV, succeeding Stanley Smith, now on special sales... Jack Denninger named eastern sales mgr., Blair-TV Inc.

Confirmation of Comr. Robert E. Lee as FCC member appeared certain at week's end, as Senate Commerce Committee scheduled hearing on appointment Mon., Jan. 18. His nomination was sent to Senate by President Eisenhower Jan. 11, and he is only witness scheduled to appear, with prospect of stiff cross-questioning by Democratic committee members. Pres. Joseph A. Bieme of Communications Workers of America, as well as several CWA locals, wrote committee asking open hearing, but didn't ask to appear. Committee staff members said very few letters on the subject had been received, and up to Friday evening no one had requested to appear before committee.

Changes in Republican membership of Senate Interstate & Foreign Commerce Committee, which has charge of TV radio legislation, under chairman Bricker (R-O): Sen. Capehart (Ind.) and Sen. Cooper (Ky.) this week left committee for assignments to Foreign Relations and Labor Committees, respectively. To fill these vacancies and that caused by death of Sen. Teybor (N. H.), these GOP Senators were added: James H. Duff (Pa.), Wm. A. Furtell (Conn.). Frederick G. Payne (Me.). Democratic membership remains same as last session, composition remaining at 8 Republicans, 7 Democrats.

Three principals of new KSLA, Shreveport, La. (Ch. 12) were among the 12 killed in crash of United Gas Co.'s private plane near Shreveport Jan. 10 while returning from a duck-hunting trip—the accident in which Braniff Airlines pres. T. E. Braniff was also killed. The 3, part owners of KCIJ, one of 3 applicants for Ch. 12, now temporarily combined in operation of KSLA pending FCC final decision (Vol. 9:202): Justin R. Queubes, insurance man, who with family owns 14.5%; Randolph A. Queubes, utilities man, 14.5%; R. H. Hargrove, pipeline magnate, 3.6%.

Martha Rountree's mansion at Warrenton, Va., was destroyed by fire Jan. 12, and with it the 10,000-volume library she had purchased only a few days previously from estate of Louis G. Caldwell, onetime Washington radio attorney whose Washington home she leased until Jan. 1. Miss Rountree (Mrs. Oliver Presbrey) recently acquired the Colonial mansion and planned to move into it shortly.

Split in Television Writers of America broadened this week when east coast reps. Irve Tunick of the union resigned because its western region didn't fire exec. secrey. Joan LaCour for refusing to answer questions of House Un-American Activities subcommittee in Los Angeles hearing last month. Tunick said large majority of eastern 15-member governing council will also quit.

FCC Comr. George E. Sterling will address broadcast chapter of Boston IRE section at MIT Faculty Club Jan. 28, speaking on "The Current Status of UHF TV Broadcasting—With Some Color."

President Eisenhower has accepted an invitation to Radio & Television Correspondents Assn. annual dinner in Hotel Statler, Washington, Feb. 6.

Don Carney, 58, the Uncle Don of radio's early juvenile shows, died in his sleep at Miami home Jan. 14. He had heart trouble, but the day before had conducted a show on WKTU. His real name was Howard Rice; he started in radio on KDKA in 1924, then went to WMAC in 1925 and WOR shortly thereafter, remaining in N. Y. until 1948.
COLOR MOMENTUM appears to be growing faster than commonly predicted. It becomes more and more clear that, once the color tube and receiver bottleneck is broken, the snowball will develop into an avalanche.

Though FCC's color decision was cautious, almost pessimistic, about ability of networks and stations to equip themselves for color, majority of viewers now live in range of stations so equipped. Some 25-30 stations, in biggest cities, are already able to rebroadcast network color; 50 more will be in next couple months. True, this doesn't mean local color originsations, except in a few cities, but it does mean that the most important segment of programming—network shows—can now be delivered in color to antennas of most viewers.

Even local slide, film and live originations are likely to come along faster than expected. There are several manufacturers of slide and film equipment, and some stations are doing quite a lot of ingenious construction themselves.

RCA is only source of live cameras, so far. This week it announced that it is now accepting orders for regular commercially-produced cameras, and that within mere 30 days it would begin shipments of previously-ordered custom-built cameras to: WKY-TV, Oklahoma City; WBAP-TV, Ft. Worth; WBTN-TV, Buffalo; WTMJ-TV, Milwaukee; WCDO-TV, Minneapolis; KTTL, Los Angeles—plus several for NBC.

On top of that, RCA will ship 12 complete camera chains and associated equipment to CBS. CBS spokesman says this doesn't mean it has dropped plans for type of camera equipment developed by v.p. Dr. Peter Goldmark. This employs field-sequential camera and an "encoding" unit which converts signal to NTSC specifications (Vol. 9:4). Reason for placing the near-$1,000,000 order with RCA, CBS says, is that it can't get delivery of other equipment soon enough. GE is reportedly making 4 of the CBS-type for CBS.

RCA is also stepping up its color indoctrination seminars, scheduling next one in Camden Jan. 25-26 for 10 Western Electric engineers, 15 CBS, 19 NBC and 40 other engineers from individual stations.

Engineering effort and money going into production of RCA's color transmitting equipment is greater than generally realized—transcending in many ways its most feverish work in black & white in previous years.

DuMont will hold color TV symposium, along with transmitter clinic, for its district managers and regional sales representatives at Clifton, N. J. Jan. 18-22. Visitors will get glimpse at DuMont research div.'s developmental telecasting gear, will study and discuss new Colorvision slide scanner and Multi-Scanner film equipment.

Color-interconnected stations will get a constantly growing supply of color programs, network spokesmen told this week's meeting of National Appliance & Radio-TV Dealers Assn. in Chicago. NBC color coordinator Barry Wood gave this report on NBC's color equipment: New York's Colonial Theatre has 4 cameras, a slide scanner; Rockefeller Center's Studio 3-H has 2 cameras and a scanner; NBC stations in Los Angeles, Chicago & Washington are being equipped for origination; one mobile unit is now in use, more under construction.

Reiterating that all NBC sponsors will see their programs in color at least once this year, Wood said those currently scheduled are Your Hit Parade Jan. 16, Dinah Shore Show Jan. 19 & 21, Zoo Parade Jan. 31, Arm-

TOTAL BILLINGS of $8,000,000 are anticipated this year from NBC-TV's 7-9 a.m. Today—the same that drew such sharp barbs from the critics when first launched by Pat Weaver (now NBC pres.) just 2 years ago Jan. 14. Dave Garaway and his troupe celebrated second birthday this week by putting on James Bray, promotion mgr. of first sponsor, Kiplinger's Changing Times Magazine, who first bought 13 spots offering free sample copies of the magazine, then renewed in fall of 1951, currently is using 13 more. Mr. Bray recounted how the samples resulted in 20% conversions into subscriptions.

It was a costly show that even had the RCA-NBC hierarchy and station owners skeptical, as we discerned in our own survey of reactions when it started and afterward (Vol. 8:1,3,4,5,7,13,19,40)—for they had hard time at first selling national sponsors on the early-morning idea, let alone local adjacencies. No such difficulty exists now on the 51 stations carrying network TV's biggest money show, which grossed $5,000,000 its second year and used $800,000 worth of talent.

Today, Today has a potential of $15,000,000—maybe more, depending on added sponsors, outlets and rates—and its success has led NBC to launch a noonday participating counterpart, due to start in March, titled Home Of Today. Of Today's 16 saleable segments a day (80 a week), 39 were sold this week, a seasonal dip from the nearly 100% before Xmas. In Jan.-March quarter, 58% of time has been sold, and for rest of year anticipated average of 55%.

Ninety accounts used Today for 83 individual campaigns in 1953, placed by 30 adv. agencies. Renewal rate is particular point of pride with its entrepreneurs, Nov.-Dec. being marked by renewals of 16 out of 17, including such major sponsors as General Motors, General Mills, GE, U. S. Rubber, Squibb, Smith Bros., Dow Chemical, Capital Airlines. They also cite latest Nielsen rating of 5.7-8 for 2 weeks ended Dec. 12, claim 13-14,000,000 persons daily in 6,000,000 homes watch Today.
strong Circle Theatre Feb. 23—others possibly sandwiched between some of these.

CBS executive color producer Richard Lewine gave this schedule: First quarter, continue Fri. 5:30-6 "laboratory" program now carried in New York & Baltimore, augment it by another regular half-hour show, both to be fed to more cities; second quarter, new color-equipped studio at 81st & Broadway will be in operation, originating color premières of such programs as Toast of the Town, Studio One, Arthur Godfrey, etc., with color film and remote to begin; third quarter, start of West Coast origination, including remotes. Demonstrations for agencies and sponsors will continue throughout.

ABC's Frank Marx was more cautious, stating that "much color equipment must still be invented" and that he was reserving recommendation on purchase until equipment has shaken down further. He said that present color film projectors will be obsolete; that there's no satisfactory film projector available; that color tape is at least 2 years off. He also anticipated cost of AT&T facilities for color would be much greater than for black-and-white.

DuMont Network gen. mgr. Jack Bachem said: "Nobody can speak for the public and advertisers who will determine growth of color. We'll make color programs available in accordance with advertisers' willingness to pay." He reported that one complete New York studio has been set aside for color. He also echoed Dr. DuMont's statements that color awaits production of sets with larger screens.

Those who are bearish about color TV often note that movies haven't converted heavily to color even though introduced years ago. There's a tendency to overlook one huge difference— commercials. Advertisers are going to demand color, as color audience grows, as long as extra cost isn't exorbitant—and it's not likely to be.

Most convincing demonstration of color commercials' impact was given this week by NBC Spot Sales in closed-circuit program fed to 10 cities and shown to select audiences of sponsors, agencies and newsmen.

Extremely clever program showed, thanks to compatibility, how color slide, film and live commercials can be integrated with black-and-white programs with no loss of black-and-white audience—and a startling impact for every color set in use.

Obviously aimed primarily at dept. stores, particularly Gimbel's and Macy's, program was emceed by Ed Herlihy, featured Jinx Falkenburg, Faye Emerson, models, ballet dancer, etc. It included finest color film we've ever seen colorcast. Programs and commercials were shown in black-and-white then color was added, bringing exclamations from audience.

Stations receiving program were WBNY, New York; WNBV, Washington; WNBK, Cleveland; WNEQ, Chicago; KSDK-TV, St. Louis; KBNH, Los Angeles; KRON-TV, San Francisco; WWJ-TV, Detroit; WTMJ-TV, Milwaukee; KDFL-TV, Salt Lake City—the list represented by NBC Spot Sales.

Further evidence that color can't help a poor show but can do wonders for commercials was adduced by TV critics John Crosby, Herald Tribune Syndicate, and Jack Gould, New York Times. Both found Amateur Hour terrible, regardless of color. But cherry pie commercial, Crosby wrote, was "just plain terrific." Gould wrote: "The crust was golden brown and the fruit a deep red. It was the only thing on the show that had been left in the oven long enough."

Both Crosby and Gould now have RCA color sets. Crosby first had a Westinghouse, Gould an Emerson. Latter has turned Emerson over to his publisher Arthur Hays Sulzberger. Others with newly-installed RCA sets are Broadcasting-Telecasting magazine, and ourselves.

Though color programming is still slim, some exciting events are in prospect. Besides putting regular programs on in color, NBC and CBS plan many special telecasts. NBC has mentioned possibility of New Orleans Mardi Gras, Washington Cherry Blossom Festival, Columbia River salmon run. At the moment, there's some doubt about March 1 Mardi Gras, because part of route is coaxial cable which requires frequency conversion technique for which AT&T isn't fully prepared.

CBS hasn't been specific, merely saying it plans special events, sports, etc. DuMont hasn't indicated definite plans yet, though it's considering color hookup of its stations in New York, Pittsburgh & Washington. ABC, as Marx reported, is biding its time, though it's bound to get into swim before long.

Slow development of color, continued high value of black-and-white. That was theme of DuMont Network's What's The Story Jan. 14, featuring Dr. Allen B. DuMont, research v.p. Dr. T. T. Goldsmith and Kenneth B. Willson, pres. of National Better Business Bureau. Dr. DuMont stated that system produces excellent pictures but that large-size screens in sets of reasonable cost won't come for 2-3 years; that no single company developed system; that color programs will be few at first; that color sets are priced at $1000-$1200. Yet manufacturers "aren't making any money" because sets cost $2000 to build. Dr. Goldsmith stated that conversion of black-and-white sets isn't practical; that not even by 1960 will majority of programs be in color; that color film, particularly of news events, will always be difficult; that color actually detracts from some types of programs. Mr. Willson wound up by stating that public's investment in black-and-white is protected by compatibility; that public can buy black-and-white now with confidence, needn't delay purchase for fear of obsolescence.

Network Accounts: Rybutil (vitamins) sponsors On Your Way, new quiz show featuring Arthur Godfrey's sister Kathy, on ABC-TV starting Jan. 23, Sat. 7:7-30 p.m., thru BBDO; it replaces Up for Adoption, which was scheduled to start on that date ... Campbell Soup Co. to sponsor Grand Central Station on ABC-TV starting Jan. 18, Mon.-thru-Fri. 11-11:25 a.m., thru Ward Wheelock Co., Philadelphia ... Nestle's to be alt. sponsor (with Ralston Purina) of Space Patrol on ABC-TV starting Jan. 16, Sat. 11-11:30 a.m., thru Cecil & Presbrey ... Dodge cars to be alt. sponsor (with Lucky Strikes) of Danny Thomas Show on ABC-TV starting Feb. 26, Tue. 8:30-9 p.m., thru Grant Adv. ... Associated Products Inc. (5-Day Deodorant Pads) to be alt. sponsor (with Consolidated Royal Chemical Corp.) of Arthur Murray Party on NBC-TV starting Jan. 18, Mon. 7:30-7:45 p.m., thru Grey Adv. ... Ipana buys Tue. 2-2:15 p.m. portion of Garry Moore Show on CBS-TV starting Feb. 2 thru Doherty, Clifford, Steers & Shenfield.

Annual TV program-talent awards of Radio-TV Daily, based on poll of 500 TV-radio editors: Man of the Year, Jack Webb, for Dragnet (NBC-TV); Woman of the Year, Lucille Ball, for I Love Lucy (CBS-TV); comedy, The Colgate Comedy Hour (NBC-TV); variety, Toast of the Town (CBS-TV); drama, U. S. Steel Hour (ABC-TV); musical, Voice of Firestone (NBC-TV); documentary, You Are There (CBS-TV); quiz, What's My Line? (CBS-TV); children's, Ding Dong School, (NBC-TV); commentator, Edward R. Murrow (CBS-TV); sportscaster, Mel Allen (NBC-TV); disc jockey, Peter Potter (ABC-TV).
FEDERAL's first 12-ku uhf transmitter, utilizing new Elmac klystron, is now slated for delivery in April to WNAO-TV, Raleigh, N. C. (Ch. 28), using Federal 1-ku transmitter since it began operating last July. Introductory date for DuMont's 12-ku unit isn't yet known, but first one reportedly will go to DuMont Network's own newly-acquired KCTV, Kansas City (Ch. 25).

Only transmitter shipments to upcoming new stations reported this week were 5-ku GE, which went out Jan. 11, to be followed by 20-ku amplifier Jan. 25, to WSLI-TV, Jackson, Miss. (Ch. 12), due on air in March; and 5-ku RCA to KDAL-TV, Duluth, Minn. (Ch. 3), also due in March. GE this week also shipped 20-ku amplifier to share-time WHEC-TV & WVET-TV, Rochester (Ch. 10).

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

KGGO-TV, Enid, Okla. (Ch. 5), hasn't begun construction, but has ordered RCA equipment, plans start in May or June, reports pres. George Streets, local appliance dealer. Rep not yet chosen.

KDRN-TV, Sedalia, Mo. (Ch. 6), now plans Feb. 15 start with 5-ku GE transmitter, reports gen. mgr. Herb Brandes. Rep will be Porjoe.

WSLI-TV, Jackson, Miss. (Ch. 12), now expects to have new TV building ready about Feb. 1 and equipment installed by March 15. It plans tests after that, going commercial April 1, reports TV operations mgr. Owens F. Alexander. L. M. Sepaha will be gen. mgr. of WSLI-TV & WSLI; Evan Hughes, TV commercial mgr.; C. A. Perkins, chief engineer. It's owned by Standard Life, and will be second vhf owned by insurance firm (Lamar Life's WLBT began last Dec. 20) to compete with newspaper-owned WJTV (Ch. 25) which began Jan. 20, 1953. Rep will be Weed.

WHO-TV, Des Moines (Ch. 13), has its 10-ku RCA transmitter, plans early March start, according to exec. v.p. Ralph Evans. It's owned by Palmer interests, which also operate WOC-TV & AM, Davenport, and owns 25% of KMTV, Omaha. Rep not yet chosen.

EUROPEAN TV took a big stride Jan. 3 when Italy began regular 36-hourly schedule on government-controlled stations in Milan, Rome and Turin. Italy has had TV on intermittent basis since 1951, and 5 more stations are scheduled for formal opening next few months.

On occasion of beginning of regular programming in Italy, Pope Pius called TV "both a precious and dangerous instrument" in statement addressed to Italian bishops. He said "television can serve to bring the family together again in the home and keep them from the dangers of unhealthy places" and can be beneficial to popular culture and education, but he warned "it is also not without dangers because of the abuses and profanations for which it can be used." He noted that TV is made up heavily of films and theatrical spectacles, "and the number that fully satisfy Christian morality is too small.'"

Italy is one of 9 nations studying idea of European network, which will be inaugurated next June with telecast of European soccer championships from Switzerland. Exploring possibilities of hooking into microwave and off-the-air circuit are Belgium, Denmark, France, West Germany, Britain, Holland and Sweden.

Big electrical manufacturer Philips of Eindhoven, Holland, has announced new universal TV set for European areas where telecasts can be received from countries using 4 different transmission standards. Incorporating 12-channel tuner and 4-standard switch, receiver can pick up the standard European transmissions of 625 lines, negative picture carrier modulation, FM sound; Belgian 625-line, positive modulation, AM sound, and French 815-line positive AM system. With 17-in. tube, set retails for $355; regular single-system 17-in. 10-channel set sells for $288.

Our new TV Factbook No. 18 features most complete information available on foreign TV, with lists of the 60 stations now regularly and experimentally on air in 41 countries, including location, operator, frequency, power and starting date of each, and foreign stations planned in future. Foreign countries with greatest number of stations are: Cuba 10, Britain 8, Canada & W. Germany 7 each, Mexico 6.

"Multicon" camera chain, designed especially for low-budget stations, was shown for first time this week in Washington by Standard Electronics Corp., subsidiary of Claude Neon Inc. It's first U. S. equipment to incorporate image iconoscope tube developed by Dutch Philips (Vol. 9:17) and widely used by European TV stations. Camera chain, designed for live, film and slide use, is slated to be available in March at $12,000, Multicon tube at $825. Standard guarantees 600-line resolution, claims 40% lower initial cost than image orthicon, 80% lower operating cost, high sensitivity, light weight (72 lbs. with view-finder), quick warm-up time (60 sec.) Life of developmental Multicon tube was more than 1500 hours. Tube will be made in U. S. by Amperex Electronic Corp., Hicksville, L. I., and Standard will offer new chain as part of complete station package, including transmitter, tower, etc.

DuMont expands into mobile radio communications equipment, with formation this week of communication products div., which also absorbs TV transmitter div. (transmitters & studio equipment). Herbert E. Taylor Jr., mgr. of former transmitter div., heads new division.

WARM-TV, Scranton, Pa. (Ch. 16), pushing for early completion of combined TV-AM studio building, has tower and antenna ready, is now installing RCA transmitting equipment, plans Feb. 9 commercial debut, reports gen. mgr. William M. Dawson. Hour rate will be $225. Rep will be Hollingbery.

WEOK-TV, Poughkeepsie, N. Y. (Ch. 21), given extension to May after being cited by FCC, hasn't ordered equipment as yet or begun construction, but plans start next June, according to pres. Arthur J. Barry Jr. Everett-McKinney will be rep.

WTRI, Schenectady, N. Y. (Ch. 35), delayed in tower and antenna deliveries, now plans tests about Feb. 15 with 12-ku GE transmitter, reports WTRY gen. mgr. W. W. Carter Jr. Owners are Fabian theatre interests (Stanley Warner Corp.) and Col. Harry C. Wilder, founder and cx-owner of WSYR-TV, Syracuse, who operates WTRY, Troy. TV mgr. will be Richard B. Wheeler. Hour rate will be $200. Headley-Red will be rep.

WCOG-TV, Greensboro, N. C. (Ch. 57), earlier planning Jan-Feb. start, won't get 5-ku DuMont transmitter until next Aug., so hopes now for target around Dec. 1, reports gen. mgr. Gilbert M. Hutchinson. Ownership interlocks with WAYS-TV, Charlotte (Ch. 98), which began Dec. 7. Bolling will be rep.

WKNY-TV, Kingston, N. Y. (Ch. 66), construction delayed by cold weather, now plans late Feb. start with RCA equipment and 600-ft. Stainless tower at Port Ewen, 3 mi. from Kingston and 10 mi. from Poughkeepsie, according to TV operations mgr. Robert L. Sabin. Owner Joseph K. Close also has CP for Keene, N. H., which hasn't set target date. Hour rate will be $100. Rep will be Meeker.

CHSJ-TV, St. John, N. B. (Ch. 4), has transmitter building ready on Mt. Champlain for GE transmitter due Jan. 29, plans Feb. tests using 40-ft. Ajax tower, starts programming March 15, reports gen. mgr. G. A. Cromwell. Hour rate will be $165. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.
THIS WAS RETAILERS' WEEK IN TV TRADE: Anxious dealers asked how to sell color this week at 2 big conventions -- and got this as answer: sell black-&-white. At NARDA's parley in Chicago and at National Retail Dry Goods Assn. convention in New York, big question was how to merchandise color in 1954. Although answers weren't as specific as many retailers would have liked, essence was: play up the virtues of black-&-white and low prices and, above all, stress compatibility of sets.

Compatibility will be rallying point for sales messages next few months -- tell folks they won't miss this year's relatively few color programs and that black-&-white sets won't be obsoleted. Wrong way to handle color is to play it down, they were told. That way, neither black-&-white nor color will be sold.

Speakers were necessarily wary of specifics, what with advances currently toward larger color tubes and better colorcasting equipment. In message to NRDGA, J.B. Elliott, RCA Victor exec. v.p. for consumer products, bore down on theme that color will supplement black-&-white, not oppose it. He stressed that at $800-$1000, color was strictly big-ticket merchandise, didn't belong in same league with under-$200 black-&-white. He predicted steady growth of color production until by 1958 more than 10,000,000 sets will be in use. (For Elliott's other remarks, see p. 11.)

NARDA got the same pitch, only more so. In absence of much specific data on when and in what quantity color sets will be available, dealers were told (1) to learn as much as possible about color fundamentals and (2) to attend the servicing clinics offered by set makers and to be prepared for much more complex problems.

NARDA color panels hit hard at both angles, with side excursion into program plans of networks (see p. 6). W.T. Wintringham, engineer in charge of research for Bell Labs, led off with painstaking description of what goes into a color picture. Speaking like a high school coach lecturing fundamentals, Wintringham explained with commendable simplicity how color picture is composed of brightness, hue, saturation.

Hazeltine chief engineer W.O. Swinyard carried ball from there. He went into equally basic analysis of circuitry in color set and some of the problems of mass production. He estimated that within 5-10 years list price of color set will be only 25-50% higher than comparable black-&-white. As to output, he estimated 1955 production will double 1954's estimated 50-200,000, and 1956 will double 1955.

DuMont service mgr. H.J. Schulman said color sets will require 6-10 service calls a year, double those of black-&-white, because of more components, new parts, repetition of operating instructions to consumers, inexperienced servicemen and anticipated difficulties in color transmission.

Tell consumer color will require lots of service, he warned dealers, and all color sets sold this year at least should have one-year service contract. He didn't estimate cost of service contract but RCA Service Co. previously had stated service contract would cost minimum of $180 vs. $60 for black-&-white (Vol. 9:52). He said too that color set requires 30-60 minutes to set up properly and warned that built-in antennas may not work too well on color.

Indicative of intensity of interest color has generated, it seemed to us the dealers hung on every word, plying speakers with requests for elaborations. After color session, which closed convention, several told us they planned to attend set makers' service clinics, or send servicemen. NARDA committee itself proposed to speed up distribution of literature on problems of color service.

Dealers were split in appraising current TV market. Retailers in older areas told us they were none too happy about Xmas business and didn't look forward to much improvement in first quarter. Dealers in newer markets were more optimistic, but
Amersham's nothing but a joke in many markets. The set makers don't make prices. For that matter, neither do dealers. Consumers do. It's like this: A customer comes into the store, looks at a set and says 'I don't want to buy a TV set for $180. If you cut it to $140 I may buy it. If you don't, I'll go across the street to another dealer.' So you either cut the price and knock out your small markup, or let her go."

Bearing out statements of production cutbacks, TV output got off to limping start in RETMA's first statistical week of 1954, totaling 106,525 week ended Jan. 8 vs. 155,892 first week of 1953. Radios totaled 225,481, up from 209,057 year ago.

OPERATING techniques of some 400 TV-radio-appliance dealers were described this week by one of their leaders—chairman Mort Farr, reporting to NARDA convention in Chicago on results of survey he conducted. He summarized findings as follows:

- 54% reported they are open one night a week, 18% two nights, 8% three nights, 2% four nights, 12% five nights, 4% six nights; 80% sell sets on their own floors; 22% have 2 salesmen, 12% have three, 32% have four, 15% have five, 10% more than ten; 50% pay salary & commission, 12% pay salary only, 36% straight commission; 50% have saleswomen on their floors, but in two-thirds of the cases this proved unsuccessful.

Farr singled out night closing as most serious deficiency. His advice: stay open more evenings, even if it means closing in the morning. As a successful dealer in Upper Darby, Pa., Farr said he'd lose 20% of his volume by closing evenings. Though color was feature of NARDA convention (see p. 9), these were among other highlights:

Service firm representatives urged establishment of 2-unit service div., one unit for TV-radio, the other for appliances. NARDA now has single service committee. Proposal must be submitted to NARDA board for approval. Service committee also suggested establishment of national schedule of service charges to avoid regional differences in prices charged consumers.

NARDA treas. Ken Stucky, Stucky Bros., Ft. Wayne, urged standardized system of accounting be adopted throughout appliance industry. He pointed to accomplishment of automobile industry in this regard and drew parallel between needs of auto dealers in 1915 and appliance dealers today. He said small-volume dealers should allow 20% of operating costs to cover salesmen; 20% for necessary staff to support salesmen; 20% for advertising, deliveries & administrative expense; 20% for occupancy, insurance, bad debts, etc.; 20% for taxes, interest and reinvestments. Large-volume dealers must make additional allowance for freight, lost goods, etc., consequently figure 16% 1/2 for each of the items.

E. C. Rankin, gen. mgr., National Appliance Trade-In Guide Co., Madison, Wis., also drew parallel with automobile industry in urging greater use of NARDA Blue Book for TV trade-ins in move to offset price-cutting. He said: "First the automobile industry was confronted with the problem of price-cutting] and they did something about it. They devised new merchandising methods at the retail level, to make the trade-in sale less painful to everyone concerned. Among other things, they devised the Blue Book, which has gained an almost universal acceptance among customers and dealers alike; it has standardized trade-in values on cars to such an extent that the majority of dealers will all offer you the same for your old car."

NARDA director Emerson Dole, Appliance Center, Wichita, stressed importance of demonstrations, both in store and in home. "When we give the customer a demonstration we sell the end use of the product, what it will actually do for the customer," he said. "Demonstrations create prospects out in the field, often before they were ready to come into the store on their own. And when a customer's interest is awakened that early, it's much easier to close the sale without having price become a factor in the sale."

J. A. Broadhurst, Jenkins Music Co., Wichita, sharply attacked 'deceptive' ads by TV-radio dealers, said manufacturers and distributors should shut off co-op advertising support of ads which make any reference to specific dollar value of trade-ins, free goods, combination deals, or do not sell product features. He said manufacturers have in some instances paid up to 100% of the cost of such ads. "Let's get our business out of the Better Business Bureau files," he concluded.

Phonograph record boom will continue for next 5 years, with annual sales of $300,000,000 by 1960, predicts Emanuel Sacks, v.p. & gen. mgr. of RCA Victor Records. He added that in 5 years impact of vastly increased teenage population—as result of high birth rate during World War II—will bring huge new market for records. Sales this year will exceed $250,000,000, up about 12% from the $220,000,000 of 1953, he estimated, adding RCA showed 20% boost in record sales last year over 1952. He cited widespread acceptance of multi-speed turntables and popularity of 45rpm records as main reasons for current boom.

Canadian TV market in 1954 looks good to Vincent Barreca, pres., Canadian Admiral Corp. Speaking to some 800 dealers in Toronto, he estimated more than 500,000 sets, valued at $200,000,000, would be sold in Canada this year, up 40% from the estimated 360,000 sold in 1953. He also foresaw sales of 350,000 new refrigerators, including 50,000 replacements—or about same number as in 1953. He said Admiral's $1175 color set would cost about $1600 in Canada—if available at all. He added Canadian Admiral engineers are now working on color set.

Guaranteed annual wage is goal of CIO Electrical Workers union, pres. James Carey revealed in releasing basic demands to be made upon Westinghouse in negotiations slated to begin April 1. He said electrical manufacturing companies are best able to guarantee yearly pay, added his union will make same demand on GE and smaller companies in the field.

Western Electronic Show & Convention has been planned in Pan Pacific Auditorium, Los Angeles, Aug. 25-27. Business mgr. is Mal Moble Jr., 341 N. LaBrea Ave.
Topics & Trends of TV Trade: TV dealers got loads of advice this week on how to run their business. In addition to several panels and speeches at NARD's Chicago convention (see pp. 9 & 10), 43rd annual parley of National Retail Dry Goods Assn. in New York heard these "6 commandments" for improving sales from J. B. Elliott, RCA Victor exec. v.p. for consumer products: (1) Limit number of TV lines to between 2 and 4 nationally-advertised brands. (2) Make prescribed number of home calls daily to consumers with small-screen sets in effort to build trade-ins or replacements. (3) Conduct home demonstrations. (4) Follow up phone contacts with personal calls every day. (5) Emphasize quality, performance and entertainment of TV, not merely price. (6) Make sure servicing is best obtainable, to keep customers satisfied.

Elliott said retailers of home entertainment instruments have "sound and solid reasons" for optimism, adding: "With high-fidelity holding out the promise of widespread consumer acceptance, with radio and phonograph proving perennially good business producers, with black-and-white TV sales continuing, and with color TV as a future potential, how can we lose?" For Elliott's comments on color, see p. 9.

* * * * *

Picture tube sales in first 11 months of 1953 totaled 9,341,427 valued at $228,671,345, compared to 5,937,647 worth $130,709,088 in same 1952 period, reports RETMA. Rectangular 20-in. and larger represented 79% of sales. Nov. sales were 693,396 worth $16,794,812, compared to 948,593 at $23,904,184 in Oct. and $876,712 at $21,472,381 in Nov. 1952.

Receiving tube sales in first 11 months totaled 413,-
687,529 valued at $285,842,926, compared to 324,512,611 worth $229,872,337 in same 1952 period. Of sales, 278,-
986,843 went for new sets, 106,541,848 renewal, 18,870,213 export, 4,988,625 Govt. For Nov., sales totaled 31,606,971 worth $22,514,227, compared to 34,928,108 at $25,393,879 in Oct. and 36,942,664 at $24,554,156 in Nov. 1952.

* * * * *

Stromberg-Carlson introduced 5 new 21-in. models at distributors conference in Chicago Jan. 11. All are substantially lower in price than comparable models in current line, leader being plexitone finish table at $230, down from $280 on comparable model. Distributors were also shown new 11½-in. color receiver, which will be priced later. C. J. Hunt, TV-radio gen. mgr., said present plans were to build sample color sets during spring for loan to distributors. Pres. Robert C. Tait said 1953 was biggest sales year in company history and predicted 1954 would be even better. New models: plexitone table $230 & $260; open-face mahogany veneer console, $350 & $380; open-face bleached mahogany veneer console, $360 & $390; full-door mahogany veneer console, $485 & $515; full-door limed oak veneer console, $495 & $525. Also introduced was high fidelity portable phonograph at $100.

Five-alarm fire which razed block-long warehouse used by CBS-Columbia on Erie Basin waterfront in Brooklyn injured 18 fireman and 3 policemen Jan. 15 and destroyed 3800-4000 black-&white TV sets and some 8000 cabinets. CBS-Columbia pres David H. Cogan estimated loss would set production schedule back 12 weeks.

Columbia Records Inc., CBS subsidiary, announces $1,000,000 expansion program, including new recording factory in Terre Haute, Ind. that will use injection molding presses and installation of similar presses in Bridgeport & Hollywood plants.

Hallcrafters has introduced 21-in. mahogany table at $200, plus 4 table radios from $40-130. Two of radios are short wave-equipped.

Distributor Notes: RCA Victor appoints new Fidelity Electric Co., Seattle, replacing Harper Meggée Inc.; exec. v.p. is J. E. Gollihur, who held same title at Harper Meggée . . . Philco appoints new Chemung Appliance Distributors Co., 103 E. Woodlawn Ave., Elmira, N. Y., headed by John Wolfe Sr., ex-Gross Distributors, N. Y. (Stromberg-Carlson); new outlet replaces Valley McCleod Co. . . . Halli-
crafters appoints F. M. Brown Co., Portland, Me. (Henry Norrington, gen. mgr.), replacing Appliance Wholesalers Inc. . . . Arvin names Tarbell-Watters Co., 144 Chestnut St., Springfield, Mass. (John S. Leven, v.p. & gen. mgr.) . . . DuMont appoints Skofel Italiana, SRL, Via Fratelni Gabba, 1, Milan, Italy (Dr. Renzo Di Piramo, pres.) in expansion of foreign distribution . . . Bi-State Distributing Corp., Omaha (Admiral) promotes R. J. Harrison from sales mgr. to gen. mgr., succeeding Lloyd W. Sieweer, re-
signed . . . Gross Distributors Inc., N. Y. (Stromberg-
Carlson) appoints John Manzi, ex-Olympic Radio, as distric

St. Louis Better Business Bureau, declaring TV set advertising is "anything but desirable," issued following informal standards for guidance of local retailers: (1) Monthly or weekly payments should not be quoted without reference to down payment. (2) Descriptions of cabinets should be accurate, stating if they are wood or plastic. (3) Size of picture should be differentiated from size of tube. (4) Terms of warranty or guarantee should be explained fully. (5) Ads should state if later model than set pictured is for sale and if advertised model has been dis-
continued. (6) UHF tuning should not be included if tuner is not built-in. (7) Pictures of sets should be closely juxtaposed to prices of each in ad.

First 82-channel 21-in. table at $200 was introduced this week by Philco, which broke with lower-priced line few weeks ago (Vol. 10:1). Combination vhf-uhf set is Model 4001-E in ebony finish; as vhf-only, it sells for $180. Two other all-channel 21-in. tables were priced at $220 in mahogany, blonde $250.

Admiral reduced prices by $20-30 on 4 plastic tables in current line, having introduced 5 lower-priced 21-in. models only last month (Vol. 10:1). Latest reductions: TA1811, 17-in. ebony $180 (down from $200); TA1812, 17-in. mahogany $200 ($290); TA2211, 21-in. ebony $200 ($220); TA2212, 21-in. mahogany $220 ($250).

Cap Rachart Argentina S.I.A.C., newly formed to manu-
facture TV-radio receivers, radio-phonograph combinations and CR picture tubes, was announced by IT&T Jan. 14; it's half-owned by IT&T, capitalized at 20,000,000 Argen-
tine pesos, will begin making 1500 TVs monthly by next April.

Color can be relayed by its community antenna equip-
ment, Jerrold Electronics Corp. reports after tests at WMAR-TV, Baltimore. Pres. Milton Shapp says that equivalent of 5-mi. system was fed with color signal, pro-
ducing excellent results, and that no trouble is anticipated with community system of any size.

Sylvania disclosed color plans this week, joining other set makers (Vol. 9:51-10:2), announced it would place sample color sets in home of distributors by March. They're being produced at Buffalo plant and price will be about $1150, said gen. sales mgr. Bernard O. Holsinger.

Shaw Television Corp., Brooklyn, making own TV line, is now limiting its distribution to N.Y.-N.J. area, with Olympic handling national sales.
Electronics Reports: Development of silicon transistor, capable of operating at temperatures up to 700°, was announced this week by Philco. “We believe this is the first time anyone has succeeded in producing a transistor using silicon as the semiconductor,” said research v.p. David B. Smith. He added that germanium transistors fail at 212°, but heat-resistant properties of silicon make it suitable for use in guided missiles, jet aircraft and other applications where much heat is generated. He emphasized that production of silicon transistors still is far off, depends on ability to isolate sufficient amounts of the extremely pure silicon required. Developmental silicon transistor is made by Philco’s new “surface-barrier” technique (Vol. 9:49).

Closed-circuit TV will speed up racing during March-April season at Florida’s Gulfstream Park. Industrial TV camera and sound intercom will be installed in film patrol lab, with receivers in stewards’ stand. Says Gulfstream pres. James Donn: “In the past [when a foul was claimed] it was necessary for our stewards to travel downstairs to the administration building to interview the riders, after which they consulted the filmed running of the race. [With TV] these operations can now be completed in a few minutes.” Jockey wishing to claim a foul now proceeds to small room under grandstand, stands before TV camera and consults with stewards via 2-way inter-com. Films of race are then projected before TV camera, viewed in stand and an immediate decision made.

TV camera used as “eye” of simple computer is heart of Sanguinometer, speedy and accurate device for counting human blood cells, developed by RCA engineers in cooperation with Sloan-Kettering Institute, research unit of Memorial Center for Cancer & Allied Diseases. Using vidicon closed-circuit industrial TV system and optical microscope, Sanguinometer employs computer which can count particles in a given field by means of circuit developed by RCA Labs’ L. E. Fiory and W. S. Pike. Equipment, developed to provide quick and simple mass method of taking blood counts of persons exposed to atomic attack, is said to perform almost instantaneously and with minimum of error a process that has long been laborious, time-consuming and often inaccurate. Similar circuits can be adapted to count such other microscopic items as bacterial cultures or grains of photographic emulsion.

Textron Inc., Providence, R. I. textile firm, has acquired all stock of Dalmo Victor Co., San Carlos, Cal., manufacturer of airborne radar antennas, which will be operated as wholly owned subsidiary with no management changes. Dalmo Victor sales totaled more than $24,000,000 in fiscal year ended Sept. 30, 1955, defense work accounting for entire output. Acquisition by Textron will permit Dalmo Victor to expand into other related fields, said Textron chairman Royal Little.

Burroughs Corp., Detroit, has set up its electronics instruments div. as separate manufacturing-marketing div. in Philadelphia because, as pres. John S. Coleman states, its electronics business “have become such an important part of the company’s business.” Division produces pulse control units, scientific computers, vacuum tubes, etc.

H. H. Robertson Co., Pittsburgh producer of building products, synthetic resins and commercial asphalts, enters electronics field with purchase of controlling stock of International Research & Development Corp., Columbus, O. (electronics & research).

International Resistance Co. has started new branch plant in Boone, N. C., with John S. Kane as mgr.; Sterling Graydon, chief engineer; James Winkler Jr., quality engineer; Tom Wright, product engineer.

G. L. Ohlstrom Associates, N. Y., has acquired working assets of Inet Inc., Los Angeles manufacturer of electronic, mechanical & magnetic equipment.

RCA’s RIGHT to grant or continue sublicenses under certain GE & Westinghouse patents after Dec. 31, 1954 was upheld by Federal Judge Albert B. Maris in Wilmington court Jan. 11 when he denied June 11 motion by GE asking “construction and enforcement” in line with the court’s 1932 consent decree involving patent licensing relations (Vol. 9:24). In filing the motion, GE electronics v.p. Dr. W. R. G. Baker stated the proceeding was not a suit against RCA but simply a request for the court to declare that the decree provides “the sublicensing rights of RCA expired in all respects on Dec. 31, 1954.”

Judge Maris ruled that both licensing and sublicensing rights survive the Dec. 31, 1954 termination date, asserting the consent decree’s language “clearly and unambiguously includes sublicensing rights within the scope of the licenses which RCA receives under Section 3 of Article 5 of the agreement from GE and Westinghouse.”

On another patent front, Zenith Radio and its tube-making subsidiary Rauland filed motion in Federal district court in Chicago Jan. 10 for an amended counterclaim in suit brought in 1948 against them by RCA, charging patent infringement. They demand $16,000,000 in triple damages under anti-trust act. Zenith claims losses of $4,450,000, as result of alleged illegal patent monopoly, coerced royalty demands under illegal and unenforceable patent claims, and attorney fees caused by various patent infringement claims brought by RCA. Zenith asks triple damages of $13,300,000, Rauland $2,700,000.

Plaintiff in other patent infringement suits filed this week was Edwin H. Armstrong, who filed in U. S. district Court in Chicago against Motorola, Wells-Gardner, Radio Craftsmen & Sentinel, and in Federal district court in Los Angeles against Gilfillan Bros., Hoffman Radio & Packard-Bell. Prof. Armstrong’s counsel are the N. Y. law firms of Cravath, Swaine & Moore and Byerly, Townsend & Watson; Chicago firm of Davis, Lindsey, Hibben & Noyes; Los Angeles, Herbert A. Huebner.

“Plus” audience provided by community systems is small but welcome addition to TV stations’ coverage. E. P. H. (Jimmy) James, ex-NBC & MBS v.p., now in Tucson for family’s health and serving as public relations director of KVOA-TV, reports that several systems are receiving station consistently at distances up to 188 mi. Prescott (183 mi.) and Ajo (115 mi.) have been receiving KVOA-TV and others for some time. System in Bisbee (85 mi.) has just started, with spur to Warren, planning microwave to serve Douglas. In Nogales (60 mi.), community operator is now stringing cable, hopes to get going soon. James points out not only that many of these “plus” viewers trade in Tucson but that “it is clear that since the entertainment facilities of these remote places are very limited, TV becomes a very important part of their life.”

Community antenna in Casper, Wyo., getting Denver signals via 5-hop $250,000 Philco microwave operated by phone company, began operations Jan. 8, signed up 300 subscribers first day. System in Reno, Nev., receiving San Francisco signals through one-hop phone company microwave, started Jan. 10.

Army’s electronic proving ground is being moved from Ft. Monmouth to Ft. Huachuca, Ariz. New commander, taking over early next month, will be Brig. Gen. Emil Lenzner, now chief of plans & operations div., Office of Chief Signal Officer.

Trade Personal: Frank Freimann, Magnavox pres., first manufacturer to win an "Oscar of Retailing," annual silver plaque awarded by National Retail Dry Goods Assn., which for last 50 years has always gone to a retailer; he won it for "effort in the interests of good retailer-manufac-
turer relationships, which has won for him admiration and
good will of the nation's retailers" . . . Dr. Allen B. Du-
Mont awarded American Power Boat Ass'n Herbert L. 
Stone national power cruiser championship trophy for pre-
dicted log racing . . . A. Brewer Hunt, Canadian RTMA 
pres. and gen. mgr. of communications equipment div. of
Northern Electric Co., heads Canada's $100,000,000 elec-
tronics defense program, serving as $1-a-year man . . . Dr.
Alfred N. Goldsmith, electronics engineering consultant,
one time RCA chief engineer, elected chairman of National
Television Film Council . . . Wm. J. Helt resigns as gen.
sales mgr. of Raytheon TV-radio div. to become pres. of
Appliance Distributors Inc., Raytheon Indianapolis 
div. . . . George M. Hakim has resigned as director of adv.
& sales promotion, Raytheon TV-radio div., Chicago . . .
Murray Epstein resigns as Kaye-Halbert purchasing agent,
his duties to be assumed by Paul Ewing and Roy Thomp-
son . . . Joseph Davis, ex-Kaye-Halbert, named production
v.p. of new Caltech Electronics Co., Culver City, Calif. (high
fidelity equipment) . . . Albert F. Wild named sales mgr.
in expansion of GE broadcast equipment staff, reporting to
Frank Barnes, marketing mgr.; Charles J. Simon appointed 
mgr. of product planning, C. Wesley Michaels mgr. of mar-
teting research & administration, M. Roy Duncan mgr. of
product service, Ray D. Jordan mgr. of adv. & sales promo-
tion . . . Alfred Y. Bentley, chief of DuMont TV receiver
mfg. div., placed in charge of advanced planning . . . R. K.
White resigns as adv. mgr., Crosley TV-radio-appliance 
div. . . . George Cohen, ex-astt. sales director, named Em-
erson eastern sales mgr. . . . Tex Barrett resigns as Tele
King Los Angeles regional sales mgr. to join Horn & Cox 
Inc., Raytheon Los Angeles distributor . . . M. J. McNich-
olas, Andrea special apparatus div. mgr., promoted to di-
rector, electronic div. . . . Morgan Greenwood promoted to
new post of Philo gen. adv. mgr., reporting to adv. v.p.
John Gilligan . . . Joe Chapman Lane Jr. promoted to adv.
mgr., Westinghouse tube div., El mira, N. Y. . . . Henry 
Czech, Westinghouse regional mgr., elected pres., Chicago 
Electrical Assn., succeeding John M. Price, Allen-Bradley
. . . Joseph H. Quick, ex-RCW, Phileo & Schwartz, recently
partner in Work-Factor Co., management service, named 
res., National Co., succeeding Charles C. Hornbostel, re-
signed . . . Sidney A. Schneider named Stewart-Warner
Electric's resident field engineer covering midwest . . . 
Joseph Schlig, asst. to sales mgr. of Westinghouse elec-
tronic tube div., El mira, chosen one of 15 to take 16-month
management course at Harvard School of Business . . 
R. K. Gilbert has resigned as chief of production, Standard 
Coil Products Chicago plants . . . Robt. Middleton, ex-RCW 
and Precision Apparatus, joins Simpson Electric Co., Chi-
cago, to lecture to service technicians . . . E. B. Conley
named v.p. & gen. mgr. of electronic equipment factory of
Allied International Inc., So. Norwalk, Conn., due for com-
pletion in Feb. . . . Frank X. Lamb, chief engineer, named
v.p., and Roswell W. Gilbert, research director, named asst.
to pres. Earl R. Mellen, Weston Electrical Instrument 
Corp. . . . Ralph E. Walker, Walker-Jamieson Inc., elected
chairman of Chicago chapter, National Electronics Distribu-
tors Assn.; Howard Larson, Attronic Corp., treas.; John 
G. Bowman, J. G. Bowman & Co., secy. . . . John K. Koepf,
ex-REMTA, recently in Treasury savings bond div., ap-
pointed special asst. to Lothair Teeter, asst. Secy. of Com-
merce for Domestic Affairs . . . Rudolf Feldt, mgr. of
instrument plant and ex-DuMont research engineer, named
mgr. of newly created instrument div., Federal Telecommu-
nication Labs . . . Robt. A. Seidel, RCA v.p., ap-
pointed v.p. of parent company's new sales & service sub-
sidaries div., headquarters in N. Y. and in charge of 
RCA Service Co., RCA Victor Distributing Co. and RCA
Institutes.

Financial & Trade Notes: Emerson Radio reports rec-
ord sales of $75,926,546 for its fiscal year ended Oct. 31,
1953, some 51% over fiscal 1952's sales of $37,644,200. Net
income for period was $2,988,432 ($1.54 a share) vs. $2,326,-
355 ($1.17) in 1952. In report to stockholders, pres. Benja-
min Abrams said Emerson's net worth reached all-time high
of $19,718,033, compared to previous high of $17,697,215 in
1952. He stated company's gov't. sales volume in 1953 was
20% over 1952 with present undelivered backlog of defense
contracts about $40,000,000. As for TV, he forecast black-
& white receivers will be predominant for a long time and
predicted bulk of sales will be lower priced table models,
now comprising more than 70% of Emerson's production.

General Instrument Co., currently reported negoti-
ating to absorb or merge with another electronics compo-
ents manufacturer, but maintaining a discreet silence.
This week reported sales for 9 months ended last Nov. had
reached new high of $27,159,000, up 30% from the $20,-
600,100 of same 1952 period. Net income after taxes was
$871,600 ($1.41 per share on 617,973 shares) compared with
$885,900 ($1.13 on 608,673); before taxes, it was
$1,815,000 vs. $885,900.

George B. Storer is disclosed as purchaser of 5000
shares of common stock of Storer Broadcasting Co., out of
recent public offering of 200,000 shares (Vol. 9: 45, 47). He
did not personally sell any of his own common stock hold-
ings, now in excess of 640,000 shares, when Mr. & Mrs. J.
Harold Ryan disposed of 165,625 shares for the public
offering. We inadvertently stated last week (Vol. 10:2)
that Mr. Storer had also sold 34,375; it was Detroit Trust 
Co., as trustee, which sold those shares.

Unidentified purchaser reportedly is seeking up to
115,000 shares of Weston Electrical Instrument Corp. stock
(of the 428,221 shares outstanding) through First Invest-
ment Co., Los Angeles, which has asked for tenders at $25
F. G. Hawthorne said so far as he knew no officer or di-
rector of the company had been asked to tender shares. First
Investment Co. officials said they are "acting for a com-
pany whose stock is listed on the N.Y. Stock Exchange and
with whom Weston officials have met."

Vergal Bourland, Bourland Home Appliances, Ft.
Worth, elected pres. of NARDA, succeeding Wallace John-
ston, Wallace Johnston Appliances, Memphis. Vice-presi-
dents: Harry B. Price, Price's Inc., Norfolk (reelected);
Carl Hagstrom, General Appliance, San Francisco; Don
Gabbert, Gabbert's, Minneapolis. Mort Farr, Upper Darby,
Pa., was elected chairman and following directors were elected for 3-year terms: Harold Rice, Good Housekeeping
Shop, Dayton; Steve Weinstein, Magee Distributors Inc.,
Boston; Al Robertson, Westinghouse Appliance Stores,
Oklahoma City.

Named to new Communications Div. of Defense Dept.
Office of Transportation & Communications: Col. Wm.
Hamlin, ex-chief, Army Communications Service Div.;
Capt. Clifford Grange, ex-administrative asst., security
branch, Directorate of Naval Communications; Col. Ster-
ling Briggs, ex-chief, program & standards branch, Plans

Edward F. Callahan, 68, who retired in 1950 as v.p. of
International GE after 45 years with the company, died
Jan. 13 in Greenwich, Conn. after long illness.
Teletacing Notes: How dependent many stations are on film programming is sharply highlighted in first annual TV Station Film Manual (44-p.) released by NARTB this week to TV members. Divided into 3 parts—programming hours & costs, case histories, station comments—manual reports that of some 60-odd stations responding to questionnaire last summer, all reported that hours of local film programs exceeded local live shows. In Group 1 (stations with up to 50,000 TV families) average was 26.54 hours of film programs a week vs. 10.37 live, while in Group 5 (stations with 1,000,000 or more TV families) ratio was 42.20 film vs. 32.50 live ... Cost of programming facilities to stations in all groups was reported as $126 per hour for live shows, $85 for film ... Detailed case histories of film programming were reported for 6 stations (KNCY-TV, Amarillo; KKTV, Colorado Springs; KRON-TV, San Francisco; WAAM, Baltimore; WBTV, Charlotte; WCAU-TV, Philadelphia)—with reports on their film purchasing, programming hours and costs, personnel, film equipment, operational procedures, film ID specifications & engineering, plus diagrammed floor plans and reproductions of forms used in scheduling, routing & filing of film. TV film is mighty important to Hollywood, too—Jan. 13 Variety predicting production will amount to record $40,000,000 this year, with fewer companies producing more films; it points out that telefilm pattern is beginning to follow that of motion pictures, as a few large companies take over smaller outfits and get into mass production of films ... Recent Politz study, Importance of Radio in TV Areas Today, available free from NARTB, which has mailed it to AM & FM members, all Congressmen, commissioners and staff of FCC and to civic, educational & religious leaders, etc. ... Another film index: Directory of Non-Royalty Films for TV, compiled by WOL-TV, Ames, and published this week by Iowa State College Press; it gives alphabetical listing of all available films, private & govt., is available for $6 from publishers or bookstores ... Cleveland's WEWS is spending $50-60,000 buying space in 31 Ohio dailies and 4 in Pennsylvania, consisting of five 160-line ads per week for 3 weeks, then three 160-line ads for next 3 weeks, promoting its new higher tower & power; McCann-Erickson, Cleveland, places the space ... Smart publicity: Zenith Radio to award statuettes to lady TV commentators who "achieve the most for public service programming in 1953?"; judges: Fred Sammis. McFadden Publications; George Rosen, Variety; Frank Burke, Radio Daily ... KCOP, Los Angeles (formerly KLAC-TV), as one of first steps under new Copley Press ownership, has reduced base Class A hour rate from $1250 to $900, half hour from $750 to $540; Class B, $800 to $600 & $480 to $360; Class C, $600 to $500 & $360 to $300 ... WTOP-TV, Washington, adding 73 ft. to its 300-ft. tower, increases RCA batwings from 6 to 12, says it will double ERP ... Big WOR-TV studios on 67th St., New York, leased for 3 years to NBC-TV is now being prepared for new daytime Home show ... WOAI-TV, San Antonio, now starts program day at 7 a.m. with NBC-TV's Today.

Publisher J. R. Knowland, Oakland Tribune (KLX), father of the U. S. Senator from California and GOP floor leader, this week purchased 5% interest in application of Channel Two Inc., seeking Ch. 2 allocated San Francisco bay area, for which 3 others will also compete at hearings yet to be set. Knowland interests dropped own application last Nov. Simultaneously, Channel Two Inc. pres. Stoddard P. Johnston, stepson of John A. Kennedy, who said San Diego's KFMB-TV & KFMB last year for $315,000 (Vol. 9:5, 9:13), announced that Howard L. Cheroff, recently resigned mgr. of the San Diego stations, has been retained as executive director; he will also hold about 5% of stock. Johnston will hold 55% of stock and Kinco Enterprises, owned by his mother, will hold 10%. Other stockholders are area business men. Robert Purcell, ex-operations mgr., KTTV, Hollywood, has been retained as consultant and Stanley Sievers as chief engineer. Contract has been signed with RCA for $650,000 worth of equipment, including color apparatus. The other competitors for Ch. 2: KROW Inc., Oakland (Sheldon & Sackett); General Teleradio Inc. (KFRC, San Francisco); Television California (Edwin W. Pauley & C. L. McCarthy).

Sen. Ed Johnson's bill to restrict telecasting and broadcasting of pro baseball games (S. 1396) was blocked in Senate third time Jan. 11 when attempt to get it passed by unanimous consent drew objection from Sen. Smathers (D-Fla.). Bitterly opposed by NARTB, measure would specifically permit major league teams to bar TV-radio from games within 50 mi. of their home cities (Vol. 9:12, 19, 22, 24-25, 28). Also passed over because of objections were 3 bills requested by FCC and already passed by House (Vol. 9:16): (1) To give FCC 30 days instead of 15 to act on protests (H. R. 4558), blocked by Smathers. (2) Easing penalties for some violations of Communications Act. (H. R. 4559), blocked by Sen. Gore (D-Tenn.). (3) Discontinuing requirement for CP for govt., amateur and mobile stations (H. R. 4557), blocked by Sen. Langer (R-N. D.).

Educators were offered use of WOR-TV's 810-ft. tower in North Bergen, N. J., built at cost of $250,000 and unused since station moved transmitter to Empire State Bldg. General Teleradio v.p. Gordon Gray said tower has been offered to state educational depts. of both N. Y. & N. J. for joint use. In obvious rebuttal to North Bergen officials who have threatened legal action to tear down tower (Vol. 9:52), Gray said: "The concentration of TV transmission facilities in the Empire State Bldg. by all stations serving metropolitan New York makes it impractical to destroy the only available emergency facilities." He added de-icing equipment would be installed to eliminate icicle hazard which has brought complaints from some local residents. 

FCC abolished filing of annual ownership reports by TV & radio stations. In order this week (FCC 54-52), it ruled that hereafter stations will file same information at time of making applications for renewal of licenses (every 3 years). Ruling is effective immediately and provides that ownership form must be filled with renewal applications beginning Feb. 1.

United Artists will shortly announce sale of its pioneering TV film service to Joseph Harris and son James, who will finance, produce and distribute films for TV; they're among founders of Motion Pictures for Television Inc. and in group recently acquiring KXLY-TV, Spokane (Vol. 10:21).

Power increases: WJBK-TV, Detroit (Ch. 2) Jan. 11 began telecasting from new 1057-ft. antenna with 100-kw power. WSLS-TV, Roanoke (Ch. 10) Jan. 10 boosted power to 236 kw. WSTV-TV, Steubenville, O. (Ch. 9) Jan. 9 went to 230 kw.
A WEEK’S EXPERIENCE WITH COLOR SET: Operating a color TV set under home conditions for a week now, we have a lot of reactions to report — from ourselves and from laymen who had never seen a color picture. These observations may help you anticipate problems and questions rising as sets become available and colorcasting increases.

In weighing our observations, it should be borne in mind that they’re based on one week’s viewing (though we’ve seen scores of industry demonstrations) and that receiver employed is a pre-production model which doesn’t necessarily perform precisely the way production models will.

Here’s the setup: Receiver is RCA model with newest type of tri-color tube — 15-in round glass, giving 11%-by-8%-in. picture with round sides. It’s a console 39-in. high, 27%-in. wide, 29-in. deep. It has 36 receiving tubes, 2 selenium rectifiers. Standing beside it for comparison is 20-in. black-&-white Philco Model 51-T2133 which is 39-in. high, 25-in. wide, 25%-in. deep.

Separate antennas feed the sets. This is because WMAR-TV, Baltimore (about 30 mi. away) has occasional colorcast and needs antenna directed toward it for best reception. Color antenna, a dipole with reflector, is aimed at Baltimore. WNBW, Washington, though picked up on rear of this antenna, has plenty of signal.

First colorcast observed was the Dinah Shore program Jan. 19. Producer Alan Handley chose to open it with minimum of color, add more as program progressed, thus experimenting with pastels. We thought it excellent; some viewers said they would have preferred more striking colors. Color fidelity generally appeared quite accurate — except for some too-pink flesh tones. Transparency of a Chevrolet came through with faithful robin’s egg blue.

Second Dinah Shore colorcast Jan. 21 was designed as "a blaze of colors," as Handley put it. It was all of that — extremely vivid costumes, reproductions of famous paintings, jewelry, etc. Polling viewers, we found a definite preference for the splash of color. For their first viewing, at least, they want to be overwhelmed with great variety of hues, highly saturated.

Third color program we saw was series of test slides from WMAR-TV, which came through quite well except that reds weren’t sufficiently saturated. Chief engineer Carl Nopper confirmed that transmitted reds were down a bit for this test. There was some ignition interference at the time — disturbing both black-&-white and color sets to same degree.

Black-&-white reception on color set — so called "reverse compatibility" — was very good. Compared with black-&-white set, brightness is lower, though we’ve seen many monochrome sets with no greater brightness. Taken by itself, picture is completely acceptable. Registration is good. Up to 5-6 times picture height, a slight misregistration can sometimes be seen. Beyond that distance, none can be de-
tected. There's excellent resolution and complete freedom from any such disturbances as crawl, twinkle, etc.

But it seems like using a Cadillac to pull a plow to watch black-&-white on a color set -- feasible but wasteful.

Set is extremely easy to tune -- scarcely anything to it. Once the few dials are set right, they're right not only for color but usually for monochrome. If the dials are turned to wrong positions, accidentally or otherwise, a slight twist puts them where they belong. Furthermore, there's considerable latitude in tuning that will still produce satisfactory picture. Even skin tones can be varied and still look right at several different settings.

Dials are as follows: Large 2-control dial at left is for on-off-volume and brightness. At right are channel switch and fine tuning. Behind plate in center are small dials for contrast, hue, saturation and audio tone. In recess at side of set are 2 controls, for focus and convergence. Most can actually be ignored.

Whether set will get more ticklish as it gets older is hard to say. But RCA Service Co. technicians report very little trouble with receivers after they're installed. Furthermore, they're quite rugged in handling. James Cravens, supervisor of field color engineering, has followed sets all over country -- when they were air-expressed to Pasadena, etc. -- finding them in good shape on arrival.

* * * *

One reaction of laymen, somewhat amusing but quite real, is that they assume color set will reproduce all programs in color, right now. And there's a definite desire for larger screen, particularly when picture can be compared simultaneously with larger black-&-white picture beside it.

One of our reactions, a very natural one, is that we get impatient waiting for the next scheduled color program. A color set without color programs is a most frustrating device indeed.

But schedule of color programs is picking up. Following is NBC-TV color schedule through Feb., all originating in New York:

Zoo Parade Jan. 31, 4:30-5; Howdy Doody Feb. 1-5 (every day), 5:30-6; Judge for Yourself (Fred Allen) Feb. 9, 10-10:30; Meet the Press Feb. 14, 6-6:30; Your Hit Parade Feb. 20, 10:30-11; Armstrong Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4-4:30. No regular color test signals are scheduled as yet.

CBS-TV has weekly New Revue 5:30-6 Fridays, carried only in New York & Baltimore. It will add weekly program Tuesdays in March, feed both to more cities.

3 GRANTED, 5 DROPPED; COURT FAVORS ZENITH: Considerable action in grants this week, with 3 issued and 5 turned back, while FCC batted .500 in courts in 2 cases, but the recent bad weather prevented any station from getting on air -- unless WNEM-TV, Bay City, Mich. (Ch. 5) manages to get antenna up and operating by Sun. Jan. 24. There was also an owner-employe blowup at WTVP, Decatur, Ill. (Ch. 17) this week, followed by firings and/or quitting, and station went off air briefly.

The CPs: Hot Springs, Ark., Southern Newspapers, Ch. 9; Sioux City, Ia., KCOM, Ch. 4; Durham, N.C., WTIK, Ch. 11. Initial decisions favored: Radio Diablo, Stockton, Cal., Ch. 13; WDEF, Chattanooga, Tenn., Ch. 12.

The 5 CPs surrendered were most for any week to date: WMRI-TV, Marion, Ind. (Ch. 29); WCOW-TV, St. Paul (Ch. 17); KMON-TV, Great Falls, Mont. (Ch. 3); WPAG-TV, Mt. Airy, N.C. (Ch. 55); WCHV-TV, Charlottesville, Va. (Ch. 64). All gave up because they foresaw insufficient economic support.

* * * *

FCC won handily in Court of Appeals when court rejected efforts of WCAN-TV, Milwaukee, to enjoin allocation of Ch. 6 to suburban Whitefish Bay pending court hearing on station's contention that allocation shouldn't be made. Thus, competitive hearing for Ch. 6 can go ahead, though WCAN-TV isn't precluded from later asking court to stop winner of hearing from going on air before court decides case.

But FCC got sharpest reversal yet on any litigation growing out of end-offreeze decision, when court ruled that Commission must give Zenith comparative hear-
ing with CBS to determine which can operate on Ch. 2 in Chicago. Court rejected FCC argument that Zenith had waived right to such hearing by not participating in rule-making on city's allocations. CBS now operates WBBM-TV on Ch. 2, having purchased WBKB from United Paramount Theatres for $6,000,000, then changing call letters from WBKB and shifting from Ch. 4 under FCC order.

Among other actions, FCC scheduled Feb. 19 for start of hearings for Ch. 7 in Miami, Ch. 2 in Charleston, S.C., Ch. 5 in Raleigh, Ch. 13 in Huntington. Commission also finalized the allocation of Ch. 10 to Parma-Onondaga, Mich., making it available for Jackson, where CF for WIBM-TV (Ch. 48) was recently cancelled.

FCC is now so up-to-date in its TV processing that all currently contested applicants will have received McFarland Letters by Feb. 1.

* * * *

In the fight at WTVP, Decatur, key employees and pres. W.L. Shellabarger, operator of grain milling business, got into argument Jan. 20. The 3 top staff members quit or were fired, whereupon many others walked off and station went off air. It got back on next day with help of engineers loaned by stations in nearby cities.

According to owner Shellabarger, station was mismanaged, overstaffed, and losing money at rate up to $25,000 monthly. He said that top staff objected to his efforts to take active role in management. "They told me to go to Florida for 6 months," he said. "They also told me they had a buyer -- for 25¢ on the dollar."

He said station had about 50 employees, compared with 15-20 for similar nearby stations, and that employees refused to double up as at other stations. After resignation of mgr. Harold Cowgill, program director Paul Taff and chief engineer James Wulliman, Shellabarger said, about two-fifths of the other employees walked off. He added that he's prepared to stand another year or so of losses if "by doing so I can protect my half-million dollar investment."

Other side of story comes from Cowgill, former Washington radio lawyer who still holds 5% of stock. He said disagreement was over programming policy -- that staff believed in long schedule with considerable live programming, in anticipation of stiff competition from nearby stations. WTVP has been running 10 hours daily, getting some programs from ABC, CBS & DuMont.

Station was in black by Dec., Cowgill said, though it had started in August. It employed 42, he said, and 30 quit after he, Taff and Wulliman were fired.

**TRANSMITTER POWER AND UHF COVERAGE:** Maximum-power uhf transmitters are on the way -- from all major manufacturers. And the long-awaited RCA 12.5-kw uhf transmitter was announced this week, deliveries to begin in latter May or early June.

Telecasting plants which can radiate FCC's maximum 1-megawatt (1000-kw) power are still 1-2 years from production stage, and many stations are already adequately served by lower powers. There's still tendency to forget transmitter power isn't everything in uhf -- any more than it is in vhf.

There are plenty of "substitutes" for top power -- measures that can be taken and are being taken right now to achieve same results, and at lower cost. Perhaps the most important of these is improvement at TV receiver end; stations which have conducted technical education campaigns are increasing quality and range of their service by insuring good receiver installations.

At transmitter end, higher towers often achieve results which can't be obtained through brute power; directionalized antennas can concentrate signal toward heavily populated areas. And without discoursing on economics, let us again point out most important factor in uhf success is the amount of high quality programming which doesn't duplicate any other TV service to the community.

* * * *

Tubes for top-powered uhf stations -- rated at 50-75 kw and capable of delivering 1 megawatt from high-gain antenna -- are under development by RCA, by Varian Associates, Palo Alto, Cal., by Eitel-McCullough Inc. (Eimac), San Bruno, Cal., and probably by others. Varian and Eimac are working on higher-powered versions of the klystrons they now make for uhf, and hope to have samples some time this year.

RCA is aiming for commercial 50-75 kw transmitters by 1956. Says a high RCA
source: "Our tube dept. has 2 separate engineering groups assigned to the development of a tube for this power. One group has been working with a high-power uhf tube of essentially standard design; the other is working with a tube of less conventional type. Both groups have had considerable success, and successful tubes of both types have been built. We are presently evaluating the comparative advantages of the 2 types and will shortly make a decision on which we will use."

As for Eimac -- "With a little luck we should have a sample 50-kw klystron by midyear," pres. W.W. Eitel tells us. "There are no formidable hurdles now," he adds -- "it just requires a little doing."

Eitel sees little problem of building transmitter around tube. "The application will be no different from current [klystron-powered] models. It's mainly a matter of building a big enough power supply." Tube will require "much less than 1 kw to drive it," might conceivably be driven by same unit which now drives 12-kw transmitters. As to tubes of more than 50-kw power, "there should be no insurmountable problems -- but we'll wait and see what the industry wants."

Varian's tube will be rated somewhere in 60-75 kw range, and prototype model "probably isn't a year off," says pres. Russell Varian, pioneer in klystrons. "But we can't tell what problems we'll run into in the laboratory." He, too, agrees that there'll be no particular problems in building transmitter around new tube -- "it just needs bigger equipment." High-powered klystron, he says, will cost more than 12-kw tube, "but not enormously more."

After sample tubes are available, it may well take transmitter makers 6 months to a year or more to begin production of the powerful new transmitters, on basis of past practices. Most transmitter makers themselves say the uhf "big Berthas" are at least a year away, probably more.

What about costs? None of the major transmitter makers would be pinned down on the bill for a complete 1-megawatt power plant. RCA offers "guess" that it will be "on the order of $250,000"; a GE official says "maybe 50-100% more than our 12-kw" -- or in $200,000-$275,000 range. Another manufacturer estimates it may be $400,000. Power to run 50-75 kw transmitter won't be important expense, probably will be about double that needed for 12-kw, or in neighborhood of $10 an hour.

There will be no intermediate steps between 12-kw transmitters and 50-75 kw ones, manufacturers agree -- next stop is maximum power.

Week's big transmitter news is RCA's 12.5-kw uhf plant which replaces its proposed 10-kw unit, ordered by many stations now using interim 1-kw transmitters. To date, only GE, using Varian-developed klystron, is delivering 12-kw unit; driven by 100-watt driver, it's priced at $133,000 less klystrons, which are rented.

RCA transmitter is powered by new tetrode tube Type 6448, will be priced at about $150,000, including crystals, tubes and filterplexer, or about $100,000 for amplifier only. It will be driven by RCA 1-kw transmitter, which company says will "allow for best possible transmitter adjustment for color."

New transmitter's power rating is 12.5 kw at low end of band, decreasing gradually to 10.25 kw at Ch. 83, measured at output of filterplexer "when all the adjustments have been made for wide frequency response and low phase shift required for color TV transmission." Since 10% has been allowed for loss in filterplexer, RCA engineers say usable output actually may be "close to 14 kw" on some channels.

Two other manufacturers are coming out soon with 12-kw units, both using the Eimac klystron -- DuMont, which now offers klystron-powered 5-kw, and Federal, which has scheduled first 12-kw for April delivery (Vol. 10:3).

With prospect of competition in 12-kw field and slowdown in all uhf orders, GE can be expected to offer attractive price deal on its transmitters to telecasters using lower-powered units of other makes -- as well as incentive of quick delivery.

When top-powered uhf transmitters are available, their use probably will be confined to big metropolitan areas, for some time at least. While highest power is one solution to some uhf coverage problems, there are other more immediately feasible ways to achieve similar results, industry's leading engineers point out.
Propagation is far better in low uhf channels than in higher ones. Channel 83 (884-890 mc) is nearly twice as high in the spectrum as Ch. 14 (470-476), which is only a little more than twice as high as vhf Ch. 13 (210-216). Naturally, it is advisable to get as low a channel as possible, to start with. At request of one uhf station -- WHIZ-TV, Zanesville, O. (Ch. 50) -- FCC has proposed to assign Ch. 18 to Zanesville, and presumably station plans to apply for new channel (Vol. 9:50).

But the average uhf station on air must stick to its channel, high or low. And instead of dreaming of the 1-megawatt pie in the sky, which few will be able to afford, there are several ways they can "effectively increase their power."

One such solution, applicable only in certain cases, is the directionized transmitting antenna. Using 12-kw GE transmitter and tailor-made GE antenna, a few uhf stations now are sending out the equivalent of about 500 kw in direction of the heavily populated parts of their coverage areas.

Another solution is the high tower. Particularly in hilly terrain, tower height is as important as power, or even more important in obliterating shadow areas and nulls. This is a step that can be taken right now by many stations, without waiting for 1000-kw power plants -- and which can measurably increase coverage.

* * * *

But the area in which greatest increase in coverage can be realized doesn't involve transmitters, towers or transmitting antennas. It's the receiving end.

The top engineer of one large transmitter-receiver manufacturer lists these 3 steps to increase coverage of uhf stations -- in order of their importance:

1. Good receiver installation practices. (2) More sensitive uhf tuners and receivers. (3) Increase in transmitter power.

In uhf's early days, receiver installations were incredibly sloppy. Service-men hadn't yet learned that what will pass in vhf is intolerable in uhf. Even today the really good uhf installation is the exception to the rule, although big strides have been made in training servicemen during uhf's first year.

A poor installation which is improved so as to deliver twice as much signal to the TV set is equivalent to a fourfold boost in transmitter power. And there's still so much room for improvement in installation techniques that it's certain that a station's time and money used to educate servicemen and even supervise sample installations would be well spent.

Question of receiver sensitivity is all-important, by same token, but there's little the station operator can do about this. Set manufacturers are gradually but steadily improving tuners -- but today's, by and large, are still pretty "noisy" as compared to vhf tuners.

The goal is to develop ideal tubes and circuits for uhf tuning -- items which aren't yet available at marketable prices. A good vhf tuner develops average of about 7 db of internal "noise" which must be overcome by incoming TV signal. Good modern uhf tuners have noise factors as low as 16-18 db, far cry from the 30-db level of early ones. In the laboratory, manufacturers have reduced noise figure to as little as 10 db, and by 1955, production tuners may develop only about 12 db.

As more sensitive receivers are introduced, vhf history will repeat itself, and "fringes" will be pushed farther out. As with improved installation techniques, any improvement in receiver sensitivity is equivalent to its own square in transmitter power. For example, making a receiver 3 times as sensitive would give same results as ninefold power boost.

---

Dropping TV-radio program logs, Nashville's two newspapers, jointly-owned Nashville Tennessean and Nashville Banner announced in front-page statement in Jan. 16 Nashville Tennessean that "broadcasters [who] use the air on exclusive licensed channels [should] share the cost of publication of the schedule of their commercial program." Chico (Cal.) Enterprise-Record also recently discontinued program listings, complaining they were no longer a public service because stations repeatedly failed to supply corrected logs, resulting in "loss of prestige and brunt of public ill feeling" borne by the newspaper.

"TV City" for Chicago: CBS this week bought 75,000-sq. ft. Chicago Arena for $1,500,000, will spend another $1,500,000 to remodel it into "largest enclosed TV studio center outside Hollywood" after taking possession April 1; on city's near north side, building will house WBBM-TV studios, origins due to begin there in late fall.

Exhaustive treatment of color, in scores of articles, comprises 566-page Proceedings of IRE for January. Incredible array of technical talent has written scores of papers on every conceivable phase of color—with something for every engineer and technician in the business.
CONFIRMATION of FCC Comr. Robert E. Lee is expected Mon., Jan. 25 with no organized opposition, following his approval Jan. 19 by Senate Commerce Committee. Though Democratic committee members questioned him closely for more than two hours at Jan. 18 hearing—particularly on his associations with Sen. McCarthy and Texas oil millionaire H. L. Hunt — only dissenting vote was cast by Sen. Monroney (D-Okl.), who felt Lee's qualifications weren't sufficient for job. FCC appointment, said Monroney, was "obviously a consolation prize, as Lee had been endorsed by House members for the job of Asst. Comptroller General."

Sen. McCarthy sat in audience for part of hearing while Lee stoutly denied he was "behind" to the Wisconsin Senator. "I like him," said Lee, "I think he's a great guy," but he was "very distressed" at implication friendship might influence him. The Senator had nothing to do with his appointment, he added. All Democratic committee members, except Magnuson (Wash.) who was absent, questioned him at length, but most critical questioning came from Monroney, Pastore (R.I.) and Smathers (Fla.). Lee said he had helped start Hunt's Facts Forum filmed TV program and had moderated first 3 sessions for which he received $400 in expense money and returned $100. He said program was fair and unbiased; Monroney disagreed, calling it "rather heavily loaded on the side of the moderator." Questioned by Pastore on Hunt's Ch. 43 grant in Corpus Christi, Lee replied he "had no idea Hunt was even an applicant till he came up on the agenda."

MULTIPLE OWNERSHIP proposal by FCC, which would allow owners of 5 vhf stations to acquire 2 uhf (Vol.9:52), appears certain to get Congressional airing. Last week's attack by Sen. Edwin Johnson (D-Colo.), ranking minority member of Senate Commerce Committee (Vol.10:3), was seconded this week by committee colleague Sen. Smathers (Fla.). In letter to Chairman Bricker (R-O.), he urged committee to study proposed ruling to determine "whether or not it should be the national policy to further allow this concentration of communications medium in the hands of so few persons."

Smathers expressed view that present ownership restrictions should be "maintained or even strengthened"—at any rate shouldn't be changed "without thorough study by the representatives of the people." Bricker has announced committee will soon call up FCC for general "orientation" meeting, and multiple ownership proposal probably will be hottest issue discussed. Also due for discussion then is possible legislation to regulate political broadcasts.

Counter-attacking in the courts, Storer Bestg. Co. on Jan. 22 challenged legality of FCC's new multiple ownership rules in D. C. Federal Court of Appeals. Storer argued that Commission has no statutory support for limiting any entity to ownership of specific number of stations, that it must make determinations on case-to-case basis. Appeal also questions FCC's rule providing that 1% ownership in stations counts as much as 100%.

If FCC approves purchase of Empire Coi's 2 stations (Vol.19:2), Storer would be required to sell one vhf—leaving it owning 5 vhf, the maximum permitted, and one uhf. If FCC finalizes its uhf proposal, Storer could acquire another uhf station.

Another controversial subject awaiting discussion on Capitol Hill is subscription TV—specifically the bill to classify pay-as-you-look as "common carrier," introduced last July by Rep. Hinshaw (Vol.9:31). House Commerce Committee under Rep. W wolverton (R-N.J.) will be tied up rest of month in public health hearings, hasn't scheduled any consideration yet on Hinshaw bill or other TV-radio matters.

Monroney didn't doubt Lee's sincerity, but expressed concern lest his presence on Commission might exert "indirect influence on broadcasters, bringing an atmosphere of fear of pressure" on stations which refuse to give free time to programs such as Facts Forum. Lee's comments on other topics covered in hearing:

Multiple ownership rule—Answering a question by Chairman Bricker (R-O.), Lee said he voted for rule-making on proposal to raise ownership limit to 7 TV stations, while "not necessarily in favor of it, so that he may hear pros & cons, then make up mind. Discussion preceding vote, he said, indicated Commissioners' "concern for the future of uhf."

Political broadcasts—"The whole problem will be the subject of consideration [by the FCC] in the next few months because of the imminence of the election campaign."

"Strike" applications—Commission is concerned about some provisions of McFarland Act, particularly those relating to "protests," which can hold up construction of stations. FCC has investigated 3 or 4 suspected strike applications, "and we still have no solid evidence—but perhaps we will."

Educational TV—Replying to Sen. Smathers, he said he favors educational reservations and would be "reluctant to turn reserved channels over to commercial interests for many years," added he wasn't sure he agreed that educational TV should be completely non-commercial but that he has open mind on the matter.

In other Congressional activity, House Ways & Means Committee inserted in new tax bill a provision specifically defining TV-radio show giveaway prizes as taxable—previously subject to conflicting court decisions. And Rep. Keating (R-N.Y.) reintroduced perennial bill to ban TV-radio broadcasting of horse race information.

TV advertising increased 35.2% to total of $688,700,000 in 1953, when total advertising expenditures went up 9.1% to record $7.8 billion, according to preliminary estimate by McCann-Erickson Inc. for authoritative Printers' Ink advertising index, appearing in Jan. 22 issue. Figures show more money is now spent for TV than for magazine advertising. While all media shared in gain, TV's increase was by far the greatest. TV's share of national advertising budget increased from 7.1% in 1952 to 8.8% in 1953; TV-radio advertising now accounts for 17.8% of total U. S. advertising, up from 16.6% in 1953. National TV advertising was estimated at $529,700,000 in 1953, up 30.5% from $405,800,000 in 1952; local went up 53% to $159,000,000 from $103,600,000. Radio advertising increased 4.3% to $707,900,000 from $676,800,000; it now represents 9.1% of total advertising, down from 9.5% last year. Breaking down radio ad expenditures, national is $375,900,000, up 2.5% from $369,500,000; local $328,000,000, up 6.1% from $309,100,000. Total expenditures for other ad media in 1953 & 1952, followed by percentage of increase: Newspapers $2,656 billion & $2,473 billion (7.4%) magazines $663,100,000 & $615,800,000 (7.7%); farm papers $30,800,000 & $29,400,000 (4.8%); direct mail &$1,076 billion & $1,024 billion (5%); business papers $398,000,000 & $365,200,000 (9.2%); outdoor $174,700,000 & $163,100,000 (7.3%); miscellaneous $1,408 billion & $1,292 billion (9%). For breakdown of Printers' Ink advertising figures, 1946-1952, see p. 370, TV Factbook No. 18.

Reducing hour rates but raising min. are WABI-TV, Bangor & KAFFY-TV, Bakersfield, former cutting Class A hour from $200 to $150, increasing min. from $40 to $50; latter $250 to $235 and $40 to $47. KERO-TV, Bakersfield, increases Class A hour from $200 to $250, min. from $40 to $50 in new rate card.
TRANSMITTER SHIPMENTS reported this week:

RCA Jan. 19 shipped 10-kw to WRDW, Augusta, Ga. (Ch. 12), due on air next month. GE reported Jan. 8 shipment of 5-kw to WDSM-TV, Duluth-Superior (Ch. 6), which gets temporary single-bay antenna Feb. 1 and is due on air in February. Slated to be shipped by GE Jan. 23 is 20-kw amplifier to WSLI-TV, Jackson, Miss. (Ch. 12), which got 5-kw Jan. 12 and has latter March target.

For existing stations, Standard Electronics Jan. 18 shipped 50-kw transmitter to Crosley's WLWA, Atlanta (Ch. 11), and GE scheduled Jan. 23 shipment of 6-bay antennas for KABC-TV (Ch. 7) & KTTV (Ch. 11), Los Angeles, both due to get GE 50-kw amplifiers this year.

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

KARK-TV, Little Rock, Ark. (Ch. 4), has its 25-kw RCA transmitter, but won't finish construction for 3-10 weeks, now plans early April tests, mid-April programming, according to v.p.-gen. mgr. T. K. Barton. It will begin with 58-kw ERP with antenna 340-ft. above ground; later goes to 100-kw with 1175-ft. antenna. Rep will be Petry.

WMPD-TV, Wilmington, N. C. (Ch. 6), has ordered RCA equipment, plans March 1 tests from 358-ft. Truscon tower, goes commercial March 15, reports gen. mgr. R. A. Dunlea. Hour rate will be $200. Rep will be Weed.

WPDV, Florence, S. C. (Ch. 8), will build $500,000 studio-transmitter building and 750-ft. tower near Black Swamp School, plans to get going by Sept., reports exec. v.p. Charles H. Crutchfield. Owner Jefferson Standard Bstg. Co. also operates WBTV, Charlotte and owns 16.5% of WFMY-TV, Greensboro, N. C. Florence attorney Melvin Purvis is manager, plans 10 a.m.-midnight programming daily. Station is signed as basic CBS affiliate, also will carry programs originated by WBTV. Make of equipment & rep not reported.

Personal Notes: John K. Herbert, who resigned Jan. 1 as NBC-TV sales v.p., returns to Hearst organization as exec. publisher of New York Journal-American; he is one-time gen. sales mgr. of Hearst magazines... Wm. H. Davidson, national mgr. of NBC Radio spot sales, named asst. gen. mgr. & sales director of WNBK & WTAM, Cleveland; at WNBK, he replaces Charles H. Phillips, now sales mgr. of WOR-TV, N. Y. and at WTAM, he succeeds Wm. P. Dix Jr., who takes same post with WOR... Julian M. Kaufman resigns as asst. mgr. of KPHO-TV, Phoenix, to be mgr. of XETV, Tijuana, succeeding A. G. Flanagan, now asst. mgr. of KCOP, Los Angeles... A. H. Constant, ex-KON, Honolulu and KRON-TV, San Francisco, named mgr. of KAFY-TV & KAFY, Bakersfield, Cal... Fred Hohen, pres. of Meredith Pub. Co. (WHEN, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix; KCMO-TV, Kansas City) named to top-level business advisory council, Dept. of Commerce... James Lobb, ex-WSPD-TV, Toledo, named production mgr., Earl Henton program director of upcoming KDAL-TV, Duluth-Superior (Ch. 3), due in March... Bob Lunquist promoted to program director of WICU, Erie, replacing Don lick, now managing director of North American Film Corp.; Dick Johnson promoted to production supervisor... Norwood Patterson named gen. mgr., Ralph Sacks sales mgr. of grantee KSAN-TV, San Francisco (Ch. 32)... Rodney Ford appointed news director, WAVE-TV, Louisville, succeeding Hugh Sutton, retired due to ill health... Warren Wade resigns as exec. producer, WOR-TV, N. Y.... Mavor Moore, chief producer of Canadian Bstg. Corp. and one of its programming pioneers, resigns to resume acting career with Shakespeare Festival in England... Gordon E. Morehouse, ex-KOIL (AM), Omaha, named regional sales mgr. of new KHOL-TV, Kearney, Neb.... Roger Pryor, TV-radio v.p., Foote, Cone & Belding, and J. James Neale, v.p. Dancer-Fitzgerald-Sample, awarded bronze medallions for TV-radio work in behalf of American Heart Assn.... Stanley B. Cohen, ex-FCC hearing div., joins Leo Resnick in Washington TV-radio law practice... Fritz Jacobi promoted to press mgr. of NBC film div., reporting to new director Edgar G. (Ted) Sisson... Addison Armor named director of program sales, ABC Radio... Edward E. Hewitt, ex-ABC, named San Francisco sales mgr., Motion Pictures for TV Inc.; Bruce Collier, ex-WMAL-TV, Washington, named Dallas sales mgr.... Alexander H. Anderson named TV v.p., Guild, Bascom & Bonfigli, San Francisco... Chet Brouwer resigns as TV director, N. W. Ayer & Son, Hollywood, to join Harry Owens TV Enterprises Inc., Hollywood... Samuel L. Northcross named TV v.p., Wm. Esty Co., replacing Kendall Foster, resigned... Charles Garland, gen. mgr. of KOOL-TV, Phoenix, elected pres. of Arizona Broadcasters Assn.


Wm. Cole Esty III, 59, founder and chairman of advertising agency which bears his name, died Jan. 21 at his home in New Canaan, Conn. after long illness.
Telecasting Notes: "Laugh tracks" on filmed TV shows are pet peeve of Washington Star's TV-radio critic Harry MacArthur, who wrote Jan. 10 that "seismographs from Madison Ave. to Hollywood & Vine will shake" when producers count the people who refuse to watch such shows; he blames agency men for dubbing in recorded guffaws on telefilm sound-tracks in order to sell prospective clients.

"A guffaw doesn't make an unfunny line funny," he says — and he opines that Bing Crosby's current TV debut is remembered only for "those horrible canned laughs". Another illustration of changing pattern of network affiliations being wrought by TV (Vol. 10:3:3): ABC-TV pulls away from CBS-affiliated KPHO-TV, Phoenix, to become basic on share-time KONY-TV & KOOL-TV; yet KPHO (AM) remains ABC and KOOL (AM) remains CBS.

"TV is the current pushover for pic plugs," says Jan. 20 Variety, commenting on TV's apparent softness for free blurs for movies and pointing to actress Pat Crowley's 16 network appearances in 2-week period and Ava Gardner's 4 guest spots within 5 days, both plugging current films. On-the-spot films and tape recordings made during American Alpine Club's unsuccessful attempt to scale Kazakoram, or "K-2" in northwestern Pakistan, world's second highest peak, will be presented on NBC-TV Jan. 31. 2:30-3:30 p.m., titled K-2, the Savage Mountain. First live show on 3-station Massachusetts uhf "network" (Vol. 9:49:50) was Jan. 22 forum, This Is the Issue, discussing proposed state budget, originating in studio of WTAO-TV, Cambridge-Boston and rebroadcast off-the-air by WWOR-TV, Worcester & WHYN-TV, Holyoke.

"TV Guide" now being published in 19 local editions, latest added in last two weeks being Kansas City, Houston & Miami. Ft. Monmouth basketball to be carried by new WRTV, Asbury Park, N. J. (Ch. 58), which began programming Jan. 22, first game scheduled Jan. 26; station begins weekly series, The Mayor Reports to the People Jan. 24, featuring mayors of various communities in WRTV coverage area. Prizes totaling $75,000 in cash to be awarded in promotional contest slated by WABC-TV, New York, involving pictures flashed on screen at various times of day for viewers to identify. TV-radio stations and disc jockeys being asked by Louis Braille Music Institute of America, 140 W. 58th St., N. Y. (Albert G. Gorson, exec. director), to seek contributions for new American Record Club for the Blind, making available for first time records with braille labels and jackets. KGUL-TV, Galveston (Ch. 11) to open Houston studios in April in new Prudential Insurance Blag.

Flushed by success of Today (Vol. 10:3), NBC-TV launches new morning programming experiment March 1 when Home goes on air Mon.-thru-Fri. 11 a.m.-noon with partic. sponsorships in format similar to Dave Garroway's 7-9 a.m. show. Details of new program were disclosed Jan. 21 by NBC pres. Pat Weaver in closed-circuit telecast to affiliates. Show is aimed primarily at women, will feature fashion and beauty tips, cooking, child care & training, leisure time activities, shopping news, gardens, etc. It will originate from $200,000 permanent set now under construction at 101 W. 67th St. studios and will be among first network programs to include color inserts on regular basis. Sales policy will be highly flexible to permit partic. sponsorships. It's planned to have eight 1-min. commercials, plus maximum of six 20-sec. spots per hour. And under "charter client plan," any advertiser who contracts for 52 commercials before March 1 will receive one day of free sponsorship for entire hour during year. Two sponsors have already been signed, identities undisclosed. Exec. producer will be Richard A. R. Pinkham, who'll continue in same capacity with Today; Jack Rayel will be producer and Richard L. Linkrum assoc. producer.

ALARMED by 3 fatal air crashes involving TV-radio towers —2 of them resulting from collisions with guy wires in bad weather—CAA next week will begin exploring new ways to make high tower guy wires plainly visible in fog and darkness. Meanwhile, CABS this week completed probe of recent crash in which Michigan's ex-Gov. Kim Sigler and 3 companions were killed after hitting guy wire of 550-ft. tower of WBCK-TV, Battle Creek, Mich.; staff analysis blamed pilot Sigler's use of "visual flight rules" in weather which called for instrument flying (Vol. 9:49). Earlier report blamed pilot for collision of private plane and WHUM-TV guy wire near Reading, in which 2 were killed last August (Vol. 9:33, 49).

Proposal to study guy wire marking and lighting possibilities will be discussed Jan. 27 in Washington at meeting of CAA's airdromes, air routes & ground aids subcommittee of the Air Coordinating Committee. Group is expected to ask development of joint industry-Govt. research project to attempt to solve guy wire problems. Broadcasters as well as tower manufacturers will probably be asked to cooperate. Problem is tough one, previous proposals on marking and lighting of guy wires having been discarded as impractical (Vol. 8:46; 9:9). "The problem is no nearer solution today than in the last 5 years," subcommittee chairman Joseph Blatt told us.

CAB report on Michigan crash gave ceiling as 400 ft., visibility three-fourths of a mile, with light rain and fog at time of accident. Plane, flying at low altitude, collided with top guy wire of tower, sheared off its right wing and toppled the tower, causing about $40,000 damage to tower. Staff analysis attributed crash to "pilot's continuing visual flight rules (VFR) flight into unfavorable weather." Analysis noted that tower was new but was marked on charts available to Sigler, and that 2 American Airlines flights same day had bypassed Battle Creek because of weather.

More realistic depreciation rates for telecasting equipment are asked by DuMont in proposal filed with Bureau of Internal Revenue. To bolster its argument, DuMont this week sent questionnaires to all TV stations asking their estimates of normal useful life and obsolescence factors for various telecasting components, to help Revenue Bureau set up final depreciation rates for tax purposes. DuMont objects to interim schedule of depreciation rates now being used as general guide by Revenue Bureau as not giving sufficient emphasis to obsolescence due to technological progress. DuMont proposes that composite overall life of TV station equipment, excluding buildings and towers, be set at 6 years for vhf, 5 for uhf, as opposed to bureau's interim rate of 15 years for audio, 10 years for video equipment. Other DuMont proposals (followed in parentheses by bureau's interim rate): TV transmitters & associated equipment, vhf 5-7 years, uhf 4-6 years (audio years, video 10 years); towers 6-18 (15); antennas, vhf 7-9, uhf 3-5 (12); fixed studio equipment 4-6 (studio equipment, audio 10, video 8-10); mobile studio equipment 3-5; mobile field equipment 2-4 (mobile equipment 7). Copies of proposal and questionnaires are available from DuMont controller B. L. Graham, Clifton, N. J.

"The big news in Canadian TV is that improved programming in recent months has caused a growing percentage of the audience looking at U. S. border stations to swing to Canadian stations," writes James Montagnes in Jan. 17 New York Times, adding that more live shows are now produced in Toronto than in any other North American cities except N. Y. & Hollywood, with Montreal perhaps the continent's fourth biggest production center. Greater emphasis on "lighter program fare" together with imported U. S. shows have brought Canadian TV ratings up, he says.
Network Accounts: New merchandising plan to tie in advertisers with nation's food store chains will be launched in few weeks by NBC-TV under title of "Star Value Parade." NBC-TV will distribute pictorial displays featuring its stars to 20,000 food stores selling products of network advertisers. Displays will have room for inserts for local station designations. NBC-TV client pays proportional share of cost of display material, for which both he and participating store can tie their product more closely to stars; network affiliates can establish closer liaison with retail food outlets and district sales offices of NBC clients. Promotion is divided into 4 separate 13-week campaigns, with each region getting one-quarter of year on exclusive basis... Ford Motor Co. claims 164 markets, nation's biggest audience, for its Ford Theatre film series on NBC-TV Thu. 9-30:10 p.m.; it's on 63 NBC outlets, then is sold to 101 additional stations within 48 hours, with regional Ford dealer organizations picking up the tab... CBS-TV continues to audition talent for its 7-9 a.m. show but maintains silence on details, won't even release air-target date; program is tentatively titled Eyeful, has newsmen Walter Cronkite and Charles Collingwood in key roles... Chesterfield's dropping of Arthur Godfrey causes some realignments of sponsorships, Toni (shampoo) buying weekly 8-3:30 p.m. portion of Arthur Godfrey and His Friends on CBS-TV Wed. 8-9 p.m. thru Weiss & Geller, and Minnesota Mining & Mfg. Co. buying Mon. & Wed. 10:10:15 a.m. segment of Arthur Godfrey Time simulcast starting Feb. 8 thru BBD... Gillette signs 3-year contract for TV-radio sponsorship of Kentucky Derby on CBS, thru Maxon Inc. Dodge cars sponsors Break the Bank, returning to ABC-TV Jan. 31 Sun. 10-10:30 p.m., thru Grant Adv... Old radio favorite, Don McNeill's Breakfast Club, becomes simulcast on ABC starting Feb. 22, Mon.-thru-Fri. 9-10 a.m.; radio sponsors Quaker Oats, Toni, Swift & Co., Philco get first option on TV sponsorship... Carter Products (Rise shaving cream) drops This Is Show Business, substitutes Meet Millie on CBS-TV starting Jan. 26, Tue. 9-10:30 p.m., thru Sullivan, Stauffer, Colwell & Bayles... Jacques Kreisler Co. (watch bands) buys 11 partic. on NBC-TV's 7-9 a.m. Today starting March 30, thru Foote, Cone & Belding; M&R Dietetics Laboratories (Pream) adds 79 partic. to 41 it already sponsors, thru Benton & Bowles... Beltone Hearing Aid Co. buys Fri. portion of John Daly Views the News on ABC-TV starting Jan. 29, Mon.-thru-Fri. 7:15-7:30 p.m., thru Olian & Bronner, Chicago.

All-night operation by NBC's 4 owned- operated clear-channel AM stations begins Feb. 1 on coordinated basis. Each using local disc jockey and programming separately "with music most popular in its area," stations are New York's WNBC (already on all-night operation). San Francisco's KNBC (which recently began all-night programming), Cleveland's WTM, Chicago's WMAQ. NBC's 5th o-o, Washington's WRC, is not clear-channel. Half the commercials on each all-night program will be sold locally, other half offered to national advertisers by NBC Spot Sales—advertisers being required to buy all 4 stations. NBC also announced this week it will reduce sustaining network service by 10\(\frac{1}{3}\) hours weekly beginning Feb. 1, signing off at 11:30 p.m. instead of 1 a.m. and eliminating its dance band pickups during those hours.

Station Accounts: "Multiple impact plan" designed to attain "multiple audiences and ratings at substantially reduced cost to sponsors" was disclosed this week by WOR-TV following move to one-studio operation atop Empire State Bldg. Under plan, effective Feb. 1, 3 different series of live programs will be repeated Mon.-thru-Fri. 7-9 p.m. in which sponsor may buy, at comparatively low cost, program itself or on partis. basis. To cut costs in single- studio operation, sets, props, technicians & rehearsals will be kept at minimum... Answering criticism that beer ads dominate TV, soft drink manufacturers and their bottling companies used spot TV in 67 markets in July-Sept. 1953, according to survey of 161 soft drink companies by Edward Petry & Co.; 40% of commercials were on children's shows or westerns... Scudder Food Products, for its potato chips and mayonnaise, sponsors Annie Oakley series on KMJ-TV, Fresno; KCCV-TV, Sacramento & KBTV, Denver, thru BBD... Wage Earner's Insurance Co. buys Bress Pearson Reports for WNAC-TV, Boston, Wed. 6:30-6:45 p.m., thru Silton Bros., Boston... Union Oil Dealers of Las Vegas sponsors Range Rider film series for 52 weeks on local KLAS-TV Wed. 7:30-8 p.m. thru CBS-TV TV Film Sales; series is now in 105 markets... Birdseye Foods adds 10 partic. a week to 6 it already sponsors, to boost chicken pies, on Chef Milani Show on KTTV, Los Angeles, Mon.-thru-Fri. 9:30-10:30 a.m. Salada Tea allocates $1,000,000 for 52-week spot campaign in more than 100 markets, thru Hermon W. Stevens Adv., Boston... Carling Brewing Co. buys all 77 road games of Cleveland Indians on WXEL; no home games will be televised... Chuck Full O'Nuts drops Jerry Lester's Late Date on WNB, N. Y., Sat. 11:30-midnight, will sponsor new variety show featuring singer Jean Martin in its place... Hartz Mountain Products (bird food) shifts Adventures of Captain Hartz from WABC-TV to WABI effective Jan. 23, Sat. 4:45-5 p.m. Among other advertisers reported using or preparing to use TV: Morton Packing Co., Louisville (Morton frozen pies), thru Ted Bates, N. Y.; General Foods Corp., Franklin Baker Div. (LaFrance bluing), thru Foote, Cone & Belding, N. Y.; American Sta-Dri Co., Brentwood, Md. (Sta-Dri masonry paint), thru Gordon Manchester Adv., Washington; Branchell Mfg. Co., St. Louis (Color-Flye dishes), thru Calvin & Co., St. Louis.

TV film will be $60,000,000 business in 1954, predicts Jan. 25 Sponsor Magazine in lead article of information-packed TV film section, featuring survey treatments of these aspects of telefilm field: (1) Color—more than 60% of TV film producers replying to survey reported they had one or more series now being filmed in color. (2) Run-vals are often as high as first run, sometimes higher. (3) Costs—$27,000 is average for half-hour drama. (4) Tips on film buying. (5) 14-p. directory of available TV films. (6) Directory of syndicated film sources.


Cost of service to subscribers of new community antenna in Casper, Wyo. (Vol. 10:3), served with signals delivered from Denver via 5-hop microwave, is $150 for installation, $7.50 monthly, compared with average system's $135 and $3.50-$3.75.

National theatre-TV sales meeting, the first to be held during early evening hours, introduced 1954 advertising and sales program to more than 15,000 Dodge dealers Jan. 22 in theatres and hotels in 30 major cities, through Theatre Network TV Inc.

1953 TV OUTPUT WORTH ABOUT $2.375 BILLION: At average factory value of $170 a set, output of about 7,275,000 TVs in 1953 meant factory billings of some $1.235 billion. When markups, antennas, servicing and other costs are added, year's TV production represented approximately $2.375 billion to trade, compared to about $2 billion last year, when production was 6,096,279.

It's proper to add about 60% as markup between factory and consumer, somewhat higher than year ago, say trade statisticians, who thus place retail value of TV production at about $2 billion. With addition of value of antennas, parts and cost of servicing, total comes to about $2.375 billion. Only item which showed substantial reduction in 1953 was servicing, amounting to average of about $20 a year per set, compared to approximately $40 in 1952.

Radios also had banner year, dollar-wise. Taking preliminary production estimate of 13,361,505, total dollar value is placed roughly at $800,000,000, up about 50% from the $400,000,000 of 1952. Factory cost of radio was about $23 per set, roundly same as last year -- but output was about 50% greater than 1952's 9,711,236.

Combined TV-radio volume of almost $3 billion, therefore, was achieved by the industry last year, compared with about $2.4 billion in 1952.

* * * *

TV production and sales moved sluggishly through January, which seems to be following normal pattern of post-Xmas slump month. TV production totaled 95,915 week ended Jan. 15, second week of RETMA's statistical year, compared to 106,525 in preceding week. They were way down from the 329,240 TVs turned out in first 2 weeks of 1953 but set makers, holding tight rein on production, said comparison with year ago was unfair. Industry overproduced badly first quarter year ago, they agreed, and output this year is far more realistic and in tune with lowered demand.

Radio production held up well -- far better, in fact, than year ago. Output week ended Jan. 15 was 221,372 which, compared with 225,481 preceding week, gave 2-week total of 446,853, way up from the 267,480 produced in first 2 weeks of 1953.

Bad weather over much of nation aggravated normal January TV slump. As one set maker told us, "people in the northern areas are snowbound and wouldn't go out in this weather to get TV sets if we gave them away."

It was still too early to judge effect of lower-priced sets on retail sales but manufacturers seemed confident that, given a break in weather, low prices would send sales up. Philco and Admiral now have all-channel 21-in. table models at $200 (Vol.10:3) and though no new price reductions were disclosed this week, rest of industry is expected to lower price of all-channel receivers still further.

* * * *

While RCA showed new 19-in. color tube this week (see p. 11), Admiral announced it would ship first color sets to dealers in second quarter of 1954, added first color service training clinic would start Feb. 8 in Chicago, with 30-35 Admiral distributors already enrolled. Priority is given to distributors in cities which will be equipped for color programs by June.

More support for belief color won't deter black- &-white sales in immediate future came this week in scattered but consistent reports from distributors and dealers. Few dept. stores which have put color set on floor (see p. 12) report that prospective consumers gasped when informed of over-$1000 price for 11½-in. screens. Despite widespread publicity, consumers still cling to idea that color sets will be almost comparable to black- &-white models in price.

Meanwhile, industry continued to press its "truth campaign" on color, emphasizing in local newspaper advertisements, distributor and dealer meetings what color
holds in future and what black-&-white can do now. As example, Hoffman Radio Kansas City factory branch invited the sales and service staffs of local dealers for color demonstrations. Gen. mgr. Dave Doss told them:

"The best way to knock down the sales resistance of the customer who won't buy black-&-white now because he's waiting for color is to show him this set with a 12½-in. screen and a $1200 price tag. After that, a 21-in. black-&-white set for $200 looks pretty attractive, especially when color programming in this part of the country is still something in the indefinite future."

RCA'S PLANS FOR LARGER COLOR TV TUBES: Long-awaited details of 19-in. RCA color tube (Vol. 10:2) were disclosed to symposium of RCA tube licensees at Princeton Labs on Jan. 21, and it was announced that limited quantity would be available commercially in last half of this year. RCA officials also told licensees there are high hopes for producing, next year, the extremely bright focus-mask (grid) type of tube shown only once last year (Vol. 9:16); rectangular 21-in. version is planned.

Salient features of 19-in. tube: (1) Area of 162 sq. in., nearly double that of 15-in. now in production, but with same brightness and length. (2) All-glass, round construction. (3) Newly-designed gun, phosphors and shadow mask.

Gun differs from 15-in., in that it has magnetic controls inside tube, eliminating need for external convergence controls. Improved phosphors are so balanced that there's no difference in decay time among the 3 colors; principal change is new red phosphor -- zinc selenide. Holes in new shadow mask are largest in center, smaller toward edges -- yet with no appreciable loss in brightness. To achieve larger size with no increase in length, deflection has been increased to 59 degrees.

Discussing 19-in. tube, v.p. Ewen C. Anderson told group that it uses "many of the parts, materials, processing equipment and associated components of 15-in."

Regarding the focus-mask type, Anderson said: "We are pleased with the progress we are making and we hope that [it] will be brought by us to a commercial production stage next year. [It] will produce a very much brighter picture than any presently known color tube." When tube was demonstrated last year, its brightness was estimated at 60 ft. lamberts, compared with about 20 for current shadow-mask types.

Engineers at Jan. 21 symposium were shown two 15-in. and two 19-in. sets; program was dress rehearsal of Dinah Shore show microwaved from New York. Samples of 19-in. will be shipped to set makers in second quarter. As with 15-in., production will take place at Lancaster plant.

* * *

Pushing on other color fronts, RCA announced that it would offer critical color-set components to other set makers, on mass production basis, within 30-60 days. According to Douglas Y. Smith, gen. marketing mgr. of tube dept.: "Production schedules will be geared to meet the needs of manufacturers who are expected to produce an estimated 100,000 color receivers this year."

The seven components to be offered initially include deflection yoke, high-voltage transformer, several types of focus and convergence transformers.

And on the station front, RCA is distributing new booklet: "Station Planning for RCA Color Equipment," describing equipment for various stages of programming -- network, slide, film, live -- with details of function and price.

GE is expected to disclose details next week on its station equipment plans which contemplate delivery of network rebroadcast equipment in Feb., slide scanners in June, film projectors in July, cameras in fall.

DuMont has licensed A. G. Healing Ltd., Melbourne, to manufacture and sell TV sets in Australia under Healing brand name. Healing now makes and distributes radios, appliances, bicycles and auto parts. Australian telecasting is slated to begin in 1956.

Emerson entered high-fidelity field this week with introduction of table model phonographs at $100 & $120, each with three 6-in. speakers, 4-tube amplifier and range of 50-12,000 cycles.

Shipments of TVs to dealers totaled 6,000,380 in first 11 months of 1953, when production was 6,765,000, according to RETMA's state-by-state and county-by-county tables released this week and available on request. They represented 15% gain over first 11 months of 1952, when shipments were 5,208,614, as against production of 5,175,193. New York led with 549,478, Pennsylvania second with 569,378, California third with 477,036. For Nov. alone, shipments were 695,308, compared to 690,711 in Oct. and 856,855 in Nov. 1952.
Topics & Trends of TV Trade: Philco took the lead this week in setting up subsidiary to finance inventories and extend credit of its distributors in program which may well be duplicated by other manufacturers shortly. It invested $5,000,000 in common stock in Philco Finance Corp. to go subsidiary for financing of distributor inventories on “all-year-round basis,” promises more details later.

Other major set makers admitted they were considering similar programs but wouldn’t elaborate. All said extension of credit was one of major problems confronting distributors. Neither Admiral, Motorola nor RCA has a distributor finance plan, though all use Commercial Credit Corp. for dealers.

The year-round feature of the liberalized credit plan was regarded as one of most significant features of Philco plan. It enables Philco to spread the production more evenly during year, with knowledge that its distributors will be able to carry more merchandise in stock. Distributors meanwhile won’t be pressed for cash since they’ll be given longer time to pay for merchandise, perhaps up to 6 months.

Philco announcement said only that plan will enable its distributors to “release their own capital to finance increased sales of Philco products, particularly the rapidly growing Philco air conditioning business, and home laundry equipment, which the company is offering for the first time.” Financing plan was worked out with Pennsylvania Co. for Banking & Trusts, Philadelphia.

Officers of Philco Finance Corp.: pres., Wm. H. Crawford, ex-Commercial Credit Corp.; v.p-treas., Edward W. Mayhew, ex-Philco credit mgr.; secy.-operations mgr., Bradley Young, ex-Deearborn Motors Credit Corp.

More TV layoffs: CBS-Hyatron furloughed 400 employees at tube plants in Newburyport and Salem, Mass., announced senior employees would work longer hours as result. Albert S. Nelson, personnel director, said no production cutbacks would be made. GE will lay off 1800 workers at Syracuse plants and 350 at Auburn, N. Y. parts factory for week beginning Feb. 1 because TV set sales so far this year had “failed to live up to industry expectations.” Also this week, Local 101 of International Union of Electrical Machine Workers reported Philco had laid off 500 employees in TV-radio div. in last 2 weeks—but company spokesman wouldn’t confirm or deny it.

More color sets went to dept. stores this week, with others announcing they’d have sets on floors shortly. Hale’s, San Francisco, showed Admiral set and colorcast of Your Hit Parade drew more than 1000 spectators, all enthusiastic until informed of $1175 price. Abraham & Straus, big Brooklyn store, demonstrated color slides on a $995 Philharmonic set. Macy’s and Wanamaker’s advertised they’d have sets on hand for demonstration next month. Ray B. Denham Co., Fresno dealer, also showed Admiral set and Polk Bros., Chicago, displayed Hallcrafters and DuMont set, latter store guaranteeing black- & white buyers full purchase price as trade-in on color.

Expanded tube replacement market is anticipated in 1954 by GE, which announced industry-wide replacement picture tube needs are expected to be up 50% over 1953, receiving tube needs 10%. To meet demand, GE plans increases in headquarters and field personnel, plus boost in adv. & sales promotion activities, highlighted by announcement this week that it would buy min. live & filmed spots on Dave Garroway’s Today on NBC-TV starting March 2 for 18 weeks to plug its aluminized picture tubes, with provision for service dealers in 51 areas served by program to run local sales message immediately following commercials.


Grand daddy of all sales contests is Hallcrafters’ plan to take 3 top distributor salesmen and their wives on an around-the-world all-expense-paid 28-day trip starting May 24. Next 36 distributor salesmen and wives will get week’s vacation in Bermuda or Mexico. Contest involves accumulation of points for sales of TVs, radio & high-fidelity components, runs from Jan. 18 to April 17. Canadian Admiral’s running contest, too, with $500,000 sales incentive contest offering 150 Packards, mink stoles, fiesta trips to Mexico and week-end at New York’s Waldorf-Astoria to dealers buying specified amounts of Admiral TVs and appliances in first 3 months of 1954. Not to be outdone, Sylvania this week took some 650 distributors and dealers on 7-day cruise to Bermuda and Nassau on $400,000 junket.

Ten-point sales planning program was advocated this week by CBS-Columbia sales v.p. Harry Schecter as prerequisite to “TV industry’s return to hard selling.” His points: (1) Establishment of clearly-defined current and long-range sales targets. (2) Fullest use of business statistics & economic forecasts. (3) Sound sales dept. program featuring impartial incentive compensation and adequate product & sales training. (4) Up-to-date record-keeping, with close watch on costs. (5) Advertising carefully planned for maximum results. (6) Year-round promotions at distributor and dealer levels. (7) Active pursuit of replacement business. (8) Fullest use of all outside selling techniques. (9) Concentration on sales power rather than sales territory. (10) Selling products and its benefits instead of merely price.

General Instrument Corp. plans public offering of 200,000 shares of additional stock within next few weeks, through Palco, Webber, Jackson & Curtis and Hirsch & Co., the additional capital possibly to be used to take advantage of any electronic “bargains” which might become available, according to chairman Abraham Blumenkrantz, who confirmed this week that company is negotiating for acquisition of other unnamed electronic parts manufacturers (Vol. 10:3).
Trade Personals: Larry F. Hardy, Philco v.p. and pres. of its TV-radio div. since 1949, named to new post of v.p. in charge of product development, responsible for expediting new products from research to sale; John M. Otter, v.p. & gen. mgr. of refrigeration div., appointed v.p. in charge of consumer products divs., with responsibility for coordinating merchandising of all consumer products, including TV-radio ... Michael F. Callahan, plant mgr. at Newburyport, Mass., promoted to manufacturing v.p., CBS-Hytron, succeeding Charles F. Stromeyer, upped to exec. v.p.; Edgar K. Wimp named to new post of director of gen. engineering, Dr. Russell R. Law director of research & development, Clifford Hughes mgr. of Newburyport plant, Elwood W. Schafer mgr. of color planning, J. Farley director of quality control ... Humbert P. Pacini promoted to mgr. of engineering dept., DuMont receiver div., replacing Alfred Y. Bentley, now in charge of advanced planning ... Robert Bach resigns as asst. mgr. of TV operations, Federal Telecommunication Labs., to join Fairchild Recording Equipment Co., N. Y. ... Dr. Ivan A. Getting, Raytheon engineering & research v.p., reappointed chairman of electronics & communications panel of Air Force’s scientific advisory board ... Fred Gregg shifted from promotion director of Crosley Bestg. Corp. to adv. & sales promotion director of Crosley TV-radio div. ... James T. Buckley, Philco chairman, re-elected pres. of Goodwill Industries of Philadelphia ... Dr. W. R. G. Baker, GE v.p.; Dr. Marvin J. Kelly, pres. of Bell Labs, and Dr. Reinhold Rudenberg, Gordon McKay professor of electrical engineering at Harvard, initiated into “Eminent Membership” ofEta Kappa Nu Assn., electrical engineering honor society. ... Dr. Wm. Oshorn, ex-U. S. naval ordnance research lab, named project engineer for development of new antenna types, Channel Master; Dr. Miao Yung-Miao, ex-International Harvester and graduate of Peking U., placed in charge of mechanical test equipment for antennas ... W. Walter Jablon, ex-David Bogen (sound equipment), named sales mgr. of new home instruments div., Freed Electronics & Controls Corp., N. Y. ... Sid Block, ex-RCA, named midwestern sales mgr., Olympic Radio, replacing Morton Schwartz, now assigned to Chicago factory branch ... Edwin R. Wright, ex-Majestic Radio, named administrative exec. of Pioneer Electronics Corp., Los Angeles (tubes) ... Arnold Hender- son promoted to asst. to Emerson sales v.p. Sol W. Gross ... Edwin Cornfield appointed sales mgr., Pilot Radio, replacing James L. Benjamin, resigned ... George H. Melinger appointed Westinghouse sales mgr. for major appliances, Mansfield, O. ... Sidney A. Schneider resigns as Stewart-Warner Electric’s midwestern resident field engineer.


Arcan Corp. Ltd., Hamilton, Ont. (R. A. Armstrong, pres.), formerly Transvision Ltd., has signed contract to manufacture Tele King TVAs. Until month ago, when contract expired, it had manufactured Emerson TVAs & radios for distribution in Canada by Canadian Fairbanks-Morse Co. Ltd., Montreal.


Excise tax collections on TV-radio-phonographs totaled $55,749,000 for July-Nov. 1953, up 14% from the $48,929,000 collected in same 1952 period.

Electronics Reports: Defense electronics spending will continue close to current high levels in fiscal 1955, despite over-all cuts in President Eisenhower’s military budget. In some phases of military electronics—notably within categories of guided missiles, aircraft systems, atomic energy, research & development—there will be increases. It’s impossible to break down electronics-communications into dollar values in President’s budget requests, because these items are included as parts of many different categories of military spending.

President asked total of $37.6 billion in defense expenditures, including carry-over in unspent obligatory authority from fiscal 1954—nearly $4 billion below the $41.6 estimated for current fiscal year. Major procurement expenditures will come to $14.5 billion, some 15% below current year’s $17.3 billion—but electronics-communications procurement is expected to account for bigger proportion of this amount than in fiscal 1954, when govt. electronics-communications purchases were $2.7-$3 billion. President explained military procurement policy this way in his Jan. 21 budget message:

“The reduction in the total Defense Dept. expenditures will be effected despite the fact that expenditures for aircraft, shipbuilding, electronics, guided missiles, construction, research & development and many other defense programs will continue at close to record peacetime levels. I am also recommending some increased expenditures [for] the mutual military program and for atomic energy which will bring expenditures for these 2 programs to record levels ... The number of guided-missile antiaircraft battalions will be increased substantially ... The emphasis on airpower is reflected in the objective of increasing the active aircraft inventory to more than 40,000 during the next 3 years, with more than half of these aircraft to be jets.”

* * *

Controlling interest in Weston Electrical Instrument Corp. has been acquired by Daystrom Inc., Elizabeth, N. J. Although deal probably won’t be formally announced for several weeks, it was consummated this week with purchase of 115,000 of Weston’s 428,221 shares (Vol. 10:3), putting Daystrom more deeply into electronics business. Daystrom is owner of American Type Founders, big manufacturers of type and printing equipment, and Daystrom Furniture Corp., which makes kitchen furniture, etc.—but it also is already heavily in electronics, more than 50% of its current output being electronic equipment, even before buying into Weston. Other electronics acquisitions by Daystrom may be in the works, company reportedly aiming to become “the Borg-Warner of the electronic parts business.” Weston’s latest financial statement shows sales of $23,779,742, profit of $825,395 ($1.93 a share) for 39 weeks ended Oct. 2, 1953. In 1952 annual statement Day- strom reported sales of $46,200,000, profit of $1,410,000 ($2.25 on 624,911 shares).

IRE 1954 convention in New York March 22-25 will have exhibits at Kingsbridge Armory, Bronx, instead of Grand Central Palace; latter has been leased by U. S. Govt. Technical sessions will be conducted at Waldorf-Astoria and the Armory, and buses will run to Armory where all exhibits will be on one floor—the largest unobstructed floor in U. S. Dr. Alfred N. Goldsmith, editor emeritus and co-founder of IRE, will receive Founders Award and deliver major address at March 24 banquet. Included in technical meetings will be sessions on color TV receivers and color telecasting, symposiums on TV broadcast transmission systems and “UHF TV—Boom or Bust,” latter featuring papers by FCC chief engineer Edward W. Allen Jr., National Bureau of Standards’ J. W. Herbstreit and MIT’s T. J. Carroll.
“Time has come when NARTB code needs to be tightened,” reported NARTB code review board chairman John Fetzter (WJKO-TV, Kalamazoo) at TV board meeting at Phoenix January 21—and board quickly reacted by adopting 9 amendments as major changes to be made in the 2-year-old voluntary program standards. They add up to intensive industry consciousness of “the problem of family programming.” Changes will shortly be published by NARTB in revised edition of the code, which Fetzter said is “now really working.” Major change finalizes commercial time standards, until now presented only as “suggestions” for the guidance of telecasters. These now become definitive, binding on the 200-odd stations subscribing to the code. Good example of tightened, though self-imposed, restrictions is the new so-called multiple-spotting amendment relating to commercial announcements made between programs. It reads: “Even though the commercial time limitations of the code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than two announcements either at the station break or within the framework of a single program.”

FCC budget of $7,664,400 for fiscal 1955, starting July 1, 1954, is requested in budget sent to Congress this week by President Eisenhower. This compares with $7,400,000 authorized by Congress last year. Because of reduced backlog of applications, budget seeks $705,600 less than last year for FCC’s “regular continuing activities,” but an additional $950,000 is sought for a new activity—“frequency usage monitoring.” Purpose of latter is to monitor 10 kc-27.5 mc to gain data to aid in 4 areas: (1) Assignment of frequencies and management of the radio spectrum. (2) International negotiations. (3) Location of clandestine stations. (4) “Other national security purposes.” FCC reports 1342 employees in current year (average 1200), to be reduced to 1254 (average 1137) in fiscal 1955. Average salary is $5640. Commission processed 92 TV applications in fiscal 1952, 936 in 1953, estimates 691 in 1954 and 385 in 1955. For AM, respective figures are 276, 441, 555, 299; for FM, 135, 160, 161, 160.

Christopher Awards for TV for 4th quarter 1953 went to producer John Haggart, director Alex Segal; writer David Davidson for Oct. 27 U. S. Steel Hour production of “POW” on ABC-TV; producer Mort Abrahams, director Don Medford and writer Ben Zavin for Medallion Theater’s “A Day in Town,” Dec. 12 on CBS-TV; to producer Lynn Poole, directors Kennard Calfee and Herbert B. Cahen for “The Christmas Star” Dec. 16 on DuMont’s John Hopkins Science Review; and to producer Felix Jackson, director Paul Mickell and writer Michael Dyne for “Master of the Rose” on Studio One, Dec. 28 on CBS-TV.

Conversion from AM to FM within 10 years, at cost of $9,800,000, is aim of BBC which this week announced decision to build 51 stations in 41-68 mc and 87.5-100 mc bands. Move into aural vhf broadcasting has long been planned, but there has been bitter argument over virtues of AM vs. FM in vhf. European AM service has deteriorated severely because of indiscriminate establishment of stations by several nations, particularly Russia. Germany already has extensive FM broadcast system.

Two applications for new stations were filed this week with FCC; for Dothan, Ala., Ch. 9, by principals of WOOF; for Oak Hill, W. Va., Ch. 4, by Robert R. Thomas Jr., owner of WOAY. Three applications were dismissed this week, bringing total pending to 329 (56 vhf). [For further details about these applications, see TV Addenda 18-C herewith; for complete listings of all grants, new applications, dismissions, hearings, etc., see TV Factbook No. 18 and Addenda to date.]

Regular industry audits of TV set ownership look like they’re as far away as ever, as NARTB television board this week passed bill to still another committee yet to be appointed by pres. Harold Fellows. It’s supposed to attempt to raise $75,000 for “pilot study,” along lines suggested in the still hush-hush proposal of New York researcher Dr. Frank Cawil, which envisioned a sort of Audit Bureau of Circulation for TV akin to newspapers’ ABC—one designed to show sets-in-use in specific station coverage areas and thus presumably do away with some audience rating services. Meanwhile, crying need for authentic county-by-county set census on monthly, quarterly or semiannual basis, which some networks and RETMA have indicated they would support, apparently won’t be met soon under NARTB auspices. Some board members clearly expressed skepticism about ability to raise money for the test study proposed to be made in an undetermined market. Last county-by-county estimates came from NBC and CBS, dated last April 1 (see TV Factbook No. 17); next one, dated Dec. 1, 1953, is now being completed for CBS by Neilson for release in Feb. (Vol. 9:46), but there’s no assurance that either network will undertake to continue this extensive study on periodic basis henceforth.

Condemning “invasion of uhf markets” by vhf stations, Ultra High Frequency TV Assn. Jan. 22 wrote FCC urging “immediate investigation of the advisability of restricting the location of transmitters in the vicinity of the community to which the frequency is allocated.” Letter by general counsel Wm. A. Roberts specifically objected to application of WORD-TV, Spartanburg, S. C. (Ch. 7), to move antenna site to mountain 23 mi. from Greenville, 25 mi. from Spartanburg. “We cannot concede that the Commission can avoid responsibility for the destruction of great investments” in uhf stations, wrote Roberts, requesting “action favoring uhf operation in all respects...now.” Copies were sent to all members of Senate & House Commerce Committees.

NBC-TV has signed full 2-year affiliation contract with WVEC-TV, Hampton-Norfolk, Va. (Ch. 15), scrapping old one-year pact signed last June (Vol. 9:25). NBC affiliated the uhf station after Norfolk’s WTAR-TV (Ch. 4) bolted to CBS (Vol. 9:20-21). New contract runs to Jan. 10, 1956, and NBC station relations v.p. Harry Bannister hailed it as “reaffirmation of our original and fundamental belief in the ability of uhf TV to provide a valuable and complete program service to communities wherever it is established.” WVEC-TV expects to occupy new Norfolk studios this summer. NBC-TV last May signed 2-year agreement with pioneer uhf KPTV, Portland, Ore. (Vol. 9:21).

Meredith Publishing Co. this week purchased WAGE (AM), Syracuse ABC affiliate, 5 kw on 620 kc (1 kw night) for $200,000, subject to FCC approval—as radio companion to its WHEN (TV) there. Publisher of Better Homes & Gardens and Successful Farming now has an AM in each of the 4 cities where it has TV, other 3 being WOW-TV, & WOW, Omaha; KPHO-TV & KPHO, Phoenix; KCMO-TV & KCMO, Kansas City.

Transmission of color test signals along with color or black-&-white programs, as suggested to FCC by Telechrome Inc. (Vol. 9:51) is perfectly permissible, Commission wrote to pres. J. R. Popkin-Clurman this week. It did suggest, however, that usefulness of technique may be limited. Clurman’s idea is that such transmission would make available to everyone—from stations to viewers—a reliable test signal for alignment purposes.

Power increases: WSTV-TV, Steubenville, O. (Ch. 9), now radiating 230-kw from interim antenna tower, moves to 881-ft. tower in mid-March. Share-time WHEC-TV & WVET-TV, Rochester (Ch. 10) Jan. 15 increased from 40 to 125-kw ERP.
In this issue:

Commercial Abuses & Self-Regulation, pp. 1 & 7
Scranton Area's 5th UHF—Total now 360, page 2
Step-Up in FCC Grants and Decisions, page 2
The Value of TV Network Franchises, page 3
GE-CBS Color Camera Patent Tieup, page 4
Comr. Sterling's Proposals for UHF, page 5

Conversion Figures Tell Story of UHF, page 6
Transmitter Shipments & Upcoming Stations, page 9
Color Trends & Briefs (New Dept.), page 11
TV Sales Go Up as Profits Come Down, page 12
'World's Fastest Growing Major Industry,' page 13
'Atomic Battery' Produces Electric Current, page 15

With This Issue: Full Text of the FCC's Proposed Schedule of License Fees

COMMERCIAL ABUSES & SELF-REGULATION: Even as NARTB telecasters' board was brushing up its Code of Practices at Phoenix last week to cut down on over-long commercials (Vol. 10:4), a group of distinguished Americans came out with the sharpest wallops yet at advertising practices on TV.

"Opening gun in a movement to improve the quality and effectiveness of TV commercials," is the way public relations counsel Edward L. Bernays termed survey he released this week, containing essence of 111 replies to 575 questionnaires he circulated among leaders in education, business, religion and labor -- whose opinions, he feels, might stimulate public to demand changes in TV commercial practices.

The release got warm reception from the publishing fraternity, who gave story big play -- and there's no doubt it aroused sympathetic reaction in large segment of general public. Though identified in past with educational TV, Bernays states categorically he's in this crusade on his own initiative -- pro bono publico -- with the hope it will give rise to stricter self-regulation by telecasters themselves.

Telecasters won't like it -- but, unlike the broadcasters of early years who either looked the other way or ranted and raved when programming and advertising standards were criticized, most of the men who run today's TV stations are inclined to listen, search their souls, and regulate themselves. Anyone who reads the telecasters' self-imposed Code of TV Practices (now binding on 203 of the 360 stations now on the air) knows the resolution of the industry to put its own house in order.

Principal change in TV Code approved by NARTB in Phoenix puts teeth in the formerly voluntary restrictions on multiple-spotting, cow-catchers, trailers, length of commercials, etc. (For text of changes, see p. 7). But most replies to the Bernays survey criticized not length but content of commercials.

The pitchmen, the hucksters, the phony doctors, the shouters -- telecasters aren't proud of them, but they exist. And an enlightened industry knows that pretending they're not there doesn't make them go away but encourages them to stay.

* * *

Do present-day TV commercials meet "the public interest, convenience and necessity" criteria of FCC? To this question by Bernays, most but not all respondents replied negatively. Many said commercials now are defeating their own purpose.

Criticism came not just from longhairs -- though educators were predominant -- but from business, church and union leaders as well (Who's Who people, mostly). Responses have been too widely reprinted in the press to necessitate quotation here, but these words and phrases cropped up again and again to describe TV commercials:

Irritating, dishonest, misleading, phony, boring, repetitious, trite, antisocial, juvenile, insulting to intelligence, lacking in taste & dignity, etc.
Suggestions for improvement by respondents to survey: Fewer and shorter commercials; elimination of poorly timed interruptions; strengthening of aesthetic and intellectual appeal; reasonable and informative ad copy; establishment of industry-controlled panels or boards of censorship to pass directly on all commercials.

It's noteworthy that no one plumped for govt. ownership or elimination of commercials -- or even for Federal censorship.

Yet, the industry can't stand too much of this -- and it's to the credit of its leaders, particularly its Code Review Board under John E. Fetzer, that it's moving to do something about it. At least, the 203 dues-paying subscribers are -- but it's ironical that some of the leading stations in the country, including some whose pictures are watched by FCC itself, are non-subscribers and/or egregious offenders.

SCRANTON AREA'S 5th UHF—TOTAL NOW 360: Only handful actually made it out of score or more CP holders who had reported they would start in January -- whether due to weather or the now-prevalent disposition to make haste slowly and get started right. Up to this writing, only 4 new starters can be chronicled so far this year, latest being this week's WARM-TV, Scranton, Pa. (Ch. 16). None opened up a new market.

That makes an even 360 on the air to date, 125 of them uhf. Quite a few more are imminent -- but it's extremely doubtful, as things look now, that this year's crop of new starters will anywhere near equal last year's 231.

WARM-TV gives Scranton-Wilkes-Barre area, regarded as prime "uhf country," its 5th uhf outlet -- nearest vhf being in Binghamton, N.Y., across mountains 50-mi. north of Scranton. Wilkes-Barre's WBRE-TV (Ch. 28), one of first to get on air post-freeze (Jan. 1, 1953), got uhf off to good start in Scranton too, only 16 mi. away.

WARM-TV began regular test patterns Jan. 27 after preliminary tests Jan. 19, will go commercial Feb. 9 with ABC network off-air from N.Y., via one relay over 95-mi. span. Station goes into own new studio building same day, with 40x60-ft. main studio and latest GPL equipment. It has RCA transmitter & antenna and Wind Turbine tower rising 347 ft. above 1220-ft. Mt. Dewey. It's owned largely by Martin Memolo, managed by Wm. M. Dawson, starts with $225 base rate. Rep is Hollingbery.

* * *

CKCO-TV, Kitchener, Ont. (Ch. 13), Canada's 3rd privately owned TV and 8th station in the Dominion, is revealed to have been testing since Jan. 1, plans Feb. 20 commercial debut, joins CBC for network service Feb. 21. It uses 5-kw DuMont transmitter, 500-ft. Ajax tower. City is 35 mi. from Hamilton's CHCH-TV (Ch. 11), due to start in April; area hitherto has been served from Toronto, Buffalo & Erie. Dominion Electrohome Co. pres. Carl A. Pollock is 25% owner; radio CKOR, 25%; Famous Players Canadian Corp., 50% -- latter also 25% owner of CFCM-TV, Quebec City (Ch. 4) due in April. W.D. McGregor is operations mgr. Base rate is $200. Weed is U.S. rep.

STEP-UP IN FCC GRANTS AND DECISIONS: With mergers and other deals in full swing, the FCC managed to grant 6 CPs, issue 3 initial decisions -- some of them substantial. Week brought surrender of one CP -- KSHM, Sherman, Tex. (Ch. 46). Week's grants:

Indianapolis, Ind., WISH, Ch. 8; Baton Rouge, La., WJBO, Ch. 2; Camden, N.J., WKDN, Ch. 17; Sharon, Pa., Leonard J. Shafitz, Ch. 39; Chattanooga, Tenn., WDEF, Ch. 12; Tyler, Tex., KGBK, Ch. 7. Initial decisions favored: Elyria, O., WEOI, Ch. 31; Tulsa, Okla., Arthur R. Olson, Ch. 17; Charleston, W.Va., WCHS, Ch. 8.

* * *

Some hearings just aren't precluded or dissolved by mergers, faint hearts or what-have-you -- and some are getting quite frantic. For example:

(1) In Buffalo "strike" case (Vol. 10:2), Niagara Frontier counsel Thomas Dowd related how, after 13 hours of negotiating, he managed merger of 4 applicants only to find Enterprise Transmission Co. filing competing bid at last minute. In an agitated state, he and Niagara principal offered Enterprise counsel Philip Baker $25,000 to dismiss. Baker said he hadn't authority to accept; offer was withdrawn next day, though Enterprise subsequently did drop out, arousing FCC suspicions.

(2) In Seattle Ch. 7 case, KVI counsel George Smith alleged that KIRO chairman Hardgrove had once suggested that KVI attempt to block KOMO Ch. 4 application and get bought off. KOMO-TV has since been authorized, is now on air.
(3) In Mansfield, 0. Ch. 36 hearing, Mansfield Journal charged FCC counsel David Krausshar with exhibiting an "antagonistic, biased and prejudiced attitude" toward it while favoring Pergum Theatres, asked he be removed from case. FCC Broadcast Bureau shot back with long defense of Krausshar, saying: "In the face of unjustifiable provocation, he exhibited the highest degree of self-restraint." It asked that Journal's petition be dismissed as "sham, frivolous and scandalous."

(4) In Des Moines Ch. 8 fight, KSO counsel Benito Gaguine related that James Malloy of Cowles interests (KRNT) told KSO principal Kingsley H. Murphy Jr. that politics would decide case and that "Ike won't let the Cowles get hurt." Examiner French ruled the charge immaterial.

Final court decision in long struggle of WSAL, Logansport, Ind., to get FCC to allocate Ch. 10 to city was ruling Jan. 28 that FCC has complete and unmistakable authority to establish an allocation plan, and that WSAL's efforts to get the channel were given ample consideration. Decision was written by Judge George T. Washington, U.S. Court of Appeals for the District of Columbia.

First industry comments were filed this week in multiple ownership proposal to permit owners of 5 vhf stations to acquire 2 uhf (Vol. 10:4). DuMont favors the proposal, but suggests owner of 5 stations be prevented from getting a uhf in uhf-only cities. Uhf Assn., getting responses from 31 stations of 115 queried, favored idea and volunteered that "more important monopoly factors" in uhf need attention.

Among other actions, the FCC this week: (1) Ended bitter WGAL-WLAN fight in Lancaster, Pa. after WLAN dismissed objections, by granting WGAL-TV change of site, power and height increases. (2) Finalized addition of Ch. 18 to Zanesville, O.; proposed adding Ch. 3 to Rapid City, S.D.; ordered rule-making on requests to shift Ch. 9 from Jackson, Tenn. to Tupelo, Miss. and Ch. 7 from University to Monford, Ala. (3) Set Feb. 26 for start of hearings for Ch. 11, Ft. Worth, Tex.; Ch. 6, Paducah, Ky.; Ch. 3, Phoenix, Ariz.; Ch. 5, Bristol, Tenn.-Va. (4) Approved transfer of CP for KFXD-TV, Nampa, Ida. (Ch. 6) to Idaho Bestg. & TV Co., Boise. KFXD-TV had gone on air last June 18 but folded in 8 weeks (Vol. 9:39). Boise group gave up CP for Ch. 9 in favor of KFXD-TV's Ch. 6 facilities.

THE VALUE OF TV NETWORK FRANCHISES: There could be a trend to lower valuations on a good many TV stations -- what with more competition here or imminent and, most important right now, the enormous value of network affiliations and the strong bargaining position of the networks, especially the big billing leaders CBS & NBC (see PIB 1953 figures, p. 16). Incidentally, there's also the factor of big capital outlays soon to be required for colorcasting equipment.

[For Stop-Press story on reported sale of WHBQ-TV, Memphis, see p. 16.]

Effect of network affiliations on a station's value is strikingly pointed up in deal whereby Carl Haymond's 6-month-old KMO-TV, Tacoma, Wash. (Ch. 13) has been sold, along with radio KMO (5 kw on 1360 kc, independent), for only $350,000 plus the assumption of $150,000 debt owed on equipment.

Here's a significant case of "economic retreat" -- too much competition and loss of network affiliation. It's a case example of the key importance of a basic network affiliation for a TV station, especially in a major market.

Price is lowest ever quoted on a TV station, let alone with an AM counterpart, unless you count recent sale for nominal $1 of KCTV, Kansas City (Ch. 25) to DuMont which was also forced by too much vhf competition (Vol. 10:1); and the 1949 sale of KRSC-TV, Seattle, now the highly successful KING-TV (Ch. 5), for $375,000 because its then owner couldn't take $1000-a-month losses and preferred to keep his radio.

Proposed purchasers of KMO-TV are Miss Jessica Longston, Miss C.V. Zaser and Robert E. Pollock, owners of KAYO. Seattle (5 kw day, 1 kw night on 1150 kc, independent); they with Mrs. A. T. Brownley own other radio stations in small towns in Washington & Idaho. Oddly, KAYO formerly was KRSC, profitable counterpart of old KRSC-TV.

Carl Haymond wants to take things easier at his Palm Springs home. An old-time broadcaster, he also sold his radio KITO, San Bernardino, Cal.; KOOL, Phoenix (latter now enjoying halftime TV); retains only radio KIT, Yakima. He dropped CP
for KIT-TV (Ch. 23) recently, pleading uhf unsuitable for Yakima area (Vol. 9:49).

Actually, Tacoma's KMO-TV became an independent when KOMO-TV, Seattle (Ch. 4) went on the air recently and took away its NBC affiliation. With Tacoma's KTNT-TV (Ch. 11) on CBS & DuMont and Seattle's KING-TV on ABC, Haymond's KMO-TV was left without any network, and it's obvious he doesn't relish running it as an independent. (There's also every likelihood that when Ch. 7 goes into Seattle, KTNT-TV will lose its CBS affiliation, especially if victor in competitive hearing is Saul Haas' 50-kw KIRO, a longtime CBS affiliate.)

That means 5 uhf stations in Seattle-Tacoma area, which for all practical purposes is one TV market -- to say nothing of one Ch. 9 educational grant and 4 uhf channels allocated, for which only one application has yet been made.

So without a network, and even in such a major market area, can any independent station survive, whether uhf or uhf? Some think not, pointing to troubles of some non-network TVs even in New York & Los Angeles. As station broker Howard Stark puts it: "TV is different from radio. Not only are you playing with blue chips in a TV station investment and operation but, whereas in radio the trend is to local independent operation, you cannot compete in TV without national programs. Look at the big effort even the network-owned radio stations are now making with localized programming. But in the present state of TV, only the networks offer full-rounded national program services, which is what the public demands most."

GE-CBS COLOR CAMERA PATENT TIEUP: Long-expected license agreement between GE & CBS (Vol. 9:41), whereby GE is to make CBS-type color cameras, was finally announced this week. Though the two fought bitterly over compatible vs. incompatible color systems in past, they now seek mutual advantage to combat RCA, which so far has been only company capable of producing the vital color cameras.

Sales of cameras will eventually tell the story, of course, determining which company is on right technical track -- in performance and cost.

Announcement confirmed that GE will ship four of the new cameras to CBS by March 1 (Vol. 10:3), whereupon RCA promptly issued statement reminding that CBS has purchased 12 RCA camera chains for about $1,000,000 (Vol. 10:3), 2 for delivery in February and the rest by June.

Principal claim for CBS camera is less expense. Essentially, it's a monochrome camera modified with rotating disc to produce field-sequential picture, with vertical scanning. Signal is then fed to a "Chromacoder" unit which rescans picture horizontally and converts it to NTSC specifications. Currently, 3 image orthicons are employed in coder; other tubes are being tested, including vidicons.

GE estimates it will cost $6000 to modify standard black- &-white camera for color and that coder will run about $40,000. CBS points out that one coder can be used with several cameras at a station. CBS has built its own coder; the 4-camera order with GE didn't include coder.

If station orders camera already prepared for color, GE will adapt a new black- &-white camera -- whole thing to sell for $21-22,000 -- in addition to the coder. RCA color camera chain is $67,124, of which $39,500 is for camera.

* * * * *

GE hasn't offered new camera equipment for sale yet, expects to have it for delivery second half of 1964. More definite information will be available after GE seminar for its field men in Syracuse, Feb. 22.

License with GE is non-exclusive, so CBS can license other manufacturers if they're interested. Royalty rate wasn't disclosed, though Paul Chamberlain, mgr. of broadcast equipment, said it's about same as RCA rate.

GE had said it would make both CBS and RCA types of cameras, but Chamberlain now says: "We're not at all sure we'll offer the 3-tube camera."

Concerning performance of new camera-coder setup, marketing manager Frank Barnes says that analysis shows it can exceed capacity of NTSC specifications.

It will take time to discern just how successful GE will be in effort to catch up with RCA's head start in cameras -- for stations aren't breaking their necks to buy equipment right now. Six very substantial stations, plus CBS and NBC,
have purchased RCA cameras (Vol. 10:3), but most others see no sense in signing contracts until equipment has shaken down more and there's a color audience to be reached with costly local live originations.

That's opinion of at least 2 of best-informed station officials in the business, both engineers and NTSC members -- ex-FCC Comr. E.K. Jett, mgr. of WMAR-TV, Baltimore, and Ralph Harmon, engineering mgr. of Westinghouse Broadcasting Co.

RCA was quick not only to note CBS $1,000,000 order but to report progress in development of its single-tube camera (Vol. 9:16). Said research v.p. E.W. Engstrom: "We have sought to create a color camera that will enable direct pickup with a single tube that does not require coding and decoding from an incompatible system. Our new single pickup tube achieves this result. Also, it is simple, flexible and rugged. While the new tube is still undergoing development, the progress already made assures its ultimate availability for commercial use."

Continually improving performance of 3-tube camera, Dr. Engstrom pointed out, has made demand for one-tube camera less insistent. Nevertheless, he said, the one-tube camera still offers many ultimate advantages.

GE also reported on plans for other phases of colorcasting. It is now producing equipment for adapting transmitters to rebroadcast color, will start work to modify stations next month -- giving priority to those in cities getting color service from network facilities equipped for color. GE flying-spot scanners and slide projectors will be ready in June-July.

Then GE disclosed its plans for a film scanner for first time. It will be continuous-motion type, working with flying-spot scanner, with mechanism produced by Eastman Kodak. Delivery is "end of year," price not estimated.

Note: News of color has developed in such abundance that we've inaugurated a new department, "Color Trends and Briefs," to give even greater attention to the more significant details (see p. 11).

COMR. STERLING'S PROPOSALS FOR UHF: How can the FCC help uhf? Engineer Commissioner George E. Sterling this week outlined 3 fields in which Commission may be amenable to relaxing or changing its rules to help uhf stations get off to better start.

He also had plenty to say about how uhf telecasters might help themselves. Using Jan. 28 meeting of Boston IRE as sounding-board, he made these suggestions as to what the Commission might do if there's sufficient interest by grantees:

(1) License boosters and satellites. "While present experimental grants do not permit commercialization, I would be in favor of waiving this restriction in the interest of uhf broadcasters who want to go to the expense of installing a booster. In order not to waste spectrum space, extension of service by one or more low-power transmitters should be accomplished on the same channel from which the programs originate, if possible."

(2) Relax or lift limitations on directional antennas. "The Commission is open-minded on this subject and would welcome suggestions. To the extent that the Commission might relax its directionalizing rules to aid uhf stations in obtaining better coverage because of their power limitations, consideration must be given to the number of people that would gain service compared to those who would lose service or have it degraded, as well as the possibility of co-channel interference."

(3) Be more lenient toward requests for extension of time to complete construction where grantee can show sincere desire to actually go into telecasting but hesitates to proceed on low power.

Some low-power operations have given uhf a "black eye," said Sterling -- but he placed part of the blame on "a few overzealous broadcasters who were hell-bent on getting on the air before the 'bugs' were out of their transmitting installations" and who ignored problems of receivers, installation and cooperation with the trade.

"I do believe that we should look favorably on applications for extension of time to construct uhf stations where equipment and land have been purchased and construction commenced but the permittee desires to wait for a transmitter of power
greater than 1-kw before he begins programming. I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw transmitters."

He also proposed FCC require proof of transmitting antenna performance — because of the haste with which such installations have been made in past, and some "discrepancies" which have been discovered in performance of some uhf antennas.

* * *

Uhf telecasters can help themselves, he said, by: (1) Urging manufacturers to improve sensitivity of receivers and converters — "some could be improved by at least 10 db by appropriate attention to design." (2) Educating dealers, servicemen and public to necessity of proper placement of receiving antennas. (3) Locating transmitting antennas as high as possible to minimize "shadow" areas.

Sterling made big pitch for local programming as "key to success for many uhf stations." He compared local uhf station to local newspaper, pointing out everyone likes to see his own family, friends and neighbors on TV.

Color originating equipment, though costly, eventually will help uhf telecasters, he predicted. He cited local dept. stores as particularly good prospects for color sponsorship, and added: "Since vhf stations may have network commitments, local stores will be knocking on the door of the uhf color broadcaster."

CONVERSION FIGURES TELL STORY OF UHF: Thirty-three TV markets can now be considered "completely converted" to uhf. Though many of them are regarded as "uhf-only" markets, 6 can also receive vhf signals of "local" calibre.

Fourth quarterly survey of vhf-uhf cities by American Research Bureau, completed this week, shows tremendous variation in uhf penetration among the 73 markets measured. And once more it confirms the conclusions drawn from previous ARB vhf-uhf surveys (Vol. 9:24,28,41) — that the main stimulus to uhf conversion is the amount of good network programming offered on uhf which doesn't duplicate available vhf fare.

Other factors involved in buildup of uhf audience, as indicated by the 4 ARB surveys: (1) Length of time uhf station has been on air. (2) Amount and quality of local programming. (3) Number of uhf stations receivable in area. (4) Size of city; all other factors being equal, the larger the city the slower the increase in percentage of conversion to uhf.

Power, antenna height and terrain are important, too, but it's difficult to correlate them with ARB statistics because of number of variables involved. Because survey was conducted privately for ARB clients, we can't disclose city or station identities, but here are some conclusions we drew from studying survey as a whole:

In 70 of the 73 cities, uhf stations carry network programming, though many aren't primary affiliates of any network. The 20 cities where programs of all 4 networks are carried by uhf stations, had average uhf conversion of 74%. In the 10 cities where only one network's programs were on uhf, conversion averaged 45%.

All 73 cities measured are "vhf-uhf markets"; that is, there are vhf stations within 100 mi., with only one or 2 exceptions. Another 10 markets, not measured by ARB, can be considered "100% uhf." Breaking down all 83 markets:

Of the 33 markets with 80% conversion or more, 27 are beyond "easy reception range" of any vhf stations; the other 6 have one vhf station each.

Nineteen markets have 50-80% conversion. Of these, 7 are beyond range of good vhf reception, 11 have one easily received vhf station.

Six markets have 30-50% conversion, and only one of these is beyond range of good vhf pictures; three have one vhf each, and two have 2 or more.

Another 25 cities have 1-30% conversion. In only one can no vhf station be easily received; 11 cities get good picture from one vhf; 8 cities can get 2 vhf; 5 can get 3 or more.

Conversion increased 15 percentage points in average uhf city between Oct. & Jan. surveys — not including those cities which had 80% conversion or greater last Oct.; these were considered "fully converted" and weren't remeasured. Rise in percentage of uhf-equipped sets varied from zero (in 2 markets with heavy penetration of good vhf signals) to 36.5% over the 3-month period.
Some more valuable statistics on economics of new TV stations -- vhf & uhf -- will be collected by FCC in second financial survey of post-freeze stations, covering Aug. 1, 1953-March 31, 1954 and augmenting its first survey (Vol. 9:51; 10:1). New study will be particularly important because it will contain first profit-and-loss tabulation for uhf stations in pre-freeze TV markets.

TV Industry produced 1,459,475 sets with built-in uhf tuners last year, or just 20% of total TV output, new RETMA figures show. Some 31% of sets built in Dec. were uhf-equipped at factory, or 139,687 out of 449,787 -- down from 35% in Nov.

Most TV manufacturers believe uhf set production has entered leveling-off period, will constitute 30-40% of industry's total black-and-white output for next 6 months or so, having risen from less than 16% in Aug. to 35% in Nov.

There seems to be general belief that advent of color will give uhf big shot in arm. This is probably a fallacy because: (1) It will be several years before color production will be numerically great enough to give uhf much lift via new set purchases. (2) Most colorcasting stations at outset will be well-heeled vhf outlets in larger cities. (3) The big set makers -- with only one exception that we know of -- say they'll follow same practice as in black-and-white, equipping color sets with uhf tuners as standard equipment, charging extra for uhf tuners or strips.

We think uhf will get much greater boost from current price-cutting spree in black-and-white. Both Admiral and Philco now offer 21-in. all-channel sets at $200 -- differential of only $20 for uhf continuous tuner, normally $40-60 extra. Motorola and some other major set makers can be expected to follow pattern.

TIGHTENED-UP TV CODE, as approved by NARTB board last week in Phoenix (see p. 1 & Vol. 10:4), contains 8 changes—most significant being in section on advertising which finalizes the formerly “suggested” time standards for advertising copy and restrictions on cow-catchers and trailers, and includes new paragraph discouraging more than 2 back-to-back announcements. Full text of Code, before amendments, is printed on pp. 362-367, TV Factbook No. 18. NARTB is preparing, and will distribute to members in few weeks, new edition as amended. The amendments (newly added material in italics, deleted material in brackets):

Acceptability of Program Material—new numbered paragraph between (a)(i) & (a)(ii): “Words (especially slang) derivative of any race, color, creed, nationality or national derivation, except wherein such usage would be for the specific purpose of effective dramatization such as combatting prejudice, are forbidden, even when likely to be understood only by part of the audience. From time to time, words which have been acceptable, acquire undesirable meanings, and telecasters should be alert to eliminate such words.”

Subparagraph (p) revised: Excessive or unfair exploitation of others [for personal gain] or of their physical or mental afflictions shall not be presented as praiseworthy.

Presentation of Advertising — subparagraph 1(b) changed to read: “A sponsor's advertising messages should be confined within the framework of the sponsor's program structure. A TV broadcaster should [seek to] avoid the use of commercial announcements which are divorced from the program either by preceding the introduction of the program (as in the case of so-called 'cow-catcher' announcements) or by following the apparent sign-off of the program (as in the case of so-called 'trailer' announcements). To this end, the program itself should be announced and clearly identified both audio and video before the sponsor's advertising material is first used, and should be signed off both audio and video after the sponsor's advertising material is last used.”

Time Standards for Advertising Copy—Paragraph 1, preceding table: “In accordance with good telecast advertising practices, the time standards for advertising copy are as follows:” New paragraph between 1 & 2: “Reasonable and limited identification of prize and statement of the donor's name within formats wherein the presentation of contest awards or prizes is a necessary and integral part of program content shall not be included as commercial time within the meaning of paragraph 1 above; however, any aural or visual presentation concerning the product or its donor, over and above such identification and statement, shall be included as commercial time within the meaning of paragraph 1 above.”

New paragraph between 4 & 5: “Even though the commercial time limitations of the Code do not specifically prohibit back-to-back announcements, such a practice is not recommended for more than 2 announcements, either at station break or within the framework of a single program.” Last sentence of paragraph 4 is deleted. Paragraph 5 revised: “Any casual reference by talent in a program to another’s product or service under any trade name or language sufficiently descriptive to identify it should, except for normal guest identifications, be condemned and discouraged.”

Regulations and procedures, V Section 3 (b), changed to read: “The TV Code Review Board shall meet regularly once each quarter of the calendar year, on a date to be determined by the chairman. The chairman of the Review Board may, at any time, on at least 5 days’ written notice, call a special meeting of the Board.”

J. Walter Thompson Co. has supplied us with several dozen more copies of its Sept. 1, 1953 mimeo report on Where the Sets Are (Vol. 10:3), tabulating households and TV ownership in the first 312 markets of U. S. (Census Bureau divisions). They’re available to our subscribers as long as supply lasts.

Big-circulating This Week, Sunday magazine supplement of New York Herald-Tribune and many other newspapers throughout country, names Leslie Lieber TV editor in move to increase coverage of the medium.
Two more TV tower mishaps this week took toll in life and property. Steeplejack James Jones, of Jackson-ville, fell 400 ft. to his death Jan. 26 when 29-ft. section of new 1000-ft. Lehigh tower for WTVJ, Miami, slipped and crashed to ground as he was swinging it into place. Station's promotion mgr. Burt Toppan suffered neck burn as piece of broken cable whipped by him. In Westlaco, Tex., $35,000 GE Ch. 5 antenna for upcoming KRGV-TV dropped 660-ft. Jan. 27 and planted itself 25 ft. in ground before 3000 spectators who came to watch steeplejacks for J. J. Phillips Corp. raise it onto 700-ft. tower. No one was seriously injured. Station had planned Feb. 1 start, probably won't be delayed too long because GE had another antenna on hand, shipped it out at week's end. Two top sections of tower also had to be replaced. There was silver lining, though, and promotion-wise station, taking advantage of accident's news value, offered $200 in prizes for best amateur photographs of crash.

Ad hoc committee to study tower lighting & marking problems as they relate to aircraft will be named by airdomes, air routes & ground aids (AGA) subcommittee of CAA's Air Coordinating Committee at next meeting, probably Feb. 10. At Jan. 27 meeting, subcommittee began preliminary discussions aimed at deciding whether methods should be devised to mark and light guy wires of high towers (Vol. 10:4). Committee will be composed of representatives of gov't. and private agencies concerned with aviation, FCC, tower manufacturers, RETMA, NARTB. At this week's subcommittee meeting, Bureau of Standards representative reported on preliminary study made for Navy of possibility of using flashing beacons on ground near base of tower to warn pilots when visibility is limited.

"Round robin" microwave route encircling north-eastern quarter of nation will be completed this week by AT&T when new New York-Albany and Buffalo-Cleveland sections will be ready for use. System follows 2400- mi. circular route, connects New York, Albany, Buffalo, Chicago, St. Louis, Columbus, Pittsburgh, Washington with cities in between—and then back to New York. It will be arranged so that any interconnected station can originate program and transmit it to all others on system. Actual operation of full loop is expected late this summer. System ultimately will have 4 channels. N. Y.-Albany route has 3 channels, Buffalo-Cleveland 2. First network service for Albuquerque, only pre-freeze city non-interconnected, has been ordered for KGGM-TV by CBS. AT&T is expected to provide service by fall, probably by microwave from Amarillo. Tentative Feb. 1 date is set for these AT&T network interconnections: WRDW-TV, Augusta, Ga.; WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KOHL, Kearney, Neb.; WTOC-TV, Savannah; KFPT-TV & KFDX-TV, Wichita Falls, Tex.; WNEW-TV, Bay City, Mich.

Pacific broadcaster J. Elroy McIvor acquired 75% and Jack Keating 25% ownership of WINS, New York (50 kw on 1010 kc, independent) this week in $450,000 purchase deal recently approved by FCC (Vol. 9:32, 52). Seller was Crosley, which originally paid more than $1,000,000 for station. Theatreman Charles Skouras, originally announced as prospective 50% purchaser, pulled out of deal and the McIvor-Keating combination was banked by Bankers Trust Co., N. Y. Broker Howard Stark handled deal. McIvor is required by FCC to divest himself by Feb. 16 of his interests in AMs KFOA, Honolulu; KILO, Hilo; KORC, Mineral Wells, Tex.
TRANSMITTER shipments have trickled down to small flow, with no more waiting lists for equipment and manufacturers saying they can fill new orders promptly now. This week, RCA shipped 10-kw transmitter to WMUR-TV, Manchester, N. H. (Ch. 9), which should get on air in Feb., and on Feb. 1 DuMont ships 5-kw by boat to KULA-TV, Honolulu (Ch. 4), due in March.

GE reported no new-station shipments, but on Jan. 25 it sent 20-kw amplifier to 5-kw KVTV, Sioux City, Ia. (Ch. 9), and this week its engineers were testing new 12-kw transmitter for KJEO, Fresno, Cal. (Ch. 47), and were checking out new 35-kw of WOI-TV, Ames, Ia. (Ch. 5). DuMont also sent new 5-kw to WNHC-TV, New Haven, Conn. (Ch. 8).

* * *

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

KUTV, Salt Lake City (Ch. 2), owned by Frank C. Carman-Grant Wrathall group, will have transmitter house ready by June when it’s due to get composite transmitter being custom-built in own Salt Lake City workshops. It plans Aug. tests with 150-ft. Blaw-Knox tower, will go commercial Aug. 15, affiliated with ABC, reports pres. Frank C. Carman. Rep will be Hollingbery, who will offer it under “group market plan” along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began last Aug.; KWI- TV, Pocatello, Ida. (Ch. 10), and KLI- TV, Twin Falls, Ida. (Ch. 11), both due this spring; KIFT, Idaho Falls (Ch. 8), due next fall.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-cover-all outlet atop 6288-ft. Mt. Washington, N. H., this week named John H. Norton Jr., ex-ABC Central Div. v.p., as gen. mgr., effective Feb. 1. Last announced target date was end of summer 1954, but it’s expected station, jointly owned by New England radio interests headed by ex-Washington radio attorney John H. Guider, will go into operation before that. Studio construction is already underway at Poland, where the Ricker Inn, on grounds of famed Poland Spring House, is being renovated for purpose. Harrington, Righter & Parsons will be rep.

WDXI-TV, Jackson, Tenn. (Ch. 9), has ordered DuMont equipment for April delivery when construction is scheduled for completion, plans July tests, goes commercial in Aug., reports pres.-gen. mgr. Aaron B. Robinson, who also publishes Corinth (Miss.) Corinthian and operates radio WCMA, Corinth; WDXI, Jackson; WENK, Union City—all in Tenn. Rep will be Burn-Smith.

WTIK-TV, Durham, N. C. (Ch. 11), hasn’t begun construction yet, but has DuMont equipment on order, plans start next Sept., according to pres. Harmon L. Duncan. Rep not yet chosen.

WRDW-TV, Augusta, Ga. (Ch. 12), has its 10-kw RCA transmitter, plans Feb. 1 tests using 425-ft. Emmco tower topped by 74-ft. 12-bay RCA antenna, goes commercial Feb. 8 with CBS-TV affiliation, according to gen. mgr. W. Ray Ringson. Exec. v.p. Allen M. Woodall also owns 50% of WDAK-TV, Columbus, and has interest in WETV, Macon. Hour rate will be $200. Headley-Reed will be rep.

WGANTV, Portland, Me. (Ch. 13), has rescheduled target from Feb. 1 to May 1, goes commercial May 16, reports gen. mgr. C. E. Gatchell. Its 20-kw GE transmitter and 240-ft. Truscon tower surmounted by 74-ft. 12-bay superturnstile antenna, 626-ft. above av. terrain, will be atop Blackstrap Hill in W. Falmouth, Me. Owner Gannett Co. Inc. publishes Portland Press-Herald and Express and other Maine newspapers. Hour rate will be $250. Avery-Knode will be rep.

WQED, Pittsburgh (Ch. 13, educational), now plans Feb. 15 tests with 5-kw DuMont transmitter being installed on Herron Hill, overlooking Pitt Stadium. It will use Westinghouse’s KDKA-FM tower. Studios at 4337 Fifth Ave. are in historic building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. Grants totaling $550,000 to get started came from the Arbuckle-Jamison Foundation, Ford Foundation and A. W. Mellon Trust. Operating funds depend on allocations by schools, public subscriptions and gifts. Schools in 10-county area around city have been asked to contribute 30¢ a year for each child. Families with TV are asked to subscribe $2 for monthly WQED Program Previews. To boost subscribers and to get “to the grass roots for program sources,” WQED is organizing neighborhood Subscribers Television Guilds. For each block of 500 subscriptions from a Guild, WQED will place a TV set in a school or other institution designated by the group. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward C. Horstman, ex-ABC Chicago, chief engineer.

WJPB-TV, Fairmont, W. Va. (Ch. 35), which originally expected to get under way with only $117,565 investment in equipment (Vol. 9:50), has revised original estimate to “under $123,000” which pres. J. Patrick Beacom regards as record low for any station with complete camera chain. He’s seeking CP modification to tilt beam, now plans Feb. 15 start with 1-kw Continental transmitter, will use 230-ft. Blaw-Knox tower from which FM antenna has been moved to another location. Hour rate will be $200. Rep will be Headley-Reed.

Life Magazine again takes full-page ads in N. Y. newspapers Jan. 29 to show how “business ranks national advertising media”—with itself in first place with 1953 revenues of $108,708,905. Next ranking (all PIB gross figures): (2) CBS-TV, $97,466,809; (3) NBC-TV, $86,658,551; (4) Saturday Evening Post, $80,885,877; (5) CBS-Radio, $62,381,207; (6) NBC-Radio, $45,151,077; (7) Time, $35,391,178; (8) ABC-Radio, $25,826,125; (9) Better Homes & Gardens, $27,240,924; (10) This Week, $28,922,980; (11) MBS-Radio, $23,158,000; (12) Look, $22,971,144; (13) ABC-TV, $21,110,680; (14) Ladies’ Home Journal, $19,060,379; (15) Good Housekeeping, $13,324,132; (16) Collier’s, $16,310,942; (17) American Weekly, $15,004,772; (18) Newsweek, $15,205,490; (19) McCull’s, $13,165,666; (20) Business Week, $13,150,555.

“Traffic cop” concept of FCC’s functions — mere arbiter of electrical interference problems — was deplored by Comr. Robert T. Bartley in Jan. 29 address at Radio & TV Institute at U of Georgia, Athens. Citing Supreme Court decisions and Congressional actions, he said it was FCC’s duty to “inquire not only into the technical feasibility of the proposed operation, but also into the more important aspects affecting the service to the public which will result from the grant of a broadcast license.” He also focused on those entering broadcasting for a “fast buck” and on absentee ownership. Discussing monopoly, he endorsed policy of multiple ownership, saying it permits networks to provide better service.

DuMont reorganized broadcast equipment setup this week, abolishing TV transmitter div. and creating transmitter dept. under new communication products div. (Herbert E. Taylor Jr., mgr.) in move which will “greatly enlarge production, sales and distribution” of broadcast equipment. It said sales of such equipment in 1953 were 80% greater than in 1952 and 167% over 1951. New dept. is headed by James B. Thayer, national sales mgr. of old transmitter div. Charles E. Spicer is sales operations mgr., with these district mgrs.: Lewis C. Radford, eastern; Herbert Bloomberg, central; Robert J. Myers, western; Thomas B. Moseley, southern.
Telecasting Notes: Another big radio station boldly hikes daytime rates—CBS's KNX, Hollywood, which this week released Rate Card No. 13 upping rates Jan. 31 by 15.4%, first rise since March 1946; it's based on 38.8% increase in radio homes and claim of 108.2% increase in delivered daytime audience. Radio's thriving 1953 reflected in newly issued 1954 Broadcasting Yearbook guesstimate of aggregate AM times sales of $498,428,000, up $25,000,000 from 1952, with only network down (see also PIB report, p. 16) but with spot & local up; figure is broken down thus: local $257,254,000, spot $144,505,000, non-network $80,328,000, regional network $7,051,000—all net time sales after discount. Before commissions to agencés & reps ... Best TV guesstimate for 1953 is still $450-475,000,000, up from official FCC figure of $324,000,000 in 1952 (Vol. 9:52)—but true figures won't be available until reported by FCC auditors in spring; Printers' Ink places time-&-talent expenditures by advertisers at $888,700,000, up 35.2%, in its McCann-Erickson survey Jan. 22 (Vol. 10:4) ... TV rate trends continue upward (see TV Factbook No. 18) and these are latest to raise tariffs: KGMB-TV, Honolulu, Class A hour from $200 to $300, min. $40 to $60; WTVI, St. Louis, hour remains $400 but 1-min. up from $40 to $60; WVTN, Columbus, hour remains $500, min. up from $80 to $100; WKST-TV, New Castle, Pa., hour remains $200, min. up from $30 to $40. . . Wm. F. Broidy in deal with Robert L. Lippert whereby he will produce 12 features for Lippert release and will take over all Lippert TV sales, to be handled thru Official Films Inc. . . . Another TV hit to become feature film: Warner Bros. signs Jack Webb (thru Mark VII Ltg.) to make full-length movie out of Dragnet ... Warner Bros. sets up new TV-radio unit in adv.-publicity dept., headed by Frank Hobbs, to concentrate on buying time to promote its pictures; Mort Blumenstock is v.p. in charge, with Hobbs reporting to Gill Golden, adv. mgr., and Larry Golob, eastern publicity director . . . Rabeo Inc. is new TV film production company organized by ABC, producer Hal Roach Jr. and Wm. Morris Agency; new firm reportedly will go into large-scale production of TV films to be distributed through ABC Syndication . . . 1200 theatres closed their doors in 1953, compared to 973 in 1952 & 886 in 1951, reports Hollywood Daily Variety in preview of testimony to be presented to Congress by exhibitors seeking elimination of 20% admission tax; President Eisenhower vetoed similar bill last year. . . Who views reruns of TV film? Audience isn't all new, A. C. Neilsen Co. found out in special survey of audiences of 13 shows for ABC, CBS & NBC; study indicated 34% of original audience watched same shows again on second run . . . Phonograph record producers are now gearing "tele shots" to coincide with release date of their new waxings, reports Variety, which observes TV is "developing into the top medium for giving new platter releases off the ground," citing case examples . . . First 4 documentaries of series titled The Animal Fair, produced by Pathoscope Productions for American Cyanamid Co.'s Lederle Laboratories Div., being released to TV stations by Movies U.S.A. Inc., N. Y.; 27-min. films cover various livestock expositions, are offered free for showing as public service features . . . New TV farm programs: RFD 6, daily at 12:30 p.m. on KOIN-TV, Portland, Ore., aimed at Oregon & Southwest Washington farmers, conducted by Wm. E. Drips, onetime NBC director of farm programs; Farm Program Sat. on WTMJ-TV, Milwaukee, with stockyards traffic chief Hig Murray as m.c. Both shows will be partic. . . National Assn. of Manufacturers weekly Industry on Parade film, handled by veteran G. W. (Johnny) Johnstone now being carried on 182 stations on exclusive-in-your-market basis . . . Charlotte's WBTV & WBT, owned by Jefferson Standard Life, broke ground Jan. 25 for new $1,000,000 home on 6-acre tract, containing 47,000 sq. ft. of floor space, including 40x60 and 40x40 studios with 27-ft. ceilings . . . Students of 4 high schools and Rutgers U taking over complete operation of Walter Reade's new WRTV, Ashbury Park, N. J. (Ch. 58) for full day each as part of community promotion . . . KMTV, Omaha, offers week's all-expense vacation in Sun Valley for 2 in slogan contest based on its call letters . . . KDRD-TV, Sedalia, Mo. (Ch. 6), due on air in Feb., switches rep to Pearson.

FCC will come under closer surveillance of Congress this session as result of 2-hour Senate debate and unexpectedly heavy opposition vote Jan. 25 when ex-FBI man Robert E. Lee was confirmed as commissioner. Though he received comfortable margin of 58-25, opposition vote was biggest yet tallied against an Eisenhower nominee. Sen. Monroney (D-Okla.), who cast sole ballot against Senate Commerce Committee approval (12-1) of nomination (Vol. 10:4), led opposition to confirmation. While praising Lee's integrity and ability in other fields, he insisted nominee wasn't qualified for FCC and that his endorsement by Sen. McCarthy and association with Texas oilman H. L. Hunt's Facts Forum Foundation would create atmosphere of fear not only among broadcasters but among newspapers affiliated with TV-radio stations. Monroney intimated that President Eisenhower hadn't appointed "a practical broadcaster" to the post. Voting for confirmation were 40 Republicans, 18 Democrats; against were 22 Democrats, Republicans Aiken (Vt.) and Smith (Me.) and Independent Morse (Ore.) Minority leader Lyndon Johnson (Tex.), whose wife owns KTBC-TV & KTBC, Austin, was absent during most of debate and vote; later he said he would have voted for Lee nomination.

Amendment of "protest" section of Communications Act was requested by FCC in letter this week to House Speaker Martin. Commission asks that language be changed so that filing of protest doesn't automatically stop effectiveness of CPs. Present law, Commission said, makes possible "delaying tactics on the part of existing licensees or permittees attempting to forestall competition."

Metropolitan Opera opening nights go on TV again beginning this year—but this time it's theatre TV. Metropolitan Opera Assn. and Theatre Network TV this week announced 3-year contract to televise annual opening night—the celebrities and fashions as well as the operas—on closed-circuit theatre hookup as a new Opera Assn. and a local charity in each city where telecast is shown. TNT pres. Nathan L. Halpern has set goal of 100 theatres for the 1954 telecast in Nov. TNT televised Carmen from Metropolitan to 31 theatres in 21 cities last year, drawing audience of about 60,000. Theatre telecasts are expected to substantially cut down Met's annual deficit. Officials of Opera Assn. and TNT credited cooperation of unions with making the plan possible. Opening nights of 1948-50 were presented on home TV, sponsored by Texaco on ABC-TV, but were discontinued because of high costs.

National Football League rewrote its TV-radio restrictions this week to conform with last November's anti-trust decision (Vol. 9:46) after club owners voted unanimously not to appeal. Amendment to Article 10 of NFL constitution now specifically permits local TV-radio broadcasts within city where a game is being played provided part of broadcasting receipts are added to gross receipts of game. When club is away from home, any other club may telecast into its territory. Also added to constitution was new section binding each club to court decision. TV network representatives attended club meeting in Philadelphia to start working out plans for next season.

FCC's "functional music" proposals for FM (Vol. 10:1) were endorsed by NARTB board at Phoenix meeting.
Color Trends & Briefs: Each color program is still an event, because there is average of only 2-3 live shows a week, anywhere. NBC feeds its color premieres to whole network, of which 20-30 stations rebroadcast them in color, rest in monochrome. CBS has one program weekly, carried only in New York and Baltimore. Only other stations able to originate color are: WABD, New York, slides & film; WPTZ, Philadelphia, slides & film; WMAR-TV, Baltimore, slides. Many others have origination equipment on order, expect it to start coming through in next month or two. For benefit of those who have the 2-200 color “sets-in-use,” here are known color schedules:

NBC-TV—Zoo Parade Jan. 31, 4:30-5; Howdy Doody Feb. 1-5 (daily), 5:30-6; Judge for Yourself (Fred Allen) Feb. 9, 10-10:30; Meet the Press Feb. 14, 6-6:30; Camel News Caravan Feb. 16, 7:45-8; Your Hit Parade Feb. 20, 10:30-11; Armstrong Circle Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4:45-5; Ding Dong School March 8, 10-10:30 a.m.; Eddie Fisher March 10, 7:30-7:45; Name That Tune March 15, 8-8:30; On Your Account March 19, 4:30-5.

CBS-TV—New Revue, every Friday, 5:30-6, New York and Baltimore only. Paul Tripp is tentatively scheduled for 5:30-6 Paul Tripp’s Party Tuesdays, starting March 2.

In NBC’s schedule are many “firsts.” Beside network programs, it had first commercial local origination schedule for WNBT, New York, Jan. 29, with Jinx Falkenburg show 1:45-2:30, featuring guests Ethel Waters, Dennis Day and Beatrice Kraft and fashion show.

Another milestone will be first non-closed-circuit film-and-live program on Feb. 16 sixth anniversary of Camel News Caravan. Films will be Far Eastern documentary shot by famed photographer twins Gene and Charles Jones, plus fashion shots from Florida and California. Zoo Parade is built around theme of “animal adaptation,” featuring, among other animals, a crow, white cockatoo, golden pheasant, green frogs.

Beside color programs for network, NBC is conducting closed-circuit demonstrations for various groups, such as Feb. 25 session for Folding Box Assn., makers of packages, and ink manufacturers. In addition, it feeds color signals to WPIX, New York, which broadcasts them 11 a.m.-12:30 p.m. weekdays. CBS is still reticent about color plans. A third once-a-week program is to be added during first quarter, so as to provide a program near beginning, middle and end of each week. All will be offered to whole network, though number that will take them is still unknown. WCB-S- TV also offers color test signals weekdays, 6:30-7 a.m.

Analyzing success of NBC Spot Sales’ closed-circuit demonstration of how to integrate color commercials into black-white schedule (Vol. 10:3), Jan. 30 Tide Magazine quotes reaction of a couple influential advertisers, not now heavy in TV. Wn. Gorman, controller of Gimbel’s, said: “Having seen the demonstration, I personally feel color TV will be a far more useful medium to stores such as ours than black-white now is.” A. F. Guckenberger, adv. mgr. of Ward Baking Co., commented: “Cake really looks like cake in color.”

Still hope for color converters? Quote from FCC Comr. George Sterling’s Jan. 28 address to Boston IRE: “While I had thought that the point of no return had been passed in converting black-white receivers, I now have a notion that some gimmick not too costly in price will be devised which will enable a monochrome receiver to receive color programs—in color. It would surely meet public acceptance by those who cannot afford a color receiver until they are available at reasonable cost.”

Network Accounts: Million-dollar promotion campaign, biggest ever for any network program, is being launched Feb. 1 by NBC-TV for upcoming women’s-angle daily series, Home, which debuts March 1, weekdays 11 a.m.-noon (Vol. 10:4). Campaign breaks with full-page ads in metropolitan newspapers, will run at least until April 1, features on-air plugs, 1-min. promotional films, letters to adv. agencies, etc. Four sponsors have already been signed, but NBC prefers to wait until larger group has signed before releasing any names... International Minerals & Chemicals Corp. (Ac’cent food flavoring) buys 26 partic. on Garroway’s 7-9 a.m. Today on NBC-TV thru BBDO; Polaroid Corp. buys 60 partic., thru BBDO; Magic Chef (ranges) 12 partic., thru Krunnick & Assoc., St. Louis; Jacques Kreisler Mfg. Co. (watch bands) 11 partic., thru Foote, Cone & Belding... Borden’s drops Treasury Men in Action from NBC-TV, Thu. 8:30-9 p.m., effective in late April, when it goes to unstaed time on ABC-TV... American Home Products Corp. sponsors Secret Storm on CBS-TV starting Feb. 1, Mon.-Wed.-Fri. 4:15-4:30 p.m., thru Blow... Quaker Oats sponsors Contest Carnival on CBS-TV starting Feb. 7, Sun. 12:30-1 p.m., thru Sherman & Marquette... Helene Curtis Co. (hair preparation) expands sponsorship from alt.-week to weekly of Down You Go on DuMont starting Feb. 5, Fri. 10:30-11 p.m., thru Ruthrauff & Ryan... Thor Corp. (appliances) drops Quick as a Flash on ABC-TV, effective Feb. 25, Thu. 8-8:30 p.m. With regional sponsors, Jane Pickens Show debuts on ABC-TV Jan. 31, Sun. 9:15-9:30 p.m.... Old Gold sponsors Truth or Consequences on NBC-TV starting May 18, Tue. 10-10:30 p.m., as summer replacement for Fred Allen’s Judge for Yourself, thru Lennen & Newell.

Army Signal Corps’ film Atrocities in Korea, barred from TV until Jan. 28, now being released to 261 stations.

Colorcasting Misceallany: CBS-TV plans to convert to color its Studio 43 at Hollywood TV City... KMTV, Omaha, doesn’t expect to originate color until late 1955, but it has appointed as color consultants Eugene Kingman, director of Joslyn Memorial Art Museum, and Kendrick Wilson, director of Omaha Community Playhouse... Katz rep firm has published 39-p. Focus on Color TV, a status report on color covering networking, slides, film, local origination, tape, receivers, etc. NBC’s mobile unit, back from Pasadena, is now being remodeled, will get a third camera before use on next remote... DuMont reports sale of a “Colorision” slide scanner to Eitel-McCullough; previous units went to Motorola & CBS.

First RCA receiving tubes, made specially for color, announced this week: 6AN8, triode-pentode for low-frequency oscillator, sync-separator and phase-splitter circuits; 6BD4, beam triode for voltage regulation of high-voltage, low-current DC power supplies; 3A3, half-wave vacuum rectifier for rectifying high-voltage pulses; 6BY6, pentagrid amplifier for use as gated amplifier, also as a combined sync separator and sync clipper; 6A4-GT, half-wave rectifier for damper-diode service in color sets and for monochrome sets with 90-degree deflection tubes.

Preparing for color shipments, GE TV-radio dept. this week announced division of responsibility between monochrome and color for 3 functions: receiver sales, advertising, engineering. In first appointments, Paul H. Leslie, ex-TV sales mgr., is named sales mgr. for monochrome sets and Joseph F. Ellinger, ex-Cincinnati district sales mgr., is appointed sales mgr. for color receivers.

Transmission of color test signals simultaneously with regular black-white or color programs would be so useful, says NBC engineering v.p. O. B. Hanson, that NBC has been studying techniques for months. Among methods considered is one suggested by Telechrome Inc. (Vol. 10:4).
TV SALES GO UP AS PROFITS COME DOWN: TV business apparently picked up generally in recent weeks after sluggish start in early Jan., giving trade much-needed boost and raising hopes month's sales showing at all levels won't be as bad as first feared.

Local conditions vary, of course, but even RETMA lent statistical support to widespread bullish reports in disclosing distributor sales to dealers went up to 190,000 week ended Jan. 22 from about 150,000 in each of 2 preceding weeks. And while official RETMA statistics on retail sales won't be available for a few weeks, reports from field point consistently to recent pickup.

Major set makers, who set the industry pace, say their business is holding up well in face of normally slow post-Xmas tendency, bad weather over much of nation, advent of color, etc. They said they had no definitive explanation to offer.

Motorola v.p. E.R. Taylor said his company, while not cranking up full tilt, had increased output considerably over last 2 weeks to meet increased demand. And accenting trend to low-priced merchandise, he also disclosed Motorola had discontinued production of all 24 & 27-in. sets, now makes only three types: 17 & 21-in. tables and 21-in. open consoles. Other manufacturers have sharply curtailed production of larger sizes, probably have quietly eliminated some types, too.

Admiral's Joe Marty said sales so far were ahead of last Jan., with sizable pickup last 2 weeks. RCA and Philco spokesmen said much the same thing. Philco confirmed reports that 700 TV-radio workers had been laid off in last 4 weeks, but said they were hired on temporary basis last summer when new factory was opened and were retained rest of 1953 as long as production remained high.

Though volume was improving, profits weren't. Said Taylor: "Nobody's making money with 17-in. sets selling for $150 & $160, and 21-in. all-channel sets at $200. Labor hasn't gone down, components have gone down only slightly. The only thing that's really gone down is the profit -- and that hurts!"

The few color sets got wider distribution on dealer floors this week, permitting fuller evaluation of public reaction. Differing with locale, consumers usually showed keen interest, liked pictures but not the $1000-plus price tags and small screens. The few dealers who had color set used it as traffic-builder, reporting they drummed up some black-&-white business as a result. Big Abraham & Straus dept. store in Brooklyn became perhaps first retail outlet to sell a color set. It took order from unidentified woman for $995 set assembled by Philharmonic, using tube and other components from RCA and merchandised under store's AMC label.

Manufacturers show no inclination to sell current small-screen sets. Even RCA, stating it possessed only 150 sets, would not sell any -- merely has them out on loan -- and no other major manufacturer could be found with a set he would sell and immediately deliver. Admiral has 25-30 on loan, hasn't told of selling plans.

When larger color screens will be marketed, is still anybody's guess. Zenith v.p. H.C. Bonfig, speaking this week to Chicago Federated Advertising Clubs, said he could not escape the feeling that current 15-in. color set is "already obsolete, or if not obsolete, it will be before the year is out." He added: "The industry's race for development of an inexpensive color picture tube makes the race-for-obsolescence factor stare right out of that tube face in 3 primary colors."

TV production advanced to 111,188 week ended Jan. 22, up from 95,915 preceding week and 106,525 week of Jan. 8, bringing 3-week production for year to date to about 313,000, compared to about 520,000 for first 3 weeks of 1953. Jan. 22 week's radio production totaled 215,976, compared to 221,372 week ended Jan. 15 and 225,481 week before. It brought 3-week output to about 462,000 vs. 746,000 in 1953.
RETMA also reported official 1953 production of 7,214,787 TVs & 13,368,556 radios, including auto sets. TV output was second only to 1950's 7,463,800, was well up from 1951's 5,384,798 and 1952's 6,096,279 (for month-by-month tabulations of TV sets by types, 1947-53, see p. 334, TV Factbook No. 18). Radios were up from 1952's 10,934,872 but far from 1947's record 20,000,000. Here's monthly breakdown of TV and radio production for 1953:

**1953 Production**

<table>
<thead>
<tr>
<th></th>
<th>Total TV</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>719,234</td>
<td>1,093,142</td>
</tr>
<tr>
<td>February</td>
<td>730,597</td>
<td>1,192,439</td>
</tr>
<tr>
<td>March</td>
<td>810,112</td>
<td>1,549,203</td>
</tr>
<tr>
<td>April</td>
<td>567,878</td>
<td>1,158,936</td>
</tr>
<tr>
<td>May</td>
<td>481,936</td>
<td>1,108,991</td>
</tr>
<tr>
<td>June</td>
<td>524,479</td>
<td>1,163,831</td>
</tr>
<tr>
<td>July</td>
<td>318,289</td>
<td>674,459</td>
</tr>
<tr>
<td>August</td>
<td>603,760</td>
<td>991,637</td>
</tr>
<tr>
<td>Sept.</td>
<td>770,085</td>
<td>1,216,525</td>
</tr>
<tr>
<td>October</td>
<td>680,433</td>
<td>1,052,493</td>
</tr>
<tr>
<td>November</td>
<td>560,197</td>
<td>1,065,785</td>
</tr>
<tr>
<td>Dec.</td>
<td>449,787</td>
<td>1,101,115</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>7,214,787</strong></td>
<td><strong>13,368,556</strong></td>
</tr>
</tbody>
</table>

**1953 Radio Production by Types**

<table>
<thead>
<tr>
<th></th>
<th>Home Sets</th>
<th>Portables</th>
<th>Clock</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>361,921</td>
<td>93,962</td>
<td>189,592</td>
<td>447,667</td>
</tr>
<tr>
<td></td>
<td>402,742</td>
<td>87,711</td>
<td>210,924</td>
<td>491,062</td>
</tr>
<tr>
<td></td>
<td>442,101</td>
<td>177,656</td>
<td>275,079</td>
<td>654,367</td>
</tr>
<tr>
<td></td>
<td>286,974</td>
<td>201,476</td>
<td>198,394</td>
<td>483,092</td>
</tr>
<tr>
<td></td>
<td>278,156</td>
<td>204,065</td>
<td>129,391</td>
<td>497,379</td>
</tr>
<tr>
<td></td>
<td>287,724</td>
<td>239,189</td>
<td>131,144</td>
<td>505,774</td>
</tr>
<tr>
<td></td>
<td>172,197</td>
<td>78,434</td>
<td>87,620</td>
<td>336,208</td>
</tr>
<tr>
<td></td>
<td>299,939</td>
<td>145,460</td>
<td>169,301</td>
<td>376,937</td>
</tr>
<tr>
<td></td>
<td>529,427</td>
<td>147,355</td>
<td>182,417</td>
<td>357,326</td>
</tr>
<tr>
<td></td>
<td>370,178</td>
<td>135,009</td>
<td>189,230</td>
<td>358,076</td>
</tr>
<tr>
<td></td>
<td>457,151</td>
<td>127,316</td>
<td>171,356</td>
<td>309,962</td>
</tr>
<tr>
<td></td>
<td>514,428</td>
<td>103,951</td>
<td>117,672</td>
<td>365,084</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,402,938</strong></td>
<td><strong>1,741,564</strong></td>
<td><strong>2,041,120</strong></td>
<td><strong>5,182,934</strong></td>
</tr>
</tbody>
</table>

**WORLD'S FASTEST GROWING MAJOR INDUSTRY**: Electronic industry's Mr. Statistics had some fabulous figures for N.Y. Society of Security Analysts this week. Sylvania's sales research director Frank Mansfield, who also heads RETMA statistical committee, called electronics "world's fastest growing major industry", estimated sales and revenue volume at about $5 billion a year at present, foresaw more than $13 billion annually in sales and revenue within next 8 years.

An accurate prophet in the past, Frank Mansfield's figures are usually taken quite seriously by the industry. So it will sit up and take notice when he says that by 1960-62 color will amount to 80% of all TV set sales. Here's a summary of what he foresees, with some amazingly precise figures which could some day rise to plague him, even though he allows himself a 3-year leeway for their achievement:

**Television**: Receiver sales at retail in 1953 totaled 6,600,000 units, at factory value of $1.1 billion. In 1957-59, they'll average 5,300,000-to-6,900,000, valued at $1.9-to-$2.5 billion, with about 46% of them in color; in 1960-62, between 5,400,000-to-8,100,000 annually, valued at $1.65-to-$2.47 billion, about 80% of them in color. By end of 1955, entire country except for "very fringe territory" will be covered by good TV signals, hedeclared, noting that half of the homes of U.S. are now 85% saturated, while another 36% of nation's homes have 40% TV saturation.

**Radios**: About 7,000,000 home radios, at $13,000,000 factory value, were sold at retail in 1953, plus 5,200,000 auto sets at $150,000,000. In 1954, about 6,000,000 home set values at $100,000,000 plus 4,100,000 auto sets at $123,000,000 will be sold. For 1957-59, he foresaw home set sales of 7,800,000 a year at annual value of $126,000,000 and auto set sales of 3,600,000-5,000,000 at $108-150,000,000.

**Phonograph players**: Should maintain fairly level volume of sales between $120,000,000 & $130,000,000 a year in next decade -- though increasing popularity of high-fidelity systems may well increase this total considerably. (RCA v.p. Mannie Sacks predicted phonograph record sales of $300,000,000 a year by 1960; Vol. 10:3.)

**Tubes and components for repair**: Totalled about $600,000,000 in 1953, will be about $850,000,000 in 1954, $1.4 billion in 1957-59, $2.2 billion in 1960-62.

**Defense purchases of electronics products** totaled $2.8 billion in 1953, may go up to $2.9 billion this year, to $3.1 billion a year in 1957-59 and $3.8 billion in 1960-62. He said this estimate was based on assumption of "no shooting war". Though Govt. will remain biggest customer of industry and bulk of production will continue to go for defense and entertainment, electronics equipment for industry and
commerce will make steady advances, totaling some $274,000,000 in 1954, $520,000,000 by 1957-59 and $985,000,000 by 1960-62.

Markups on all electronics items from factory to consumer will account for another $1.4 billion in 1954, he figures, and should reach $2.5 billion in 1960-62.

* * * * *

Dumping revenues from TV-radio broadcasting with radiotelegraph & commercial cables, Mansfield arrives at a total of $1.285 billion in 1953, says these should go up to $1.4 billion in 1954, $1.5 billion in 1957-59, $1.8 billion in 1960-62.

RCA v.p. Dr. C.B. Jolliffe, at same meeting, said he agreed with Mansfield's over-all statistical forecasts, though differing on some individual items. Philco v.p. Courtney Pitt predicted factory value of all electronics items sold in 1954 would be $5.1 billion -- got this total from estimated $3.5 billion for defense purchases, $1.2 billion for TVs, $300,000,000 radios, $100,000,000 industrial items.


Pitching for RCA account which quits J. Walter Thompson June 1, William H. Weintrub & Co. placed full-page ad in Jan. 28 New York Times, strikingly captioned with letters RCA in Morse code and addressed to executives of RCA-NBC, listing top 28 by name, then followed this up with presentation. New adv. agency will be chosen in month or two.


Westinghouse cut prices by $20 this week on 4 more vhf-only sets: 17-in. black plastic table, from $180 to $160; 21-in. mahogany masonic table, $200 to $180; 21-in. open-face mahogany console, $300 to $280; 21-in. open-face frosted oak console, $320 to $300. Optional uhf tuners are $40 extra. Westinghouse also announced construction had started on 150,000-sq. ft. warehouse adjoining TV-radio plant at Metuchen, N. J.

General Foods Corp. has set up new post of "director of electronic applications," assigning Harold H. Cauvet to job; he's ex-mgr. of staff operations for sales div.
Full Text of FCC's

PROPOSED SCHEDULE OF LICENSE FEES

Charges to Be Made for Handling of Applications, Modifications, Licenses
Of All Broadcast Stations, Safety & Special Services, Experimental Services, Equipment Type Acceptance & Approval, Operator Licenses, Ship Inspections, Common Carrier Services


Comments Due by April 1, 1954 (see Television Digest, Vol. 10:5)

In the Matter of
Establishment of Fees for the Commission's Licensing and Similar Activities

Docket No. 10869

NOTICE OF PROPOSED RULE MAKING

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

2. Pursuant to the provisions of the Independent Offices Appropriation Act of 1952 (5 U.S.C., Sec. 140), set out in Appendix A hereto, Congress has stated that work performed by Government agencies in connection with the issuance of franchises, licenses, permits, certificates, registrations and the like for any person, except those engaged in the transaction of official business of the Government should, to the full extent possible, be self-sustaining. In order to bring about the accomplishment of this objective, Section 140 of Title 5 authorizes the head of each agency to prescribe by regulation such fees and charges as he shall determine to be fair and equitable “taking into consideration direct and indirect costs to the Government, value to the recipient, public policy or interest served, and other pertinent facts.”

3. The enabling legislation referred to above also provides that the fees and charges shall be as uniform as practicable throughout the Government and shall be subject to such policies as the President may prescribe. In view of this provision, the Commission refrained from taking any action looking toward the establishment of a schedule of fees, pending consideration of the matter on an over-all Government basis by the Bureau of the Budget operating in behalf of the President. Such a study has now been completed, and the Bureau of the Budget has issued Circular No. A-25 relating to “Fees for licensing, registration, and related activities” which sets out, in some detail, uniform standards to be applied by the various departments and agencies of the Government in implementing the provisions of Section 140, Title 5 of the United States Code.

4. The attached proposed schedule of fees for the various Commission licensing activities has been drafted in compliance with the provisions of the Budget Bureau Circular. In order that interested parties may be advised as to the basis upon which the proposed schedule of fees has been prepared, the following information is provided:

(a) The Commission has determined that all of its activities including the issuance, renewal, modification, transfer, or termination of any license or certificate must be characterized by licensing activities for which appropriate fees shall be charged with the exception of the enforcement activities of the Field Engineering and Monitoring Bureau and, to a limited extent, in the Broadcast and Safety & Special Radio Services Bureaus as well, and with the exception of the non-certification common carrier regulatory activities performed by the Common Carrier Bureau. And, in accordance with the policy of both the Congress and the over-all government program, the Commission’s licensing activities for which reimbursement charges are to be levied include both the direct and indirect costs of such activities. It has been determined that during the Fiscal Year 1953 approximately 45% of the Commission’s entire expenditures were in fact directly or indirectly related to licensing activities. This percentage of the Commission’s budget has been utilized as the full cost recovery base from which the fees set forth in the attached schedule have been derived.

(b) In determining the proper groups or categories of licensing fees the Commission has made use of the primary functional divisions into which the Commission has been organized and has calculated separate fees for the licensing activities of each of the 4 functional bureaus as well as for the special licensing activities in the Office of the Chief Engineer. By such a segregation it has been possible to avoid any subsidization of one type of licensing activity by another. At the same time, where personnel of one of the Commission’s bureaus have performed services which are related to the licensing functions for which another bureau bears primary responsibility, the expenditures for such activities have, for purposes of the attached schedule, been allocated to the licensing functions of the latter bureau. Thus, the antenna survey and initial inspection activities of the Field Engineering and Monitoring Bureau, which are directly related to the licensing of broadcast stations, have been included in calculating the expenses of processing broadcast applications. Similarly, the expenses of such separate offices of the Commission, as the Office of Opinions and Review and Office of Hearing Examiners, have been allocated among the various functional bureaus at a ratio approximating our budget estimates as to the relative amount of time spent by such offices on the several types of licensing activities.

(c) Within each bureau the Commission has endeavored to avoid any undue multiplicity of separate charge. It has done this both upon the belief that such general grouping of related and similar licensing activities will aid both the Commission and the affected parties in complying with the new provisions with a minimum amount of additional time and effort and because of our recognition that no accurate allocation of exact costs between the various subcategories of the Commission’s licensing activities is possible. Accordingly, and in conformity with the provisions of the Budget Bureau’s Circular, fees for different services within each particular bureau have been limited to a few broad comparable classes of actions.

(d) In the attached schedule no direct fees are proposed with respect to the institution of rule making proceedings; the cost of such proceedings has been considered as a portion of the normal costs of license processing in the areas covered by such rules. Moreover, no fees are proposed to be charged with respect to revocations or modifications of station licenses or suspension of operators’ licenses initiated by the Commission. Finally, it is proposed to exempt from the category of applications for which a fee
will be charged for processing, applications having as their sole objective the modification of existing licenses to conform with the requirements of the EARC program. This latter exception was made because the Commission believes it would manifestly be in the public interest to penalize persons who voluntarily cooperate with the Commission in carrying out the EARC program, or similar programs, when no fees would be assessed against those persons who refuse such voluntary cooperation and are required to modify their licenses on the basis of action initiated by the Commission itself.

(e) With the exceptions indicated in the paragraph above it is proposed to charge a fee in connection with all licensing activities of the Commission. In all cases the fees have been calculated upon the basis of recovering approximately the full costs involved in carrying out the particular licensing activity in question.

5. Proposed Schedule for Broadcast Services—It is proposed to divide all applications for authorizations in the broadcast services into two categories. For the first of these categories, involving major analysis and action by the Commission a fee of three hundred twenty-five dollars ($325) would be charged. For all other applications in the broadcast services a fee of fifty dollars ($50) would be charged.

A. Major Broadcast Applications Fee $325
(1) AM, FM, and Television Facilities—applications for:
   (a) Construction permits for new stations
   (b) Modification of construction permits or modification of licenses involving any of the following types of action:
      i. Change in station power
      ii. Change in station frequency
      iii. Change in station location
      iv. Change in mode of operation (including any change in the antenna pattern or hours of operation)
   (c) Licenses to cover new stations or modifications of construction permits listed under (b) above
   (d) Renewals of licenses
   (e) Assignment or transfer of permits or licenses
   (f) Special Service Authorizations covered by Section 1.325 of the Commission’s Rules

(2) International broadcast stations—applications for:
   (a) Construction permits for new stations

B. Minor Broadcast Applications Fee $50
(1) All applications relating to auxiliary broadcast stations (Part 4 of the Commission’s rules)
(2) All applications with respect to international broadcast stations, except applications for construction permits for new stations
(3) All applications for construction permits, or for modification of construction permits, or licenses for AM, FM, and Television stations other than those listed in “A” above
(4) Applications under Section 325 (b) of the Communications Act of 1934, as amended

6. Proposed Schedule of Fees for Safety and Special Radio Services—It is proposed that a fee of ten dollars ($10) be charged for the processing of all types of applications in these services including original applications, renewals, modifications, etc., with the exception of applications in the Amateur, Disaster, and RACES Services, for which a charge of three dollars ($3) will be assessed. The three dollar charge with respect to the amateur service is for each application filed whether for station license, operator license, change of address, renewal, etc., or any combination thereof. The lesser fee for the processing of applications in the Amateur, Disaster, and RACES services is because the Commission believes that it would be contrary to the public interest, to require applicants therefor to pay the full amount that would be required if applications in such services were grouped, for purposes of this notice, with the other services coming within the jurisdiction of the Safety & Special Radio Services Bureau.

7. Proposed Schedule of Fees for Experimental Services—It is proposed that a fee of twenty dollars ($20) be charged for the processing of all applications, both formal and informal, filed for this service in accordance with the provisions of Part 5 of the Commission’s rules.

8. Proposed Schedule of Fees for Type Acceptance and Approval—It is proposed that a fee of one hundred dollars ($100) be charged for each application for type acceptance of equipment; that a fee of six hundred dollars ($600) be charged for all applications for type approval filed in accordance with Part 18 of the rules, and that a fee of fifteen hundred dollars ($1500) be charged for the processing of any application for type approval covered by Parts 3, 8, or 10 of the Commission’s rules.

9. Proposed Schedule of Fees for Operator Licenses—It is proposed that a fee of three dollars ($3) be charged in connection with the processing of all applications for commercial operator licenses regardless of class, including original applications, applications for renewal either by examination or by service under waiver of Section 13.28 of the rules, requests for duplicate licenses, endorsement on all outstanding licenses, and verification cards requested at any time other than upon the issuance of a license or a renewal thereof. It is also proposed that a fee of three dollars ($3) be charged for processing an application for a restricted radio telephone operator’s license.

10. Proposed Schedule of Fees for Ship Inspections—It is proposed to charge a fee of thirty dollars ($30) for each application filed for the following ship inspections even though an inspector may be required to visit a ship more than once before a certificate is issued:
   (a) U. S. Compulsory Ocean-going Telegraph.
   (b) U. S. Compulsory Ocean-going Telephone.
   (c) U. S. Compulsory Great Lakes Telephone.
   (d) Foreign Compulsory Ocean-going Telegraph and Telephone.

   (This does not change in any way the existing requirement under Section 4 (f) (3) of the Communications Act, as Amended, that the U. S. Government be reimbursed for extra compensation resulting from overtime services in connection with ship inspections.)

11. Proposed Schedule of Fees for Common Carrier Services—It is proposed to charge the following fees in the Common Carrier services:
   (a) Applications filed by telephone companies under Section 221 of the Act for acquisitions, consolidations, etc.—$350.
   (b) Formal applications filed by telephone companies under Section 214 of the Act for the construction or extension of a line—$150.
   (c) Applications for exemptions from Commission jurisdiction under Title II of the Act—$150.
   (d) All other applications filed by common carriers under Titles II and III of the Act, except applications filed by carriers under Parts 7, 8, 10 and 14 of the Commission’s Rules and Regulations which are covered by the fees set forth in the schedule of fees for the Safety and Special Radio Services—$30.

12. It is contemplated that this schedule be reviewed biennially, and adjustments made where necessary to conform the fees charged to actual experience in the light of new or changed circumstances.

13. Each application for which a fee is prescribed must be accompanied by a remittance in the full amount of the fee. In no case will an application be accepted for filing or processed prior to payment of the full amount specified. Applications for which no remittance is received, or for which an insufficient amount is received, may be returned to the applicant.

14. Provision will be made for a Cashier’s Office to be located in the Commission’s Offices in Washington, D. C., for the purpose of accepting application fees presented in
person or submitted through the mail. Applications received in Washington will be processed through the cashier's office and stamped with the amount received prior to being forwarded to the appropriate bureau or staff office for further handling. Such payments may be made in United States legal tender, Domestic or International Postal Money Orders, or checks payable to the Federal Communications Commission. All fees collected will be paid into the United States Treasury as miscellaneous receipts in accordance with the provisions of Section 140 of Title 5 of the U. S. Code.

15. For the convenience of applicants presenting applications at field offices in person or by mail, arrangements will also be made for the acceptance of money orders and checks at such field offices, and in payment for such types of applications, as provided for in the Commission's Rules.

16. Receipts will not be issued for payments sent through the mails. The money order procedure provides a receipt and cancelled checks constitute a receipt for payments made in this manner. Receipts will be furnished upon request only in the case of payments made in person. The sending of cash through the mails is done entirely at the risk of the sender.

17. No refunds of fees will be made except in the case of payments in excess of the fee prescribed in the Commission's Rules.

18. No radio operator examinations will be given prior to filing of an application and payment of the proper fee at an appropriate Commission office. Such applications and fees will only be accepted at District and Sub-District offices. They will be accepted at quarterly, semiannual or annual examination points in cities other than those in which District and Sub-District offices are located.

19. The proposed amendments to the rules are issued pursuant to Section 4(i) of the Communications Act, Section 140 of Title 5 of the U. S. Code, and Budget Bureau Circular A-25.

20. Any interested party who is of the opinion that the proposed amendments should not be adopted in the form set forth herein and any person desiring to support this proposal may file with the Commission on or before April 1, 1954, a written statement or brief setting forth his comments; replies to such comments may be filed within 10 days from the last date for filing original comments. The Commission will consider all comments and briefs presented before taking final action in this matter.

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

APPENDIX A—5 U.S.C., Sec. 140

"It is the sense of the Congress that any work, service, publication, report, document, benefit, privilege, authority, use, franchise, license, permit, certificate, registration, or similar thing of value or utility performed, furnished, provided, granted, prepared, or issued by any Federal agency (including wholly owned Government corporations as defined in the Government Corporation Control Act of 1945) to or for any person (including groups, associations, organizations, partnerships, corporations, or businesses), except those engaged in the transaction of official business or under contract, shall be self-supporting to the full extent possible, and the head of each Federal agency is authorized by regulation (which, in the case of agencies in the executive branch, shall be as uniform as practicable and subject to such policies as the President may prescribe) to prescribe therefor such fee, charge, or price, if any, as he shall determine, in case none exists, or redetermine, in case of an existing one, to be fair and equitable taking into consideration direct and indirect cost to the Government, value to the recipient, public policy or interest served, and other pertinent facts, and any amount so determined or redetermined shall be collected and paid into the Treasury as miscellaneous receipts: Provided, that nothing contained in this Title shall repeal or modify existing statutes prohibiting the collection, fixing the amount, or directing the disposition of any fee, charge or price; Provided further, that nothing contained in this title shall repeal or modify existing statutes prescribing bases for calculation of any fee, charge or price, but this proviso shall not restrict the redetermination of fees, charges, and payments in accordance with the prescribed bases of the amount of any such fee, charge or price."

SEPARATE VIEWS OF COMMISSIONER HENNOCK

The Commission has today adopted a notice of proposed rule making to charge fees to applicants for licenses for the first time in its history. The notice lists a schedule of fees, classifying them for various activities, including a $325 fee for AM, FM and TV applications.* In my opinion, this proposal is of such vital importance that it should have a full hearing to determine whether fees should be charged at all, and if so, their amount and the method of apportioning them among the various categories of applicants.

The principal consideration in determining the level of the proposed fees appears to be the cost to the government of administering the services involved. The objective is to recover this cost. The enabling legislation (5 USC 140) and controlling governmental policy recognize that the recovery of the costs to the government is but one of several considerations in determining the charges for applications. The other considerations include "value to the recipient" and "public policy or interest served."

In my opinion, a hearing on this subject would help decide which of these considerations or a combination of them should become the touchstone in determining the amount of fees.

For example, in the broadcast field, the "public policy or interest served" might be shown to far outweigh all other factors and justify no fee, or, at the most, only a nominal application fee to emphasize the overwhelming public interest considerations and to impress upon the applicants the importance of the public responsibility that goes with a broadcast license.

Moreover, the value of a broadcast license and the public policy and interest served might require a graduated scale of fees rather than a uniform fee determined on the basis of a formula which does not seem to take into account either the size, type or location of a station, or the relative importance of the applications. For the fee here proposed would be the same for every broadcast applicant and for many different types of applications; an applicant for a Class IV standard broadcast station and an applicant for a VHF television station in a large metropolitan area; a struggling FM operator seeking a change in location or renewal or modification of his license as well as a prosperous licensee of a television station.

Similarly, in the safety and special services where a fee of $10 is proposed, a graduated scale of fees, ranging from a nominal to a substantial level, based on the type of service and the purpose for which radio is used, might be shown to be more equitable and better adapted to accomplish the objective of the law and policy.

In no event, however, do I think that this basic change in the Commission's licensing policy should be adopted without a hearing in which all the considerations involved would be fully developed.

CONCERNING STATEMENT OF COMR. BARTLEY

Since, as set forth in the notice, we must issue a proposal for some system of fees, I have no alternative but to concur. I believe, however, that the Commission's proposal with respect to broadcasting should give more weight to the criterion of relating the amount to be collected to value to the recipient. I believe that spreading the fees over the full license period and basing such fees on the card rates established by the licensee, would be more in line with the Budget Bureau directive.

* It should be noted that this substantial fee will have to be paid not only with the initial application but also with requests for renewals of licenses and the modifications listed above, with the result that there may be instances of multiple payments of $325 during one license term.
Electronics Reports: Wedding of atomic energy and transistors produced a giant's step toward realization of scientists' half-century dream of converting radioactivity directly into electricity, as RCA demonstrated an "atomic battery" at chairman David Sarnoff's New York offices Jan. 25. Though output of battery is miniscule—1/5 volt, 5 microamperes, 1 microwatt—the principle is the thing. As Gen. Sarnoff stated:

"When Michael Faraday first produced an electric current it was with a relatively simple device—a copper disk rotated between the ends of a magnet. Faraday, 120 years ago, did not visualize the future of his invention, yet, today, the huge power generators at Niagara and the Hoover Dam operate on the same basic principle of Faraday's discovery."

First possible uses of battery visualized by Gen. Sarnoff—though he didn't attempt to predict when—would be to power portable and pocket-size radio receivers, hearing aids, signal controls, etc. Beyond these, he foresaw atomic batteries powering home electrical appliances, replacing car batteries, perhaps becoming a major source of electricity for all except heaviest duty purposes.

Gen. Sarnoff estimated that 10 of units demonstrated could now power a small portable radio and that 1 or 2 could run a hearing aid.

Basic significance of development is that it forshadows production of device capable of providing almost inexhaustible source of electricity—since it would lose only half of its power in 20 years of continuous use.

Importance of RCA's contribution is the enormous increase in efficiency—200,000 times as great as former efforts. Previous techniques could derive only one electron of electricity for each radioactive particle. RCA gets 200,000-for-1, yet this still represents only 1% utilization of radioactive energy released. RCA scientists say new process has theoretical limit of 10% efficiency.

Device works by placing radioactive material, strontium-90 in this case, against transistor-like wafer of silicon; latter is bonded to antimony to form junction. Beta particles from strontium bombard wafer, producing current. Strontium-90 is now a waste product of atomic energy plants such as Oak Ridge & Hanford, but it cost $25 to refine amount in RCA battery (50 millicuries). RCA says mass production of strontium-90 might bring price down to 10¢ for same amount. Output of battery could be increased by making larger units or stacking small ones.

Though device itself is about size of cigarette tip, presence of some alpha and gamma particles requires lead shielding, making whole unit about half size of cigarette package. With purer strontium-90, it's expected shielding can be eliminated.

Hailing development, Atomic Energy Commission chairman Lewis L. Strauss, former RCA board member, noted: "If a press release of the sort that you are making had been issued 120 years ago at the time of Faraday's discovery of the electric motor, it would have been received with considerable disbelief."

Said RCA consultant David Lilienthal, ex-chairman of AEC: "The results achieved reflect great credit on the scientific imagination of RCA scientists in applying RCA's extensive experience with electrons and semi-conductors to the efficient direct conversion of atomic radiation to electricity."

Scientists credited with development at Princeton Labs—under way since end of World War II, with Air Force backing since 1951—are Paul Rappaport, 31 (Carnegie Tech, '48-49) and Dr. Ernest G. Linder, 51 (U of Iowa '25-27 and Cornell Ph.D. '31).

Microphone with built-in transistor pre-amplifier is now in production and being offered commercially by Remler Co. Ltd., San Francisco. It's designed to improve quality of radio voice communication between pilots and airport control towers, and Remler claims it also clarifies announcements to travelers in airport terminals, aboard planes, etc. Telephone headset with transistor pre-amplifier, coil cord and 3-circuit plug is priced at about $95, hand-held type $80.

Midget radio receiver the size of cigarette pack is now being manufactured by Lehigh Valley Electronics Engineering & Mfg. Co., Allentown, Pa., for use by subscribers to radio paging systems, police, firemen, etc. Set has range of 20 mi., will run continuously for 80 hours on single set of miniature batteries, uses 3 subminiature tubes. Company says it can produce 1000 a month, selling at $75 apiece, or $40 each in lots of 50 or more.

Muntz TV reports net loss of $1,457,288 for 5 months, ended Aug. 31, 1953, after giving effect to $746,740 tax adjustment credit. Sales for period were $17,420,528. No comparison is available as company changed its fiscal year to end Aug. 31 instead of March 31. This was done, according to pres. Earl W. Muntz, to give better impression by reporting summer months at end of year rather than beginning. "We've always lost money in the summer, and last summer was worse than previous years," he is quoted in Retailing Daily, which reports Muntz may not open Chicago branch, closed 2 weeks ago because union salesmen rejected proposed cuts in commissions.

Cornell-Dubilier, for quarter ended Dec. 31, reports sales of $11,434,918, profit of $528,900 ($1.15 on 512,390 shares), compared with $10,574,073 & $404,533 (75¢ on 465,534 shares) for same 1952 quarter.

Packard-Bell reports fourth quarter 1953 sales of $6,333,923, net income of $269,575 (39¢ on 688,000 shares), compared with $10,479,295 & $577,949 (98¢ on 588,000) same 1952 period.

Olympic Radio is merchandising its own standard and custom TV lines this year, buying custom cabinets from Shaw Television Corp., Brooklyn, among other suppliers. We erred in reporting that Olympic would handle national sales for Shaw's own TV line (Vol. 10:3).
**Network TV-Radio Billings**  
December 1953 and January-December 1953  
(For November report see Television Digest, Vol. 10:1)  

<table>
<thead>
<tr>
<th></th>
<th>December</th>
<th>January-December</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Network TV</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$10,381,879</td>
<td>$7,088,506</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$7,088,506</td>
<td>$97,466,809</td>
</tr>
<tr>
<td>CBS</td>
<td>$6,330,608</td>
<td>$96,955,730</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,151,262</td>
<td>$21,110,680</td>
</tr>
<tr>
<td>DuMont</td>
<td>$1,617,058</td>
<td>$1,211,316</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$24,883,810</td>
<td>$17,462,216</td>
</tr>
<tr>
<td><strong>Network Radio</strong></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$5,554,313</td>
<td>$5,717,800</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$3,774,638</td>
<td>$97,222,301</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,854,169</td>
<td>$28,626,174</td>
</tr>
<tr>
<td>MBS</td>
<td>$2,127,192</td>
<td>$18,000,320</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>$14,166,445</td>
<td>$16,516,407</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th><strong>Network Radio</strong></th>
<th><strong>Network Television</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>Dec. 1953</td>
<td>Dec. 1953</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>Jan.-Dec. 1953</td>
</tr>
<tr>
<td>ABC</td>
<td>CBS</td>
</tr>
<tr>
<td>CBS</td>
<td>DuMont</td>
</tr>
<tr>
<td>Total</td>
<td>Total</td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$10,642,809</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$7,063,619</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,674,622</td>
</tr>
<tr>
<td>DuMont</td>
<td>$4,375,147</td>
</tr>
<tr>
<td>Total</td>
<td>$27,106,588</td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$6,621,829</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$4,059,278</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,572,289</td>
</tr>
<tr>
<td>DuMont</td>
<td>$2,955,836</td>
</tr>
<tr>
<td>Total</td>
<td>$7,528,125</td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$5,469,169</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$3,226,987</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,571,397</td>
</tr>
<tr>
<td>DuMont</td>
<td>$2,955,836</td>
</tr>
<tr>
<td>Total</td>
<td>$7,528,125</td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$3,327,222</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$2,347,724</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,571,397</td>
</tr>
<tr>
<td>DuMont</td>
<td>$2,955,836</td>
</tr>
<tr>
<td>Total</td>
<td>$7,528,125</td>
</tr>
<tr>
<td>Dec. 1953</td>
<td>$2,674,622</td>
</tr>
<tr>
<td>Jan.-Dec. 1953</td>
<td>$4,375,147</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,674,622</td>
</tr>
<tr>
<td>DuMont</td>
<td>$4,375,147</td>
</tr>
<tr>
<td>Total</td>
<td>$7,049,769</td>
</tr>
</tbody>
</table>

**Note:** These figures do not represent actual revenues to the networks, which do not divvy their actual net dollar revenues. They are compiled by the PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks, they may be inflated by increases in ratings. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index for comparisons and trends.

**Under mandate of Congress, FCC this week issued proposal showing how it intends to raise about $3,000,000 annually from fees levied on those whom it regulates, to defray part of its $7,000,000-plus annual budget. Since proposal would treat all TV-AM-FM broadcasters equally, regardless of type or size, it's certain to bring howls from smaller broadcasters, perhaps undergo considerable modification before final adoption. Comments on the proposal—full text of which is included as Special Report herewith to all subscribers—are due April 1. Minimum for any applicant is $325 when he applies, plus $325 when he gets license, plus $325 every 3 years when he gets license renewed. If he has to get modification of power, frequency, location, antenna pattern, or hours of operation, he would have to pay additional $325 for each application for such change. Largest single charge for any activity would be $1,500—for type approval of equipment such as transmitters or monitors. Smallest would be $9—for operators and amateurs. Proposal is deliberately silent on charging for existing licenses and pending applications; Commission wants reactions first. FCC is first of govt. licensing agencies to make proposal, required by Budget Bureau.

First Mexican border station to aim for American TV audience, XELD-TV, Matamoros (Ch. 7), just across Rio Grande from Brownsville, Tex., has been authorized to move to either Guadalajara or Monterrey, reports Billboard’s Sam Chase from Mexico City. Efforts to obtain confirmation were unavailing up to our press time, but move wouldn’t be surprising because XELD-TV, owned equally by Mexican TV-radio tycoons Romulo O’Farrill Sr. and Emilio Azcarraga and directed by Monte Kieban, got first competition last Sept. from KGBT-TV, Harlingen, Tex. (Ch. 4), and shortly will get another competitor in Weslaco’s KRGV-TV (Ch. 5)—former with CBS & ABC service, latter NBC. It went on air during freeze, was reputed to be big ear. While other border allocations have been made and stations authorized by Mexican Ministry of Communications (see pp. 117 & 225, TV Factbook No. 18), only one other actually built is XETV, Tijuana (Ch. 6), serving also San Diego area, owned by George I. Rivera and Mr. Azcarraga.

Three applications for TV stations were filed this week with FCC, 4 were dismissed, leaving 322 pending (64 uhf). Week’s applications: for Great Bend, Kan., Ch. 2, by group of local business men headed by appliance dealer E. C. Wedell; for San Antonio, Ch. 12, by KMAC; for E. St. Louis, Ill., Ch. 11, by KSTM-TV, currently operating on St. Louis Ch. 36, which resubmitted application following court order staying up hearing on Ch. 11 unless FCC acts to hear KSTM-TV’s arguments. [For further details about these applications, see TV Addenda 18-D herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18 and Addenda to date.]

Memphis’ WHBQ-TV (Ch. 13), which began operating last Sept. 27 as CBS outlet, was reported sold to General Teleradio, General Tire & Rubber subsidiary, as we went to press Jan. 30. Details were unavailable, but deal is understood to involve $500,000 cash payment and $1,900,000 leasehold payments to licensee Harding College over 10 years. With the CBS-affiliated TV outlet goes radio WHBQ (5-kw day, 1-kw night on 560 kc, MBS). Harding College, located in Searcy, Ark., was represented in deal by W. O. Beaman, secy.; General Teleradio, by Wm. O’Neil, pres.; with Richard C. Crisler, broker. Outlet will be 4th TV owned by General Teleradio—others being WOR-TV, New York; WNAC-TV, Boston; KJH-TV, Los Angeles. It also holds CP for WGHT-TV, Hartford (Ch. 18), under agreement whereby Hartford Times (Gannett) is to acquire 45%. 

- **Total TV sets in U. S. went up to 26,573,000 as of Dec. 1, 1953, reports NBC research chief Hugh M. Beville Jr. This was addition of 6,534,000 since Dec. 1, 1952. In Nov., more than 600,000 were added. NBC-TV network had 137 affiliates as of Dec. 1, of which 107 were inter-
  connected, latter serving 26,057,600 sets (96.4% of total).**
FCC LIKELY TO FINALIZE 'TWO UHF' RULE: Proposed change in multiple ownership rules, to permit owners of 5 vhf stations to acquire 2 uhf (Vol. 10:4), received the overwhelming support of industry in comments filed with FCC this week. Matter of fact, some urged that uhf would benefit even more if restrictions were further relaxed.

These comments leave Sen. Johnson (D-Colo.) the sole objector, except for WSYT, Rochester, inveterate network-baiter. Sen. Johnson says he plans no further comments on proposal and stands on his original statement (Vol. 10:3). One reason for his objections was that he felt FCC had too few facts on which to make the proposal. Presumably, Commission now has more data to back action.

All networks gave proposal hearty support, CBS and NBC stating flatly that they would acquire uhf stations if the rule-making goes through. Said CBS:

"Insofar as networks are concerned, it is only natural that their economic interests should impel them at the present time to seek vhf affiliates in markets having both vhf and uhf stations. On the other hand, if a network is the licensee of a uhf station in a combination uhf and vhf market its economic interest would impel it to make its own station the network outlet in that city." CBS then went on to urge that owners of 5 vhf be permitted 5 uhf, stating that it is "eager and willing" to operate uhf outlets.

"If the Commission permits," NBC stated, "NBC will proceed to acquire, by purchase or by grant, 2 uhf stations in markets where there are presently existing vhf stations. NBC will expend every effort to make these stations successful through use of its network programs, talent, promotion, technical skill and operating know-how." This would undoubtedly be paralleled by other networks, NBC said.

ABC stated it hasn't decided whether it would seek uhf stations, but it supported proposal vigorously. "Even a handful of successful uhf stations in major competitive markets," it said, "would tend to eliminate the doubts that now surround the uhf in the minds of the public, advertisers, broadcasters and manufacturers. If such doubts could be eliminated, the vicious circle of not enough stations -- not enough listeners -- not enough all-channel receivers -- not enough programs -- not enough advertisers -- not enough stations, etc., would be broken."

DuMont said there's need for final action so that plans can be made with assurance. "Insofar as the proposed rule is intended to aid in the development of uhf stations," it said, "it is fully expected that it will have efficacy."

Storer also supported proposal, saying it would obtain uhf station "in a market where its judgment indicates uhf operation ultimately can be successful."

* * * * * Individual stations commenting were KACY, Festus-St. Louis (Ch. 14) and WENS, Pittsburgh (Ch. 15). Former suggested that single entity be permitted to own majority interest in 5 vhf or uhf stations plus minority interests in 5 uhf. WENS commented: "Even a relatively slight delay in the development of uhf tends to make its eventual development even more difficult. Conversely, any increased impetus to
uhf given at this time will snowball and produce an effect far greater than could be achieved by any encouragement given at a later date."

Virtually all supporters pointed out that: (1) Seven stations comprise far smaller fraction of total stations now than 5 did when limit of 5 was adopted. At one time, ABC and NBC together owned more than 10% of all stations. (2) Networks and other large organizations have the "programs, talent, promotion, technical skill and operating know-how." (3) Successful uhfs in big cities, regardless by whom controlled, will increase confidence in uhf generally. (4) FCC still has authority, regardless of new rule, to consider applications on case-to-case basis, refuse licenses when it feels monopoly may be fostered.

With most of the commissioners apparently in favor of letting the "big boys" give uhf a needed hypo, with even the uhf operators supporting the proposal through their UHF Assn. (Vol. 10:5), there's every indication rule will go through -- with all proponents hopeful it will be reasonably soon. As things stand now, it looks as though it will take month to 6 weeks to get subject on Commission's agenda.

As predicted in these columns (Vol. 10:3), quite a few more station sale deals are in the making -- only major one we're able to divulge yet being General Teleradio purchase of WHBQ- TV, Memphis (Ch. 13), as reported last week (Vol. 10:5). Most of big deals now cooking involve vhf outlets, but it won't be surprising if a few uhf change hands too in event the multiple ownership rule is changed. Networks may elect to buy already-established stations in major markets, and a Miami report even has George Storer dickering for uhf in that area; he will soon be deep in uhf by reason of acquiring pioneer -- and highly successful -- KPTV, Portland, Ore. as part of his $10,000,000 Empire Coil Co. package purchase (Vol. 10:2).

ONE CP ISSUED, 2 DROPPED, ZONE CHANGED: Tally of new-station grants showed net loss this week as FCC granted only one, cancelled 2 at request of grantees. Other actions included first change in allocation zone boundaries and one initial decision.

Week's sole CP was for Tulsa, Ch. 17, granted local industrialist Arthur R. Olson; it came, by coincidence, just as Tulsa's first uhf station was beginning to test (see p. 3). An initial decision favored WEAT-TV Inc. for West Palm Beach, Fla. (James Meacham, pres.) after competing WWPG had dropped out under agreement whereby WEAT-TV reimburses it for $6000 expenses.

Dropping CPs were 2 uhf holders -- KEYC, Cedar Rapids, la. (Ch. 20) and KSPJ, Alexandria, La. (Ch. 62). Since freeze, 47 CP holders have quit before building.

FCC examiner proposed denial of Ch. 9 grant to KVOG, Ogden, Utah, which failed to show up for hearing after competitor KLO dropped application.

In week's major allocation change, the Commission adopted a proposal it once rejected -- redefining Zone I boundary to include all of West Virginia in that zone, permitting closer station separation minimums in the 4700-sq. mi. tip of state formerly in Zone II. Move made possible the allocation of Ch. 6 to Bluefield, W.Va., requested by WHIS, Bluefield. This necessitated substituting Ch. 4 for 6 in Beckley and rescinding last October's allocation of Ch. 4 to Fayetteville, W.Va.

This action shouldn't precipitate flood of demands for other zone changes, Commission hopes and believes. It's considered special case, doesn't have "chain-reaction" effect on allocations. Sterling & Henrock dissented; Webster abstained.

Bowing to court order, Commission allowed KSTM-TV, St. Louis (Ch. 36) into hearing for St. Louis' Ch. 11 (Vol. 10:3), but advised it that hearing would inquire into (1) KSTM-TV's legal right to be in hearing, since it already is on the air on another channel; (2) whether it has authority to do business in E. St. Louis, Ill., where it seeks grant; (3) its financial ability to operate station on Ch. 11.

Among other actions, FCC this week: (1) Finalized substitution of Ch. 72 for Ch. 60 in Baltimore (Vol. 9:52) and permitted grantees WITH-TV to switch to the new channel to get better site without violating spacing requirements. (2) Rejected a petition by Puerto Rico Dept. of Education to reserve San Juan's Ch. 4 for non-commercial operation in lieu of Ch. 6. (3) Set March 5 for start of hearings for Fort Smith, Ark., Ch. 5; Las Vegas, Nev., Ch. 15; Lexington, Ky., Ch. 18.
SAVANNAH'S FIRST, TULSA'S UHF TESTING: First brand-new TV market to be opened up so far this year is Savannah, Ga., where WTOC-TV (Ch. 11) began test patterns this week. Also due on air shortly, possibly this week end, is WRDW-TV, Augusta, Ga. (Ch. 12), which would give that city its second vhf. Only other new starter to add to on-air list is KCEB, Tulsa, Okla. (Ch. 13) -- making just 6 new stations since Jan. 1 and exactly 362 on the air at this writing, 126 of them uhf.

Several more are in completion stages, including WNEM-TV, Bay City, Mich. (Ch. 5), reported just about ready to test. But fact is that pace of new starters, to say nothing of equipment deliveries, has slowed down considerably from recent one-a-day -- and, as noted earlier in these pages, it will be surprising indeed if as many as 200 more start this year as against the 231 of 1953. Latest starters:

KCEB, Tulsa (Ch. 23), first local competitor to Helen Alvarez's pre-freeze vhf KOTV (Ch. 6), began oft-delayed tests of RCA transmitter Jan. 28, has not yet announced commercial debut date. Owned by oil millionaire Elfred Beck, it's housed in magnificent new building of own, one of the industry's showplaces, located on 120-acre tract embracing crest of nearby 1400-ft. Lookout Mt. N. Ray Kelly, ex-NBC executive, is gen. mgr., returning to his hometown to take charge; John Howley, commercial mgr.; Richard Pickard, chief engineer. Base rate is $200. Rep is Bolling.

WTOC-TV, Savannah (Ch. 11) began test patterns Feb. 2, is slated for Feb. 14 commercial debut with CBS affiliation. It opens up new market, nearest other service being Ch. 5 in Charleston, S.C., just 83 mi. up the coast. Station uses 5-kw GE transmitter with 430-ft. Ideco tower, is controlled and managed by Wm. T. Knight Jr., veteran broadcaster, with Ben B. Williams, commercial mgr.; Dwight J. Bruce, program mgr.; Kyle E. Goodman, chief engineer. Base rate is $200. Rep is Katz.

FCC CLICKS WELL IN GETTING TV STARTED: Something of a milestone was passed Feb. 1 when FCC sent "McFarland letters" to the last of the competitive applications filed since post-freeze processing of applications began July 1, 1952. Significance of this is that it has processed -- i.e., granted, dismissed, heard or started toward hearing -- 1200 applications since end of freeze.

Results of this processing are impressive: 527 grants, of which 254 went on the air to add to the 108 pre-freeze stations. As of today, only 320 applications are pending, almost all of which are tied up competitively. Incidentally, U.S. still has about 750 stations in prospect -- counting those on air, CPs, channels sought.

Only shadow on Commission's exemplary performance in getting TV going, once freeze was lifted, is the paucity of final decisions in strongly contested cases. Commission realizes this, intends to do something about it.

Much credit for this record belongs to chairman Rosel H. Hyde, career man who succeeded to chairmanship last April under one-year appointment. Though his tenure as a Republican commissioner doesn't expire until 1959, the appointment as chairman was for one year only, or until April 18. But he's being strongly supported for continuance as chairman despite Eisenhower Administration's apparent predilection for rotating chairmanships at the independent agencies. Two of the other 3 Republican members, Doerfer & Lee, are relatively new at their jobs, while the veteran engineer Comr. George Sterling has never evinced any particular desire for the chairmanship.

Hyde has been importuned incessantly to wander off into labyrinths of other projects, but he has doggedly insisted that the Commission's first order of business is to get TV stations granted and built. Thus Commission has been tough, almost ruthless, in cutting red tape and changing procedures in its objective of getting stations built -- but it has brought TV to people who should have had it 6 years ago.

Where Commission is admittedly weak is in finalizing decisions. Decision-writing arm, the Office of Opinions & Review, has always been understaffed. Several of its ablest lawyers have resigned to enter private practice, and Commission has yet to assign to it additional experienced personnel. However, now that basic processing is done, the matter is getting more attention.

So far FCC has rendered only 2 true final decisions -- i.e., those fought out in hearing to the end. They were the Ch. 7 case in Denver & Ch. 2 in Portland, Ore.
Vancouver, Wash. All other so-called final decisions came after competition dropped out, leaving no tough job in choosing winner. About a half-dozen initial decisions await Commission action -- and some have been dangling for months.

There are always some political blandishments, of course, but as far as we can tell they're not particularly effective. For one thing, hearing examiners can't be fired by Commission and they generally try to be judicial -- though a few really aren't very bright. For another thing, there are 7 commissioners, all fairly independent, and it's a mighty tough job to "influence" a majority consistently.

Commission gets agitated when a Senator pops off, especially if he's on the powerful Interstate Commerce Committee. Occasionally, it's evident that a commissioner is doing some Senator's bidding, but he seldom manages to swing a majority against its best judgment. When constituents complain or seek favors, Senators and Congressmen are usually relieved to pass the buck to FCC. However, several Congressmen are chronic pressurers and they give FCC a lot of headaches.

**Personal Notes:** Richard P. Doherty, NARTR v.p. in charge of employee-employer relations and one of the TV-radio industry's foremost economic authorities, resigns March 1 to form own management consultant firm in Washington: his aide Charles H. Tower will carry on temporarily ... J. Roger Wollenberg, FCC asst. gen. counsel in charge of litigation, resigned as of Feb. 5 to join law firm of Haley, Doty & Schellenberg ... Earl Pettis, in charge of production & business affairs for NBC-TV network programs div., elected v.p. ... David C. Adams, NBC administrative v.p., seriously ill in Grasslands Hospital, Valhalla, N.Y. ... Blayne Butcher, veteran N. Y. agency executive, named gen. mgr. of WITV, Ft. Lauderdale, Fla. ... Seymour M. Chase, ex-FCC law staff, and Edwin S. Niel, ex-clerk to chief judge of municipal court of District of Columbia, join law firm of Segal, Smith & Hennessey ... C. R. Dods- worth, Jr. promoted to sales director of WLWD, Dayton, succeeding Wm. J. Williamson, resigned ... Wm. T. Lane, ex-gen. mgr. of WLTW, Atlanta (now WNW), onetime gen. mgr. of WAGE, Syracuse, has opened Wm. T. Lane Co., adv. & public relations, Wilson Bldg., Syracuse ... Herbert W. Holber, ex-CBS-TV, son of Atherton W. Holber, exec. chairman of Benton & Bowles, named gen. sales mgr. of Teleprompter ... Art Sprinkle, ex-KPHO-TV, Phoenix, now asst. gen. mgr., KULA, Honolulu, and upcoming KULA-TV (Ch. 4), due on air in March ... John J. Dunn appointed asst. to CPC program organizer; he's replaced as chief producer of CBOT, Ottawa, by Bruce McPherson, ex-CBTL, Toronto ... Paul E. Peltason, treas. & major stockholder, named pres-gen. mgr. of WTVI, St. Louis-Belleville, Ill., replacing Bernard T. Wilson, resigned ... Ray A. Furr, ex-asst. to pres., elected v.p. and director of program development of WABT & WAPI, Birmingham; Maury Farrell named special events director ... Karel Pearson promoted to radio program mgr. of NBC western div., replacing Harry Bubeck, resigned ... Harry Folts resigns as gen. mgr. of WINS, New York, recently sold by Crosley to J. Elroy McCaw interests (Vol. 10:5); McCaw is temporarily in charge ... George L. Grieshauer, ex-Paul H. Raymer Co. & WMAL-TV, Washington, named sales mgr. of WGTG, Washington, succeeding Neil J. Edwards, now WMAL-TV gen. sales mgr ... Walter Dennis, ex-commercial mgr., named gen. mgr. of WLBV-TV, Lansing, Mich.; Walter Braeger, ex-promotion & merchandising mgr., named production director; Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, director of technical operations ... Steve Pozgay, ex-gen. mgr. of WNAM-TV, Neenah, Wis., appointed gen. mgr. of WTVQ, Decatur, Ill., succeeding Harold Cowgill ... Herman Liveright, onetime ABC-TV, promoted to executive producer-director, WDSU-TV, New Orleans ... Ned R. Brooke, ex-film director, named production mgr., Micky Roth appointed asst. production mgr. of WSAZ-TV, Huntington, W. Va.; Bert Shimp named director of educational programs ... Edwin J. Lasko, ex-WBKZ-TV, Battle Creek, named program mgr. of WSJV, Elkhart, Ind. (Ch. 52), due late this month: Lester W. Zellmer is chief engineer, and Donald R. McFall, WTRC (AM) mgr., also will be WSJV administrative mgr. ... Chester T. Behrman, ex-program director, promoted to operations director of WEHT, Henderson, Ky.-Evansville, Ind., replacing Don F. Moloney, now v.p. of new WTSK-TV, Knoxville ... Raymond Brown Jr., ex-WBBA-TV, York, Pa., appointed sales mgr. of upcoming WTRI, Schenectady (Ch. 35) ... Robt. Gardner promoted from commercial mgr. to gen. mgr. of KLAS-TV, Las Vegas, Nev., succeeding Fred Stoye, who has sold his minority interest ... J. Allen Mitchell, ex-Benton & Bowles, named group head of TV copy, Wm. H. Weintraub & Co. ... Cope Collins promoted to MBS mgr. of public relations. ... Rodney Chipp, DuMont Network engineering chief, leaving Feb. 18 with Mrs. Chipp on 5-week business trip to South America ... J. Wm. Quinn, program supervisor of WBTI, Charlotte, named managing director of upstairs WPBV, Florence, S. C. (Ch. 8), due on air next summer and also owned by Jefferson Standard Bestg. Co.; Melvin Purvis, Florence attorney and ex-FBI agent, will be station mgr. and Robt. Kierson, ex-WBT, program director ... Edward P. Wegener resigns as program director of WOL-TV, Ames, la., for same post at upcoming educational WQED, Pitts- burg ... Melvin A. Goldberg resigns as exec. director, Ultra High Frequency TV Assn.

Mary Jane Morris is new FCC secretary, succeeding Democrat Thomas Slowie who resigned in Dec. A vigorous party worker with many powerful Republican friends, Miss Morris started career in 1943 with New York law firm of Willkie, Owen, Otis, Farr & Gallagher, went to work for Republican National Committee in 1944, later joined Washington law firm of Hogan & Hartson, and in 1948 moved to FCC general counsel's office where she has been ever since. She's 33, native of Midland, Mich., starts new job Feb. 8 at $10,000 a year. After 1952 Republican victory, she was ardent candidate for commissionship.

Ted R. Gamble, ex-ass't. to Secy. of Treasury in charge of war bond drive, who disposed of theatrical interests to go into TV-radio and who is part owner of KLZ-TV & KLZ, Denver, and KOIN-TV & KONI, Portland, Ore., elected a director of Transamerica Corp. He has been a director of its largest subsidiary, First National Bank of Portland.

Henry Souvaine, 59, musician, composer and radio producer, who was in charge of Metropolitan Opera broadcasts, died Jan. 27 in New York.
**Station Accounts:** More pre-Lenten TV-radio campaigns include saltation promotion by combined California Cling Peach Advisory Board, American Dairy Assn. &Ralston Purina (Ry-Krisp), whose respective agencies are BBBDO, Campbell-Mithun & Gardner Adv.; also Comet Rice Mills, thru Tracy-Locke Co., Dallas. Combination popcorn premium promotion of American Popcorn Co. and Kraft (Jolly Time popcorn unit) has been started in newspapers in 221 cities, plus TV-radio; respective agencies are Buchanan-Thomas and Needham, Louis & Broby... Waffles-syrup will be promoted in combined campaign via TV-radio in Feb.-March campaign by Waffle Corp. of America (Frozen Downyflake Waffles), thru J. M. Korn & Co., Philadelphia, with General Foods (Log Cabin Syrup), thru Benton & Bowles... Toy Guidance Council plans 13-half-hour shows in more than 40 markets, up to Xmas; Ralph Danziger, ex-Norman D. Waters Adv., appointed adv. director for account, to be placed thru Friend, Reiss, McGlone Inc., N. Y.; Chesterfield sponsoring Giants home games on WPIX for 7th year, Ballantine sponsoring Yankees except for 3rd & 7th innings, when White Owl is sponsor; respective agencies are Cunningham & Walsh, J. Walter Thompson, Young & Rubicam... Schaefer Beer & Lucky Strike again to co-sponsor all Brooklyn Dodger home games on WOR-TV, Andre Baruch succeeding Red Barber as commentator... National Brewing Co. to sponsor Baltimore Orioles' and Washington Senators' games on WAAM, Baltimore, thru Kenyon & Eckhardt, New York... Among other advertisers reported using or preparing to use TV: Globe Pharmaceutical Corp., San Francisco (Restall capsules), thru Jim Diamond Adv., San Francisco; MacArthur Products Inc., Indian Orchard, Mass. (Portable Porter strap-on luggage wheels), thru Fred Gardner Co., N. Y.; Roma Wine Co. (Roma wine in dripless bottle), thru Foote, Cone & Belding, San Francisco; Gorham Co., Providence, R. I. (sterling & plated silverware), thru Kenyon & Eckhardt, N. Y.; Coty Inc. (cosmetics), thru Franklin Bruck Adv. Corp., N. Y.; Meridian Co., Beverly Hills, Cal. (unfinished hardwood furniture), thru Beaumont & Hohman, Los Angeles; Colter Corp. (Jekyll Island shrimp), thru Geyer Adv., N. Y.; Economics Labs., Minneapolis (Solax cleanser), thru Scheideler, Beck & Werner, N. Y.; Morrison Milling Co., Fort Worth (Little Lu Lu corn meal), thru Jack T. Holmes & Assoc., Fort Worth; International Harvester Co. (IH refrigeration products), thru Leo Burnett Co., N. Y.; Alum-inum Import Corp. (aluminum in primary & fabricated forms, bauxite, chemicals), thru J. Walter Thompson Co., N. Y.; Safeco Insurance Co. of America, Seattle (auto insurance), thru MacWilkins, Cole & Weber; M & R Mfg. Co., Pontiac, Mich. (Sno-Bol bathroom cleaner), thru Ewell & Thurbur, Chicago; National Carbon Co. (Eveready batteries), thru Wm. Esty, N. Y.; Eberhard Faber Pencil Co. (Paint with Pencil sets), thru Hicks & Greist, N. Y.; Better Living TV Enterprises Inc., N. Y. (household aids), thru Wolf, Dorleg & Wolf, N. Y.; St. Mary's Packing Co., Sidney, O. (Duncan Hines macaroni products), thru Ralph W. Jones Co., Cincinnati; H. Daroff & Son Inc., Philadelphia (Botany "500" Clothes), thru Alfred J. Silberstein-Bert Goldsmith, N. Y.

**Network Accounts:** Program plum of the fall season, new weekly 30-min. show produced and emceed by Richard Rodgers & Oscar Hammerstein, is being readied by NBC-TV, reports Feb. 6 Billboard—but network won't confirm or deny. Program would be original dramatizations of songs written by Rodgers & Hammerstein and others. Also from authoritative sources, but unconfirmed by NBC-TV, is that Show of Shows (Sat. 9-10:30 p.m.) will go off air in fall because of high costs, with co-stars Sid Caesar and Imogene Coca each going into own new half-hour shows... No sponsors announced yet, but NBC-TV this week appointed Arlene Francis as editor-in-chief of its much-publicized Home show starting March 1, Mon.-thru-Fri. 11 a.m.-noon; assisting will be several home economics experts... GE, for sets & tubes, buys 21 partic. on Dave Garroway's 7-9 a.m. Today on NBC-TV thru Maxon Inc.; Mutual Benefit Health & Accident Assn. of Omaha 39 partic. thru Bozell & Jacobs Inc., Omaha; Bissell Carpet Sweeper Co. 11 partic. thru N. W. Ayer & Son; C. F. Church Co. (wall tile) 4 partic. thru Wm. B. Remington Inc., Springfield, Mass.; Brown & Haley Candy Co., Tacoma, Wash., 1 partic. thru Honig-Cooper Co., Seattle... Economics Laboratory Inc. (Solax compound) buys Tue. 2:15-2:30 portion of Garry Moore Show on CBS-TV starting March 11 thru Scheidelber, Beck & Werner... Philip Morris drops Philip Morris Playhouse, will substitute filmed Public Defender on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Blow... Bishop Sheen's Life Is Worth Living, sponsored by Admiral on DuMont Tue. 8-8:30 p.m., now on 169 stations.

Hollywood's Academy Awards will be televised again this year, sponsored by Oldsmobile div. General Motors, which is paying total of $275,000 for NBC simulcast March 25 on some 75 TV and 200 radio stations. Of this amount, $115,000 will go to Academy of Motion Picture Arts & Sciences which presents awards. Agency is D. P. Brother & Co., Detroit.


**Giveaway Shows** were front-page news this week as action flared on 2 legal fronts aimed at blocking at least part of the big payoff.

Some observers felt that U. S. Supreme Court justices' critical questioning of FCC asst. gen. counsel J. Roger Wollenberg's case against giveaways, argued Feb. 1, was a dead giveaway that they would uphold lower court ruling which threw out Commission's ban against certain types of something-for-nothing TV-radio shows—adopted nearly 5 years ago (Vol. 5:34-39; 9/8). Wollenberg told highest court all programs based principally on chance are lotteries, that shows in which people are called on telephone at home represent "worst type of lottery lure," but FCC has no objection to shows where studio audience gets prizes.

Attorneys Alfred McCormack for ABC, Paul W. Williams for NBC and Max Freund for CBS argued that giveaways don't come under legal definition of a lottery.

New York City this week cracked down on another type of giveaway show, when Welfare Commissioner McCarthy ruled Colgate-Palmolive's daily Strike It Rich (CBS-TV, NBC-AM) solicited funds for allegedly needy persons and therefore requires city license. He said—and newspapers played story up big—that at least 55 families have landed on city relief rolls after coming from all over country seeking show's "easy money." But producer Walter Framer denied show solicits funds, said all contributions were voluntary—and show continued as scheduled. Actually, Framer will be notified officially Mon., Feb. 8, and if he refuses to apply for license, city could take matter to court.

Call them lotteries, charity, contests of skill, or just plain entertainment—nevertheless, TV-radio giveaways are big business. One of the larger giveaway agencies, Richard S. Robbins Co., 163 Bleecker St., New York, said this week that it had arranged giveaways for merchandise worth more than $2,000,000 last year via 12 network and 400 local TV & radio shows it services. Merchandise is contributed free by manufacturers in exchange for on-air plugs—and show packagers, networks or stations pay the giveaway agency.
ULUTH-SUPERIOR area's 2 new vhf stations apparently are racing to get on air, with WDSM-TV (Ch. 6) reporting this week that it expects to begin testing with 5-kw GE transmitter by Feb. 20, using 90-ft. tower, and to go commercial March 1. When weather permits, construction will begin on 500-ft. tower to be topped by GE 5-bay superturnstile. It will be CBS outlet, represented by Free & Peters. KDAL-TV (Ch. 3), which got 5-kw RCA transmitter in Dec. and which will be NBC outlet, has reported March tests (Vol. 10:2). Its rep is Avery-Knodel. Stations will bring first vhf competition to WFTV (Ch. 38), on the air since last May.

Only new-station shipment reported this week was 5-kw RCA transmitter which went out Feb. 3 to WMFD-TV, Wilmington, N. C. (Ch. 6), due on air around March 1. DuMont reported 25-kw amplifier shipped Feb. 1 to WJBF-TV, Augusta, Ga. (Ch. 6) which has been operating since Sept.

GE reported new order, due for shipment by end of month, for 12-kw transmitter and associated equipment for WGTH-TV, Hartford (Ch. 18), granted to subsidiary of General Tire General Teleradio, with Hartford Times holding option to acquire 45%. GE also reported 12-kw amplifier ordered by KCCC-TV, Sacramento (Ch. 40) to hike power of present 1-kw RCA. GE also noted that its 5-kw at CKOC-TV, Kitchener, Ont. (Ch. 13) was still in test for preparation for Feb. 20 commercial debut.

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

KSAN-TV, San Francisco (Ch. 32), has 1-kw GE transmitter, plans Feb. 15 tests, goes commercial April 6, according to owner Rev. S. H. Patterson who also owns radio KSAN and radio KJAY, Toppeka, Kan. Roger Skelton, ex-KPIX, is asst. mgr.; Ralph Sacks, sales mgr. Hour rate will be $500. Rep not yet chosen.

WHA-TV, Madison, Wis. (Ch. 21, educational) has its 1-kw RCA transmitter, but awaits delivery of Workshop Associates antenna, now has tentative mid-March target, reports exec. director H. B. McCarty.

PROBLEMS OF UHF stations may eventually come under Congressional scrutiny. Some lawmakers say they've received quite a few requests for investigations or legislation to "protect" uhf operators in vhf areas.

Sen. Johnson (D-Colo.) this week shot letter to FCC Chairman Hyde in effect asking Commission to justify recent grant of STA to WORD-TV, Spartanburg, S. C., to move antenna site to Paris Mt., 23 mi. from Greenville and 25 mi. from Spartanburg (Vol. 10:4). Said the Senator: "It is my understanding, that if that be done, 2 uhf stations already operating and 2 uhf stations which have been granted permits but are not yet on the air, may be forced to abandon operation. [FCC] should not put on technical 'blinders' and overlook the adverse effect this temporary authorization will have on the current and proposed uhf operations in the Anderson, Greenville, Spartanburg and Greenwood area."

Indicative of the pressures now being put on lawmakers, is this excerpt from letter to us by AM operator who recently gave up uhf CP because he couldn't get network affiliation: "I think personally the ultimate answer is a Congressional directive to the FCC clearly authorizing that body to regulate network affiliation arrangements and rates, and it can all be done simply by just requiring that in multi-station towns no station, vhf or uhf, can affiliate with more than one or two networks. I have written to our Congressmen and Senators to urge their consideration of such legislation...."

"TV Troubles: UHF Stations Flounder in Sea of Hardships," reads headline in Feb. 4 Wall Street Journal. Long article describes some of uhf's problems in "mixed" cities, quotes v.p. Harry Tenenbaum of WTVI, Belleville-St. Louis (Ch. 54) as saying that his station is now operating in the black. Local programming is big aid to conversion, Journal quotes Stewart Spencer, director of WCOS-TV, Columbia, S. C. (Ch. 25): "We televised as talent, under one guise or another, 1500-2000 Columbians during our first 6 months on the air."

Uhf distress stories tend to detract from fact that large number of uhf stations are operating successfully. One such operation is described in forthcoming issue of RCA's Broadcast News. Under title "Uhf Success Story," it details how Tom Gibbens' WAFB-TV, Baton Rouge, La. (Ch. 28) was operating in black after less than 30 days on air, gives impressive list of local and network programs, lists station's 101 spot accounts, contains pictures and diagrams of studio layout, personnel, equipment, etc.

RCA will give technical details of new 12.5-kw uhf transmitter (Vol. 10:4) and other telecasting equipment, as well as status report on color gear, at seminar for consulting engineers Feb. 11 in Washington's Statler Hotel.
Color Trends & Briefs:  An ingenious 24-year-old engineer without formal engineering education wanted to watch color, couldn't get or afford a tri-color tube, so he built himself a converter which he believes can be marketed for $50-$100. Conceivably, it could achieve a brief flurry of sales before regular color sets are plentiful and less costly.

Device employs old field-sequential rotating disc, and principle is simple. Whether public will buy it, is anyone's guess. Colors are quite faithful, but brightness is extremely low and flicker is very bad even at low brightness —yet it's a color picture.

Developer is Robert P. Benjamin, employe of Airtronics Research Inc., 5522 Dorsey Lane, Bethesda, Md. Company is engaged primarily in development of classified electronic ordnance equipment.

Converter is what FCC Comr. George E. Sterling hinted at in recent Boston speech (Vol. 10:5). Young Benjamin was high school classmate of one of Sterling's daughters, is married, has two children.

We observed converter in operation during Feb. 4 Howdy Doody program when it was used with old 15-in. DuMont set. We can vouch for fidelity of colors because we had watched Howdy Doody the 3 previous days on RCA tri-color tube set.

But the flicker-brightness problem is serious, and company officials recognize it—though they feel it can be minimized sufficiently to produce a marketable device. Pres. J. E. Butler and chief engineer Wm. Whelan, with refreshing candor, state that they regard converter solely as an interim device until industry picks up speed in producing conventional color sets.

Here's how converter works: A disc about 30-in. in diameter, with 6 color segments, is rotated at 600rpm in front of black-&-white tube. Incoming color signal is decoded into its 3 colors. The 3 color signals are then keyed so that only red is fed to picture tube when red segment of disc is in front of tube; process is repeated for other 2 colors. Only 60 fields per second are produced. This gives the high flicker rate, also produces considerable breakup—both much more serious than in CBS's old 144-field system.

Airtronics principals claim that increasing number of segments in disc and judicious balancing of green can improve flicker-brightness performance.

Device is not new. CBS's Dr. Peter Goldmark, developer of the field sequential system, tells us he's had one for about 6 months, finds it a valuable tool for checking performance of "Chromacorder" camera equipment because it has no possibility of misregistration.

"We call it our 'flickerscope,'" Dr. Goldmark said, "and I'm afraid that flicker would kill it as a device for the market." He said he's wondered whether amateurs and hobbyists would pick up idea.

RCA Labs' George Brown says his engineers have had some fun with same thing, building one quite some time ago. He said they made one in a few minutes, didn't have motor for it at first, so they drove disc by directing compressed air at periphery. He speculates that there may be some market for device as a novelty.

Hazeltine research v.p. Arthur Loughren also says he believes the flicker problem inescapable. As for market-ability, he thought it conceivable someone might try to make a quick killing on it. He also recalled 1940-50 talk of cheap conversion to field-sequential color which disappeared as engineers really got down to figuring costs. This makes him wonder whether the $50-$100 estimate is realistic.

Airtronics officials believe 16-in. is largest practical picture with disc. Sets with larger tubes could be converted by reducing size of raster. Circuitry with disc doesn't look very complicated; Benjamin says present 10 tubes can be reduced to 5. It's estimated 1/50th horse-power motor would be adequate. Set to be converted must be able to pass 3.6-me subcarrier. Many sets don't, but Benjamin believes most can be adjusted to do so. Breadboard setup was quite crude, with components exposed, old riveted disc, big clumsy electric fan motor, etc.

Pres. Butler says his patent attorney has made search, finding no previous record of technique. Industry experts are dubious that outfit can claim originality. They also believe that market for device would probably vanish before patent is issued, even if technique is unique.

Butler says next step awaits industry reaction. Company is small (200 employees), so that he doesn't contemplate manufacture himself, would prefer licensing or having others make converters for him. Converter is to be demonstrated at N. Y. IRE convention next month.

Young Benjamin, himself is, one of most interesting aspects of whole affair. A slight, modest fellow, he's almost entirely self-taught, is a whiz at such things as calculus. He built monochrome set in 1946 when commercial receivers were unavailable. He converted it to CBS color by changing circuits and holding motor-&-disc in front of tube. He has never seen a picture on tri-color tube. He became a ham, made contacts all over the world in matter of weeks. He's learned how to fly, Comr. Sterling, also self-taught, says he's "mighty fond of the boy."

Emerging from White House, where he presented NBC pres. Sylvester (Pat) Weaver and exec. v.p. Robert Sarnoff to President Eisenhower Feb. 6, RCA chairman David Sarnoff told newsmen they discussed color TV and the new atomic battery, among other things, with the President.

CBS-Columbia's first color seminar of a series for distributor personnel will be conducted Feb. 8-12 at Long Island plant.

communications subcommittee of Senate Commerce Committee, named Feb. 5, is headed by Sen. Potter (R-Mich.) with Schoeppel (R-Kan.), Griswold (R-Neb.), Hunt (D-Wyo.) and Pastore (D-R.I.). Subcommittee or full Committee is expected to hold hearings on FCC's requested legislation to amend "protest" section of Communications Act so that filing protest doesn't automatically halt effectiveness of CP (Vol. 10:5). Measure (S-2853) was introduced by Committee Chairman Bricker (R-O.). Some Senators feel it would effectively nullify entire McFarland Act provision on protests.

Nationwide series of clinics on color set installation and maintenance, conducted by RCA for TV servicemen, will begin Feb. 15 with 2-day seminars to be held simultaneously in 15 cities. They will be held in other major cities later. Cities with seminars Feb. 15-16: New York, New Haven, Newark, Philadelphia, Pittsburgh, Washington, Cleveland, Cincinnati, Detroit, Chicago, St. Louis, Des Moines, Denver, San Francisco, Los Angeles.

CBS-Hytron closed one plant in Newburyport, Mass. this week to convert it to production of Colortron tubes. Pres. Charles F. Stromeyer said about 250 workers were furloughed, but all will be rehired when plant is reopened in about a month.

End of a color era came this week with dissolution of National Television System Committee (NTSC) formed by RETMA at height of color controversy to get industry agreement on compatible standards acceptable to FCC.

Monthly color production figures will be released by RETMA as soon as current plans for reporting data are arranged with all manufacturers. No date has been set for first report.
HIGHER-PRICED SETS ARE SELLING, TOO: In an industry spotlighting the cheaper models, is there a place in today's TV market for custom-type lines which feature quality styling and special engineering at correspondingly higher cost?

We put that question this week to several so-called middle-bracket set makers who haven't and apparently can't go along with bigger companies in bringing prices down as low as $160 for 17-in. and $200 for 21-in. Answers were quite affirmative. We found all quite pleased with current market, very optimistic about future sales -- consequently none was disposed to get into a cat-and-dog fight with those better equipped to produce lowest-priced sets.

Stromberg-Carlson's lowest sets are a 21-in. table at $230 & 21-in. console at $350. Said TV-radio gen. mgr. C.J. Hunt: "We think there'll always be a market for quality sets. The public will always be price-conscious but there will always be a certain segment which will be interested more in quality than in price. Right now, it's a tough competitive market but we have no reason to believe people have gone completely nuts over low-priced sets.

"Our January sales this year were 30% over last year. As for production, we are operating in the first quarter only 6% below the first quarter of 1953. We had planned it that way and our business so far has led me to believe we hit it right on the button. Full-door consoles are still selling in limited quantities. Our inventory position on all sets is good now and I believe it'll stay that way."

Magnavox's pres. Frank Freimann stressed impracticability of trying to get down as low as leaders. "Every manufacturer must recognize his own niche," he said. "We've built a reputation for quality and we intend to maintain it. We try to keep our sets within reach of the average consumer but we're not sacrificing quality."

DuMont's Dan Halpin, with a 17-in. table leader at $200, said wood quality was all-important. He said DuMont won't make sets in plastic or metal just to bring down the price. Compare wood for wood and DuMont is competitive with leaders, he said, citing DuMont 21-in. walnut table at $260 as against one leader's $270.

"We think there's a market under $300, not just under $200," he said. "We find that new markets are especially strong for sets selling between $250 and $300. How long it will last is anybody's guess, but I believe any manufacturer will do all right as long as he adjusts his production and inventory with a common sense recognition of the laws of supply and demand. We've instituted a planning program which keeps much closer tabs on our inventories and those of the distributors and dealers and we're constantly revising it to make sure it's up-to-date."

Spokesman for Raytheon, whose prices are not quite as low as majors but considerably under Stromberg-Carlson and Magnavox down the line, said it was "reasonable to assume we can sell TV sets without dumping them at rock-bottom prices." He said Raytheon was "getting about as much of the current market as we anticipated."

That was gist of respondents who believe they can continue to sell higher-priced sets. But contrary view was taken by one set maker, who asked us not to identify him. His comment: "The TV market has definitely shifted to the middle and low-priced brackets, and we are in that category to stay. We have priced our sets competitively with the industry leaders and we expect to keep pace with them pricewise in the next 6 months. At least we're going to try."

* * * *

TV business by and large continues to rebound nicely from slow Jan. start, though regional differences continue to exist, of course. Augmenting our findings (Vol. 10:5), RETMA spokesman this week said reports from all levels of trade indicated business "as good as, if not better than, a year ago." Trade entered Feb. with about 1,700,000 sets in all pipelines, reduction of about 150,000 since first of year, down from 2,300,000 peak last October.
Another indication of pickup was Crosley's recall of some 300 workers laid off last year at Cincinnati TV plant, with almost 500 workers due to be recalled by mid-Feb. to meet increased production schedules. Leonard F. Cramer, v.p.-gen. mgr., said current output rate is 12% over first quarter year ago and 18% over the final quarter of 1953. Philco spokesman indicated that many of the 700 workers furloughed recently (Vol. 10:5) may be recalled shortly.

But GE was one company having TV troubles. It cited impact of color publicity on trade as one reason why 2150 workers at Syracuse & Auburn, N.Y. were laid off for this week only. Another factor was retooling for new models.

* * *

TV production totaled 110,156 week ended Jan. 29, compared to 111,188 the preceding week and 95,915 week ended Jan. 15. It brought Jan. production to about 420,000, compared to 719,234 Jan. 1953. Radio output totaled 202,837 Jan. 29 week, compared to 215,976 Jan. 22 and 221,372 week before, bringing Jan. production to approximately 863,000 vs. 1,093,142 year ago.

Trade Personals: Dr. Peter C. Goldmark, prime developer of CBS field-sequential color system and long-playing "microgroove" records, promoted from v.p. to pres. of CBS Laboratories... W. F. Hoeppner promoted from Capehart-Parnsworth controller to asst. to pres. Fred D. Wilson; treas. Paul H. Hartmann takes on Hoeppner's duties. Jack Krieger resigns as exec. v.p. of Starrett, his duties assumed by office mgr. Wm. Jacobson... Albert Lederman promoted to head new mechanized circuits dept. of Sylvania parts div., Long Island, N.Y. ... Robert W. Conner promoted to mgr. of new installation & customer service section of RCA broadcasting div., taking over field installation, service & warranty problems formerly handled by broadcast operations section. ... Henry A. Browe, ex-Admiral, named Sylvania Chicago district sales mgr., replacing Tom Ryan, now mid-west region mgr. ... Bert Rice, ex-CBS-Columbia Distributors, N.Y., named mid-Atlantic district mgr. for parent company; A. Phil Stone, ex-Philco, named district mgr. of Denver ... Richard W. Strauss promoted to controller of Stewart-Warner Electric; Roy E. Duvall named asst. controller ... Varley P. Young has resigned as Aveco director of public relations, Cincinnati. ... Robert Tauber promoted to chief of Kaye-Halbert electronics section, succeeding Fred Miller, resigned ... Joseph Resnick, 29-year-old Channel Master chairman, subject of 4-page article in Feb. Popular Science Monthly, crediting him with building $12,000,000 antenna business in 6 years ... John B. Schuman promoted to adv. director of Borg-Warner's Norge div., replacing David Kutner, who becomes Motorola adv. director March 1, succeeding Ellis Redden, resigned ... Merle Cain, ex-Hallcrafters, joins V-M Corp., Benton Harbor, Mich., as distributor sales mgr. ... Wm. A. Ready, ex-pres. of National Co., elected to board of Browning Labs ... J. A. Zuvich, ex-National Electronic Research Corp., named sales mgr. of Reon Tube Corp., Yonkers, N.Y. ... Robert A. Hoagland named sales mgr. of new Aerovox-New Bedford div. ... M. Robert Wilson, ex-Hallcrafters sales v.p., joins C. Robt. Steltenkamp, ex-pres. of Chicago Sales Engineering Co., to form Steltenkamp, Wilson & Assoc., management consultants, 1 No. LaGrange Rd., LaGrange, Ill. ... Harold O. Wood, since 1951 in charge of Philco TV receiver design, appointed chief engineer of TV div.; Wilson P. Boothroyd promoted to chief engineer of Philco advance development lab. ... W. C. Lederer promoted to Bendix sales promotion mgr., working with Herman S. Sacks, adv. mgr. ... Capt. John N. Boland, USN ret., appointed Raytheon Washington mgr.

Distributor Notes: Emerson sets up factory branch to replace Emerson-New York Inc. in move which pres. Benjamin Abrams says will result in more economical operation in highly competitive N.Y. market. Emerson-New York was owned by members of Abrams family (Lou Abrams, pres.) and they will be transferred to key positions in factory branch, which will be known as N.Y. div. of Jefferson-Travis Inc. Latter is Emerson cabinet manufacturing subsidiary. Emerson also acquired 50% interest in Emerson-New England, Boston, remainder held by pres. Morris Rosenfeld... Admiral establishes factory branch at 2205 McKinley Ave., Houston, managed by Michael J. Nicolin, ex-gen. mgr. of San Diego branch ... Pacific Mercury establishes factory branch for San Francisco & Fresno, replacing N. C. Teakle Co. ... Bendix Radio appoints Standard Electric Supply Co., Milwaukee (Leonard H. Siegel, v.p.) ... Sentinel appoints James Kerwin Co., ex-Raytheon Los Angeles outlet, replacing Sentinel factory branch ... DuMont appoints Charles H. Coombe, ex-Motorola eastern regional sales mgr., as gen. mgr. of factory branches in Miami, Tampa & Jacksonville; G. M. Nutter Inc., Cleveland (DuMont) elects H. F. Klova, ex-asst. mgr., as pres., succeeding late founder G. M. Nutter... Canadian Admiral appoints Edwin Whittaker supervisor of distributor branches in Toronto, Windsor, Montreal, Vancouver, London & Sudbury ... Olympic Radio names Jack Haizen, Chicago factory branch mgr., as pres. of subsidiary Olympic Appliances Inc., N.Y.; Morton Schwartz named pres. of Olympic of Chicago Inc. ... Covington Distributing Co., Houston (Hoffman Radio) appoints Charles S. Ely v.p.-gen. mgr. ... Robert L. Rice Co., Portland, Ore. (Crosley-Bendix) appoints Ralph Sachs TV-radio sales mgr. ... Emerson-New Jersey Inc. promotes Murray Golden from gen. mgr. to v.p. ... Ray Thomas Co., Los Angeles (CBS-Columbia) appoints John Lyons TV sales mgr., replacing Wm. Tiner, now field sales mgr. ... Leo J. Meyberg Co., San Francisco (RCA Victor) announces resignation of gen. mgr. Richard Sanford, who becomes merchandise mgr. of Hale's, northern California dept. store chain.

Shakeup at CBS-Hytron boosted Charles F. Stromeyer to presidency this week after only 2 weeks as exec. v.p. He succeeds Bruce A. Coffin, founder & pres. of company since formation in 1921 as Hytron Radio & Electronics Corp. At same time, retirement of Lloyd Coffin as treas. was also announced. The brothers Coffin will retain their membership on board and stockholdings in parent CBS, in which Lloyd holds 10,090 shares of Class A common & 16,000 B, Bruce 10,880 Class A & 17,600 B. They obtained their stock in 1951 with acquisition of Hytron by CBS.
Topics & Trends of TV Trade: Curious parallel between TV and automobile production, which have followed strikingly similar curves in past (Vols. 8:45; 9:9, 45), bobs up again in comparison of 1953 output of each industry. Official TV production was placed by RETMA last week at 7,214,787 sets; 1953 auto-truck output was 7,328,040 units, according to Automobile Manufacturers Assn. Consider these other similarities:

Both industries had retail sales of approximately 6,500,000 units; both production totals were second highest on record for each industry; both set their records in 1950 (7,463,800 TVs, 8,003,056 autos); both suffered through periods of high inventories last year; both expect lower production this year (TV predictions range from 5-6,000,000, autos from 6-7,000,000).

Comparisons with 1951 and 1952 aren’t quite fair to automobile industry, whose production was limited by govt. mandate for those years and part of 1950 in effort to channel scarce supplies into defense production. Nevertheless, both industries kept pace for first 9 months of 1952, with TVs at 3,670,591, autos at 3,878,734. TV industry pulled away in last 3 months, totaling 6,096,279 for year, as against 4,336,477 auto-truck units. Auto industry quota for 1952 was 4,500,000.

Month-by-month comparison of output last year points up even sharper parallel. TV production rose steadily first 3 months of year; auto output rose through April. Both fell off in May, both picked up in June. Both maintained almost equal pace for rest of year, though differing curves. Here’s month-by-month comparison:

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>719,234</td>
<td>565,172</td>
</tr>
<tr>
<td>February</td>
<td>730,597</td>
<td>583,001</td>
</tr>
<tr>
<td>March</td>
<td>810,112</td>
<td>700,685</td>
</tr>
<tr>
<td>April</td>
<td>567,878</td>
<td>723,532</td>
</tr>
<tr>
<td>May</td>
<td>481,936</td>
<td>643,487</td>
</tr>
<tr>
<td>June</td>
<td>524,479</td>
<td>661,992</td>
</tr>
<tr>
<td>July</td>
<td>316,289</td>
<td>705,133</td>
</tr>
<tr>
<td>August</td>
<td>603,760</td>
<td>615,382</td>
</tr>
<tr>
<td>September</td>
<td>770,085</td>
<td>673,688</td>
</tr>
<tr>
<td>October</td>
<td>680,433</td>
<td>620,562</td>
</tr>
<tr>
<td>November</td>
<td>560,197</td>
<td>452,487</td>
</tr>
<tr>
<td>December</td>
<td>449,787</td>
<td>482,920</td>
</tr>
<tr>
<td>Totals</td>
<td>7,214,787</td>
<td>7,328,040</td>
</tr>
</tbody>
</table>

Standard parts tag for use on all components returned to manufacturer for replacement under set warranty was approved this week by RETMA at request of TV-radio service technicians. Standardized tag includes all information participating manufacturers feel is necessary to replace parts promptly and eliminates need for technicians to carry tags from each manufacturer.

NARDA Blue Book on major appliances trade-ins will be available March 1 from NARDA office in Merchandise Mart, Chicago. One copy is free to NARDA members; extra copies are $3.50 each or $2.50 each for 3 copies, $2 for 5 or more. Non-members may order directly from publisher, National Appliance Trade-In Guide Co., Madison, Wis.

Zenith Radio will introduce new TV & radio models at distributors meeting in Chicago’s Drake Hotel, Feb. 11. It introduced no new sets at recent Chicago Furniture Mart but lowered price of 21-in. mahogany table from $250 to $200, and 17-in. mahogany console from $270 to $200.

As Feb. promotion only, Hoffman Radio cut retail price of 21-in. full-door mahogany console (Model 718) from $380 to $300, blonde version $390 to $300. It’s part of month-long birthday celebration.

Raytheon adds 2 models to 1954 line: Shelby, 21-in. mahogany leatherette table at $200, and Wilshire, 21-in. open-face mahogany console at $300, blonde $320. Optional uhf tuner is $30 extra.

Record industry went topsy-turvy this week with series of headline-producing price slashes on classical records that even had trade press predicting king-sized price war would follow. Columbia Records touched it off with a “one-and-a-half” sale for Feb. only, in which 12-in. long-playing classical record normally selling at $5.95 would be sold for $4.46 if 2 were purchased. RCA Victor, which rivals Columbia for top place in the record industry, immediately reduced all classical records straight one-third, cutting 12-in. from $5.72 to $3.99 and 10-in. from $4.67 to $3.25. Mercury Records and Westminster Records then proposed deals similar to Columbia’s. Capital Records said it was holding price line at present but might have to reconsider. Decca and M-G-M Records said they had no plans to cut. Consumers were reported eager to snap up records but dealers, who had loaded up at old price, weren’t as enthused. Classical records accounted for about $60,000,000 at retail last year, or roughly 25% of all record sales.

TV set sales by Canadian factories totaled 365,400 last year, at average price of $406, compared to production of 422,951, reports Canadian RTMA. They compared with 1952 sales of 137,236, at average price of $442, production of 146,373. Quebec led with 120,176 sets sold; Toronto second, 101,193; Hamilton-Niagara, 42,178; Ottawa & eastern Ontario, 34,514; other Ontario, 23,334; Windsor, 22,711; British Columbia, 19,097; Prairies, 1319; Maritime Provinces, 878. For Dec. alone, sales were 51,767, inventory 63,905 at month’s end. Projected production estimate is that 139,624 sets will be turned out first 3 months of 1954. Vincent Barreca, pres. of Canadian Admiral Corp., recently predicted more than 500,000 sets, valued at $200,000,000, would be sold in all of 1954, thanks to new stations and new markets opening up.

Dividends: P. R. Mallory, 50¢ payable March 10 to stockholders of record Feb. 18; Westinghouse, 50¢ March 4 to holders Feb. 8; Stewart-Warner, 35¢ extra and 40¢ regular quarterly March 6 to holders Feb. 12; Aircraft Radio, 10¢ Feb. 15 to holders Feb. 5; Standard Coil Products, 25¢ Feb. 14 to holders Feb. 5; Weston Electrical Instrument, 25¢ March 10 to holders Feb. 29; Magnavox, 37¼¢ March 15 to holders Feb. 25; American Phenolic, 25¢ Jan. 29 to holders Jan. 15; Zenith, 50¢ March 31 to holders March 10; In Roosevelt, 20¢ March 15 to holders March 6; Tung-Sol, 25¢ March 2 to holders Feb. 15; International Resistance, 5¢ March 5 to holders Feb. 15; Standard Radio Ltd. “A”, 20¢ April 9 to holders March 19.

Hoffman Radio enjoyed biggest sales year in its 12-year history during 1953, totaling more than $50,000,000 as against $34,769,201 in 1952, reports pres. H. Leslie Hoffman. He said he expected further gain in 1954 due to new TV-radio-phono plant in Kansas City and larger share of markets being gained in Southwest, Midwest & East. Net profits for first 3 quarters of 1953 were $1,115,533 ($1.94 per share) compared with $994,282 ($1.73) in same 1952 months. Final 1953 figures have not yet been compiled.

Television-Electronics Fund Inc. reports net assets of $28,835,374 ($13.58 per share on 2,124,072 shares outstanding) as of Dec. 31, 1953 vs. $24,786,839 ($14.37 on 1,725,440 shares) one year earlier.


W. W. Ring, 48, asst. to Westinghouse v.p. in charge of consumer products, died in Pittsburgh Jan. 20 after a heart attack.
Electronics Reports: RCA's recent demonstration of "atomic battery" (Vol. 10:8) has sparked several rival claims of earlier development of similar devices. In response, RCA spokesman reiterates point made at demonstration—that RCA contribution isn't simply that it managed to derive electricity from radioactive materials but that its technique is 200,000 times as efficient as previously known methods.

Ohmart Corp., Cincinnati, is one organization challenging RCA's claims, stating that since 1951 it has been marketing devices producing electricity from radioactivity. RCA official says that Ohmart device is a "one-for-one" unit—producing one electron of electricity for each radioactive electron—whereas RCA's unit produces 200,000 for one. Another organization making related devices is Radiation Research Corp., West Palm Beach, Fla., marketing them for radiation detection instruments.

TV set using "Tinkertoy" construction has been built by Sanders Associates Inc., Nashua, N. H., to show manufacturers how automatic production techniques can be adapted to production of commercial products. Project Tinkertoy was developed jointly by Navy, Bureau of Standards and several private firms to produce electronic assemblies automatically (Vol. 9:38). Based on "modular" design, system employs series of small wafers as building-blocks for subassemblies. Sanders' TV set uses 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminates almost 600 hand-soldering operations. Specifications for tools required to set up pilot runs of Tinkertoy are available at Office of Technical Services, Commerce Dept. (Report PB 111277).

Silicon transistors have been made by Raytheon and tested at temperatures up to 350°. Company announced that its research div., working on Defense Dept. contract, tested silicon junction transistors at temperatures higher than the failing point for germanium transistors, but emphasized that silicon transistors are still long way from actual production. Philco last month announced development of silicon transistor using "surface-barrier" technique (Vol. 10:3).

"Manufacturers Radio Service," sought by NAM's Committee on Manufacturers Radio Use (Vol. 9:47:50), was turned down by FCC this week. It said proposal, which would use 460-462 & 468-470 mc, now assigned to Citizens Radio Service, is "premature" and request for such service should be part of a future reallocations proceeding.

Western Electric has licensed 40 U.S. firms to manufacture transistors, Bell Telephone's Albert Barnes told Philadelphia's Poor Richard Club this week. He added that Bell now is producing 40 different types of transistors.

Lewyt Corp. being reorganized into 2 companies: Lewyt Mfg. Corp., to manufacture electronic and precision mechanical equipment on contract basis for Govt. and industry; Lewyt Corp., to manufacture and market vacuum cleaners.

Waldom Electronics Inc., Chicago, enters TV equipment field with distribution amplifier to couple 2 sets to one antenna and serve as booster for both, at $95.00 list.

Greatest off-year use of TV is planned by Republican Party for this year's Congressional election campaign, and included in $5,800,000 budget approved by GOP National Committee Feb. 6 in Washington. Committee didn't break down figure to show amounts to be appropriated to TV & radio.

Minor league baseball is in bad shape—and it's TV-radio's fault. So minor league czar George Trautman told special joint meeting of both major leagues this week in New York. "In 5 years since 1949 there has been a combined drop in attendance, major and minor, of 26,000,000," he said. "The total number of leagues during that period has dropped from 50 to 37 [and] there is now no baseball in 172 cities and towns which had it 5 years ago." He put principal blame on broadcasts and telecasts of major league games, which he said not only cut into attendance at minor league games but have virtually wiped out revenues the minors formerly got from radio broadcasts of their games. Commenting editorially on Trautman's plea for more TV controls, Scripps-Howard newspapers said Feb. 1: "It is, we agree, a deplorable situation. But, even as ardent baseball fans, we can offer Mr. Trautman no sage advice. Probably nothing can be done either about cycling, canals, silent movies, nickel beer, wood-burning locomotives, peg-leg trousers, gas lights, stereopticons, derby hats or side whiskers."

Strict limits on televisual or broadcasting of its hearings were imposed by House Govt. Operations Committee Feb. 4 in 18-2 vote. Decision apparently wasn't intended as slap at TV-radio but at Chairman Hoffman (R-Mich.), who has been accused of trying to "create a circus" of committee hearings and of "wiring the room" for recordings so he could use members' own remarks against them politically. Rule was recommended by subcommittee headed by Rep. Bender (R-O.), requires unanimous consent of all subcommittee members to televise, broadcast, film or record any subcommittee meeting, and approval of majority of 30-man committee for televising or broadcasting full committee sessions. Voting against rule were Reps. Hoffman and Meader (R-Mich.). Meanwhile, Ohio Supreme Court unanimously adopted "rule of judicial ethics" barring photographing, broadcasting or televisual of proceedings of any state court.

Attorney General Brownell soft-pedaled much-headlined reports of "anti-trust investigation" of ad agency practices, particularly standard contract forms and 15% agency discount fees, telling news conference Feb. 4 that study was preliminary only and "does not mean any action will follow." He added it was one of a series of studies conducted periodically by Justice Dept. to enforce anti-trust laws. He said ad study stemmed from anti-trust investigation several years ago of uniform commission rates charged by some real estate brokers. It was dropped when no violations were uncovered. FBI agents checked files of NARTB, AAAA and leading agencies this week, NARTB chief attorney Vincent Wasielewski saying he was certain his organization had violated no laws but willingly turning his files over. Heading study is Asst. Attorney General Stanley Barnes.

Educational TV proponents were heartened this week by N. Y. Gov. Dewey's message to legislature proposing state's 10 non-commercial stations be operated by "responsible" non-profit groups under general supervision of State Board of Regents. Latter group, at odds politically with Dewey, immediately replied it still favored state-financed network which was rejected last year by N. Y. State Temporary Commission on Educational TV (Vol. 9:9-10) but said they would go along with Dewey's proposal in effort to get educational TV going. Non-profit groups have already been organized in New York, Buffalo and Albany-Schenectady-Troy. Joint Committee on Educational TV congratulated Dewey and asked permission to circulate copies of his message to educational groups around the country.
Telecasting Notes: National TV spot users jumped from 1546 in 4th quarter 1952 to 2153 in 4th quarter 1953 when they used 44,559 schedules on 195 stations (average, 71.5 per station), according to latest quarterly Rorabaugh Report on Spot TV Advertising which details how, when, where and to what extent all national & regional advertisers used medium during the quarter. With 360-odd stations now on air, Rorabaugh states that 32 more have already signed up to start reporting their accounts, which are listed by stations, beginning this quarter . . . New "Videotown," reportedly in Ohio, has been chosen by Cuningham & Walsh, which has decided that TV in New Brunswick, N. J. has stabilized so the town no longer serves to depict TV growth . . . Daytime viewing rose 9% between April-Dec. 1953, reports Advertiser, some 60% of those sampled in N. Y. metropolitan area survey stating they were regular daytime viewers, some 25% saying they'd watch more if shows were better; most popular hours are 10-11 a.m., 3-5 p.m. . . . More rate increases: KABC-TV, Los Angeles, raises Class A hour from $1200 to $1500, one-min. from $220 to $275, adds new Class AA one-min. rate of $350 for 8-10 p.m. segments daily; WOKY-TV, Milwaukee, Class A from $300 to $400, one-min. $60 to $70 . . . Lowered rates: WILS-TV, Lansing, cuts base hour rate from $200 to $150; WJHP-TV, Jackson- ville, lowers one-min. from $40 to $30 . . . Dorothy Dix material and name rights for TV-radio acquired from Bell Syndicate by Roland Israel, Philadelphia adman, who plans to syndicate film Dear Dorothy Dix thru Helen Greer-Israel Enterprises Inc. . . . Ziv acquires TV-radio rights to Mr. District Attorney for $250,000 from Phillips Lord; David Brian to play title role in new series being filmed in Hollywood . . . ABC-TV Manual No. 3, covering charges for facilities, personnel and production services for network programs from its 5 originating centers, released this week . . . Success of K-2 mountain-climbing expedition film underwritten by NBC-TV has led network to negotiate similar exclusive deal with Lowell Thomas Jr. covering expedition into Australia . . . WCBS-TV this week end completes moving of offices into Look Bldg., across street at 488 Madison Ave., adjacent to new CBS-TV Spot Sales offices.

J. O. Willett acquires 98% ownership of KFAZ, Monroe, La. (Ch. 45) by reason of FCC decision this week authorizing transfer of Howard E. Griffiths' 49% for $25,500 and other considerations. Mr. Willett, motor carrier and pipeline operator, went into the venture last year in association with Mr. Griffiths, an industrial communications consultant, who apparently is pulling out because, as transfer application stated, "Operation of KFAZ to date has been unprofitable principally due to its inability to obtain a network affiliation. [It] competes with vhf station KNOE-TV [Ch. 8, owned by ex-Lt. Gov. James A. Noe and affiliated with all 4 networks] which commenced operation after KFAZ went on the air." KFAZ started last Aug. 11, KNOE-TV Sept. 26. Population (1950 census) of Monroe, La.: 38,572.

Authorization to strike against 4 networks "if necessary" was voted Feb. 3 by membership of New York Local 802, American Federation of Musicians. Union "suspended" talks with ABC, CBS, NBC & MBS for contract renewals; it's asking that networks use live music on all TV-radio shows where music is played, in addition to 15% pay boost.

Application advertising and 30-day cutoff rule, proposed by FCC last July to speed processing (Vol. 9:27,33) was found to be neither necessary nor popular and Commission dropped the proposal this week.

Stuart Sherman has resigned as an officer & director of Sherman & Marquette, and his partnership acquired by company.

Maj. Edwin H. Armstrong, 63, inventor of FM, the superheterodyne, the regenerative and the super-regenerative circuits, died Feb. 1 after plunge from window of his luxurious 13th floor apartment in River House, New York. That he had jumped was apparent from notes he left his wife and sole survivor, Marion, who was away visiting her sister in Conn. at the time; the notes indicated strained relations between them, for he expressed regret that he had hurt her and stated it was "heartbreaking" that he could not see her again. He also stated his estate was solvent, making mention of his litigation with RCA and "the telephone company." In recent years, Dr. Armstrong has spent most of his time in infringement litigation, largely against those companies, recently filing suits also against other manufacturers (Vol. 10:3). One of radio's greatest inventors, he was a boy prodigy, became a protege of famed Michael P. Pupin, to whose Columbia U chair as professor of engineering he succeeded in 1934. He was, as The New York Times stated editorially Feb. 2, "one of the most brilliant, complex and controversial figures in the realm of radio engineering." His large fortune derived largely from the sale of certain of his patent rights, in exchange for stock, during the early days of RCA. He sold the stock at peak. His wife was onetime secretary to RCA's David Sarnoff when latter was executive v.p. of the company.

Wires Romulo O'Farrell Feb. 1 in belated reply to our Jan. 27 telegram to Mexico City: "At present not contemplating moving XEEL-TV." He thus answers the widely published reports that XEEL-TV, Matamoros (Ch. 7), across border from Brownsville, Tex., has been authorized to move to another city in Mexico (Vol. 10:5). No such authorization has been given by Mexican Ministry of Communications, said a spokesman, nor are there any plans to quit the area simply because there's now competition from KGBT-TV, Harlingen (Ch. 4) and shortly will be more from upcoming KRGV-TV, Weslaco (Ch. 5). Harlingen station acquired CBS, Weslaco will be NBC, but Mexican-operated station, while admitting tougher competitive situation, maintains it can continue in business by virtue of excellent signal, favorable rate structure and good record of service to audience and sponsors.

Three new applications for TV stations were filed with FCC this week, 4 were dismissed, leaving 320 pending (61 uht). Week's applications: for Dothan, Ala., Ch. 9, by local group headed by builder Charles Woods; for El Paso, Tex., Ch. 13 by KELP (Texas broadcasters Barton & Gordon McLendon, former principals in Liberty network); for Buffalo, Ch. 7, by WKBW, replacing same group's present application, but with new minority stockholders. [For further details about these applications, see TV Addenda 18-8 herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18 and Addenda to date.]

Network interconnections this week: WCSC-TV, Charleston, S. C.; KOMU-TV, Columbia, Mo.; KWFT-TV & KFDX-TV, Wichita Falls, Tex.; KHOL-TV, Kearney, Neb. AT&T long lines dept. this week applied with FCC to construct 2 westbound TV channels from Amarillo to Albuquerque, to be completed by late summer. Eventually it intends to build eastbound channel from Los Angeles to Las Vegas, thence to Albuquerque, providing new west-to-east route. KOB-TV, Albuquerque, has signed interconnection contract with NBC.

There were 6,432,000 TV installations during 1953, reports NBC research director Hugh M. Beville Jr., bringing total in U.S. to 27,668,000. It was best year since 1950 when 6,600,000 were installed. Beville estimates post-freeze markets accounted for 2,626,000 new sets or nearly 41% of the 1953 increase.
FILLING THE 'HOLES' IN STATION COVERAGE: Concept of satellite and booster stations keeps cropping up, and time is getting closer when FCC will give matter serious consideration. Commission still regards establishment of regular stations as its prime occupation, but it believes that this main vein will be sufficiently worked out to permit delving into supplementary services before end of year.

As Comr. George Sterling indicated in recent Boston speech (Vol. 10:5), the problems of uhf coverage with present transmitters and receivers causes Commission to view satellites and boosters more favorably than it would otherwise. Sylvania has already asked FCC to establish satellites on a regular basis (Vol. 9:38), and WSM-TV, Nashville, has petitioned for authorization of boosters (Vol. 9:45). Commission considers these quite helpful but wants more comment. Chairman Rosel Hyde says he regards Sterling's speech as a trial balloon, hopes it brings more ideas.

So eager is Commission to aid uhf that one top staff member says he believes FCC may be willing to issue special temporary authority now to stations willing to build small repeaters to fill "holes" within their coverage areas -- say up to 60 mi.

In issuing such authorizations, Commission would probably require proof that new little stations would indeed make the difference between service and no service. It would also require that they wouldn't disturb spacings of its allocation plan.

Definitions of boosters and satellites should be made clear, to show the different problems involved in each. A booster is small station which picks up and rebroadcasts programs from an originating station, using same channel as originating station. Satellite employs channel different from that of originating station.

Commission seems particularly impressed with satellite plan of Sylvania because it would safeguard allocation plan and give satellites opportunity to grow into regular independent stations capable of providing local expression. On other hand, it likes principle of boosters because they don't use up extra channels, but it's leery of the possibility that originating station could use boosters to extend coverage at expense of co-channel and adjacent-channel stations.

There's not too much interest in granting satellites and/or boosters to vhf stations with good coverage. Says one commissioner: "They're not suffering." On other hand, FCC is bound to consider any method of bringing service to communities which would not otherwise get it.

* * * *

Approach to satellite status, at least as far as FCC rules allow, has been made by a few broadcasters. W.D. Rogers, KDUB-TV, Lubbock, Tex., came to Commission with idea that he build stations in Big Spring and Sweetwater, feed them from Lubbock, operating with absolute minimum -- in local programming, equipment, personnel. He now has CP for KPAR-TV, Sweetwater (Ch. 12), with 2.95-kw ERP, estimated
construction cost of $93,213, yearly operating cost of $90,000. His application for Big Spring is being contested by another applicant.

Another approach is that of Frank Hoy, operator of WPMT, Portland, Me. (Ch. 53) and WLAM-TV, Lewiston (Ch. 17). He feeds Lewiston with direct off-air pickup from Portland. Though the Class A hour rate for Portland is $200, sponsor can add Lewiston for mere $25 more -- for combination rate of $225.

One of most ambitious projects was proposed just this week by parts manufacturer Sarkes Tarzian, who operates WTTV, Bloomington, Ind. Aiming to build 3 uhf "almost satellites," he petitioned FCC to reschedule allocation so as to put low-band Ch. 21 in Huntington, Ch. 23 in Anderson, Ch. 25 in Logansport. He plans to apply in those towns, program as much as FCC will allow by microwave feeds from the Bloomington "mother" station.

Tarzian will build own uhf transmitters, has filed for experimental uhf station in Bloomington to test equipment and coverage.

What the satellite and booster proponents would like is to extend these concepts much further -- to 100-watt transmitters, 100-ft. towers, remote operation, no local origination, part-time engineers, etc. Sylvania estimates satellites can be built for $15-$20,000 each.

Until day comes that TV stations can be built and programmed as cheaply as AM, relative to income, Commission is likely to look with more and more favor on these supplementary stations to expand TV. What it doesn't want to do, however, is to bollix up its allocation plan in the process or to preclude the growth of these "fillers" into full-fledged community media.

5 NEW STARTERS; DuMONT'S KCTY QUITS: Biggest week so far this year for new stations saw 5 more go on air, including Puerto Rico's first -- for total of 367 now in operation, of which 128 are uhf. Eleven stations have started since Jan. 1.

DuMont this week decided to abandon its uhf experiment in Kansas City in the interest of "sound business judgment." Sudden announcement at week's end told of decision to close down KCTY (Ch. 25), which it acquired just 6 weeks ago from Empire Coil Co. for $1 (Vol. 10:1). Network said it had studied situation carefully and concluded Kansas City viewers were adequately served by their 3 vhf outlets. Statement by Dr. Allen B. DuMont stressed that the problems were "peculiar to Kansas City and not necessarily fundamental limitations of uhf broadcasting in general."

KCTY will turn off juice Feb. 28 to become 3rd uhf station to go off air -- out of total of 130 uhf starters. Other two were Roanoke's WROV-TV and Buffalo's WBES-TV. Two post-freeze vhf outlets also went dark pending changes in ownership. The new stations which began operation this week:

WKAQ-TV, San Juan, P.R. (Ch. 2) is now testing 5-kw GE transmitter, aiming at commercial start Feb. 14 with telecast of Caribbean baseball series next week as its first big event. It began with intermission power of 4.9-kw ERP from temporary antenna 75-ft. above ground on 1973-ft. Marquessa Mt., 12 mi. from downtown, later plans to go to maximum 100-kw from 300-ft. tower. It's CBS affiliate, plans both Spanish and English language programs. Owner Angel Ramos is publisher of El Mundo. R. Delgado Marquez is gen. mgr.; David Polinger, commercial mgr.; Fernando Cortes Jr., program mgr.; Angel del Valle, chief engineer. Base hour rate is $200. Inter-American Publications is rep. San Juan's second station, WAPA-TV (Ch. 4), is due soon.

WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5) started test patterns Feb. 11 after series of bad-weather delays, plans NBC & DuMont programming soon via AT&T relay from Detroit. It's first local competition for WKNX-TV, Saginaw (Ch.57), which began last April. WNEM-TV has 5-kw DuMont transmitter, with 400-ft. Stainless tower 4 mi. NE of Saginaw. Station resulted from merger of local WGRO & WSAM. President is James Gerity Jr. (WGRO); Milton L. Greenebaum (WSAM) is v.p.; John H. Bone, ex-WLWT, Cincinnati, is gen. mgr.; Harvey M. West Jr., commercial mgr.; Lee Stevens, acting chief engineer. Base hour rate is $350. Headley-Reed is rep.

WRDW-TV, Augusta, Ga. (Ch. 12) beamed first test pattern Feb. 9 from 10-kw RCA transmitter and 12-bay antenna on 425-ft. Emsco tower, plans Feb. 14 commercial debut with CBS programs. It's city's 2nd vhf, WJBF-TV (Ch. 6) having begun last
fall. WRDW-TV calls its downtown TV Center "one of most modern in the south." Its principals are pres. Grover C. Maxwell; v.p. Harry W. Jernigan; exec. v.p. Allen M. Woodall (who also is part owner of WDAK-TV, Columbus and WETV, Macon); gen. mgr. W. Ray Kingston. Roger J. LaReau is station mgr. and Sammy Barton is production mgr. Base Class A hour rate is $200. Rep is Headley-Read.

KIBD-TV, Fresno (Ch. 53), third in that all-uhf city, sent out first test pattern Feb. 8, began programming Feb. 13 with 15-hour telethon for Fresno County Heart Assn. It's first of 3 California stations being built by John Poole, wealthy pioneer uhf enthusiast, shares site and tower with KMJ-TV on Bear Mtn., 2254 feet above average terrain, has 12-kw GE transmitter with directional antenna designed to beam equivalent of 470-kw ERP into Fresno. Unaffiliated station plans both live and film programming, including 3-hour live Spanish language show Saturday nights. Gen. mgr. is Robert H. Wesson, ex-KHQ-TV, Spokane; chief engineer, Ralph E. Smith, ex-KFMB-TV, San Diego; program director, Hal Davis. Base rate is $225. Meeker is rep.

WMGT, Adams-Pittsfield, Mass. (Ch. 74), first local station for area, began tests Feb. 5 with 12-kw GE transmitter and RCA antenna atop Mt. Greylock, 2060-ft. above average terrain. Nearest other TV stations are in Schenectady, 43 mi. from Adams, and Holyoke, 38 mi. Leon Podolsky of Sprague Electric Co. heads grantee. John T. Parsons is gen. mgr.; Leon Levando, chief engineer; Don Selby, production mgr. It's DuMont affiliate, also plans to rebroadcast sports events from WPIX, New York. Base hour rate is $250. Walker is rep.

RCA's NEW UHF STATION EQUIPMENT PLANS: Details on price and availability of its new 12½-kw uhf transmitter were released this week by RCA -- along with slash of $10,000 in the price of its 1-kw unit.

RCA aims to catch up with competition in higher-powered uhf field with its newly announced 12½-kw tetrode transmitter (Vol. 10:4). It gave out specifications to consulting engineers at Washington seminar Feb. 11, and announced these prices:

Complete 12½-kw transmitter, including all tubes, crystals and filterplexer -- $144,500. Amplifier to convert existing 1-kw unit to 12½-kw -- $99,500. Since the new transmitter (type TTU-12A) replaces originally announced 10-kw (TTU-10A), those stations with orders for 10-kw get price break. Latter units were ordered in advance at guaranteed maximum price, and as result RCA will sell its 12½-kw amplifiers to those customers at $86,900 instead of $99,500.

Deliveries begin in June, first ones going to customers with long-standing orders -- such uhf pioneers as Wilkes-Barre's WBRE-TV and South Bend's WSBT-TV and others in first batch of uhf starters of late 1952 and early 1953. After producing 2 or 3 in June, RCA plans to step up output to 5-6 a month -- more if there's steady stream of new orders. Company says it has 30-40 back orders for the new unit, could catch up with these by Oct. or earlier.

In 1-kw field, price reduction from $57,500 to $47,500 was made possible by cost decreases and production economies such as elimination of overtime, says RCA. And it continues to hammer away at its favorite theme -- color -- stressing that all transmitters delivered will be equipped to handle it from start (see p. 4).

Another innovation announced by RCA: All uhf antennas will be measured for complete vertical and horizontal patterns before leaving factory. Previously they were spot checked. Also, RCA will make "ground check" of antenna at station to make sure no adjustments were harmed during shipment. Such antenna pre-measurement was urged by FCC Comr. George Sterling in recent speech before Boston IRE (Vol. 10:5).

BRISK PICKUP IN ACTION BRINGS 6 CPs: It has been decidedly slow year in terms of CPs but this week was an exception -- producing 6 grants and an initial decision. There was nice crop of 5 new stations on air, though week also brought sudden announcement from DuMont that it is shutting down its newly-acquired uhf KCTY, Kansas City (Ch. 25), deciding market can't support it along with 3 vhf's (see p. 2). And another uhf CP was turned in -- WMEV-TV, Marion, Va. (Ch. 50). The week's grants:

El Centro, Cal., Valley Empire Telecasters, Ch. 16; Stockton, Cal., KSBR, Ch. 13; Chicago, Ill., WOPA, Ch. 44; Elyria, O., WEOL, Ch. 31; Charleston, W.Va.,
Initial decision was one of the tough ones, with Mobile TV Corp. favored over WKRG for Ch. 6 in Mobile, Ala.

One of most interesting grants is that in Stockton. It's controlled by TV maker H.L. Hoffman and is his first venture into station ownership. He plans to utilize KSBR building and tower on 3849-ft. Mt. Diablo, has RCA transmitter on order, hopes to be radiating 25-kw ERP by May.

Mobile case was difficult to decide, Examiner H. Gifford Irion said, but he finally chose Mobile TV Corp. because of "decided superiority in its studio design, production equipment, staff training, care in preparation, potentiality for expansion and, above all, its capable leadership." Proposed winner is 24% owned by Edgar Stern Jr., 10% by Robert Swezey -- principals of WDSU-TV, New Orleans. Pres. and 15% owner is Dwight Martin, formerly v.p. of Crosley and General Teleradio.

Tackling one aspect of its multiple ownership rules, FCC handed Westinghouse some unwelcome news in answering latter's request for clarification of rule (Vol. 10:3). Westinghouse Broadcasting Co. had asked FCC to assure it that minority holdings of directors of parent Westinghouse Electric Co. wouldn't be counted in total stations permitted.

No indeed. Commission said, those holdings count. Thus, Westinghouse is now credited with 6 stations: WBZ-TV, Boston and WPTZ, Philadelphia, plus the 4 stations in which director John Schiff owns 15% -- WFTV, Duluth; KETV, Little Rock; KCTV, Sioux City; WICS, Springfield, Ill. Westinghouse also has applications pending for Pittsburgh and Portland, Ore.

Company hasn't indicated plans, presumably will ask for waiver permitting it to go ahead with hearings in Pittsburgh and Portland, decide what to dispose of later -- unless it wants to challenge FCC rules in courts as Storer Bcstg. Co. is doing (Vol. 10:4). Comrs. Sterling and Doerfer dissented, former saying he wanted to study similar cases first and wait for outcome of Storer appeal, latter saying "the interpretation extends a doubtful exercise of rule-making power beyond the pale of administrative law. [Rule's purpose] was to limit control but not influence."

Among other actions, FCC this week: (1) Received its Broadcast Bureau's recommendation that Niagara Frontier Amusement Corp. get CP for Ch. 2 in Buffalo and be absolved from blame in "strike" application to-do (see p. 10). (2) Appointed a new hearing examiner and made him chief of examiners -- something FCC hasn't had for years. He's Edward T. Stodola, now in charge of various CAB hearings. He's 45, a native of Wisconsin, has been CAB examiner since 1943. (3) Proposed to shift Ch. 3 from Lewiston, Ida. to Richland, Wash. (4) Set March 12 for start of Ch. 2 hearing for Bangor, Me. and Ch. 18 hearing for Fayetteville, N.C.

COLOR STATUS AT STATION & PROGRAM LEVEL: The race for station color equipment sales became a bit more feverish this week as RCA levelled two attacks at competition during uhf-color seminar for consulting engineers in Washington Feb. 11:

(1) Announced it would equip for rebroadcast of network color all stations using its transmitters -- without charge. Furthermore, the 30-odd stations already so equipped will not be billed. Since cost of modifying stations runs up to $25,000 or so, this means an RCA outlay of seven figures.

In addition to equipping existing stations for color, RCA will henceforth ship all new transmitter already modified for color or accompanied with kits.

(2) Talked down cost-performance claims for CBS-type field-sequential camera equipment being made by GE (Vol. 10:5).

About all RCA would concede CBS-GE camera setup is lighter weight -- 120 lbs. vs. 300 for RCA's 3-tube camera. Aside from that, RCA engineer Andrew Inglis told consultants, system has innumerable drawbacks.

It produces "a picture of a picture," he said, with all the possibilities of degradation that implies. He said that initial cost can favor either type of equipment, depending on number of cameras; that field-sequential type is likely to need
30-100% more light at studio; that station "has all its eggs in one basket" if it has one field-sequential coder serving several cameras.

Inglis also refuted common belief that the 3 tubes in RCA cameras must be perfectly matched. He said camera controls compensate for differences. He also made surprising statement that tubes last longer for color than for black-&#38;-white, because each gets less illumination. "Based on limited experience," he said, "we estimate image orthicon life in color cameras at about 750 hours." Customary life of tubes in monochrome use is about 500 hours.

These criticisms are pooh-poohed by GE v.p. Dr. W.R.G. Baker who reports "very encouraging" results to date, says GE already has station orders for cameras in addition to the 4 being built for CBS (Vol. 10:5).

* * * * *

Color programming continues to build up gradually, meanwhile. NBC's schedule (Vol. 10:5) still holds with these changes: Taming of the Shrew opera has been added for March 13; Eddie Fisher show has been shifted to March 31; mobile unit is due back in service next month, and plans are afoot for New York St. Patrick's parade March 17 and Easter parade April 18, plus Gillette fights starting in April.

There are still only 30-odd stations equipped to rebroadcast color, and AT&T has equipped no more routes for color than were employed Jan. 1 (Vol. 9:52). No coaxial segments are to be ready until April.

AT&T still hasn't filed rates for color. After compiling schedule, AT&T showed it to network officials who made it clear they thought proposed rates were so steep that they'd stifle growth of color. This week, AT&T indicated it would continue to hold rates in abeyance by filing with FCC a request for extension to May 15 of its present experimental rates for color.

CBS added WBKB-TV, Youngstown, to New York and Baltimore for Feb. 5 show, will shortly add WBBM-TV, Chicago -- others soon as they're equipped to rebroadcast.

* * * * *

There's bitter complaint from Los Angeles set manufacturer that NBC's color programs are rarely broadcast there, must be viewed on closed circuit at RCA Industry Service Labs in Hollywood. Since Jan. 1, only the Tournament of Roses and Zoo Parade have been transmitted by KNBH.

"It's the old time-difference problem," says NBC official, noting that "hot kines" suffice for delayed black-&#38;-white broadcasts but that comparable process for color isn't yet available. "However," he said, "we have a plan under study whereby we may put color programs on later so that KNBH can broadcast them."

'COLOR TV AGE' AWAITS BIGGER SCREENS: Will 15-in. color sets ever go "on sale" to the public in real quantities? Many important set and tube makers think not.

Promises of 19-in. tube production in latter half of this year -- added to today's healthy black-&#38;-white sales (see p. 11) -- seem to have dampened industry's urgency to get 15-in. sets on the market, and a number of top-name set manufacturers now say they don't plan to merchandise 15-in. sets at all.

These reports are authenticated by some tube makers, who say they're equipped to produce the small color tubes but have no quantity orders. RCA, one of the notable exceptions, reports it is "shipping 15-in. tubes as fast as we can make them."

The picture easily could change overnight. If RCA or some other leader makes big sales pitch for 15-in. and backs it up with saleable quantities of sets, many of the others are prepared to swing into production to keep competitive positions.

Here's the general pattern for many set makers with regard to 15-in. color receivers: They plan to turn out 50-500 sets each "just to get the feel of color." These aren't intended for sale, will wind up in homes of their top executives and at their biggest distributors for barnstorming tours of dealers.

There may be some surprises soon in color set field -- and officials of many companies are understandably reluctant to be quoted by name in this highly competitive situation. But the comments we were able to get from receiver and picture tube makers are indicative of feeling and atmosphere as of today:
"The 19-in. tube is coming the second half of this year," says an RCA spokesman, who adds that company will be equipped to shift emphasis easily between 15 & 19-in. tubes, according to demand from its set-making customers. "But if people will be willing to spend $1000 for the 15, they'll be willing to put up another $500 or whatever extra it will cost to get the 19."

The real answer will come when the public can see all makes, side by side, with pictures on the screen -- "and with price tags," he says. Might RCA be planning to cut the $175 price of its 15-in. tube (CBS's is due to sell for $125)? "That price can't last indefinitely," this spokesman says, "when the 21-in. black- &- white sells for about $20." As to what's coming in future, the RCA official tells us:

"Everyone has something in the back room -- RCA, GE, Philco, Sylvania." And it's obvious, no one intends to tell until the time is ripe.

Admiral doesn't believe 15-in. set is "merchandisable size". A company source says real color production awaits larger tube, but stands by pres. Ross Siragusa's prediction Admiral alone will turn out 30,000 color sets this year (Vol. 10:1).

Philco continues to be an enigma, but it's good guess that if it produces any 15-in. sets at all, they'll be mere trickle for exhibition only. Philco people quote tube makers as saying 19-in. color sets probably won't be available in good quantities till Nov. -- but this isn't necessarily tip-off on Philco plans.

DuMont marketing v.p. W.H. Kelley says 19-in. tube is in the offering, but can't say just when. It's not making 15-in., is buying them from another source for developmental purposes, but doesn't believe that size screen is commercially acceptable. Adds Kelley: "We would be perpetrating an injustice on the industry if we tried to produce and sell current-sized models."

A CBS topkick agrees with RCA that 19-in. will probably come along in last half of year. He adds that production rate toward end of year could reach astronomical proportions, and predicts the public will snap up whatever is produced this year. CBS-Hytrom's 19-in. tube, he says, will have 205 sq. in. picture compared to RCA's 162 (and RCA, of course, claims superior brightness, convergence, etc.).

GE is now turning out some RCA-type 15-in. tubes, electronics v.p. Dr. W.R.G. Baker tells us -- and says he'll reveal what else he's working on in month or two. Rumors persist that GE's secret weapon is 3-gun grid type tube.

Sylvania is producing some color tubes, presumably 15-in. RCA type. "What we can't tell you is whether the tube is what you ought to have in your TV set," board chairman Don G. Mitchell told advertising seminar in New York this week. His advice to public was to hold off buying color set until next year when 19-in. will cost less than today's 15-in. He predicted cool buyer reaction to $1000 receivers.

"Everyone is holding his breath on the 15- & 19-in. question," says another big set maker, requesting anonymity. "I wish I knew what to do. No one is going all-out on the 15-in. model."

"We are buying and producing very little color," states a set & tube maker. "A lot of work remains to be done on the 19-in., and production won't be as easy as we first thought it would be. We know the 15-in. won't last very long -- but the situation is very fluid, could change from day to day. We're caught in a squeeze between RCA & CBS, and what GE will do is anybody's guess. The set makers are checking their enthusiasm for quick color because black- &- white business has held up better than expected. They're digging in their heels and making haste more slowly."

* * *

"The 15-in. looks like it will die a-borning," observes Asher Cole, president of independent tube maker National Video Corp. He says he can begin production of 15-in. RCA-type tube on short notice, but has no requests for more than sample quantities. As for 19-in., he echoes some other tube makers in saying it's extremely complicated from standpoint of circuitry and manufacture, isn't just a "larger model of the 15-in." but a completely different design.

National Video is licensee of both RCA and Chromatic, and Cole says his engineers have worked out "entirely different approach" to latter's grid type tube, which has "practically licked radiation problems and improved resolution." But he
admits he doesn't know which type he'll end up producing — "the answer may well be something entirely different."

Whatever bottlenecks develop in larger color tubes, it looks as if glass won't be one of them. Corning is now producing bulbs for both 15- & 19-in. sizes, and says it can take care of any foreseeable demand for either size. Electronic dept. sales mgr. J.B. Muller tells us developmental samples of 21-in. rectangular bulb have also gone out to tube makers. It's "universal" type, can accommodate CBS, Chromatic, RCA or any other types, can be adapted to various deflection angles.

Pilot production of 21-in. rectangular bulb should begin about May 1, according to Muller. But he warns that this doesn't necessarily mean 19-in. round will quickly be obsoleted, as was the pattern in black-&-white. He points out rectangular tubes were made necessary by demand for big-screen table models — but color table sets are long way off, so there should be no particular rush for compact color tubes. And round tubes are easier to make, may be cheaper for some time.

**Station Accounts:** Oklahoma City's KWTV (Ch. 9), on the air only 2 months under gen. management of Edgar T. Bell, reports 35 national spot accounts currently advertising 47 different products—these in addition to 67 CBS network accounts. National spot list, thru Avery-Knodel, includes most of the 26 top spot users listed for 4th quarter 1953 in latest Rorbaugh Report on Spot TV Advertising...

Value of furniture ads on TV exemplified by big response to Woman's World, sponsored and coordinated by Northwest Furniture Mfrs. Assn. on KOMO-TV, Seattle, Wed. 3-3-20 p.m., and featuring furniture displays; and in Denver, local FURN Club sponsors similar weekly program, Home & Kitchen, on KOA-TV, but no individual products are advertised...

Norwegian Canners Assn. ties in Lenten TV-radio spot campaign with 4 major cracker companies—Premium, Salerno, Educator & Snow Flake—

**11-11:30 p.m.** Zeeman Clothing Co. buys 11:30-11:30 midnight segment of Jake Box Jury on 14-station CBS Pacific Network, thru Factor-Breyer Inc., Los Angeles ... Philco Distributors and dealer Mort Farr team up to sponsor 15-min. segment of 30-min. Fun and Fortune daily on WCAU-TV, Philadelphia; it's in addition to Man About Town, which Farr sponsors on WCAU-TV Sun. 11:15-11:30 p.m. ... Rybutol, old network account, moves into local operations with Best Movie of the Week on WABC-TV Sat. 11 p.m.-midnight, thru Kastor, Farrell, Chesley & Clifford, N. Y....


Proud of its record of processing TV applications, FCC this week released tabulation showing its disposition of applications since freeze, amplifying on our summary (Vol. 10:6). It points out that it has granted CPs for 75% of the channels sought and that of 321 pending applications all but 53 are competitive.

It also analyzed stations on air, CPs and applications in several ways. For example, it shows that 59.6% of stations are in 1-station communities, 29.2% in 2-station, 7.6% in 3-station, 3.6% in cities with 4 or more. If all existing CPs get on air, respective figures should be 58.1%, 24.9%, 10.2%, 7.7%. And assuming all channels applied for become stations, figures will be 53.6%, 24.2%, 10.8%, 11.4%. Treating markets as metropolitan areas defined by U. S. Census, analysis shows 120 vhf-only cities, 71 uhf-only, 32 vhf-uhf. FCC economists make it clear that figures don't represent signal availabilities from stations outside metropolitan areas, should be weighed accordingly. Among other breakdowns are figures on number of 1-vhf cities, 1-uhf cities, 2-vhf cities, 2-uhf cities, etc.—based on existing stations, on CPs and on pending applications.

Absence of Sen. Edwin Johnson (D-Colo.) from newly named communications subcommittee of Senate Commerce Committee (Vol. 10:6) doesn't mean the former committee chairman has lost any of his intense interest in TV-radio affairs. As ranking minority member, Johnson selected the Democratic members of subcommittee, wanted to give newer members opportunity to familiarize themselves with communications matters. He still will keep close tab on matters affecting TV-radio, and will of course be in on all important decisions—which will be made by full committee. Sen. Johnson's bill to restrict telecasting and broadcasting of pro baseball games (S. 1396) came up on Senate calendar again this week, but was passed over for 4th time. Also blocked along with many other bills were 3 House-passed measures requested by FCC, relating to protests (HR-4558), violations of Communications Act (HR-4559) and abolishing CPs for govt., amateur & mobile stations (HR-4557).

In the House, Rep. Wolverton (R-N.J.), chairman of Commerce Committee, introduced FCC-backed bill to amend Communications Act to keep protests from automatically halting effectiveness of CPs (HR-7795); it's identical to S-2853, introduced by Sen. Bricker (R-O.) in Senate (Vol. 10:6).

New community antenna organization, apparently with extensive plans, has been formed at Little Rock, Ark., as Midwest Video Corp. A member of group is C. Hamilton Moses, chairman of Arkansas Power & Light Co, who says 25-30 communities from Arkansas to Oregon are under study.

Communications Act, up-to-date as of Jan. 1, 1954, is now on sale at 55¢ by Govt. Printing Office, Washington.
GENERAL PRECISION LABORATORY reports "one of the largest purchases ever made in radio or TV by one individual"—the sale of 3 complete uhf station packages to Robert W. Rounsaville for his stations in Cincinnati, Louisville and Atlanta. Purchase includes 3 GPL-Continental 1-kw transmitters (made by Continental Electronics, Dallas), 3 antennas, 6 GPL-Pye camera chains, 3 vidicon film chains, six 16mm film projectors, and associated equipment. Installation has begun at WQXL-TV (formerly WLOU-TV), Louisville (Ch. 41), which has March target. WQXN-TV (formerly WCNV-TV), Cincinnati (Ch. 54) plans debut in early summer and WQXI-TV, Atlanta (Ch. 36) is due about Oct. Forjoe is rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not announced.

RCA shipped its first 50-kw amplifier Feb. 13—to share-time stations WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11). Only other transmitter shipment reported this week was RCA 10-kw to KVAL-TV, Eugene, Ore. (Ch. 12) Feb. 11. The RCA transmitter shipped last week to WMFD-TV, Wilmington, N. C. (Ch. 6) was 10-kw, not 5-kw as erroneously reported.

In our continuing survey of upcoming new stations, these are the latest reports from grantees:

WBRZ, Baton Rouge, La. (Ch. 2), granted Jan. 28, has mid-Sept. target, according to pres. Douglas L. Man- ship, publisher of Baton Rouge Advocate and State Times. Make of equipment and name of rep not reported. It's first competition for WAFB-TV (Ch. 28) which began April, 1953.

KULA-TV, Honolulu (Ch. 4), with 5-kw DuMont transmitter on its way via ship, now has April 9 target, according to asst. gen. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. It will be 3d vhf outlet there. Rep will be Headley-Reed.

KFEC-TV, Cheyenne, Wyo. (Ch. 5) reports progress in rebuilding tower which was toppled last Dec. by windstorm (Vol. 9:60), but now has no specific target— it all depends on completion of tower, which could be delayed by bad weather, says mgr. Wm. C. Grove. It's equipped with 5-kw DuMont transmitter. D. E. Allen has been named TV sales mgr. Network will be CBS, base rate $150. Hollingbery will be rep.

KDRO-TV, Sedalia, Mo. (Ch. 6), delayed by bad weather, has studio nearly completed, but has only 50% of its GE equipment, now hopes for April 1 start with 5-kw GE transmitter, writes gen. mgr. Herb Brandes. Rep will be Pearson.

KGKB-TV, Tyler, Tex. (Ch. 7), granted on Jan. 27, hasn't ordered equipment or begun construction, hopes to get going next Aug., according to owner Lucille Ross Lansing. Rep not yet chosen.

WMWT, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage outlet atop 6288-ft. Mt. Washington, N. H., is negotiating for RCA studio-transmitter equipment, begins adding to existing space on Mt. Washington about May 1—weather permitting—and expects to get going July 1, according to pres. John W. Guider. It expects to utilize old Yankee Network's 50-ft. FM tower, may build another for second antenna. Remodeling for studios in Riccar Inn, Poland Springs, Me., is already underway. Network will be CBS. Rep will be Harrington, Righter & Parsons.

KPAR-TV, Sweetwater, Tex. (Ch. 12), has 500-watt DuMont transmitter and 400-ft. Andrews tower on order, but hasn't set target date yet, reports pres. W. D. (Dub) Rogers. Grantee Texas Telecasting Inc. operates KDUB-TV, Lubbock, and plans to operate KPAR-TV virtually as satellite of Lubbock outlet. Same firm also is applicant for Ch. 4 in Big Spring, Tex., which, if granted, would also get satellite role. Rep will be Avery-Knodel.

WALB-TV, Albany, Ga. (Ch. 10), granted Jan. 13, begins construction soon on TV-AM building, plans June 1 start, reports owner James H. Gray, publisher of Albany Herald. Make of equipment not reported. Burn-Smith will be rep.

WINK-TV, Fort Myers, Fla. (Ch. 11), off delayed, now plans March 15 programming with 2-kw RCA transmitter, according to gen. mgr. A. J. Bauer. Owner is United Garage & Service Corp., Yellow Cab operators of Cleveland (Daniel Sherby, pres.). It will be ABC affiliate. Hour rate will be $150. Weed will be rep.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12), has studio building ready and footing & foundation in for transmitter house, now is negotiating for 808-ft. guyed tower, reports owner Oscar C. Hirsch. Target date not set, but "it will be later than April." Transmitter make not reported. Rep will be Pearson.

WHO-TV, Des Moines (Ch. 13) was delayed by anten- nna accident Feb. 10 when RCA 12-section superturn- stile was damaged. Antenna was only 4 ft. from ground when gin pole atop 700-ft. tower bent, causing estimated $40,000 damage and necessitating rebuilding of antenna. WHO-TV pres. Col. D. J. Palmer said mishap will post-pone debut "at least 3 weeks past the original March 15 expected starting date." No one was injured.

WLOS-TV, Asheville, N. C. (Ch. 13), hasn't ordered equipment yet, plans to start construction shortly, hopes to get on air in late spring or early summer using 300-ft. Lehigh tower atop Mt. Pisgah, reports commercial mgr. Bradley H. Roberts. Rep not yet chosen.

WINT, Waterloo, Ind. (Ch. 15), got FCC approval in Jan. to increase power to 240-kw visual and to build higher tower, 830-ft. above av. terrain, at new location 16 mi. north of Fort Wayne, now seeks network affiliation, plans to begin construction soon, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. It has ordered 12-kw GE and 800-ft. Stainless tower. Target date not reported, but earlier plans were for March debut. Rep not yet chosen.

WKDN-TV, Camden, N. J. (Ch. 17, allocated to Philadelphi), granted on Jan. 28, is planning additional housing for TV studios and transmitter, but hasn't ordered equipment or set specific target, reports pres. Ranulf Compton. It's to be "community station built within financial confines that will make it possible for the local industrial, retail and service establishments to buy television advertising." Rep not yet chosen.

WOBS-TV, Jacksonville, Fla. (Ch. 30), has studios ready and GPL-Continental transmitter ordered for March delivery, plans April 15 tests, goes commercial May 1, reports gen. mgr. Jim Macri. Pres. & 50% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, TV grantee for Thomasville, Ga.; 50% of WMIE-TV, grantee for Miami, Fla.; and radios WLBS, Birmingham, and WGAA, Cedar- town, Ga. Hour rate will be $150. Rep will be Stars National.

WIMA-TV, Lima, O. (Ch. 35) had planned start early this year, now has no fixed target, awaits delivery of 5-kw DuMont transmitter late next summer, reports gen. mgr. R. W. Mack. Weed will be rep.

CHCH-TV, Hamilton, Ont. (Ch. 11), planning April start with RCA equipment, has tentative April 15 programming date, reports asst. mgr. S. J. Bibby. Wave- stack antenna designed by RCA is being built by Domin- ion Bridge. Bill Jeynes, ex-Rediffusion, Montreal (com- munity antenna service), has been named chief engineer; David Southwood, ex-BBC, and Tom Sutton, ex-WWJ-TV, producer-directors. Reps will be Adam Young (for U.S.) & All-Canada Television.
Telecasting Notes: Enlightened plea for improvement of TV commercials comes from Feb. 13 Tide Magazine, which asks: “Are TV commercials as bad as they say?”— and then proceeds to imply answer is “yes” by quoting ad and research industry sources. Taking off from Bernays survey of leading citizens, which soundly berated TV commercial practices (Nov. 15), Tide confides that “certain influential people within advertising may themselves approach the FCC, as Bernays has privately indicated he may do,” to seek more Commission leadership on subject . . .

Fate of NBC's 2 big variety shows—Comedy Hour & Your Show of Shows—has drawn considerable speculation for last year or so, and Feb. 13 Billboard reports they've been given virtual ultimatum to change format to situation comedy or perish . . . But variety shows won't completely disappear, Billboard reporting both NBC & CBS have plans on books for supercolossal “spectaculars” with top Hollywood talent, to be aired probably on monthly basis—in color—with talent cost of $250,000 a show and up. ABC-TV, it says, already is negotiating for weekly 30-min. show which “would almost certainly be the most expensive such program on the air,” featuring Ringling circus acts direct from big top, probably sponsored by Wheaties . . . 2-hour all-star show on ABC, CBS & NBC TV networks next Oct. will climax observance of “Light's Diamond Jubilee Year,” 75th anniversary of Edison's invention of incandescent lamp; network show will be sponsored by electric companies and electrical manufacturing firms, will follow heavy spot TV-radio schedule through year by local utilities . . . “TV's first repertory theatre” is described as NBC's major project for 1954 in Feb. 10 Variety—which says it's still hush-hush but network, together with a major foundation and a top drama

Personal Notes: Murray B. Grabhorn, ex-WJZ-TV and onetime sales mgr. of ABC's o- & e stations, resigns as sales director of WATV & WAAT, Newark, will return to Los Angeles for undisclosed TV-radio sales connection . . .

Thomas C. McCray, ex-NBC western div., named gen. mgr. of KBNH, Los Angeles, succeeding Don Norman, now managing director of olympian Edwin Pauley's Television California, applicant for San Francisco's Ch. 2 . . . Wade S. Patterson named gen. mgr. of KCRI-TV, Cedar Rapids, replacing Frank D. Rubel . . . Charles Stone promoted to sales v.p. of WMBR-TV & WMBR, Jacksonville, Fla. . . .

Richard Krolik resigns as Life Magazine TV mgr. to be N. Y. mgr. of film packagers Nasht International Productions . . .


Robert Blake, named publicity manager, who has opened own public relations office in Empire State Bldg . . .

Harry E. Travis, ex-WBKB-TV, Battle Creek, named administrative asst. to John H. Bone, gen. mgr. of upcoming WNEM-TV, Bay City, Mich. . . . J. P. Gilmore promoted to chief TV coordinator of CBC . . .


Harry Tenenbaum elected v.p. of WTVI, St. Louis-Belleville, Ill., continuing as asst. secy.-treas . . .

Ahlgren promoted to sales mgr. of KPRC-TV, Houston . . . Frank Crane, mgr. of Los Angeles Ad Club, named managing director of Southern California Broadcasters Assn . . .

Charles L. Brady, ex-McIntosh & Inglis, Washington consulting engineers, named director of technical operations at WJIM-TV & WJIJ, Lansing, Mich., not WILS-TV, as we erroneously reported last week . . .


Derrick Dyatt, ex-WTOP-TV, Washington, sets up own TV management consultant office at 3811 Van Ness St. NW, Washington . . .

George Hart joins Bentley & Co., Chicago, specializing in electronics accounts . . .

Joseph R. Matthews, A. C. Nielsen Co., named eastern sales manager, named v.p. in charge of sales of Nielsen Station Index to stations, agencies & sponsors, moves from San Francisco to Chicago . . .


Robert Mandeville, ex-Chicago, named eastern sales v.p. of rep Everett-McKinney.

WSLS-TV, Roanoke, Va. (Ch. 10), breaks ground this month for $1,000,000 TV center in heart of city shopping district. Two-story structure will have glass wall permitting passersby to view directly into 2 downstairs studios. Novel feature of building will be 6 large merchandising show windows to promote sponsors' products. Building also will house complete art and photographic studios. Station recently increased power, now radiates 296 kw from mountain peak nearly 4000 ft. above sea level.

TV-Radio News Directors Assn. sponsors second annual national TV news seminar May 18-21 at Northwestern U, Evanston, Ill. Reservations for conference, restricted to 40 participants, may be made at Northwestern's Medill School of Journalism.
Network Accounts: Another program coup was pulled off by NBC this week with transfer of Lux Video Theatre and Lux Radio Theatre from CBS thru J. Walter Thompson in deal representing estimated $4,000,000 in gross annual revenue. TV version will be presented Thu. 10-11 p.m. starting Aug. 28, replacing Martin Kane and Foreign Intrigue, which will be shifted to other times; radio version will start in Sept., time and date not yet set.

These 7 sponsors reported signed deals for participation on upcoming women's series, Home, on NBC-TV starting March 1, Mon.-thru-Fri. 11 a.m.-noon: Lees Carpet Co., Helena Rubenstein, Sunbeam Corp. (appliances), Wear-Ever Baby Carriage Co., Dow Corning Corp., Con Products Refining Co., Sherwin-Williams Paint Co.; network had no comment but plans to disclose full sponsorship list next week . . . Procter & Gamble moves Three Steps to Heaven from 11:15-11:30 a.m. to 10:45-11 on NBC-TV, effective March 1, when Home moves into 11 a.m.-noon position . . . Chesterfields, in first major sponsorship since dropping Arthur Godfrey, buys Spyke Jones Show on NBC-TV starting Feb. 13. Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Borden's coffee to sponsor Justice, drama series based on files of National Legal Aid Assn., on NBC-TV starting April 8, Thu. 8:30-9 p.m., thru Doherty, Clifford, Steers & Shenfield . . . Gerber Products (baby foods) to sponsor Thu. 10:15-10:30 a.m. segment of Ding Dong School on NBC-TV starting March 4, Mon.-thru-Fri. 10-10:30 a.m., thru D'Arcy Adv. . . . Campbell Soup Co. to sponsor thru 5:45-6 p.m. segment of Howdy Doody on NBC-TV starting March 25, Mon.-thru-Fri. 5:30-6 p.m., thru Ward Wheelock, Philadelphia . . . General Mills (O-Cel-O sponge products) buys 13 partic. on Dave Garvarrow's 7-9 a.m. Today on NBC-TV, thru Comstock & Co., Buffalo; Maytag Co. buys 52 partic., thru McCann-Erickson; Tetley Tea Co. 13 partic., thru Geyer Adv.; Florida Citrus Commission 8 partic., thru J. Walter Thompson; Bourjois Inc. (perfumes) 12 partic., thru Foote, Cone & Belding; Merrill Lynch, Pierce, Fenner & Beane 1 partic., thru Albert Frank-Guenter Law Inc.; West Coast Lumbermen's Assoc. 1 partic., thru MacWilkins, Cole & Weber, Portland, Ore. . . . ABC starts simulcast of Don McNeill's Breakfast Club Feb. 22 9-10 a.m., with no TV sponsors signed as yet.

Buffalo Ch. 2 grant to Niagara Frontier Amusement Corp. appears assured, now that FCC's own broadcast bureau has told Commission that applicant had "no willful intent to thwart or circumvent Commission policy" in signing agreement whereby Enterprise Transmission Inc. competed against application (Vol. 10:5). Deal involved Niagara's payment of $491,833 for assets of WBES-TV, Buffalo (Ch. 59), principals of which were associated with Enterprise, and WBES-TV was to go off air. Broadcast bureau held that Niagara didn't violate "any clearly established Commission policy or rules," and that in previous cases "the Commission has not frowned upon payment by the remaining applicant to the withdrawing applicant in excess of 'out-of-pocket' expense or the value of assets received as an aspect of the resolution of conflict between the two applicants." Bureau also noted that Enterprise and its associates won't get paid anyway, because agreement was conditioned on grant to Niagara on or before Dec. 18.

Commercial TV is slated to begin in Morocco March 1 from station in Casablanca privately owned by Compagnie Marocaine de Radio-Television and using French 819-line system. The 4 hours of programming daily will be split into 2 hours French (live and kinescope from French stations), 1 Arabic, 1 English. English programming will be aimed at U.S. personnel in area, and reportedly will consist of ABC-TV films.

Color Trends & Briefs: Color TV experts still have a lot to learn about color transcriptions and color film, but problems are well on way to solution. That's conclusion reached by NTSC Panel 11-A which this week released 200-page report on subject compiled by its members after 10,000 man-hours of work over 2-year period.

Evaluating highly technical study, chairman Dr. Alfred N. Goldsmith commented:

(1) Acceptable color-film records and color release prints of live programs can now be produced by direct photography and be transmitted successfully.

(2) "Color kinescope-recording information now available is insufficient to enable firm conclusions to be drawn as to the commercial practicability of this process. However, progress in this field is rapid and the ultimate successful utilization of color kinescope-recording is a definite possibility."

(3) "The color transcription art is rapidly developing in all its branches, and should enable the successful recording, transmission and reception of transcribed programs in the foreseeable future."

Copies are available to everyone interested, from NTSC chairman Dr. W. R. G. Baker, Electronics Park, Syracuse, N. Y.

More color clinics for servicemen were disclosed this week. Raytheon announced following schedule: Fargo, N. D., Feb. 16; Minneapolis, Feb. 18; Lexington, Ky., Feb. 23; Ft. Wayne, Feb. 25; Wilkes-Barre, March 2; Pittsburgh, March 4; San Francisco, March 9; Fresno, March 10. GE began series of service clinics for midwestern dealers Feb. 8 at Iowa State College, Ames. Motorola next week inaugurates "color school" in Chicago for distributor service managers, to continue until all distributors have had their personnel complete 3-week course.

Disc-type color converter for compatible system, demonstrated last week by young engineer of Airtronics Research Inc., Bethesda, Md. (Vol. 10:6), has sparked a lot of queries, including some from manufacturers interested in evaluating possible market for device. Company is now making more refined model, aiming to reduce flicker, improve brightness. FCC has been invited to see device in action for Armstrong Circle Theatre Feb. 23.

Color TV Inc., one-time proponent of line-sequential system, pops up again, this time with a proposal for one tube color camera. Brochure is available from J. M. Carter, gen. mgr., 973 E. San Carlos Ave., San Carlos, Cal.

Latest DuMont color scanner shipments are one each to Crosley and Corning Glass.

One of last big share-time AM combinations—Prairie Farmer's WLS & ABC's WENR, Chicago—will be merged into one full-time operation, subject to FCC approval. Agreement provides for new corporation, WLS Inc., to operate using present WLS studios and personnel and WLS call letters, with ABC affiliation. Three directors will be named by old WLS ownership, 2 by WENR. Current WLS pres. James E. Edwards will head new firm. Complex tax-free financial agreement provides that each station assigns to new company its assets used in operation of station together with $100,000 in cash, with ABC contributing $40,000 additional because it is assigning less property to new company. Each of old companies will lend new firm $50,000. For 5 years, new WLS will hold 10,000 shares of Class A stock, ABC 8000 shares of Class B; after 5 years, Class B stock will be cancelled and each company will hold 10,000 shares of Class A. ABC's Chicago TV outlet, WBKB, isn't involved in transaction.
GOOD MONOCHROME SALES, COLOR EFFECT MINOR: Trade generally continued to hold up well this week -- and pre-Christmas fear of "color talk" depressing black-&-white sales hasn't amounted to much, largely due to industry planning, pricing and promoting.

A concomitant of current good market is that the once-anticipated headlong plunge into color race hasn't materialized and manufacturers are now holding off producing 15-in. color sets and preparing for 19-in. (see p. 5). It has been shown that public will buy black-&-white if price is right, thereby giving breathing spell to manufacturers to develop size of color set they believe public will want.

There were blind spots in bright trade picture, to be sure, particularly in highly-saturated older metropolitan markets. RETMA spokesman said business in Feb. was beginning to show "just a little wear and tear around the edges" as compared to Jan. but was still doing better than anticipated and could certainly be classified as good, as Februaries go. Doubtless very low prices were biggest single stimulant. Zenith, Motorola & Crosley this week introduced even lower-priced models (pp. 12-13).

Further indication of good business was Corning Glass Works' recall of some 500 workers at its tube plants in Corning, N.Y. and Albion, Mich. Corning said increased activity resulted from reduction of high inventories in TV customer plants.

Color hit big N.Y. dept. stores with a bang this week -- Macy's, Gimbel's and Wanamaker's all heralding demonstration of color receivers with big newspaper ads. For its 6th annual TV-Music Festival, Macy's took 6 pages in N.Y. Times. Ad told consumers precisely what salesmen later told them in stores -- "black-&-white is your best buy." This was the pitch:

Color sets now have 12¼-in. pictures, compared to up to 27-in. black-&-white; colorcasts average less than 2 hours a week, as against 7 channels telecasting all day and most of night; while black-&-white programs can be received on color sets, conversely the few color programs can be received in monochrome; color sets cost from $700 to $1200, compared to 21-in. monochrome under $200; delivery on color will be between 3-6 months, compared to immediate delivery on nearly all black-&-whites; service & warranty on color cost about 4 times black-&-white and only a few technicians are trained; only a few cabinet styles are available in color.

Result was foregone conclusion. Folks looked at color, bought black-&-white. John Mellon, mgr. of Wanamaker's TV-radio dept., tersely and aptly summarized public reaction for us thus: "Prices too high, pictures too small, deliveries too slow." He said black-&-white sales were excellent, took order for one color set, a Westinghouse. Much the same reaction came from Wm. Wexler, mgr. of Macy's TV-radio dept. Color sets at Macy's bore these price tags, which Wexler emphasized were estimates in some cases, and clearly labeled as such:

- CBS-Columbia $1200, Emerson $700, Hallicrafters $1200, Hyde Park (Macy's private brand assembled by Tele King) $989, RCA $1000, Sparton $1150, Stewart-Warner $1000, Westinghouse $1295. Service & warranty charges ranged from $200-300. Average delivery time was 3 months, though Westinghouse, which is channeling all its sets to N.Y. through distributor Times Appliance Co., announced it could make immediate deliveries to dealers of the comparatively few sets it has produced.

West coast dealers got another look at color this week at the Western Winter Home Goods Market in San Francisco, along with opinion of J.B. Elliott, RCA exec. v.p. for consumer products, that "fear of color inroads into black-&-white has died down much more rapidly than I expected it to." He predicted 100,000 color sets in use in 1954 and 10,000,000 in 5 years, when price will be around $500.

Color was big feature of mart, retailers evincing considerable enthusiasm over colorcast of Fred Allen's Judge For Yourself on KRON-TV. Consensus of dealers
was that color would sell when screen sizes reach 17-in. and prices drop sharply.

Actual buying at mart was comparatively light, though traffic was heavy. Set makers had lots of appointments with dealers, however, and were plied with queries, chiefly about color and chiefly unanswerable. Dealers seeking special promotional allowances on black-and-white abounded, trying to extend shrinking profits.

TV production continues to maintain steady pace, totaling 107,853 week ended Feb. 5, compared to 110,156 preceding week and 111,188 week ended Jan. 22. It was year's 5th week by RETMA calculations, brought production for year to date to about 530,000, as against 893,161 for first 5 weeks of 1953.

Radio production totaled 192,523 week of Feb. 5, compared to 202,837 units in Jan. 29 week and 215,976 week before. It brought 5-week production to approximately 1,060,000 vs. 1,390,114 year ago.

Continuing its 1953 recapitulations, RETMA this week reported 6,375,279 TVs were sold at retail last year, compared with 6,144,988 in 1952. Production last year was 7,214,787 and in 1952 it was 6,096,279. No official retail sales figures were tabulated for 1950, when TV output set record of 7,463,800.

Topics & Trends of TV Trade: Crosley made big pitch for second-set market this week with a "semi-portable" 17-in. table model with only 15 tubes and selling at new low of $140, as against the $180 set it replaces. Crosley then announced it would concentrate its entire production on this model, dubbed "Super V," through April in effort to make big penetration into second-set market. Company spokesman said production would be more than 2000 daily.

Gerald O. Kaye, Crosley New York distributor, ordered 10,000 of the sets immediately after introduction at Waldorf-Astoria. It was largest single distributor order on any one TV model, said Crosley v-p-gen. mgr. Leonard F. Cramer, who predicted new set "conceivably" could boost Crosley to 5th place among top TV makers "within a year."

Cramer added new receiver was designed to fit in with color set, which he said will be kept in living room in most cases because of its size. He emphasized set is "definitely not a loss leader" but will bring "modest profits" to manufacturer, distributor & dealer.

Receiver uses 17-in. rectangular picture tube and is housed in cabinet 14x18x19, has vertical chassis and side panel controls. It weighs 55 pounds (compared to 76 for average 17-in. table), sells for $140 in walnut, $150 in mahogany, $160 in blonde. Optional uhf tuner is $30 extra.

Picture and receiving tube sales in 1953 both broke records established in 1952, reports RETMA. Picture tube sales totaled 9,359,138 valued at $234,721,033, up from 7,635,666 worth $170,652,078 in 1952. Trend to larger tube sizes is reflected in compilation showing 75% were 19-in. and larger, as against 60% in 1952. For December, sales were 644,287 worth $14,798,364.

Receiving tube sales in 1953 totaled 437,091,555 valued at $305,675,315, compared with 1952's 368,519,243 units worth $250,116,089. Of sales, 293,601,162 went for new sets, 112,785,183 replacement, 20,614,975 export, 10,991,155 gov't. For December, sales were 29,404,026 worth $7,632,367.

TV helps piano sales, too, by interesting more persons in music and inducing them to play an instrument themselves, according to Charles Steinway, of big Steinway & Sons, N. Y.

Excise tax collections on TVs, radios & phonographs totaled $57,224,000 for July-Dec. 1953, down $10,331,000 from same period of 1952.


GE called special news conference this week to deny reports it was lagging badly in TV sales, arising from week's layoff of 2150 workers at Syracuse & Auburn, N. Y. (Vol. 10:6). George P. Park, mgr. of adv. & sales promotion services, said Jan. TV-radio sales had declined only slightly from Jan. 1953. He said that inventories were in much better position, however. He attributed "slight decline" in TV sales to "reluctance of the part of the public to invest in black-and-white TV sets because they are led to think color TV is coming sooner than it appears to be." Also this week, GE introduced 21-in. mahogany table model at $260, uhf $300.

RETMA boards and 21 committees will meet at New York's Roosevelt Hotel Feb. 16-18 to hear report by pres. Glen McDaniel on proposed amendments to tax and labor laws and recent administrative regulations on military electronics procurement. Another feature will be discussion by set div. exec. committee on possibilities of promoting uhf. Committees will meet first 2 days, with board meeting final day.

Zenith cut 17-in. sets below $200 as leaders of 19-set line introduced this week to distributors in Chicago. Details: Colby, 17-in. mahogany wood table $180; Stafford, 17-in. blonde wood table $190; Kensington, 21-in. mahogany table $200; Carlton, 21-in. blonde table $210; Amherst, 21-in. mahogany pyroxylin table $230; Bowdoin, 21-in. blonde pyroxylin table $240; Bradford, 21-in. mahogany table $240; Balfour, 21-in. blonde table $250; Buckingham, 21-in. mahogany table $300; Purdue, 21-in. blonde table $310; Westminster, 21-in. open-face mahogany console $280; Oberlin, 21-in. open console $300; Sheldon, 21-in. open mahogany $300; Fordham, 21-in. open blonde $320; Cornell, 21-in. open mahogany veneer $320; Knox, 21-in. open blonde veneer $320; Dartmouth, 21-in. open mahogany veneer $400; Tulane, 21-in. open mahogany $400; Lawrence, 24-in. open mahogany $400. Optional uhf tuner is $30-50 extra. Also introduced was portable automatic phonograph listing at $100.

Zenith's motion to file counter-claim for $16,055,549 triple damages against RCA in patent infringement suit brought against Zenith by RCA (Vol. 10:3), was granted Feb. 11 by Chicago Federal District Judge Michael L. Igoe. No date was set for hearing claim.

Financial & Trade Notes: CBS earnings set record in 1953, chairman Wm. S. Paley told directors meeting this week, but said audited figures won't be revealed until next month. He said earnings were about $3.75 a share, or $1 more than in calendar 1952, when earnings were $6,445,506 on gross revenues of $251,594,490. CBS earnings in 1951 were $6,360,097 ($3.10) on gross revenues of $192,384,608. Last available financial report from CBS, covering 9 months ended Sept. 30, 1953, listed profit of $5,661,343 ($2.42) on sales of $223,109,649. All CBS operating divs. are included. Charles F. Stromeyer, new pres. of tube div. CBS-Hytron, was elected to board, replacing Frederick L. Chapman, resigned. Stromeyer was also elected CBS corporate v.p., as was Dr. Peter C. Goldmark, new pres. of CBS Laboratories.

Sonotone Corp., makers of hearing aids, tubes and picture tube guns along with line of military electronics products, reported 1953 net income slightly in excess of 1952's $464,000 but pres. Irving A. Schachtel told N. Y. Society of Security Analysts that decline in TV components business and "disruption of market" following introduction of color TV kept earnings below Sonotone's earlier estimates. He said sales in 1953 set record; detailed figures will be released later.

Dividends: Philco, 40¢ payable March 12 to stockholders of record Feb. 28; Storer Broadcasting Co., additional 37½¢ March 15 to holders March 1, plus regular 64¢ Class B March 15 to holders March 1; CBS, 40¢ quarterly A&B March 5 to holders Feb. 19; Television-Electronics Fund, 7¢ Feb. 26 to holders Feb. 11; I-T-E Circuit Breaker Co., 31¼¢ March 5 to holders Feb. 18.

Tele King Corp., 601 West 26th St., N. Y., manufacturer of own and private label TV lines, this week filed petition under Chapter XI of N. Y. Bankruptcy Act, offering creditors 100% settlement in annual installments of 10%. Referee Herbert Lowenthal permitted Tel King to remain in business pending settlement after exec. v.p. Calvin E. Bell said net profit of $25,000 a month could be realized by continuance. He estimated sales at $750,000 a month, operating expenses of $110,000. Attorney Benjamin Weintraub said Tel King had $3,337,000 in inventory last July in anticipation of fall season that never fully developed, lost about $200,000 last year on its 18 distributing subsidiaries and lost all defense contracts last July. Though no schedules were filed, petition approximates assets at $4,439,000, liabilities at $4,050,000. Ten largest creditors, who will meet with Lowenthal Feb. 15, are: GE, $584,501; RCA, $375,000; Westinghouse, $93,198; Sylvania, $84,859; Thomas Electronics Inc., Passaic, N. J. (tubes), $81,727; Tung-Sol, $75,456; Waterbury Companies Inc., Waterbury, Conn. (plastics), $37,407; Foster Transformer Co., Cincinnati, $35,158; Red Lion Furniture Co., Red Lion, Pa. (TV cabinets), $31,721; Sessions Clock Co., Forestville, Conn., $30,036.

Don Ferraro's 3 companies—Fidelity Tube Corp., Gem Radio & Jewel Radio, all of 900 Passaic Ave., Newark—were adjudged bankrupt this week when they were unable to submit Chapter XI plans satisfactory to creditors. Referee Wm. T. Cahill ordered adjudication after Asst. U. S. Attorney James C. Pitney pressed tax claims of more than $1,000,000 against the 3 firms, which listed $1,114,880 liabilities and $537,962 assets in late Dec. hearing (Vol. 10:1).

Motorola cut prices further this week, introducing 17-in. ebony metal table model at $160 (uhf $180) and 21-in. ebony metal table at $180 (uhf $200), available for March delivery. It was competitive move, bringing Motorola into line with Admiral and Philco, which previously introduced uhf and all-channel sets at those prices.
COUNTY-BY-COUNTY survey of set ownership, conducted for CBS-TV by Nielsen and hailed by CBS-TV research director Oscar Katz as "most extensive" ever made, will be issued within next 2 weeks.

Claims appear justified because survey was compiled by sampling 100,000 families directly, covering every one of nation's 3070 counties. As a preliminary, CBS this week issued state-by-state tabulation (see below). Census is as of Nov. 1, 1953, showing 58% of nation's families—27,506,500 out of 47,191,500—had TV sets as of that date. Interesting angle is that NBC's estimate as of same date shows 26,304,000 sets in use (Vol. 9:5). CBS's uhf count was 1,774,690. Because uhf is so relatively new and percentage of uhf sales and conversions has accelerated since survey was made, uhf figures should be employed with caution.

Commenting on survey, CBS said: "Aside from the industry's evident need for up-to-date, accurate figures, the new survey was made because in the 6-month period between May, 1953 [when CBS last issued a projection, not a survey] and November, the number of station markets had doubled, TV counties had increased by almost 50%, and uhf had its real beginning." Following are the state-by-state figures:

<table>
<thead>
<tr>
<th>State</th>
<th>Total Families</th>
<th>TV Families</th>
<th>Penetration</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>824,700</td>
<td>280,470</td>
<td>34%</td>
</tr>
<tr>
<td>Arizona</td>
<td>233,100</td>
<td>107,570</td>
<td>46%</td>
</tr>
<tr>
<td>Arkansas</td>
<td>335,300</td>
<td>102,020</td>
<td>30%</td>
</tr>
<tr>
<td>California</td>
<td>4,039,500</td>
<td>2,099,460</td>
<td>52%</td>
</tr>
<tr>
<td>Colorado</td>
<td>846,700</td>
<td>479,210</td>
<td>57%</td>
</tr>
<tr>
<td>Connecticut</td>
<td>630,300</td>
<td>197,710</td>
<td>31%</td>
</tr>
<tr>
<td>Delaware</td>
<td>101,600</td>
<td>29,970</td>
<td>29%</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>246,900</td>
<td>177,140</td>
<td>72%</td>
</tr>
<tr>
<td>Florida</td>
<td>968,800</td>
<td>237,250</td>
<td>35%</td>
</tr>
<tr>
<td>Georgia</td>
<td>953,500</td>
<td>289,720</td>
<td>30%</td>
</tr>
<tr>
<td>Idaho</td>
<td>180,100</td>
<td>38,240</td>
<td>21%</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,820,000</td>
<td>1,852,390</td>
<td>66%</td>
</tr>
<tr>
<td>Indiana</td>
<td>1,394,700</td>
<td>799,700</td>
<td>58%</td>
</tr>
<tr>
<td>Iowa</td>
<td>826,700</td>
<td>399,770</td>
<td>48%</td>
</tr>
<tr>
<td>Kansas</td>
<td>602,400</td>
<td>212,600</td>
<td>35%</td>
</tr>
<tr>
<td>Kentucky</td>
<td>383,100</td>
<td>354,110</td>
<td>92%</td>
</tr>
<tr>
<td>Louisiana</td>
<td>739,100</td>
<td>278,370</td>
<td>37%</td>
</tr>
<tr>
<td>Maine</td>
<td>269,000</td>
<td>87,970</td>
<td>33%</td>
</tr>
<tr>
<td>Maryland</td>
<td>732,600</td>
<td>385,650</td>
<td>52%</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1,424,100</td>
<td>1,092,610</td>
<td>77%</td>
</tr>
<tr>
<td>Michigan</td>
<td>2,023,500</td>
<td>1,417,930</td>
<td>65%</td>
</tr>
<tr>
<td>Minnesota</td>
<td>950,700</td>
<td>437,020</td>
<td>46%</td>
</tr>
<tr>
<td>Mississippi</td>
<td>578,400</td>
<td>119,370</td>
<td>21%</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,306,300</td>
<td>677,160</td>
<td>52%</td>
</tr>
<tr>
<td>Montana</td>
<td>197,700</td>
<td>9,100</td>
<td>5%</td>
</tr>
<tr>
<td>Nebraska</td>
<td>427,300</td>
<td>177,410</td>
<td>41%</td>
</tr>
<tr>
<td>Nevada</td>
<td>614,600</td>
<td>112,260</td>
<td>18%</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>1,056,600</td>
<td>372,620</td>
<td>77%</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,568,100</td>
<td>1,374,790</td>
<td>88%</td>
</tr>
<tr>
<td>New Mexico</td>
<td>202,000</td>
<td>22,370</td>
<td>11%</td>
</tr>
<tr>
<td>New York</td>
<td>4,890,100</td>
<td>3,713,620</td>
<td>77%</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1,056,600</td>
<td>385,960</td>
<td>37%</td>
</tr>
<tr>
<td>North Dakota</td>
<td>161,200</td>
<td>13,320</td>
<td>8%</td>
</tr>
<tr>
<td>Ohio</td>
<td>2,517,800</td>
<td>1,957,490</td>
<td>78%</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>692,600</td>
<td>312,040</td>
<td>45%</td>
</tr>
<tr>
<td>Oregon</td>
<td>546,500</td>
<td>332,240</td>
<td>61%</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3,330,300</td>
<td>2,272,640</td>
<td>68%</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>243,800</td>
<td>217,720</td>
<td>89%</td>
</tr>
<tr>
<td>South Carolina</td>
<td>554,600</td>
<td>194,410</td>
<td>35%</td>
</tr>
<tr>
<td>South Dakota</td>
<td>159,000</td>
<td>17,890</td>
<td>11%</td>
</tr>
<tr>
<td>Tennessee</td>
<td>915,900</td>
<td>381,190</td>
<td>42%</td>
</tr>
<tr>
<td>Texas</td>
<td>2,412,100</td>
<td>1,162,530</td>
<td>48%</td>
</tr>
<tr>
<td>Utah</td>
<td>207,600</td>
<td>120,320</td>
<td>58%</td>
</tr>
<tr>
<td>Vermont</td>
<td>108,300</td>
<td>25,930</td>
<td>24%</td>
</tr>
<tr>
<td>Virginia</td>
<td>918,100</td>
<td>510,970</td>
<td>55%</td>
</tr>
<tr>
<td>Washington</td>
<td>828,800</td>
<td>387,060</td>
<td>47%</td>
</tr>
<tr>
<td>West Virginia</td>
<td>529,300</td>
<td>229,320</td>
<td>43%</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,045,000</td>
<td>518,800</td>
<td>49%</td>
</tr>
<tr>
<td>Wyoming</td>
<td>95,100</td>
<td>6,750</td>
<td>7%</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>47,191,500</td>
<td>27,506,500</td>
<td>58%</td>
</tr>
</tbody>
</table>

FCC's license fee proposal has begun to draw comments already, though they're not due until April 1. (For full text of proposal, see Special Report, Jan. 30.) Right off the bat, Sen. Edwin Johnson (D-Colo.) told Commission he doesn't like idea, said it's Congress' job to determine fees to be charged, if any. He introduced bill calling for establishment of "nominal" fees, said he hopes for Senate hearings on it in near future, asked FCC to hold off meanwhile. He wants it made clear that stations shouldn't feel they have "proprietary interest" in wave-lengths because they pay fees, and he questioned fairness of levying same charge for all TV-AM-FM stations. Rep. Aspinall (D-Colo.) introduced same bill in House. West coast attorney Joseph Brenner, speaking for himself, told FCC that no fees should be charged but, if they are, some system should be devised whereby Commission can resume holding hearings outside Washington, with parties paying FCC costs incurred. He also suggested that fees be on sliding scale directly proportional to cost of station as estimated by applicant, e.g., $500 for $500,000, $200 for $200,000 station, $50 for $50,000.

"Emmy" awards for 1953 announced Feb. 12 by Academy of TV Arts & Sciences at Hollywood banquet: top stars, Eve Arden of Our Miss Brooks (CBS) & Donald O'Connor of Colgate Comedy Hour (NBC); outstanding personality, Edward R. Murrow (CBS); comedy show, I Love Lucy (CBS); variety, Omnibus (CBS); mystery, Dragnet (NBC); news or sports, See It Now (CBS); public affairs, Victory at Sea (NBC); new program, Make Room for Daddy (ABC) & U. S. Steel Hour (ABC), tie; children's, Kukla, Fran & Ollie (NBC); supporting actor, Art Carney of Jackie Gleason Show (CBS); supporting actress, Vivian Vance, I Love Lucy (CBS); drama, U. S. Steel Hour (ABC); quiz or panel, This Is Your Life (NBO) & What's My Line? (CBS).

Program logs in newspapers are paid for by 13% of TV & radio stations either by exchange of time for space or by direct payment at regular newspaper rates, reports NARTB on basis of survey. Of the 13%, one-fourth are newspaper-owned. Report said 27% of all stations had been requested to pay but that 14% refused, using direct mail, broadcasting program schedules, etc. Report pointed out that newspapers have substantially increased income from pages on which logs appear by selling small ads to stations and sponsors.

Long delays in getting CAA clearance for TV towers are inherent in proposal to be considered Feb. 16 by Washington Airspace Subcommittee. On agenda for next meeting is request by Air Force that all proposals for towers higher than 500 ft. be submitted to Washington Airspace Subcommittee for approval, in addition to regional subcommittees which now have jurisdiction. Measure is given little chance of passage, one similar proposal having been voted down in the past.

Channel shifts and power increases: WTTV, Bloomington, Ind. has moved from Ch. 10 to 4, now radiates 100-kw ERP from new 1000-ft. tower at new site 26 mi. from Indianapolis. WJBF-TV, Augusta, Ga. (Ch. 6) Feb. 12 raised power from 23.8 to 100 kw. WTOP-TV, Washington (Ch. 9) last week went from 27.3 to 55 kw with new antenna, extending tower from 300 to 373 ft.

Eight-channel community distribution system will be demonstrated March 12-13 at Buck Hill Falls, Pa., by Spencer-Kennedy Labs. System receives all New York channels plus WFIL-TV, Philadelphia, has been operating 9 months.

Radio now reaches 98.1% of all homes, reports A. C. Nielsen Co. on basis of new survey showing 46,646,000 radio homes in U. S. as of Jan. 1—increase of 1,890,000 in 1953.
FCC Considers Ban on Low-Power UHF: Several proposals to help insure future of uhf are in works at FCC -- all based on trial balloons hoisted by Comr. George Sterling at Boston IRE meeting last month (Vol. 10:5).

Plan which might ban use of 1-kw transmitters by future uhf starters is getting most serious consideration at the moment. It's subject of concentrated study at staff level -- and what will eventually come of it is still in guessing stage. Like castor oil, it's a for-your-own-good measure, for such a proposal is almost certain to arouse plenty of opposition from grantees and equipment makers. In his Boston speech, Sterling put it this way:

"I am not sure but what the FCC would be doing uhf a favor if it suspended authorizing any more 1-kw uhf transmitters."

FCC staff is now investigating the need for this action, and how it could be accomplished. Sterling says he hopes it will come up on the Commission agenda "within a couple of weeks."

Minimum permissible power under FCC rules is geared to tower height and the population of principal city served -- the same minimums applying to both vhf and uhf. For example: With a 400-ft. tower, station serving city of less than 50,000 population is permitted to radiate as little as 3-kw; for cities 250,000-1,000,000, about 16-kw (which can be accomplished with 1-kw transmitter); cities 1,000,000 and over, 80-kw. Minimum ERP decreases as antenna height increases. Commission has also been authorizing stations to start with less than these minimums if their signal strength is of certain level over principal service area.

These rules would have to be changed, probably by setting up separate minimums, or entirely different power-height curves, for uhf and for vhf.

Those at Commission who feel such a change is desirable argue that: (1) In many cases, signal from 1-kw transmitter doesn't seem to be "getting out" enough for easy reception by today's relatively insensitive uhf receivers. (2) Lower-powered transmitters may have been necessary at first, but equipment situation now is constantly improving -- GE has 12-kw transmitter, DuMont has 5-kw, and RCA, DuMont, Federal and others soon will be making 12-kw uhf transmitters.

Any proposals to increase minimum transmitter powers would have to go through rule-making procedures, giving interested parties time for comments, etc.

Another of Sterling's proposals -- relaxation of restrictions on directional transmitting antennas -- is due to get informal discussion at next FCC meeting, although no one has yet petitioned Commission to change or waive these rules.

Perhaps the most unusual plan suggested by the Commissioner is the licensing of satellites and/or boosters to expand service areas of uhf stations (Vol. 10:7). Sterling came out in favor of waiving restrictions against commercialization of experimental boosters "in the interest of uhf broadcasters who want to go to the ex-
pense." This week he told us the Commission may soon begin considering the pending petitions for boosters and satellites.

Commission is still getting plenty of complaints from uhf telecasters -- most of them aimed at affiliation policies of the networks. Comm. Sterling says he's particularly disturbed by some recent charges of "discrimination" against uhf by the networks -- and adds that these are causing him to "lose a little bit of interest in the multiple ownership proposal."

Chairman Hyde, on other hand, says multiple ownership plan could be aid to uhf, by giving networks bigger stake in uhf's success. He says complaints from uhf grantees to his office haven't increased in recent weeks.

Commissioners have received some requests to hold general conference on uhf problems. But they figure that their forthcoming second survey of post-freeze station's economics and network relations -- due some time this spring -- will tell the story better. Meanwhile, at the staff level, FCC is making "spot checks" of some vhf-uhf markets. Pittsburgh was first city visited; next is exploration of situation in Norfolk area, where there are 3 uhf stations and 1 vhf.

**MORE EXPERIENCE WITH COLOR RECEIVER:** We reported our initial reactions to color set in the home a month ago (Vol. 10:4), can now pass on to you benefits of our additional experience since that time.

In terms of hours of color viewing, our experience is still limited. However, we have had a fair variety of program types, more layman reactions, more opportunity to tune and detune receiver.

From technical standpoint, our original reactions still hold: The RCA set is remarkably stable, relatively simple to tune, requires minimum of servicing. The color fidelity has remained at generally high level, and black-&-white reception on receiver remains quite satisfactory.

Average viewer still hankers for larger screen. Though we'd like brighter picture for daytime shows, present brightness level is quite adequate for nighttime viewing. Quite a few observers say that black-&-white picture on color set is "easy on the eyes" -- but we'd prefer more light.

* * *

From subjective standpoint of what color adds to programs, we've learned quite a bit. We watched Howdy Doody 4 times, and we submit that no amount of color will ever make it comprehensible or palatable to an adult. Furthermore, we doubt that children's feverish enthusiasm for program could be increased by anything.

Panel programs don't gain much from color, either. Meet the Press was little enhanced; color didn't add great deal to interview parts of Fred Allen's Judge for Yourself, but song productions were at times strikingly beautiful.

But the importance of color to commercials can't be overemphasized, regardless whether program content itself benefits greatly from color. Impact on viewer is tremendous, many times greater than black-&-white for many products. This single factor is a major answer to those critics of color TV who point out that movies have not converted wholly to color in the years color film has been available. There's no question about it, sponsors will insist on color as color audience grows.

* * *

There was exceptional treat this week in Camel News Caravan Feb. 16, showing color news film for first time. There was excellent documentary on Chinese activity on Formosa, plus good fashion shots of models vacationing in Florida. Though latter was a bit washed out, colors were exactly right as described by fashion commentator.

Film employed was 16mm Kodachrome, combination of commercial and daylight types; prints were duplicates of original, accounting for the slight reduction in saturation. Projector was fast pull-down. NBC-TV color film specialist Stan Parlan said cardinal rule for making color TV film is simply this: "Get all the quality you can on the film, and the electronic equipment will reproduce it faithfully."

Women performers ought to be mighty happy with color; the arts of the beautician and the dressmaker finally come into their own in TV.

We haven't had opportunity to watch CBS-TV's Fri. evening programs, but the
Some engrossing color programs are in the works, particularly after NBC gets mobile unit back in service next month and after color-conscious Pres. Pat Weaver returns from Hawaiian vacation.

Plenty of sports are on tap at NBC, including big-league baseball. CBS is aiming as far ahead as next New Year's Day, planning on the Orange Bowl game from Miami. Meanwhile, here's current schedule, always subject to some change:

**NBC-TV** -- Armstrong Circle Theatre Feb. 23, 9:30-10; Excursion Feb. 28, 4-4:30; Ding Dong School March 8-9, 10-10:30 a.m.; Taming of the Shrew (opera) March 13, 4-5:30; Name That Tune March 15, 8-8:30; On Your Account March 19, 4:30-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; Eddie Fisher March 31, 7:30-7:45. Tentatively scheduled are St. Patrick's Day parade March 17, Easter parade and Frontiers of Faith April 18, plus Gillette fights sometime in April.

**CBS-TV** -- New Revue, 5:30-6 every Friday, up to now carried in New York and Baltimore only, was due to go to Chicago Feb. 19, to Los Angeles Feb. 26. A few other cities, such as Youngstown and Minneapolis, have been getting show recently on "unguaranteed" AT&T circuits -- meaning program may or may not come through in color, because unconverted coaxial is sometimes used and microwave isn't equipped and monitored for color. Paul Tripp's Party, due March 2, is for New York only.

AT&T now has 2 circuits to west coast equipped for color, thus can handle 2 programs simultaneously. There's still no word from ABC or DuMont on specific plans for start of color programming.

**WEEK'S GRANTS INCLUDE 3 VHF CPs, 1 UHF:** There were 4 new CPs and an initial decision this week, but no new stations on air -- though 6 are imminent, may begin testing next week. Following are week's grants:

- Modesto, Cal., KTRB, Ch. 14; W. Palm Beach, Fla., WEAT, Ch. 12; Wilmington (Carolina Beach), N.C., Wilmington TV Corp., Ch. 3; Clarksburg, W.Va., WBLK, Ch. 12. Initial decision favored Ch. 2 grant in Buffalo to Niagara Frontier Amusement Co., examiner Harold Shilz deciding applicant didn't try to subvert FCC policy in its efforts to get dismissal of competing applicants (Vol. 10:7).

- New stations due next week: Duluth, Minn., WDSM-TV, Ch. 6; Manchester, N.H., WMUR-TV, Ch. 9; Schenectady, N.Y., WTRI, Ch. 35; Wilmington, N.C., WMFD-TV, Ch. 6; Pittsburgh, Pa., WQED (educational), Ch. 13; San Juan, P.R., WAPA-TV, Ch. 4.

One hot uhf-vhf decision was reaffirmed by FCC this week, despite fiery opposition from Sen. Johnson. FCC had granted special temporary authorization to WORD-TV, Spartenburg, N.C., to operate at site 6 mi. from Greenville instead of site specified in CP, 24 mi. from Greenville (Vol. 10:6).

A protest of "economic injury" was filed by CP-holder WSCV, Spartenburg (Ch. 17). Commission rejected protest, saying that WSCV's main argument was that WORD-TV wanted new site in order to get CBS-TV affiliation which WSCV hadn't been able to get. WSCV didn't prove, Commission said, that WORD-TV's different site had any effect on WSCV's chances of getting the CBS-TV affiliation. It termed the allegations of economic injury "conjectural and speculative."

Another case had unusual twist this week. Grantee WPOR-TV, Providence, R.I. (Ch. 12), which was stopped from going on air by protest of CP-holder WVET (Ch. 16), asked Commission to stop WNET from going on, arguing that WNET hadn't been diligent in constructing until it stymied WPOR-TV.

Among other actions, FCC this week: (1) Rejected Westinghouse's request for reconsideration of rule that directors' minor holdings in stations be counted under multiple ownership rule (Vol. 10:7). (2) Rejected petitions requesting reversal of the recent allocation of Ch. 6 to Whitefish Bay, Wis. and Ch. 13 to Bemidji, Minn. (3) Asked grantees WWLA, Lancaster, Pa. (Ch. 21) and WERE-TV, Cleveland, O. (Ch. 65) to give better reasons for not having begun construction. (4) Set March 19 for the start of Ch. 7 hearing for Wausau, Wis. and Ch. 7 for Omaha, Neb.
DR. EISENHOWER’S HOPES FOR EDUCATIONAL TV: "Don't give up on educational television.
We're had a rough start but give us time. We're just now beginning to learn some
of the economic facts about the cost of construction and operation of the stations.
We're filling a real educational gap and to do it right we've got to have time to
finance the stations and time to fulfill our responsibility."

Thus did Dr. Milton Eisenhower reassert his faith in educational TV this week
in interview. Brother of the President and himself president of Penn State College,
Dr. Eisenhower was one of educational TV's staunch early backers, is co-chairman of
National Citizens Committee for Educational TV. He told us 15 months ago he thought
educators would do far better in TV than in radio (Vol. 8:46), now insists they're
making good progress despite slow start of 3 stations on air, 27 CPs, 17 applications.

It's only fair to give educators more time than commercial applicants, said
Dr. Eisenhower, because many of them must go to skeptical, economy-minded state
legislatures, others must raise funds through private foundations.

"I have no preference for one type of financing," he declared. "I believe we
should use any and all methods which allow us a completely free hand in the choice
of programs. I don't believe there's any danger in state-controlled TV just because
a legislature appropriates money for it. We accept money from the government for
research in medicine, agriculture and industry. So why should we fear dictation by
politicians because they're assisting us in this thrilling educational venture?"

There's no conflict between commercial and educational stations, he believes.
"There's a job to be done here which commercial TV cannot do, should not do and
could not be expected to do — and we would not want them to do it. Personally, I'm
enthusiastic about both commercial and educational TV," he said.

He believes educational station in small town can survive as well as station
in large city with vast cultural resources. But small-town educational applicants
have better chance if they're hooked to state network, as proposed in Wisconsin. To
illustrate, he pointed to his own State College, allocated Ch. 44 as one of 4 author-
ized for Pennsylvania, others being Philadelphia's Ch. 35, Pittsburgh's Ch. 13 and
Erie's Ch. 41. He said he hoped 2 more channels would be allocated in smaller towns
and all 6 be linked in network, giving smaller stations better programming.

* * * *

Joint Committee on Educational TV held stock-taking session this week at con-
vention of National Assn. of School Administrators in Atlantic City — and naturally
found itself thinking more of future than boasting of past.

Biggest event of future will be joint dedication of 5 stations May 16. They
are WQED, Pittsburgh (Ch. 13); WCET, Cincinnati (Ch. 48); KETC, St. Louis (Ch. 9);
WHA-TV, Madison, Wis. (Ch. 21); KQED, San Francisco (Ch. 9). WQED is scheduled to
run test patterns Tue. Feb. 23 to become nation's 4th educational outlet, joining
KUHT, Houston (Ch. 8), KTUE, Los Angeles (Ch. 28) and WKAR-TV, E. Lansing (Ch. 60),
latter operating non-commercially on commercial channel. Testing dates of other
four stations are still indefinite, though all say they'll meet dedication date.

JCET'S Ralph Steelet says he's encouraged by formation of local committees
in states which have submitted no educational application. Among them are North
Dakota, South Dakota, Nebraska, New Mexico, Arizona, Utah, Montana, Wyoming, Idaho
and Oregon. Both he and Robert Mullen, exec. director of Dr. Eisenhower's National
Citizens Committee for Educational TV, have been concentrating their promotional
fire in those areas recently and report encouraging progress.

Further encouragement came recently from New York, where Gov. Dewey asked
state legislature to authorize operation of state's 10 non-commercial stations by
"responsible" non-profit groups under general supervision of State Board of Regents
(Vol. 10:6). Leaders who date educational TV's lag from Dewey's rejection last year
of proposal for a state-financed network (Vol.9:9-10) are encouraged by latest action
but don't necessarily believe it represents basic shift in Dewey's attitude.

* * * *

Talk of the future to one side, educators' record to date isn't impressive.
KTUE and WKAR-TV, both uhf, are proceeding very slowly with programming. Former
faces extremely rough going, up against 7 vhf commercial stations, but licensee
Allan Hancock Foundation declares it's willing to spend a lot of time and oil money to make station go. It's too early to evaluate WKAR-TV, on air only a month.

**KUHT**, educational TV's "pioneer" station, programming since last May, is having its troubles, too, judging from reports. New York Times recently reported station was having trouble raising enough money to continue beyond current school year, and Houston Independent School District, though a joint licensee with U of Houston, has been reluctant to assist in presenting programs. Story further reported KUHT's program ratings were very low compared to educational programs on commercial KPRC-TV.

U of Houston has increased TV courses from 8 to 9, with psychology most popular. Yet school officials expressed disappointment that of the few thousand who view psychology program, only about 250 actually signed up for course or purchased teaching materials. Thus only small fraction of audience were "revenue" students.

**NOTABLE ACTIVITY** is reported by Canada's privately owned TV stations, anxious to get on air and, in most cases, provide first TV service to their areas. There are now 15 outstanding grants for Canadian stations, of which 13 are privately owned—in addition to the 8 stations now on air (5 CBC, 3 privately owned). Latest private station to go on air, CKCO-TV, Kitchener, Ont. (Ch. 13), Canadian GE equipped, has been transmitting test pattern and music since Dec. 24 (Vol. 10:5), gets CBC network interconnection Feb. 21, starts studio programming March 1. Next Canadian station due to start is privately owned CHSJ-TV, St. John, N. B. (Ch. 4), planning debut next month. RCA this week reported shipment of 10-kw transmitter to CHCH-TV, Hamilton, Ont. (Ch. 11), which has April target date.

These progress reports were received this week from grantees of Canadian stations:

**CFAC-TV**, Calgary, Alta. (Ch. 2), now negotiating for equipment, begins construction of studio-transmitter building and 670-ft. tower as soon as frost lifts in March or April, hopes to begin tests about Sept., goes commercial about Oct. 1, reports mgr. A. M. CaImrns. Rep will be All-Canada Television.

**CFCM-TV**, Quebec City (Ch. 4), delayed by severe winter, now plans May start with 500-watt DuMont transmitter in suburban Ste. Foye, according to gen. mgr. Henri Lepage. It's jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJCQ, CKC. Famous Players also owns 50% of CKCO-TV, Kitchener, which begins commercial operation Feb. 21. Reps are Weed (for U.S.) and Jos. A. Hardy & Co.

**CBWT**, Winnipeg, Man. (Ch. 4), CBC's outlet there, now plans test pattern in early May, programming later same month. It takes delivery on RCA 10-kw transmitter in March or April, will radiate 60 kw from 240-ft. tower. **CJCB-TV**, Sydney, N.S. (Ch. 4) has ordered 10-kw RCA transmitter for April-May delivery, plans July tests using 300-ft. RCA tower on 225-ft. elevation, goes commercial in Aug., according to pres. J. W. Nathanson. Reps will be Weed (for U.S.) & All-Canada Television.

**CFNC-TV**, Saskatoon, Sask. (Ch. 8), now negotiating for equipment & tower, has begun adding TV facilities to present radio studios, plans tests in Aug. or early Sept., goes commercial Oct. 1, reports mgr. V. Dallin. Tentative base rate is $200. Reps will be Adam Young (for U.S.) & Radio Representatives Ltd.

**CRLW-TV**, Windsor-Detroit (Ch. 9), planning July start, has ordered 24-kw RCA transmitter for May delivery, will be 1st Canadian station to start with maximum 325-kw visual power, according to pres. J. E. Campeau. Its 650-ft. RCA tower will be on Detroit River waterfront where $1,250,000 studio-tower construction project is already underway. Reps will be Adam Young (for U.S.) & All-Canada Television.

In contrast to bustling activity in the north, reports from U.S. grantees this week were sparse, and shipments of equipment to upcoming stations were sparser. Only one reported was GE 12-bay antenna to WSLL-TV, Jackson, Miss. (Ch. 12), due on air next month. GE also reports order for 5-kw transmitter and 12-bay antenna for KGVO-TV, Missoula, Mont. (Ch. 13) for delivery in 60 days. Station hopes to be on air in June. For stations already on air, GE shipped 12-kw amplifier to KCCC-TV, Sacramento, Cal. (Ch. 40) and 5-bay helical uhf antenna to WJMR-TV, New Orleans (Ch. 61).

These were the reports received this week from upcoming U.S. stations:

**WMUR-TV**, Manchester, N. H. (Ch. 9), delayed by severe winter weather, now plans March 14 programming using 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoonuc, according to chief engineer Charles Halle. It will be 1st TV in state, is owned by ex-Gov. Francis P. Murphy. Base rate will be $250. Weed will be rep. WMTW (Ch. 8) super-coverage outlet with transmitter atop Mt. Washington, N. H., and studios in Poland, Me., is due next July. WKNV-TV, Keene (Ch. 45) state's other grantee, hasn't ordered equipment or announced plans.

**WNLC-TV**, New London, Conn. (Ch. 26), now has "late 1954" target, has ordered RCA equipment, 420-ft. Stainless tower, writes mgr. Gerald J. Morey. Class A hour will be $150. Headley-Reed will be rep.

**WLAP-TV**, Lexington, Ky. (Ch. 27), granted last Dec. to Gilmore & J. Lindsay Nunn, announces "indefinite postponement of construction" in printed brochure distributed to public. Brouchure notes station has already spent more than $100,000, that it had arranged for primary CBS-TV affiliation with AT&T interconnection but that it believes uhf today is unacceptable today as an "area-wide system." Booklet adds: "When and if, in the next few months, the uhf picture improves, or this area is granted a vhf channel, we will reactivate our plans and proceed in confidence [but] we would rather be a live casualty than a dead hero."

**WOPA-TV**, Chicago (Ch. 44), granted Feb. 10, hasn't ordered equipment or begun construction, but plans to start Jan. 1, 1955, according to gen. mgr. Egmont Sonderling. Rep not yet chosen.

**WKNV-TV**, Kingston, N. Y. (Ch. 66), has postponed late Feb. target date because of weather delays, according to TV operations mgr. Robert L. Sabin, is now indefinite as it stands. Outside construction of studio-transmitter building has been completed, installation of 1-kw RCA transmitter awaits some interior finishing. Its 600-ft. Stainless tower has now been built up past half-way mark at Port Ewen site, 3 mi. from Kingston and 10 mi. from Poughkeepsie. Owner Joseph K. Close also has CP for Keene, N. H., which hasn't ordered equipment or set target date. Hour rate will be $100. Rep will be Meeker.
Telecasting Notes: TV's cost-per-thousand continues to drop despite addition of new stations. Figures released by NBC research director Hugh M. Beville Jr., tell story in terms of cost-per-thousand TV homes on full NBC-TV network: from $12.39 in March 1948 to $2.92 in Jan. 1954. NBC-TV's gross hourly rate for full network was $2550 in March 1948 when there were 206,000 TV homes; had this increased in direct proportion to increase in number of TV homes, 1954 rate would have been $330,150 for nationwide coverage, instead of actual rate of $79,885, Beville points out. "Triple exposure" plan, to be inaugurated March 2 by ABC-TV, marks first network entry into repetitive programming; ABC-TV's top-talent live mystery drama, The Mask, Sun. 8-9 p.m., will also be offered Tue. & Wed., 8-9 p.m., on film, re-runs being programs originally presented live in previous weeks, substantially cutting talent & production costs and filling holes in ABC-TV evening schedules. Shift of Lux Video Theatre & Lux Radio Theatre from CBS to NBC (Vol. 10:7) may be "only the beginning" of big NBC offensive under pres. Pat Weaver, says Feb. 17 Variety, speculating that "the network will next train its guns and strategy on effecting the switchover of other names and properties from its major CBS competition" and quoting "reliable reports" that Toast of the Town's Ed Sullivan is "target No. 1 on the NBC agenda." Billy Rose, who bought TV time to plug his Broadway musical Kismet, tried new twist for his controversial play The Immoralist, which opened Feb. 8 before unenthusiastic newspaper critics; he bought midnight-12:15 a.m. segment on WNBTh for entire week to present panel discussions about the play by show business personalities, critics, psychologists, etc.; the telecasts got more acclaim from critics than did play itself...

The rights to complete literary works of Ring Lardner have been acquired by Eugene Solow & Brewster Morgan for Authors Playhouse, series of 39 filmed dramas slated for completion by Sept.; Solow & Brewster also have signed deals for some works by John Steinbeck, John Hersey, Lloyd C. Douglas and Ben Ames Williams, with $1,200,000 backing by Chemical National Bank of N. Y. ... 4 theatre-owned TV stations now booking TV films through Amalgamated Buying Service, N. Y. & New Haven theatrical film purchasing agency headed by Lew Ginsburg...

Educational telecasts, to be viewed in schools as part of regular classroom routine, will be initiated in Canada next Nov. by CBC on trial basis. Mardi Gras celebrations to be telecast from New Orleans by NBC-TV, 11:45-12:30 p.m. March 2 & midnight-1 a.m. March 3 ... KTEN, Ada, Okla. (Ch. 10), which asked aid of advertising agencies in setting its rates (Vol. 9:52), got response from 36 out of 100 queried, suggested rates averaging $261 for Class A hour, $50 for min.; because of prospective set circulation increase, KTEN, which plans to begin programming in May or June, set rates at $300 & $55 for hour & min. ... KOAT-TV, Albuquerque, cuts Class A hour from $250 to $160, min. from $45 to $29 ... KELO-TV, Sioux Falls, S. D. raises base hourly rate from $150 to $200, min. from $30 to $40 ... KCMO-TV, Kansas City, becomes primary affiliate of DuMont, replacing KCTV, which goes off air Feb. 28 (Vol. 10:7).

Personal Notes: Frederic W. Wile Jr., NBC-TV network program v.p. in Hollywood, takes on added responsibility for all west coast radio activities. ... James A. Stabile promoted to director of new ABC business affairs dept., in charge of negotiating contracts affecting all network TV & radio programs ... E. J. Rosenberg, exec. v.p. of packager Transamerician Broadcasting & Television Corp., named DuMont Network sales development director ... Mitchell F. Stanley, ex-WOUN (AM), Woonsocket, R. I., named mgr. of WFMT-TV & WFMJ, Youngstown, O. ... John H. Norton Jr., ex-ABC v.p. now gen. mgr. of upcoming WMTW, Poland, Me., elected v.p. of licensee Mt. Washington TV Inc. ... John Pival, TV mg., elected v.p. for TV, Harold S. Christian, radio commercial mg., elected radio v.p., WXYZ-TV & WXYZ, Detroit; Ralph Dawson promoted to TV sales director, Harold L. Neal to radio sales mgr. ... Dick Campbell, station mgr. of KOTV, Tulsa, takes over added duties of commercial mg. John B. Hill, resigned; Robert Freeland promoted to promotion & publicity director ... Brown Morris named station mgr. of upcoming KTEN, Ada, Okla. (Ch. 10), due in May or June; Nadine Mullinax named program mgr., Fred Smith chief engineer ... Wm. H. Hansher, ex-Graybar, named chief engineer of WTVN, Columbus, O. ... Nathan D. Golden, director of Commerce Dept.'s scientific, motion picture & photographic products div., receives Silver Medal Meritorious Service Award from Secy. Weeks for outstanding achievement ... Charles E. Jackson promoted to local sales mgr. of KFMB-TV, San Diego ... Gary Vorhees, ex-WTAR-TV, Norfolk, named production director of WTRF-TV, Wheeling, W. Va. ... James H. Butts, ex-KBTI, Denver, appointed operations supervisor of KOA-TV ... Wm. Anderson, ex-WOR-TV, named publicity mgr. of WNBTh & WBNC, reporting to newly publicity director Bob Blake ... Harvey Wick appointed director of film operations, WPTV, Duluth ... Vernon Webster named sales mgr. of WICA-TV, Ashtabula, O.; Donald Fassett, business mg. ... Frank Bernato, chief engineer ... Randall F. Larson, ex-KRON-TV, San Francisco, named program mgr. of Bakersfield's KBK-TV & KBK, formerly KAFY-TV & KAFY ... Del Leeson named mgr. of new promotion, planning & development dept., KDFY-TV & KDYL, Salt Lake City ... Everett Freedman, veteran top-flight movie scenarist, joins CBS-TV Hollywood in development of new properties ... George G. Huntington promoted to ABC Radio sales development mgr. ... Harold W. Waddell, ex-JWJ, named sales mgr. of NBC-owned WATM, Cleveland, reporting to Wm. N. Davidson, sales director of WNBK & WATM ... George Wolf, Geyer TV-radio adv. director, elected v.p. ... Robert C. Alexander promoted to TV-radio v.p., Ward Wheelock Co., Philadelphia ... Robert Kirschbaum, ex-Kenyon & Eckhardt, named Grey Adv. TV-radio copy head ... Robert W. Bloch named TV-radio director of Toy Guidance Council, planning big spot campaign ... Lloyd F. Christianson, pres. of Electronics Associates Inc., Long Branch, N. J., elected to board of WRTV, Asbury Park, N. J. ... Jerry Dunphy named news director of WTVH-TV, Peoria.

FCC's FM functional music proposal (Vol. 10:1) drew 30-odd comments this week, mostly from FM stations, mostly laudatory. Many liked FCC's objective—to give FM stations some revenue—but urged that proposal go even further and permit stations to provide functional music, storecasting, transcasting, etc. on simplex basis, thus eliminating need for purchasing multiplexing equipment. Some also proposed that FM stations be permitted to provide point-to-point service, too. Several comments brought up question of "piracy" of functional music signals, asked FCC to try to stop it. Among the few opponents were those who have opposed transcasting—CIO and the groups who took their opposition to Supreme Court and lost. A few mobile radio users argued that FM broadcasters weren't making adequate use of frequencies and that a relocation of 88-108 mcFM band be made. Sole broadcaster opponent was Storer Bestg. Co. which visualized proposal pushing AM and TV into a "subscription" basis.
Color Trends & Briefs: RCA's timetable for modifying TV stations' RCA post-war transmitters and sideband filters for color without charge (Vol. 10:7) will coincide with stations' plans for getting necessary additional studio terminal equipment and starting colorcasts. RCA aim is to coordinate station modification schedule with AT&T's program of equipping its facilities to bring color to stations.

Although RCA is shuddering cost of material and engineering supervision for modifying transmitters and sideband filters, stations must still stand cost of necessary additional equipment; our report of RCA's announcement last week erred by implying that RCA is assuming whole burden of preparing stations for network color rebroadcasts.

RCA has analyzed its post-war transmitters, found that all can be readily modified for color. By end of second quarter, it expects that all new transmitters will come off production line already prepared for color.

More color plans of manufacturers: GE plans to produce set with 15-in. tube in early summer for field testing and dealer demonstrations only, to sell "over $1000." By Dec. it hopes to have set with 15-in. tube, to sell between $800-$1000. CBS-Columbia announced it will begin production March 1 of 15-in. sets using tube made by CBS-Hytron. First sets will go to distributors after their servicemen complete 2-week factory color clinic. About 10 color sets a day will be produced after March 1, said company officials, adding they'll make 19-in. set "as soon as CBS-Hytron makes a tube." Arvin will start sampling distributors with 15-in. set in March-April. Andrea introduced 15-in. set to distributors this week, plans "production in limited quantities during second or third quarter of this year."

A 21-in. Lawrence color tube, rectangular and metal-faced, is being demonstrated at west coast plant by Chromatic TV Labs. Richard Hodgson, Chromatic Press, reports that it uses 18,000 volts, produces 30 ft. lamberts of brightness and 300 lines of vertical resolution. Hodgson says that experiments with all glass envelopes are planned and that order for bulbs has been placed with Corning. He hopes to show tube at forthcoming IRE convention in New York. Chromatic's 2 licensees, Thomas Electronics and Crosley, continue work on Lawrence tube, have distributed samples. National Video Corp., though experimenting with tube (Vol. 10:7), is not a Chromatic licensee.

Servicemen's interest in color is enormous, as exemplified by attendance of 850 at Feb. 15-16 RCA Service Co. course in Washington's Lisner Auditorium. Audience was extremely attentive, fearful of missing a word. Admiral this week started second color TV training school in Chicago for some 30 field engineers and distributor servicemen, under national service mgr. Max Schinke.

Network Accounts: CBS-TV's long-awaited response to NBC-TV's Today at 7-9 a.m. finally goes on air March 15, though no sponsors have been announced yet. Titled The Morning Show, it will feature Walter Cronkite as counterpart of Today's Dave Garroway, has newsmen Charles Collingwood and Bill & Cora Baird's famed puppets. To compete with Garroway's chimpanzee J. Fred Muggs, Morning Show will have "Humphrey, the Hound Dog," a Baird puppet, as "disc doggie." Originating from Studio 41 in Grand Central Terminal, show will be offered in 15-min. segments for national sponsorship, with 5-min. cutaways for local sponsors every half-hour... CBS-Columbia signed this week as interim sponsor of Arthur Godfrey & His Friends Wed. 8-9 p.m., alternating with Toni (home permanent) until summer, when latter takes over weekly; Nielsen ratings this week dropped Friends program from first 10 national programs first time in more than... Ford Foundation's Omnibus, sponsored by Kelvinator, Greyhound Bus Corp. & Scott Paper Co., goes off air as scheduled March 28 on CBS-TV Sun. 5-6:30 p.m.; to replace it, sustainer Adventure will be expanded from 4:30-5 to 5:30 and Eric Severeid's The American Week moves in from 5:30-6 as sustainer, remaining 6-6:30 p.m. open at present... Corn Products Refining Co. buys Mon. 1:45-2 p.m. segment of Garry Moore Show on CBS-TV starting March 1, thru C. L. Miller Co. ...GE planning to sponsor Ginger Rogers in dramatic series in place of Fred Waring Show and GE Theatre on CBS-TV starting in fall, Sun. 9-9:30 p.m., thru BBDO ... General Foods Corp. (Baker's coconut) buys 8 partic. on Dave Garroway's Today on NBC-TV 7-9 a.m.; thru Young & Rubicam; Reardon Co., St. Louis (Bondex cement paint) 17 partic., thru Krupnick & Assoc.; Murine Co. (eye drops) 5 partic., thru BBDO, Chicago; Hathaway Mfg. Co. (curtain fabrics) 8 partic., thru Fletcher D. Richards Inc. ... Toni (permanent) and Quaker Oats, radio sponsors of Don McNeill's Breakfast Club on ABC Mon.-thru-Fri. 9-10 a.m., relinquish options for TV sponsorship when it goes simulcast Feb. 22; other radio sponsors, Swift's & Philco, defer decision on TV... ABC-TV shifts 3 sustainers to Sundays: Answers for Americans, 1-1:30; Elmer Davis 3:30-3:45; Martin Agronsky's At Issue 3:45-4.

Station Accounts: Already heavily in TV, breweries took even bigger plunge into sponsorships this week with approach of spring. Budweiser Beer signs to sponsor all 77 road games of St. Louis Cardinals on WTVI, St. Louis-Belleville, Ill., thru D'Arcy Adv.; Krueger's Beer alternates with Carter Products on Cases of Eddie Drake on WCBS-TV starting Feb. 27, Sat. 7-7:30 p.m., thru Grey Adv.; G. Heileman's Brewing Co. (Old Style lager beer) sponsors Hollywood Showcase on Chicago's WNBQ starting Feb. 20, Sat. 6-6:30 p.m., thru Leo Burnett; Arizona Brewing Co. buys Duffy's Tavern for El Paso, Albuquerque, Las Vegas, Phoenix, Tucson, Yuma, San Diego & Roswell, N. M., thru Advertising Counselors of Arizona... Gorham Co. (silverware) makes first TV buy with All-Star Theatre in Kansas City and Atlanta starting in March, plans to expand to other cities shortly, thru Kenyon & Eckhardt... Armstrong Tire & Rubber Co. offers to sponsor Big Playbook filmed series on 50-50 basis with its dealers in 160 cities... Glidden Paints and DuMont TV dealers team up to sponsor TV-radio of 21 eastern Maine high school basketball tournaments on WABI-TV & WABI, Bangor... Mutual Assn. of Savings Banks sponsors cartoonist Roger Price and his "Doodles" on WABC-TV starting March 1, Mon.-thru-Fri. 7:10-7:15 p.m. ... Bromo-Seltzer buys Janet Dean, Registered Nurse series in 20-30 markets, thru Lennen & Newell ... Paper-Mate Pens to spend $1,600,000 in TV-radio spots, in addition to proposed network program this fall, thru Foote, Cone & Belding ... Packard Dealers of N. Y. to sponsor national indoor tennis championship finals Feb. 22 on WOR-TV 2-5 p.m., thru J. R. Pershall Co., Chicago ... Southwestern Bell Telephone Co. buys Seems Like Yesterday on WBAP-TV, Ft. Worth, thru Gardner Adv. ... Among other advertisers using or preparing to use TV: Lanvin Parfums Inc., thru Cordland D. Ferguson; Lo-Calory Food Corp. (R.D.X. tablets), thru Harry B. Cohen Adv.; Babbitt Co. (Glim detergent), thru Harry B. Cohen; Manchester Hosier Mills, thru Bahn Adv.; Eastern Wine Corp., thru Ben B. Bliss & Co.; Tryne Co. (Hi-Q games), thru Drugstore Adv. Assoc.; Trix-Stix (games), thru Monroe Greenhal Co.; Kidd & Co., Ligonier, Ind. (Kidd's marshmallow creme), thru L. W. Ramsey Co., Chicago.
CREDIT AND DEBIT SIDES OF THE TRADE LEDGER: Despite current good movement of sets, TV-radio makers are genuinely concerned about state of market. They communicated their anxiety quite freely this week at RETMA quarterly meetings in New York, giving these three problems top priority among their worries:

1. **Low prices of TV sets.** "Nobody can make money with 17-in. sets selling as low as $150 and 21-in. at $180," said one. "Where it will stop isn't for me to say but as long as my competition does it, I'll have to go along. But the market is good now and I don't think we have to cut prices like this to make a living."

2. **Slow progress of uhf.** Trade source estimated about 110,000 of 400,000 sets now in factory inventory are uhf-equipped. Same source said uhf sales for the first half of 1954 probably will be no higher than 15% of all TV sales, as contrasted with expected 20-25%. Adding to manufacturers' concern is fact that uhf receivers sell for more than uhf-only receivers and profit margin is greater.

3. **Lagging radio sales.** Almost unnoticed by press, radio sales this year have been going down at a rate many set makers consider alarming. Through Feb. 12, factory sales of all radios, including auto, were estimated at 1,150,000, compared to 1,600,000 for same period of 1953. Inventories of radios, excluding auto sets, stood at 3,000,000 at all levels Feb. 12, compared to 2,000,000 year ago. Crosley's new Super V 17-in. table selling at $140 (Vol. 10:7) gave set makers cause for more anxiety than many would admit. There was plenty of head-shaking as to its effect, particularly as first reports from field indicated Crosley was reaping windfall in sales. Reports that some manufacturers were preparing to duplicate the Crosley action were persistent. In fact, Raytheon this week issued formal denial that it had $140 17-in. table model in works, for release in month or so.

Radio problem was real stickler, one which has been building up since first of year. One reason was decline in auto production below 1953's weekly pace of some 100,000. This becomes important when one considers that 5,132,934 auto radios were turned out last year, out of total radio production of 13,368,556. But portable, clock and home sets are dragging, too. One official's comment: "Radio's an old man who's been on his feet a long time. Maybe he's just tired."

There were problems, to be sure, but fact is that Jan. retail sales probably will prove to be highest on record for that month when final figures are in, said RETMA spokesman, acknowledging that profit won't be nearly as big for all concerned.

One comment is that industry "color truth" campaign had effect for first time in January. Folks realized that color at prices they could afford was long way off and decided their best bet was black & white. Bulk of January sales were in older markets and a large percentage were replacement sales, according to RETMA.

Color's apparent minimal impact on black & white was a continuing source of gratification. In the few cities where color has been demonstrated, notably New York, public's curiosity but not its money was stirred. Customers weren't eager to buy color and dealers weren't eager to sell. Latter complain that with delivery dates uncertain and no satisfactory service plan available, they were inviting future headaches by selling current-sized models -- even if they had buyers.

Black & white trade seemed to be holding up well, showing little change in factory or distributor sales week ended Feb. 12 from preceding week, with inventory about 1,650,000 at all levels. Sylvania chairman Don G. Mitchell said inventory was actually too low, based on current rate of sales. He said industry was producing at rate of 6,000,000 a year but selling at rate of 7,500,000. He predicted sales will improve in second quarter, reversing trend of nearly all prior years.
TV production maintained steady pace, totaling 107,702 week ended Feb. 12, compared to 107,853 preceding week, 110,156 week ended Jan. 29. It was year’s 6th week in RETMA’s statistical calendar and brought production for year to date to some 637,000, compared to 1,079,261 for same period of 1953.

Radio production totaled 190,207, compared to 192,523 week ended Feb. 5 and 202,837 week before. Radio output has thus shown decline in every week of 1954. It brought 6th-week production to approximately 1,250,000 vs. 1,694,366 year ago.

**PRICE WARS BRING INTERFERENCE WORRIES:** The highly competitive TV price situation is causing new concern over interference problems at both industry and FCC levels.

Tendency to cut corners on safeguards against interference and radiation has been evident in some -- but by no means all -- of the new "price leader" sets built to sell for less than $200, we’ve been told by industry engineering sources.

Issue was brought to a head this week when FCC Chairman Rosel Hyde sent wire to RETMA board, meeting in New York, urging industry to stick to its self-adopted "standard" intermediate frequency (IF) of 41 mc -- around which the Commission built its allocation plan for uhf stations.

Telegram was "neither a threat nor a complaint," Hyde told us, but a request for "appropriate action." He said he was concerned about reports that some new TV set models had reverted to old 21-mc IF. But he discounted rumors that FCC may go to Congress with request for special legislation if industry doesn’t act.

**RETMA board authorized chairman Robert C. Sprague to"* appoint a committee with broad powers to establish procedures and possible testing facilities, after consultation with FCC, so that set manufacturers can eliminate all possible sources of spurious emissions which cause interference with the reception of TV signals by other receivers." Committee will weigh all possible actions and attempt to develop effective industry-wide program for voluntary compliance.

Chairman Hyde’s wire gave more urgency to the problem which was already on RETMA board’s agenda. The industry organization has long been concerned by slowness of some manufacturers to comply with the new standards -- and lately has been worried by an apparent tendency of some set makers, who had previously adopted the new 41-mc IF, to backslide. RETMA’s power to make manufacturers adhere to standards is as limited as FCC’s. As a trade association, it can merely "suggest." And neither does the Commission have any jurisdiction in this field.

*All of the top 10 set makers, and 15 minor ones, responded to RETMA poll last fall by saying they would use 41-mc IF in all of their sets by first of this year.

**But today’s price situation apparently has altered some plans. Use of 41-mc IF involves more expense than old 21-mc. Said one industry source: "These days a lot of people are thinking in terms of saving 50¢ to $1 on a set, including a couple of the leading set manufacturers."

TV-radio-appliance retail failures in 1953 totaled 348, compared to 219 in 1952, reported Dun & Bradstreet this week. Liabilities rose to $15,355,000 from $5,485,000 in 1952. Rate of failures per 10,000 concerns was also greater last year—116, compared to 79 preceding year. Business failures in Dun & Bradstreet tabulations include businesses that ceased operations following assignment or bankruptcy; ceased with losses to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew; were involved in court actions as receivership, reorganization, Chapter XI arrangement or voluntarily compromised with creditors out of court. They don’t include withdrawals due to changes in ownership and voluntary liquidation in which there is no indication of loss to creditors.

Admiral will build $1,000,000 warehouse in Leyden Township, Ill., to house TV & radio receivers, eliminating need for 7 separate warehouses in area. Due for completion in June, it has 152,000 sq. ft. of space.

Licensed TV sets in Britain totaled 2,846,227 as of Nov. 30, increase of 119,157 during Nov.

RETMA board took following actions at meeting this week in New York’s Roosevelt Hotel: (1) Adopted resolution urging Congress to exempt color sets from excise tax in keeping with practice of exempting new products and industries. (2) Commended FCC for “diligence and speed” in processing TV station applications, approving NTSC color standards and facilitating development of uhf. (3) Authorized pres. Glen McDaniel to confer with officials of new electronics div. of Business & Defense Services Administration on ways of promoting industry-govt. cooperation. (4) Approved proposal to provide funds or equipment for educational TV research project at New Jersey State Teachers College, Montclair.

Long-standing patent litigation between Zenith and RCA may get first hearing in April, Delaware Federal District Judge Leahy indicates. Patent issues will be heard first, Judge Leahy having turned down plea by Zenith to give priority to anti-trust issues. Last week Chicago Federal Judge Igoe ruled that hearing on new Zenith counter-claim against RCA (Vol. 10:3) would have to wait until Delaware case is disposed of.
Topics & Trends of TV Trade: TV shipments to dealers totaled 6,056,555 last year, when production was 7,214,787, according to RETMA's cumulative state-by-state and county-by-county report released this week. It was well up from 6,174,505 sets sold to dealers in 1952, when production was 6,098,279, but fell short of record 1950, when 7,068,000 were shipped and 7,463,800 were produced. Decline in TV business last fall was reflected in the 695,308 units shipped in Nov. compared to 756,855 in Nov. 1952 and 856,175 sold in Dec. vs. 965,891 in Dec. 1952. Inventories at end of 1953 were about 1,850,000 compared to 2,310,000 at beginning of year. New York led in shipments, with 555,293; Pennsylvania second, 548,845; California third, 514,512; Wyoming, still without station, trailed with 4058. [For state-by-state shipments of sets to dealers 1950-52, and first 10 months of 1953, see p. 335, TV Factbook No. 18.] Here's state-by-state report for 1953 (county-by-county tables available from RETMA upon request):

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>96,902</td>
<td>Arizona</td>
<td>39,922</td>
</tr>
<tr>
<td>Arkansas</td>
<td>56,777</td>
<td>California</td>
<td>514,311</td>
</tr>
<tr>
<td>Colorado</td>
<td>71,416</td>
<td>Connecticut</td>
<td>94,124</td>
</tr>
<tr>
<td>Delaware</td>
<td>15,685</td>
<td>District of Columbia Florida</td>
<td>137,462</td>
</tr>
<tr>
<td>Georgia</td>
<td>118,731</td>
<td>Idaho</td>
<td>26,369</td>
</tr>
<tr>
<td>Illinois</td>
<td>426,867</td>
<td>Indiana</td>
<td>229,608</td>
</tr>
<tr>
<td>Iowa</td>
<td>160,301</td>
<td>Kansas</td>
<td>104,642</td>
</tr>
<tr>
<td>Kentucky</td>
<td>90,922</td>
<td>Louisiana</td>
<td>103,197</td>
</tr>
<tr>
<td>Maine</td>
<td>60,371</td>
<td>Maryland</td>
<td>79,219</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>196,152</td>
<td>Michigan</td>
<td>264,703</td>
</tr>
<tr>
<td>Minnesota</td>
<td>127,025</td>
<td>Mississippi</td>
<td>48,043</td>
</tr>
<tr>
<td>Missouri</td>
<td>164,465</td>
<td>Montana</td>
<td>11,652</td>
</tr>
</tbody>
</table>

Distributor Notes: Shakeup in San Antonio distribution began this week with Zenith's appointment of Joe Thiele Inc., replacing Perry Shankle Co. Latter reportedly will take over RCA Victor line March 1, when Strauss-Frank Co. takes over Sylvania ... Leo J. Meyberg Co., RCA San Francisco outlet, will sell Los Angeles and Fresno branches shortly, said pres. Al Meyer ... Sylvania appoints Merit Distributing Co., 1215 Henderson St., Columbia, S.C.; York Supply Co., Cincinnati, replacing Pease-Gaulet; Electronic Supply Inc., White River Junction, Vt. ... Emerson appoints Wholesale Appliances Inc., 5220 Natural Bridge, St. Louis (John C. Cox Jr., pres.) ... Meek TV appoints Wm. Sales Co., Muncie, Ind.; Watham-Miller Co., Cedar Rapids; Electric Fixture & Supply Co., Salina, Kans.; Ellis Electric Co., Wichita; Davis Wholesale Drug Co., Baton Rouge; Clingan Electric Supply Co., Cambridge, Md.; Breyniney Bain Co., Petoskey, Mich.; Spors Co., Le Center, Minn. ... Admiral Distributors Inc., San Francisco, promotes H. R. Tamberg to gen. mgr., replacing John Barker, now with Hoffman Radio Sales Corp. ... Boyd Distributing Co., Denver (Philco) promotes Wm. H. Pearce from TV sales mg. to gen. mgr. ... Raytheon Philadelphia factory branch names Larry Phister gen. mgr., replacing Harry S. Fink, resigned ... Roth Appliance Distributors, Milwaukee (Stromberg-Carlson) appoints Ray W. Horak sales mgr. ... Strong, Carlisle & Hammond, Cleveland (Philco) announces resignation of TV-radio gen. mgr. Homer G. Frank, who'll head Barclay's Ltd., TV-radio-appliance store at Haverhill, Mass. ... Bendix Radio and Cal Lado Distributors Inc., Tampa, Fla., cancel distribution agreement previously announced ... Motorola appoints Braid Electric Co., Nashville, ex-Zenith, replacing Currey's Distributing Co.

Trade Personals: Kenneth C. Meinken resigns as president of National Union Radio Corp. (tubes), his duties to be assumed by chairman C. Russell Feldmann; Meinken's son, Kenneth C. Meinken Jr., resigned as National Union Radio v.p. & gen. sales mgr. only 3 weeks ago to become sales mgr. of Automatic Mfg. Corp., Newark (electronic components) ... Ralph J. Cordiner, GE president, to be presented annual honor award for outstanding Americanism by Stevens Institute of Technology at banquet Feb. 26; James L. Myers, chairman & pres. of Clevite Corp., will be given citation ... B. F. Valliere elected General Instrument v.p.-gen. mgr., in charge plants at Chicopee, Mass., Danielson, Conn. & Joliet, Ill. ... A. Brewer Hunt, Northern Electric Co. Ltd., Montreal, re-elected pres. of Canadian RTMA ... John W. Christensen promoted to v.p. & chief engineer of CBS Laboratories ... H. C. Edgar, ex-merchandising director, named export director of RCA International div.; Albert F. Watters, ex-RCA Victor personnel v.p., promoted to director of associated company operations of international div. ... Irwin C. Roll resigns as adv. & sales promotion mgr. of RCA Victor tube dept. to join Fuller & Smith & Ross agency on Westinghouse tube account ... Donald Blackman, ex-Canadian GE, named Canadian Admiral regional sales mgr. in charge of Maritime Provinces, headquartered in Halifax ... Cliff Knoble, ex-Eureka Williams Corp. and Ruthrauff & Ryan, named adv. mgr. of Raytheon TV-radio div. ... C. Byron Farmer named southeastern regional sales mgr. for GE replacement tubes ... B. J. Adkins named Capehart-Farnsworth Kansas City regional sales mgr. ... Richard C. Walker named northwestern regional mgr. of Westinghouse major appliances ... Alfred Gartner, ex-Cornell-Dubiler, named sales mgr. of Mica- mold Radio Corp., Brooklyn (capacitors) ... Elmore E. Kayser, ex-Sun Oil Co., named adv. & sales promotion mgr. of Krylon Inc., Philadelphia (TV towers) ... Harold A. Jones promoted to exec. asst. to Eugene Goebel, national sales mgr. of Motorola Communications Electronics Inc. ... Carmine Masueci, ex-Sylvania, named senior project engineer of CBS-Columbia advanced development dept. ... Bill Irvin, veteran TV-radio editor of Chicago Sun-Times, in new Admiral publicity dept. ... J. A. Young, ex-Joske's, San Antonio, named Olympic Radio southwestern district sales mgr. ... Duke Wellington, ex- CBS-Columbia, resigns as national sales mgr. of Tele King, now operating under Chapter XI proceedings (Vol. 10:7) ... Wm. H. Higgins resigns as Spartan field sales mgr. ... Ralph C. Powell named product mgr. of American Screen Products Co., Miami (antennas) ... George Kollar joins Finney Co., Cleveland (antennas) as special asst. to sales mg. M. L. Finney Jr.; Victor Trebutes promoted to plant supt.


Canadian TV sales to dealers will total 446,250 this year, compared to actual sales of 365,000 in 1953, but radios will decline from 613,000 units sold last year to 488,880 this year, according to estimates of 20 manufacturers disclosed by Canadian RTMA at directors meeting this week in Montreal. New entry in Canadian TV market is Canadian Fairbanks-Morse Co., previously Emerson Dominion distributor, now making and marketing own line of 9 models produced in Toronto. Prices range from $230 to $510, said consumer products v.p. H. C. Rindfleisch.
Financial & Trade Notes: Magnavox reports net profit of $1,702,000 ($2.24 a share) on sales of $35,921,000 in 6 months ended Dec. 31, 1953, compared to profit of $1,546,-
000 ($2.02) on $28,126,000 in same period of 1952. The
increase resulted from increments of all divs., reported pres.
Frank Freimann, adding that while TV sales “compared favorably” with 6-month period of preceding year, biggest
gain in civilian items was registered by high-fidelity equip-
mament. Many potential buyers of TV sets are deferring purchase because of “color propaganda” but
added he felt this resistance will “melt away by fall as
people begin to appreciate the true facts and will buy
better quality black-&-white receivers to replace the milli-
ons of sets that are not only outmoded but are in many
cases costing more to maintain than the amortized price of
a new big picture receiver.” Like several other set makers
who have indicated such plans (Vol. 10:7), Freimann said
Magnavox will not market a color set incorporating pres-
ent-sized 15-in. tube but will produce a set with a 19-in.
tube “now under development” which should be available
in “modest quantities” by the end of the year, costing
“slightly over” $1000.

Sparks-Withington Co.’s sharp drop in earnings in 6
months ended Dec. 31 is attributed by pres. John J. Smith
to 10-week strike last summer at Jackson, Mich. plants
(Vol. 9:28), price cutting on TV sets and expenses of start-
ing subsidiary Sparton Bestg. Co.’s WWTV, Cadillac,
Mich. Earnings were $19,981 (1c a share) after taxes of
$14,798 on sales of $14,744,515, compared with $454,341
(49c) after taxes of $664,171 on $15,122,298 in same 1952
period. Company omitted regular semi-annual dividend.
Smith said company expected to offset losses during strike
with greater sales during fall but “October price-cutting
broke out in the TV industry as a result of industry-wide
overproduction. We were forced to reduce prices to meet
this type of competition, and this was very harmful to our
profit picture although it did put us in much better posi-
tion from an inventory standpoint.”

Color TV will have far more adverse effect on theatre
business than did black-&-white, predicted Charles P.
Skoutras, pres. of National Theatres Inc., and he added his
company would have fewer theatres in future than present
417. He said sales for 1953 totaled $17,411,675 vs. $15,-
656,044 in 1952. Net income for 13 weeks ended Dec. 26
was $655,582 (24c a share) compared to $544,697 (20c)
same period of 1952. He said TV competition had been
“stabilized” in older TV markets but was beginning to
show up now in newer markets, particularly in the Rocky
Mountain area, northern California and midwestern states.

Stromberg-Carlson stockholders will vote at special
meeting March 12 on proposal to issue 100,000 shares of
new cumulative convertible $50-par preferred stock and on
plan to eliminate 80,000 shares of 4% convertible pre-
furred, called for redemption Feb. 15. Price and converti-
ibility rate of new issue would be determined later. Pres.
Robert C. Tait said common-share stockholders would be
given first opportunity to subscribe for new preferred,
being sold to raise $3,500,000 to reduce short-term bank
borrowings.

Dividends: Hazeltine, 25c payable March 15 to holders
of record March 1; Oak Mfg. Co., 35c March 15 to holders
March 1; Clevite Corp., 25c March 10 to holders Feb. 26;
Cornell-Dubilier, 30c quarterly and 20c extra March 26 to
holders March 8.

Auction sale of assets of Fidelity Tube Corp., Jewel
Radio Corp. & Gem Radio & TV Corp., all owned by Don
J. Ferraro and adjudged bankrupt last week (Vol. 10:7),
scheduled March 2 on companies’ premises at 900 Passaic
Ave., E. Newark, N. J.

Electronics Reports: Another $5 billion year is in pros-
tect for electronics industry for 1954, with increased sales
of defense and industrial equipment and replacement parts
more than offsetting any decline in TV-radio output. This
was prediction of Robert C. Sprague, board chairman of
RETMA and of Sprague Electric Co. in address to N. Y.
Society of Security Analysts Feb. 10.

He gave these dollar forecasts for this year: TV-
radio, factory sales of $1.3 billion, down from last year’s
$1.4 billion; military electronics, $3 billion vs. $2.8 billion
in 1953; industrial equipment & replacement parts, $700-
000,000. He broke down estimates with these predictions:
TV—Retail sales of 6,000,000 sets, production of 5,-
800,000 black-&-white sets and “no more than 150,000 color
sets,” with more than 500 stations on air by year’s end.
Radio—“There may be a drop in demand for auto sets to
about 4,000,000, but I believe there should be a market for
a total of 11,000,000 sets of all types.”

Defense electronics—“There should be a further rise
in defense volume in 1954, and it is my firm conviction that
this important segment of our business will remain at
high levels for the foreseeable future, despite any reduc-
tions [in] total defense spending.”

Industrial electronics—“No one knows for sure what
the sales of the electronics industry to the industrial mar-
ket are, but they almost certainly run into hundreds of
millions. Although this segment of our business may not
equal the dollar importance of radio-TV and military equip-
ment for a good many years, its rate of growth may well
be the greatest of all.”

Replacement parts (civilian & military)—“This is
already a business of the order of $500,000,000, and should
increase substantially in size in the near future reflecting
the large output of original equipment in the past 3 years.”

One of most fascinating uses of closed-circuit in-
dustrial TV to date got first test Feb. 8 in New York
City when mock police “line-up” was sent from Manhattan
headquarters to Brooklyn headquarters. Both Mayor
Wagner and Police Commissioner Adams were enthusiastic
and gave every indication system would be adopted to
hook up all $5 precintcs to televise regular daily line-up
of suspected lawbreakers. Test used RCA ITV-5 equip-
ment, with signal microwaved to Empire State Bldg.,
then beamed to Brooklyn police headquarters. Commissi-
on Adams estimated it would cost about $50,000 to
install hook-up, including one camera, “minimum number
of receivers” and city-owned microwave equipment.

New color bar generator offered by Telechrome Mfg.
Corp., Amityville, L. I. (Model 509-DR) can provide 11
color standard signals in bars which can be placed in
various combinations across top, bottom or all of color
tube, or in combination with monochrome pictures. It also
produces dot pattern which may be superimposed on any of
the displays for convergence alignment.

Philadelphia Council of TV-Radio Service Assns. spon-
sors color symposium for area distributors, dealers & serv-
iciemen at Bellevue-Stratford Hotel, April 2-4, in con-
junction with regional convention of National TV Service
Assn.

Turning back the clock: Chief of Military History has
approved official change in date of the founding of Army
Signal Corps from March 3, 1863, when Congress author-
ized creation of Signal Corps, to June 21, 1860, when Con-
gress authorized appointment of first signal officer.

Minnesota Electronics Corp., St. Paul, Minn., manu-
facturer of digital computers and subminiature computer
components, has been acquired by Librascope Inc., sub-
ordiary of General Precision Equipment Corp.
CONGRESS will take its first look at TV-radio matters for this session in a couple of weeks when Senate Commerce Committee or its new communications subcommittee under Sen. Potter (R-Mich.) invites FCC to the Hill for "orientation meeting." Subcommittee is expected to hold first closed meeting this week. When FCC appears before Senators, commissioners are certain to be questioned closely about proposed multiple ownership rules, political broadcasting, filing fees, "protest" procedures, uh—virtually every hot issue in the TV-radio field.

First full-dress hearing in communications field probably will be on bill by Sen. Edwin Johnson (D-Colo.) to substitute "nominal" filing fee for FCC's proposed schedule of much stiffer fees (Vol. 10:5:7). Hearings also may be held on FCC's requested legislation to reduce nuisance value of "protest" section of Communications Act.

On the House side, Rep. Bishop (R-III.) introduced the perennial resolution to name special committee to investigate political campaign expenditures, including, of course, TV & radio (H. Res. 439). The House Commerce Committee has been tied up in health legislation since start of session, and there's no telling when it will get around to communications matters. Still pending before House is Hinshaw bill to classify subscription TV as "common carrier" and subject it to rate regulation, limitation of profits, etc.

Rep. Hinshaw (R-Cal.) tells us he has no intention of letting the measure drop, expects committee to hold hearings on it, and may even tack into other communications legislation as a rider. Committee chairman Wolverton (R-N.J.) has said nothing yet about hearings on Hinshaw bill or any other communications legislation.

No similar bill has been introduced in Senate where members appear disininterested in subscription TV legislation, to say the least. Sen. Johnson, who has taken most active part in TV-radio matters, takes wait—&-see attitude on Hinshaw bill, tells us he has no fixed opinion at present—"I'm going to see if the bill gets reported out in the House, and then let nature take its course."

Network service to Albuquerque, N. M.—only pre-freeze city not yet interconnected—will begin Aug. 1. Interconnection was ordered by NBC for KOB-TV and by CBS for KGGM-TV. Interconnected this week to AT&T's nationwide system were WRDW-TV, Augusta, Ga.; WTOK-TV, Savannah, Ga., and WNEM-TV, Bay City, Mich. Slated to be connected Feb. 20 was KTXL-TV, San Angelo, Tex. Private off-air pickups were begun recently by KATV, Fine Bluff, Ark (from Little Rock); WKST-TV, New Castle, Pa. (Pittsburgh); WCHA-TV, Chambersburg (Washington, Baltimore); WTVU, Scranton (New York).

Testimonial dinner for Judge Justin Miller, retiring as NARTB chairman (Vol. 10:5), will be held in Washington's Mayflower Hotel Wed. March 31. Tickets are $20 a plate, with proceeds to be used for appropriate gift. Members of arrangements committee are Frank M. Russell, NBC Washington; Clair R. McColough, WGAL-TV & WGAL, Lancaster, Pa.; Robert D. Swezy, WDSU-TV & WDSU, New Orleans; Ben Strouse, WWDC, Washington. G. Richard Shafto, WIS-TV & WIS, Columbia, S. C., will preside.

CBS-TV cut summer program discount rate from 30% to 20% this week, disclosing all but 4 sponsors remained with network during last summer and all clients stayed on in 1952, when discount was 35%. CBS offer is made only to sponsors on record 13 weeks prior to summer, and to those guaranteeing 13 weeks sponsorship after summer. NBC-TV's summer discount program last year was 25%, available only to new advertisers.

Four applications for TV stations were filed this week with FCC, all of them superseding applications previously dismissed by same principals. Week's applications were for Oakland, Cal., Ch. 2, by General Teleradio officers Ward D. Ingram & Wm. D. Pabst, General Teleradio retaining option to purchase stock (replacing application for same channel by General Teleradio); for Boston, Ch. 5, by Massachusetts Bay Telecasters (resubmitted); for Jefferson City, Mo., Ch. 13, by KWOS (resubmitted with some ownership changes); for Oak Hill, W. Va., Ch. 4 (allocated to Beckley), by Robert R. Thomas (submitted as substitute for one previously filed for Ch. 4, allocated to Fayetteville). There were 12 dismissals this week, leaving total of 301 applications pending, including 54 uhf. [For further details about these applications, see TV Addenda 18-G herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18 and Addenda to date.]

First month of Telemeter pay-as-you-look operation in Palm Springs, Cal. was summarized this week by International Telemeter pres. Carl Leserman: (1) Average coin-box-equipped home put $10 in box during month. (2) Number of Telemeter homes increased from 71 to 148, while total homes getting community antenna service increased from 512 to 614. (3) Survey indicates 80-90% of set owners want Telemeter. (4) In first month, 25 events were offered, including following movies: Forever Female, The Moon is Blue, I Confess, Flight to Tangiers, All the Brothers Were Valiant, Little Boy Lost, Shane, Fort Brave, Kind Hearts & Coronets, High Noon, Lady Wants Mink, The Quiet Man, Stalag 17, Bandwagon, I, the Jury, Here Come the Girls, You're Killing Me, Vice Squad, Roman Holiday, Come Back Little Sheba, The Robinson Story, Just For You.

Ad agencies getting big RCA account were announced by pres. Frank Folsom this week. Three agencies will split account, estimated at 58-12,000,000 annually, formerly held by J. Walter Thompson. Kenyon & Eckhardt will get lion's share, handle RCA-sponsored home instruments, TV-radio programs and institutional ads. Grey Adv. is retained for all NBC work plus RCA records. Al Paul Leefon, Philadelphia, will work on home appliances and electronic products other than home instruments. Continuing for RCA Communications is Gehnrich Associates, and for RCA financial ads, Albert Frank Guenther Law.


How to push uhf will be subject of day-long sessions March 1 at Washington's Statler Hotel, under sponsorship of National Citizens Committee for Educational TV. Representatives have been invited from FCC, NARTB, RETMA, networks and Ultra High Frequency Assn. Two-thirds of educational allocations are uhf.

AFM musicians union and 3 TV-radio networks reached agreement Feb. 19 on 10% pay boost to New York staff musicians with no changes in number of musicians to be employed by each network. ABC, CBS & NBC were involved in the negotiations with Local 802.

Proposal to require Washington CAA clearance for all proposed towers higher than 500 ft., backed by Air Force (Vol. 10:7), was deferred for 2 weeks "for further study" by Washington Airspace Subcommittee at Feb. 16 meeting.

Assn. of National Advertisers schedules annual spring meeting at Hot Springs, Va., March 17-19.
CBS SURVEY FIRST WITH VHF-UHF BREAKDOWN: Most authoritative sets-in-use survey available is the CBS-TV report, released this week, which we have reprinted and sent herewith as 12-p. Special Report to all subscribers.

Survey was conducted by A. C. Nielsen Co., based on direct contact with 100,000 families in all 3070 U.S. counties. Study is about as thorough as one could hope for, considering cost and time elements.

Nielsen conducted a 100,000-family survey in May, 1952, which was projected to May, 1953, by NBC and CBS. These projections were reprinted in our TV Factbook No. 17 of July 15, 1953. Current survey supersedes those.

Only drawback of survey -- an unavoidable one -- is that it's dated Nov. 1, 1953. This works to the disadvantage of uhf stations, particularly, because the 4 months since that date have been period of most concentrated uhf production and sales to date. To lesser degree, new vhf stations in brand new markets are also at disadvantage because figures don't reflect set sales of last 4 months.

Survey shows 27,506,500 families with TV sets, vhf and uhf -- a 50% penetration of nation's 47,191,500 homes. Uhf total was 1,774,690, a 4% penetration of U.S. homes -- or 7% of all TV sets.

Our own estimate of uhf sets-in-use as of Nov. 7, 1953 (Vol. 9:45) was "over 1,500,000," showing our calculations were conservative. Using same method of estimating, we figure that 2,750,000-3,000,000 current sets-in-use are uhf equipped. This would mean that approximately 6% of U.S. families have uhf sets and that about 9-10% of all TV sets in hands of public can receive uhf today.

We arrive at those figures as follows: RETMA reports 457,267 sets were uhf-equipped at factory in Nov.-Dec.-Jan. Add estimated 100,000 for Feb. and total is 557,000. Figuring 1.5 "field conversions" (external converters and strips) for each set equipped for uhf at factory, we get 835,000 more. Add factory and field figures and total is 1,392,000 uhfs produced since Nov. 1. Experience indicates that about 2/3 of these have been sold -- for net uhf accretion of somewhat under 1,000,000 to be added to the 1,774,690 found by Nielsen on Nov. 1.

Total of 2,750,000-3,000,000 uhf sets-in-use therefore seems a reasonable figure, since we've found our method of calculation to be conservative in past.

Even more important than U.S. totals, however, are individual figures which speak for themselves -- excellent progress in some areas, poor growth in others.

UHF'S QUESTION FCC 'POWER' PHILOSOPHY: FCC's thinking about raising uhf power "floor" (Vol. 10:8) was immediately attacked by some uhf broadcasters as "unrealistic", in that it ignores excellent coverage frequently achieved with 1-kw transmitters.

Subject is expected to come to head in couple weeks, when the Commission considers whether to open idea to industry comments by issuing proposed rule-making. Whether proposal will ever be advanced by Commission remains anyone's guess. At the
moment, it's more likely than not. If proposed, there's bound to be vigorous opposition, reducing chances of final adoption.

Whole matter is tied up with fact that many stations have CPs for higher-powered transmitters but have been operating with lower power under special temporary authority (STA) because of amplifier unavailability.

With amplifier delivery dates coming closer, FCC is now debating whether the "era of the STA" is near its end and whether operators should be required either to: (1) install amplifiers to reach power specified in CPs or, (2) get CPs modified for the lower power they're now using -- assuming the lower power meets FCC standards.

FCC has generally been cautious, in granting STAs, not to give them out unless STA power provides minimum signal levels specified in rules. If present minimums are retained, operators' problem won't be difficult. But if minimums are upped beyond capabilities of 1-kw transmitters, many stations will be in the soup.

It comes down to question of judgment -- operators' vs. FCC's. Former feel they're in better position to determine coverage in their specific areas and whether purchase of higher power is economically justifiable. At FCC, it's claimed that the early TV and FM history shows that station operators have a tendency to under-power their facilities -- to their own detriment as well as that of viewers and listeners.

3 NEW STARTERS—2 OF THEM IN DULUTH: Race between 2 vhf grantees in Duluth-Superior ended in photo finish this week, with CBS & NBC affiliates both putting out test patterns from temporary towers and antennas with interim power of about 5-kw ERP. Both stations did their building during bitter Minnesota winter and plan to erect permanent towers when weather improves. They're first competitors for WFTV, which began operation last May on Ch. 38.

Also starting this week was new Schenectady outlet, bringing total stations on air to 370 as of this writing, of which 129 are uhf. But one will be subtracted Sun. Feb. 28, when DuMont's KCTV, Kansas City (Ch. 25) is slated to go off air for keeps (Vol. 10:7). Another half-dozen stations are in our "imminent" file, having given March 1 target dates which appear reasonably firm. The latest starters:

WDSM-TV, Duluth-Superior (Ch. 6) began test operations Feb. 23, goes commercial as primary non-interconnected CBS affiliate March 1. It's using 5-kw GE transmitter and 90-ft. interim tower, pending construction of 500-ft. tower as soon as weather permits. It's controlled by Northwest Publications Inc. (Ridder), publisher of Duluth Herald and News-Tribune, which also controls WCCO-TV, Minneapolis and some other newspaper and radio properties. Rodney A. Quick is gen. mgr.; Edwin M. Conrad is production mgr.; Jerry Bauman, chief engineer. Rep is Free & Peters. Station's rates haven't yet been announced.

KDAL-TV, Duluth-Superior (Ch. 3) got on air ahead of target when it turned on test pattern Feb. 19 using interim 5-kw RCA transmitter and temporary 1-bay batwing antenna 106 ft. above ground, begins programming in "2 or 3 weeks" as NBC affiliate. Dalton LeMesurier, principal owner (70%) & gen. mgr., wires: "Many excellent reports -- typical is Ironwood, Mich., more than 100 mi. from Duluth." It plans to increase power to 500 kw with 500-ft. tower late this summer. Odin Ramsland is v.p. & commercial mgr.; Earl Henton, program director; Robert Dettman, v.p. & chief engineer. Base rate is $250. Rep is Avery-Knödel.

WTRI, Schenectady (Ch. 35) began testing Feb. 21, with gen. mgr. Dick Wheeler reporting "excellent coverage of entire area." It has 12-kw GE transmitter, 500-ft. Blaw-Knox tower atop Mt. Rafinesque, 2 mi. east of Troy. It's 3rd station in the Albany-Schenectady-Troy area, competitors being GE's pre-freeze WRGB, Schenectady (Ch. 6) and WROW-TV, Albany (Ch. 41). New station is owned by Fabian Theater interests (Stanley Warner Corp.) and Col. Harry C. Wilder, founder and ex-owner of Syracuse's WSYR-TV, who operates WTRI, Troy. Paul L. Jacobson is asst. gen. mgr.; Raymond Brown Jr., sales mgr.; Albert Chismark, chief engineer. It's alternate interconnected CBS-TV affiliate. Base rate is $200. Rep is Headley-Reed.

KCEB, Tulsa (Ch. 23), which began intermittent tests Jan. 28 (Vol. 10:6), started regular test pattern operation Feb. 22, begins programming March 6.
FEW SIZEABLE MARKETS REMAIN UNSERVED: Analysis of new stations possible this year, based on the 208 CPs outstanding, shows that this year's expansion will be mostly in "depth", i.e., more stations in existing TV cities, rather than brand new markets.

Scanning the nation's largest 312 markets and matching them with grantees yet to go on air, we find perhaps 15-20 "new markets" in prospect -- and parts of most of these markets are already served with fair-to-good signals from other areas.

In applying criterion "new," we've chosen as rough rule-of-thumb any market whose major city is 60 mi. or more from the existing TV cities. Excepting markets smaller than the first 312 -- and there are some CPs for those smaller markets -- here are the prospects for rest of year:

There are actually 16 new markets possible if all present grantees get on air this year. But 6 in these markets haven't set any target dates yet, and while other 10 do have 1954 targets, grantees' estimates are frequently over-optimistic.

Total new homes these stations will bring within range of primary TV signals will be considerably smaller than last year -- perhaps 500,000-800,000 households, compared with 2-3 times that in 1953 -- even when we include in our calculations the 4 additional "CP markets" which are 50-60 mi. from nearest TV city.

With so few completely new markets due to open, it can be seen that increase in TV audience and set sales must come from existing markets to far greater extent than last year. Of course, many of last year's markets have long way to go to reach same saturation as pre-freeze markets -- and other factors such as power & height increases will bring more new families into primary signal range, in addition to the constant and growing replacement and second-set market everywhere.

Biggest market 60 mi. or more from a TV city is Beaumont-Port Arthur, Tex., nation's 94th largest market area.

Others in this category, for which CPs are outstanding: Corpus Christi, Tex. (106th largest); Orlando, Fla. (134); Eugene, Ore. (176); Alexandria, La. (205); Cumberland, Md. (207); Watertown, N.Y. (210); Wausau, Wis. (221); La Crosse, Wis. (245); Wilmington, N.C. (254); Jackson, Tenn. (260); Great Falls, Mont. (275); Enid, Okla. (276); Cheyenne, Wyo. (289); Albany, Ga. (297); Rapid City, S.D. (309).

These additional markets are 50-60 mi. from cities with TV: Chattanooga (79); Williamsport, Pa. (191); Kingston, N.Y. (201); Fairmont, W.Va. (237).

HEARINGS TOO SLOW, CHANGES IN WORKS: Though FCC issued 5 CPs and an initial decision this week, progress in hearings has so bogged down that Commission and industry attorneys this week met and agreed that immediate changes should be made. Federal Communications Bar Assn. plans to submit recommendations next week. CPs this week:

Selma, Ala., WBAM (Montgomery, Ala.), Ch. 8; El Dorado, Ark., KVMA (Magnolia, Ark.), Ch. 10; Washington, D.C., WOOK, Ch. 50; Rapid City, S.D., Hills Bcstg. Co., Ch. 7; Houston, Houston TV Co., Ch. 13. Initial decision, coming after opposition dropped out, favored grant of Ch. 2 to WUSN, Charleston, S.C.

"The new hearing procedures just aren't working," says FCBA pres. Vincent Welch. FCC-industry conference Feb. 26 didn't agree on all reasons why they're not working but it did conclude that immediate action is needed. Principal problems:

(1) Exchange of information. There's no clear-cut procedure whereby attorneys know what information and exhibits to exchange among contestants, and when.

(2) "Points of significant difference" among contestants. Many industry attorneys say this is something they should supply after hearing, not before.

(3) Variations from hearing to hearing. Great differences in opinion among examiners and FCC counsel, regarding procedures, cause many delays.


Among other actions, FCC this week: (1) Dropped its city-by-city processing priorities because it has caught up, can now handle applications as they are filed. (2) Proposed adding Ch. 2 to Havana, Fla., 16 mi. from Tallahassee, and substituting Ch. 68 for Ch. 56 in Petaluma, Cal. (3) Dismissed petition of CP-holder WPRO-TV, Providence, R.I., requesting WNET (Ch. 16) be detained from going on air with STA.
TRANSMITTER shipments continue at modest pace, with 4 reported this week. RCA shipped 10-kw units to WLAC-TV, Nashville (Ch. 5), due on air in spring, to WDEF-TV, Chattanooga (Ch. 12), due in April or May, and to WKBT, La Crosse, Wis. (Ch. 8), with summer target. DuMont Feb. 24 shipped 500-watt transmitter to CFCM-TV, Quebec City (Ch. 4), which has May target. GE reports shipment of 5-bay antenna Feb. 23 to KSAN-TV, San Francisco (Ch. 32), which was sent 1-kw GE transmitter Jan. 22 and gives March 1 as target date. GE has new orders from KALB-TV, Alexandria, La. (Ch. 5) for 5-kw transmitter and 6-bay antenna, and from KPLC-TV, Lake Charles, La. (Ch. 7) for 5-kw transmitter and 12-bay antenna, both to be delivered next month.

General Precision Laboratory reports 1-kw GPL-Continental transmitter is due for shipment next week to WJPB-TV, Fairmont, W. Va. (Ch. 35), to be followed by 1-kw to WQXI-TV, Louisville (Ch. 41) in about 3 weeks. Continental Electronics, Dallas, which makes the transmitters, is slated to have 12-kw uhf unit by late summer, probably using Eimac klystron tube.

RCA was due to ship its second 50-kw amplifier Feb. 27—to WTRF-TV, Wheeling, W. Va. (Ch. 7), which began operation last Oct.

* * * * *

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

WISH-TV, Indianapolis (Ch. 8), granted last month, plans to go on air about July 1, has signed affiliation with ABC. RCA equipment has been ordered, contract has been let for transmitting house and negotiations are under way for tower contract. Bolling will rep.

KQED, San Francisco (Ch. 9, educational) hasn’t yet received converted KPIX transmitter because of delay due to defective part, now has promise of March 1, hopes to begin test patterns March 15, according to gen. mgr. James Day. It’s buying additional equipment with $113,724 grant from Fund for Adult Education (Ford Foundation). Tentative May 1 programming target depends on success of fund drives, particularly on reaching $150,000 goal for gifts and contributions from business firms.

WTTW, Chicago (Ch. 11, educational) hasn’t ordered equipment or begun construction, plans tests next fall, programming in Jan., according to Robert L. Foote, secy. of Chicago Educational Television Foundation. Foundation pres. Edward L. Ryerson reported drive for funds had reached 80% of the estimated $1,100,000 required to build and operate station for 2 years.

WSLI-TV, Jackson, Miss. (Ch. 12) hopes to move March 15 test target, go commercial March 27, reports TV operations mgr. Owens F. Alexander. It will begin with 214-kw visual power, using 20-kw GE transmitter and 12-bay antenna atop 600-ft. Andrews tower. An interconnected ABC affiliate, it will be the third outlet there. WTVJ (Ch. 25) having begun in Jan. 1953, WLBT (Ch. 3) last Dec. Hour rate will be $200. Weed will be rep.

KVAL-TV, Eugene, Ore. (Ch. 13) expects to finish moving into new studio-transmitter building early in March, plans tests about March 15 using 10-kw RCA transmitter and 360-ft. Fisher tower topped by 6-bay antenna, reports gen. mgr. S. W. McCready. It plans April 1 programming, will be NBC affiliate. Base rate will be $175. Rep will be Hollingsbery.

WGTH-TV, Hartford, Conn. (Ch. 18) has GE 12-kw transmitter scheduled for delivery soon, but won’t complete construction until this spring, when it hopes to begin transmitting from 300-ft. Lehigh tower, according to gen. mgr. Fred Wagenvoord. Rep not yet chosen.

WBOC-TV, Salisbury, Md. (Ch. 16), with all construction near completion and RCA transmitter scheduled for March 1 delivery, now plans test patterns 1st week in April, programming April 15, reports v.p.-gen. mgr. Charles J. Truitt. Its 600-ft. Wind Turbine tower, to be topped with 47-ft. RCA antenna, is scheduled to be ready about March 15. It’s building own microwave relay, will carry ABC and DuMont programs. Base rate will be $200. Rep not yet chosen.

KVAN-TV, Vancouver, Wash. (Ch. 21) remains stalemated by lack of equipment and problems concerning location of transmitter across Columbia River in Portland, Ore. (Vol. 10:4), now has tentative April 15 target, reports gen. mgr. Fred F. Chitty. Rep will be Bolling.

WTEV-TV, New Bedford, Mass. (Ch. 28), after finally getting CAA site clearance, began construction of studio-transmitter building Feb. 23 on Bullock Rd., Free-town, about half way between New Bedford and Fall River, writes owner Basil Brewer. He expects to be on the air in 4-6 months with 251-kw visual power using 12-kw transmitter and 650-ft. tower. Rep will be Walker.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter due for March 10 delivery and 698-ft. Stainless tower scheduled to be ready by March 31, now has April 15 test target, plans commercial programming April 25, according to gen. mgr. Charles E. Denny. It’s signed as primary interconnected CBS affiliate. Rep will be Avery-Knodel. It will be first local competitor for WICU.

WOOK-TV, Washington (Ch. 50), just granted to United Bestco, Inc. Co., hasn’t ordered equipment or finalized construction plans, but plans start early in 1955, reports owner Richard Eaton who also holds CP for WTLF, Baltimore (Ch. 18). United Bestco, Co. will be rep.

* * * * *

CHSJ-TV, St. John, N.B. (Ch. 4) has its Canadian GE transmitter, now plans March 8 tests, goes commercial March 22. Its 40-ft. Ajax tower is atop Mt. Champlain, 1200-ft. above av. terrain, 18 mi. from St. John. Church St. studios in St. John will send programs by coaxial to penthouse of Admiral Beatty Hotel where they’ll be beamed by microwave to transmitter on Mt. Champlain. It’s first TV to go getting in the Maritimes. CJCJ-TV, Sydney (Ch. 4), is due next July; CBHT, Halifax (Ch. 3), due in Oct. CHSJ-TV’s base rate will be $165. Rep will be All-Canada Television.

PROFITABLE WOOD-TV, Grand Rapids, in particular—and TV station finances in general—are subject of 6-p. story in Feb. 20 Business Week, complete with station’s balance sheet for fiscal 1953. Article details philosophy of intensive local programming ("names make news") practiced by Harry M. Bitner Jr.—whose picture is on magazine’s cover—since he and his father took over station (then WLAV-TV) from Leonard A. Versluis for $1,365,000 in 1951 (Vol. 7:19,38). Bitners also have controlling interest in WFMB-TV & WFMB, Indianapolis, as well as AM stations in Flint, Mich. & Evansville, Ind. and radio WOOD.

WOOD-TV’s net profit before taxes jumped 150% from $137,353 in fiscal year ended Nov. 30, 1952 to $491,418 in fiscal 1953, while total revenues increased 36%, article states. Fiscal 1953 operating profit was $525,066, before deduction of interest and other charges. Station’s revenues for year, as reported by Business Week: Local $269,045; national $576,214; network $482,917; other revenues (including talent & rehearsal charges) $72,228; total operating revenues $1,400,404; less $46,342 for doubtful accounts; net operating revenues $1,354,062.

Operating expenses: Program & studio $230,416; technical $244,610; selling $104,570; administrative & general $121,077; occupancy $127,722; total $823,996. Total investment in station is $1,967,000, including new transmitter (for April delivery), tower & antenna at $602,000. New studio-office building will add $300,000-350,000.
controller of administration, succeeded as CBC Quebec province director by Aurele Seguin, Quebec program director—Alice O’Hare, ex-Dumont Network, named program mgr. of WOLV-TV, Easton, Pa.; Pete Gallagher, ex-WCAU-TV, Philadelphia, named production mgr.—Richard Ross named news director of KING-TV, Seattle, succeeding Charles Herriag, now with CBS-TV Hollywood.—Frank Beasley named sales mgr. of Ackerfield’s KAKX-TV, formerly KAFX-TV.—Wm. P. Geary promoted to sales mgr. of WMGT, Adams-Pittsfield, Mass.—Mario E. Svacina promoted to film editor of WTRI, Schenectady—Henry Boren named merchandising director of KSL-TV, Salt Lake City—Barbara B. Whigham named sales promotion director of WJHP-TV & JWHP, Jacksonville—Steven Briggs, ex-WTWT, Bloomington, Ind., named production mgr. of grantee WISH-TV, Indianapolis—Burt Champion named Paramount Pictures’ TV-radio promotion director—Al Larson named commercial mgr. of KPHO-TV, Howard Stalnaker commercial mgr. of KPHO, Phoenix—Edwin A. Wilhelm joins Maxon TV-radio dept. in charge of Gillette account—Philip A. Melillo promoted to production mgr. of WMAL-TV, Washington, replacing David M. Davis, resigned.

Wilfred S. Roberts, 47, chief TV-radio producer-director of Benton & Bowles (Red Buttons Show, The Doctor) and onetime NBC national production mgr., died Feb. 24 in N. Y. after brief illness.

Media and industries which “compete” with TV are generally stronger than ever—despite early prophesies of doom. That’s gist of 5th annual report of Jerry N. Jordan of N. W. Ayer & Son ad agency for RETMA sports committee. It’s continuation of research done by Jordan at Prinston and at U of Pennsylvania, in which he stressed “novelty theory”—that TV’s harm to competing media slackens off after novelty of set ownership has worn off. In new report, he points out more than half of U.S. families now own TV, and nationally TV passed out of novelty stage in 1953. “Nearly every industry it was supposed to hurt turned upward in income, attendance or sales—many reaching their all-time peak,” he concludes, adding that newspapers, magazines, radio, books, concerts, track & harness racing and professional football had the best years in their history, and motion pictures, college football and basketball were “climbing again after a temporary decline.” Baseball attendance dropped, but income by sports as whole approximated 1949’s all-time peak. Using statistics and figures, report says increase in time and labor-saving devices since World War II has created more leisure time for recreation and that forward-looking leaders of recreation industry have learned to live with and profit by TV. Copies of 26-p. survey, TV’s Novelty Over—What Can You Expect Now?, are available from RETMA.

Now in receivership under state bankruptcy laws, KMPT, Oklahoma City (Ch.19) “looks like it will keep going and probably pay out what it owes,” according to Byrne Ross, former pres. & gen. mgr. of KMPT, and sole owner of Oklahoma City’s radio KLKR. The DuMont affiliate, plagued with technical troubles after it went on air last Nov., lists more than $250,000 in outstanding debts. Court named local attorney Everett Cotter receiver, gave him until April 12 to submit reorganization plan while station continues operation. Ross owns 4.5% of KMPT, but resigned from management about month ago after dispute with board of directors on policy matters—particularly beer & wine advertising, which he opposes—after which most other top staffers quit. Station has 70 stockholders, largest being R. Lewis Barton (11.2%), who succeeded Ross as pres.
Station Accounts: Banks' use of TV will increase this year over 1953, when number using TV more than doubled 1952 rate and was 7 times larger than 1950, according to annual survey by American Bankers Assn., 12 East 36th St., New York. Survey of 14,130 commercial banks shows they plan to increase all types of ads this year to total of $68,000,000, or $7,000,000 more than in 1953. On debit side, however, majority of banks rated TV tenth among media in effectiveness (newspapers led), but replied they planned to increase TV use nonetheless. Just this week, 10 savings banks in Brooklyn and Queens signed to sponsor Happy Felton's Knot Hole Gang on WOR-TV preceding Brooklyn Dodgers baseball games, thru Muir & Co. ... Apropos of banks & TV, Robert H. Cole, U of Illinois, has released new report, How Banks Use TV Advertising, listing reactions (mostly favorable) from 163 banks as of last Aug. ... Eversharp Inc. to sponsor filmed Eversharp Theatre in 50 markets beginning March 1, thru Biow ... California Car Co. to sponsor Danger on the Air on 14-station CBS-TV Pacific Network starting Feb. 28, Sun. 10:30-11:30 a.m., thru M. S. Scott & Assoc., Los Angeles ... Dixie Cup, old network sponsor, moves into station purchases, buying Cowboy G-Men in 18 markets, with option on 6 more, thru Hicks & Greist ... Gobel Brewing Co. and Speedway Petroleum Corp. to sponsor 42 Detroit Tigers games on WJBK-TV & WJBK, former thru Brooke, Smith, French & Dorrance, latter thru W. B. Doner Co. ... American Maize Co. (Amazo puddings) sponsors Adventures of Blinky on KNXT, Los Angeles, Mon.-thru-Fri, 4:15-4:30 p.m., thru Kenyon & Eckhardt ... Roma Wines buys Duffy's Tavern for 26 weeks on KTLA, Los Angeles, Tue. 10-10:30 p.m., thru Foote, Cone & Belding ... Wine Institute, San Francisco, plans $500,000 national campaign, including use of TV, beginning March 16, thru J. Walter Thompson ... Cereal Institute to use TV-radio to promote Cereal and Milk Festival first week in May ... J. J. Little & Ives Co. uses TV-radio to introduce 20th Century Encyclopedia to N. Y. market, thru Wexton Co. ... Among other advertisers reported using or preparing to use TV: TreeSweet Products Co., Santa Ana, Cal. (frozen orange juice), thru BBDO, Los Angeles; Helen Pessl Inc. (Little Lady cosmetics), thru Keystone Adv., N. Y.; Standard Unbreakable Watch Crystal Co., N. Y. (Rocketey Cylinder unbreakable crystals), thru Friend-Reiss-McGlone, N. Y.; Jasco Aluminum Products Corp., New Hyde Park, N. Y. (aluminum storm windows & doors), thru A. M. Snider Co., N. Y.; Rolon Tire Chain Co., Denver, Colo. (Rolon tire chains), thru Wayne Welch Inc., Denver; McCalland's, Tacoma, Wash. (Formula "B" deodorant cleaner), thru Gardner-Jacobson Inc., Tacoma.

Network Accounts: First ten sponsors for NBC-TV's Home series (Vol. 10:7) which debuts March 1, 11 a.m.-noon, were signed this week for 228 participations, representing gross time-&-talent value of $1,500,000. Sponsors: Aluminum Co. of America, thru Fuller & Smith & Ross; Sunbeam Corp. (electrical appliances), thru Perrin-Paus Co., Chicago; Pepperell Mfg. Co., Boston (linens), thru Benton & Bowles; General Mills (Betty Crocker cake mix), thru BBDO; Helena Rubinstein, thru Hewitt, Ogilvie, Benson & Mather; James Lees & Sons (carpets), thru D'Arcy; American Greeting Card Co., Cleveland, thru Fuller & Smith & Ross; Avoset Corp., Los Angeles (Qwip whipped cream), thru Fletcher D. Richards; Dow Corning Corp., Midland, Mich. (Silicon water repellent), thru Anderson & Cairns. Tenet was identified by NBC merely as "leading manufacturer of major kitchen appliances" ... CBS-TV's 7-9 a.m. Morning Show, which debuts March 15 (Vol. 10:8) reportedly signed Renuzit (spot remover), thru Feigenbaum & Weiman, Philadelphia; Old Dutch Cleanser, thru Grant Adv.; Monsanto Chemical Co. (All detergent), thru Gardner Adv., St. Louis ... Ford Motor Co. sponsors New Orleans Mardi Gras March 2 on NBC-TV in 3 segments: Rex parade 11:45 a.m.-12:30 p.m., Comus parade 9:30-10 p.m., Rex ball midnight-12:30 a.m., thru J. Walter Thompson ... Plymouth Motors buys That's My Boy, replacing Medallion Theatre on CBS-TV starting April 10, Sat. 10-10:30 p.m., thru N. W. Ayer ... Post cereals to sponsor Portia Faces Life on CBS-TV starting April 5, Mon.-thru-Fri, 1:15-1:30 p.m., thru Young & Rubicam ... Nash-Kelvinator to be alt.-week sponsor (with Block Drug Co.) of Danger on CBS-TV starting March 16, Tue. 10-10:30 p.m., thru Geyer ... Philip Morris sponsors Public Defender in place of Philip Morris Theatre on CBS-TV starting March 11, Thu. 10-10:30 p.m., thru Biow ... General Foods Corp. (Instant Jello) buys Wed. 3:30-3:45 p.m., portion of Bob Crosby Show on CBS-TV starting March 3, Mon.-thru-Fri, 3:30-4, thru Young & Rubicam ... Lucky Strike to sponsor Jack Benny Show on alt. weeks, rather than every 3 weeks as now, on CBS-TV beginning in fall, 7:30-8 p.m., thru BBDO ... Snow Crop (frozen foods) drops Mon.-Wed.-Fri. 10:15-10:30 a.m. sponsor- ship of Arthur Godfrey Time on CBS-TV ... ABC-TV starts sustainer It's About Time March 4 Thu. 8-8:30 p.m. as replacement for Quick as a Flash.

OF THE MANY station sales known to be cooking, only TV deal to come to fruition this week was purchase of KFOR-TV, Lincoln, Neb. (Ch. 10) for $300,000 by Fetzer Broadcasting Co. (Mr. and Mrs. John E. Fetzer), which last summer bought Lincoln's other station, KOLN-TV (Ch. 12) with KOLN-AM in "distress sale" for $45,000, carefully, assuming $500,000 in liabilities (Vol. 9:30). New sale includes KFOR-TV's equipment, no real estate. Seller of KFOR-TV was James Stuart, who announced he intends to continue operation of radio KFOR. In application to FCC for transfer filed this week, Fetzer also asked approval of plan to move KFOR-TV to KOLN-TV transmitter site. He intends to transfer KOLN-TV call letters to the newly purchased station and "make appropriate disposition of Ch. 12." spokesman for Fetzer interests told us: "At the moment, there has been no decision as to how to dispose of it. If we can't find a buyer in the required time, we'll have to surrender the CP." Fetzer told FCC the transfer would enable station to get network programs that otherwise would be unavailable to KOLN-TV. Fetzer also own WKZO-TV & WKZO, Kalamazoo, Mich. and WJEF, Grand Rapids and 33 1/3% of WMBD, Peoria. KFOR-TV, an ABC affiliate, began operation last May; DuMont-affiliated KOLN-TV started in Feb. 1953. TV played a part in some AM sales consummated this week. Gene O'Fallon's pioneer radio KFEL (5-kw on 560-kc, MBS) was sold this week to A. L. Glasmann, owner of KLO, Ogden, Utah and head of Inter Mountain Network, for sum in neighborhood of $300,000. O'Fallon organized KFEL in 1922, sold it to allow himself and associates "to devote full time to operation of KFEL-TV [Ch.2]." O'Fallon also retains KFEL-FM.

In what is probably biggest radio-only sale deal now cooking, Wm. Cherry interests are expected to sell independent WNEW, New York—reputed one of most profitable AMs in country—to group including Richard D. Buckley, ex-pres. of John Blair & Co. (station rep), Washington attorney Horace Lohnes and Harry Playford, St. Petersburg banker and presently a WNEW stockholder, at a price in excess of $2,000,000. WKTY, La Crosse, Wis. (1-kw on 580-kc, MBS) was sold this week by La Crosse Tribune to Herbert H. Lee, gen. mgr. & partner in KDH, Faribault, Minn., for $100,000, leaving Tribune free to purchase 41% of stock in upcoming WKBT (Ch. 8) and radio WKBH, La Crosse.
COST OF COLOR programming is still far from nailed down, but NBC pres. Pat Weaver this week gave first inkling of what they might be by saying that production costs—exclusive of such costs as talent—look as if they'll run 20-25% more this year than in 1952. Since this excludes cable costs and a few others, over-all figure is still hazy, probably won't be nailed down firmly for several months. But the 20-25% increase in “below-the-line” production costs may stand.

Weaver also said that some completely different kinds of programs are planned for color. He wouldn't elaborate, but they're expected to start this fall.

Barry Wood, wide-awake chief of NBC's “color corps,” in recent series of speeches on color also hinted at new departures in color programming—wherein producers can build entire programs with color in mind from beginning, rather than “converting” existing shows to color.

This was “color evaluation week” on part of New York Herald Tribune Syndicate's John Crosby and New York Times' Jack Gould, two newsmen with color sets. Crosby was much taken with Feb. 23 Armstrong Circle Theatre featuring opera singer Jarmila Novotna. “In black-&-white,” he said, “this would have been a rather ordinary half hour. In color, it was a memorable experience.” He went on:

“There's always been a question in my mind whether color would help or hinder an ordinary play. There are some plays, much as there are some movies, that had best remain in black-&-white, whose dramatic impact is heightened by the austerity of black-&-white. But there's almost nothing else, even John Cameron Swayze, which isn't improved a little bit by color.”

Color Trends & Briefs: Color clinics for servicemen and dealers are getting unprecedented attendance. After reading our report on Washington example (Vol. 10:8), Jack Swift, Hoffman Sales Corp., Kansas City, writes:

“I have never seen anything like the jam they have here, getting heavier each week since we began Feb. 9. Tonight there are 550 men packed into the factory display room, each hovering attentively over every word as David Doss gives them a detailed lecture, with illustrations and demonstrations on a Hoffman color receiver. About 100 others were turned away.

“We will repeat this class, the second lesson of the 13-week course, Thursday night and will have, as we did last week, a different group of 500-600 in here. In addition, more than 1000 other dealers and technicians of all brand affiliations have written asking to be put on the mailing list to receive the correspondence course that Doss is writing and mailing out to these as well as to everyone who attends the school.”

First manufacturer to break with ads offering color sets will be Westinghouse, with nearly full pages in New York Times and Herald Tribune next week. Selling for $1295, sets will be 15-in. mahogany full-door consoles, with “immediate delivery” stressed. Ads will include list of dealers carrying sets—46 in New York, 14 in New Jersey. Westinghouse now has color production line running at Metuchen, N. J. plant, will show it to press March 9.

Color slide scanner of WMAR-TV, Baltimore, is being put to good use. It has produced its first commercial—beer slide before CBS's weekly Fri. 5:30-6 program. Station also carries short still “documentaries,” such as slides taken by Annapolis midshipmen during South American cruise. Another set of color slides will be shot by WMAR-TV cameraman at Baltimore Orioles spring training in Yuma, Ariz.

Critic Jack Gould is harder to please. His conclusion: “Once color is accepted, the familiar criterion prevails: Is it a good show? Not: Is it in color?”

He couldn't see that color added much to Fred Allen, Swayze, Meet the Press, or Howdy Doody, nor did he think it improved “corny” Circle Theatre script, but he concluded that it added tremendously to opera Amahl and the Night Visitors and Hit Parade. And he noted that color in such glittering to women (Vol. 10:9). "Jinx Falkenberg," he said, "demonstrated that color is going to have vital meaning for the ladies. With color, fashions at long last come alive in TV. The same goes for fabrics, curtains, etc. And, perhaps most pertinent, for food."

Gould is also powerfully impressed by color commercials, saying: "The advertisers are going to be the chief beneficiaries of color TV. Every product seen thus far has been infinitely more attractive in color than in monochrome. Color makes for true product identification in a way all the words of an announcer cannot equal."

From an entirely different approach comes another evaluation of color commercials. Kenneth Bache, writing in Feb. 26 Retailing Daily, reports his reactions to seeing Armstrong floor-covering commercials:

"In color TV, the floor coverings industry—and conceivably the entire home furnishings industry—will have a selling medium contrasting almost as sharply with black-&-white TV as the latter does with radio today . . ."

"In the floor coverings field particularly, it has long been recognized and scientifically substantiated that color is a primary factor in the consumer's buying decision. The same thing applies, to a large degree, in such related merchandise as draperies, furniture, lamps, china and decorative accessories."

Move to revitalize UHF TV Assn. has been initiated by group's counsel Wm. A. Roberts. In letter to all association members he proposed New York meeting of uhf telecasters, grantees and networks in late March with these objectives: (1) Reconsideration of groups purpose & objectives. (2) Election of permanent officers. (3) Adoption of plans to finance organization. (4) "The necessity for legislative assistance." (5) "The development of a comprehensive petition to the FCC seeking a revision of its policies with respect to uhf." Association has been inactive since Feb. 1, when its funds were exhausted. Group's pres. Lou Poller, principal owner & gen. mgr. of WCAN-TV, Milwaukee (Ch. 25), this week wrote Sen. Johnson (D-Colo.) urging Congress to impose "little freeze" to take effect immediately in all markets where uhf is in operation and vhf applications are pending. Writing on own behalf and not for UHF Assn., he said "it would be hopeless to reason with FCC along these lines."

Patrick Campbell, TV producer and former Don Lee-Mutual v.p., named radio-TV officer of U. S. overseas information program for Europe, with specific task of concentrating on wider use of TV in Western Europe. Appointment was made by United States Information Agency, headed by Theodore C. Streibert, ex-pres. of WOR-TV & WOR and ex-MBS chairman.

Voice of Democracy contest, one of industry's best cooperative efforts, climaxed this week with presentation in Washington of awards to the 4 students who wrote best scripts on subject "I Speak for Democracy." More than 1,000,000 students participated this year in the contest sponsored by NARIB, RETMA and U. S. Junior Chamber of Commerce.

RCA's fourth seminar for station engineers, et al., was conducted at Camden this week with record 114 attendance—22 from NBC, 15 CBS, 18 WCAU-TV, Philadelphia, 7 AT&T, 2 CBC, majority from individual stations.
PREDICTIONS ON COLOR FOR NEXT 5 YEARS: Just how large color bulks in coming 5 years

is underscored in March Fortune Magazine article, "Upheaval in Home Goods," based on
new survey for Fortune by consulting economists Boni, Watkins, Mounteer & Co. Inc.,
36 Wall St., New York. Prepared by executive v.p. Dr. A. R. Oxenfeldt, report predicts 18,000,000 color sets in use by end of 1959, or one out of every 3 in use at
that time. Year-by-year breakdown:

About 1,000,000 color sets will be sold at retail in 1955, at average price
of $700; 2,500,000 at $540 in 1956; 4,000,000 at $450 in 1957; 5,300,000 at $400 in
1958; 5,000,000 at $350 in 1959. About 200,000 sets will be turned out this year, 
report forecasts, but doesn't say how many will be sold.

Sales of black-&-white sets will gradually decline during 5-year period until 
they total about 1,000,000 units a year, at average retail price of $200 in 1959, 
report says. But the total of combined color and monochrome sales during 5 years
will be "well over $2 billion annually."

Some 53,000,000 sets will be in use by 1959, report forecasts, not taking 
to into consideration any widespread development of 2-set market (it predicts fewer
than 6,000,000 families will own both color and black-&-white by 1959).

An earlier forecast by same firm (Vol. 9:30) estimated 50,000 color set sales
in 1954; 800,000 in 1955; 1,600,000 in 1956; 3,500,000 in 1957. Same report foreshowed 
sales of 7,000,000 TVs in 1954, 7,510,000 in 1955, 7,410,000 in 1956, 7,950,000 in
1957, modifying that to predict 5,250,000 in 1954 if a "moderate recession" occurs.

* * * *

Possibility of modest production increases in next 4 months is foreseen by 
all major manufacturers in wake of RETMA statistics showing nearly 750,000 TVs sold
at retail during Jan. (compared to 640,000 last Jan.) and continued good business in 
Feb. Admiral, RCA, Philco and Motorola spokesmen all said they felt confident they
could boost output. How much production would be increased they wouldn't say, but
all agreed they wouldn't "go overboard" and repeat overproduction errors of past.

Production for year through Feb. 19 stood at about 745,000, with inventories
at about 1,700,000 at all levels on that date. One highly-placed industry research
expert pointed out that sales from factory to distributor during that period ex-
ceeded production, stressing need for higher output. He predicted some 500,000 TVs
would be sold at retail in Feb. and that retail sales in first quarter would exceed
the 1,800,000 sold in first quarter of 1953.

* * * *

Some chance of small price increases might also be forthcoming if business
continues good, same sources hinted. To a man, they agree nobody's making money at
current low prices ($140 and up for 17-in., $180 for 21-in.) and fear is that small
manufacturers lacking diversification will be forced out of business by price cuts.

Motorola's Robert W. Galvin let out some hints on prices this week, telling
Bureau of Home Appliances in San Diego that industry's profit is low or non-existent
and must be "dealt with constructively" in months ahead. He added "there is not
room enough for us to operate" within the present price structure.

Turning to color, Galvin predicted not more than 100,000 color sets will be
produced this year out of some 5,500,000 total, with 19-in. tube making debut within
6 months. And he said color would entail new merchandising problems, declaring:
"Color is harder to work with than black-&-white; service costs are substi-
tually greater, and those willing to pioneer it will be obliged to invest more money
since it will take more capital to sell color. Your turnover will be less because
the price will be high and there will be some sales resistance. But color is going
to be worth the profits it will bring."
TV production totaled 110,544 week ended Feb. 19, compared to 107,702 preceding week and 107,883 week ended Feb. 5. Radio output declined for 8th straight week, totaling 173,833, compared to 190,207 week ended Feb. 12 and 192,523 week before.

RETMA revised Jan. production total this week to 420,571, of which 120,299 were uhf-equipped at factory. It compared with Jan. 1953 output of 719,234. Radio output in Jan. was revised to 871,981 vs. 1,093,142 year ago.

Trade Personalities: Dr. Ralph Brown, research v.p. of Bell Labs, named v.p. in charge of long-range planning; he's succeeded by Dr. James B. Fisk, director of physical science research. Richard L. Beam promoted to Hazeltine asst. v.p., reporting to engineering v.p. Orville M. Dunning ... Frank Folsom, RCA president, named to special task force on gov't. procurement by Herbert Hoover's Commission on Organization of Executive Branch ... Lewis Gordon, ex-Sylvania and chairman of RETMA radio tube committee, named pres. of newly-formed CBS international, to handle export sales of CBS manufacturing divs. (CBS-Columbia, CBS-Hytron, Columbia Records) ... Ernest A. Marx, DuMont international div. director, left this week on inspection tour of DuMont TV installations in Caribbean ... Alfred A. Medica, ex-assist. adv. mgr., promoted to Admiral sales mgr. of national accounts ... George T. Sotol named treas. of Sonotone Corp., Elmsford, N. Y. (electronic components) ... James R. Ireland named assistant director of research, Indiana Steel Products Co., Valparaiso, Ind.; James G. Richmond named asst. mgr. of manufacturing div. ... Anthony Dillon, ex-eastern sales mgr., named CBS-Columbia midwestern sales mgr. ... C. E. Reiner named field sales mgr. of Philco's newly-acquired Dexter div. (laundry equipment) ... John Bullock, ex-Zenith Radio, named sales mgr. of high-fidelity div., Mitchell Mfg. Co. ... John Angel, ex-sales promotion mgr. of Westinghouse TV-radio div., Chicago, named Special asst. to sales mgr. R. L. Sandefur ... R. J. McDonald named Westinghouse eastern sales mgr. for major appliances; M. E. Manning southeastern; W. A. Douglass central; R. C. Walker northwestern; R. C. Dunson southwestern; W. T. Baker Pacific coast ... John E. Nelson, ex-product mgr. of industrial & transmitting tubes, named central regional sales mgr. for GE equipment tubes, headquarters in Chicago ... Albert C. Bourget named to new post of southern district mgr. of GE replacement tube sales, Wm. B. Every remains northern district mgr. ... Wm. L. Cunningham, ex-Bendix Radio, named midwestern sales mgr. of Hammond Mfg. Co. (communications equipment) ... Charles P. Carroll promoted to Hallicrafters' director of engineering, succeeding Harold Adler, resigned ... Leo G. Sands, ex-Bogue Electric Mfg. Co., named administrator of new RCA railway communications equipment sales dept. ... Harold N. Beveridge named mgr. of Raytheon equipment div. operations, Chicago.

RETMA's special committee on spurious radiation, authorized last week to develop industry program for voluntary suppression of TV receiver radiation (Vol. 10:8) — which it will present to FCC for approval — will be headed by GE's Dr. W. R. G. Baker, director of RETMA's engineering dept. Other members named by RETMA chairman Robert C. Sprague: A. Blumenkrantz, General Instrument Co.; K. A. Cittick, RCA Victor; Leonard F. Cramer, Avco (Crosley); T. T. Goldsmith Jr., DuMont; H. L. Hoffman, Hoffman Radio; A. V. Loughren, Hazeltine; David B. Smith, Philco. Committee will hold first meeting in New York March 3.

Radar Electronics Inc., 229 West 28th St., N. Y., formerly Video Corp. of America, filed Chapter XI petition this week in N. Y. Federal Court, listing assets of $207,325, liabilities of $199,981. Plan offers creditors settlement of 20%, payable 5% cash and balance in installments.

Shakeup in CBS manufacturing divs. continued this week with appointment of Admiral adv. v.p. Seymour Mintz as president of CBS-Columbia, succeeding David Cogan, who resigned from CBS-Columbia and as v.p. of CBS but remains on board and retains his 5236 Class A and 5236 B holdings in parent company. It followed by only 3 weeks elevation of Charles F. Stromeyer to presidency of CBS-Hytron, succeeding Bruce A. Coffin, and at same time Lloyd Coffin retired as treas., both retaining their holdings (Vol. 10:6). Cogan, who headed Air King Products Co., and Coffin brothers, who headed Hytron, obtained their board seats and holdings when CBS purchased both companies in 1951. Declining comment, Cogan said only that he would take extended vacation and then planned to re-enter some phase of electronics business, in which case he would be forced to dispose of CBS stock. Mintz, who joined Admiral in 1944, will be succeeded by Edmond I. Eger, who has handled Admiral account almost from company's inception 20 years ago, most recently as v.p. of Russel M. Seeds Co., Chicago. For 25 years he operated his own agency, Crottenden & Eger, Chicago.

Westinghouse organized credit subsidiary capitalized at $10,000,000 this week to provide additional financial assistance to dealers to "meet stiffer competition," with first office due to open in April to serve Pennsylvania, Ohio, West Virginia, Kentucky, Michigan, Indiana, New York & Maryland. New organization will supplement 6-year-old Westinghouse credit plan under which some 4500 banks provide local financing, announced pres. Gwynim A. Price. He said goals of new organization were to help dealers market new consumer products, including TV-radio, and increase sales of established lines, explaining: "It is expected to achieve these goals by making maximum credit available to dealers, by offering financing for installment buying sufficiently flexible to meet varying economic conditions, and by providing financial aid for special promotions where such aid is not now available." Philo last month set up similar financing subsidiary for its dealers (Vol. 10:4).

RETMA lists 28,468,818 TVs shipped to dealers from 1946 through 1953 in special cumulative state-by-state and county-by-county tabulation released this week. Total doesn't include 45,308 TVs shipped to Hawaii and 2330 to Alaska last year. First time those territories took any sets. Over 82% of shipments went to 6 states: New York, 4,100,448; Pennsylvania, 2,647,072; California, 2,611,981; Ohio, 2,236,969; Illinois, 2,048,620; New Jersey, 1,402,698; Michigan, 1,386,542; Massachusetts, 1,257,588.

Radio shipments to dealers (excluding auto radios) totaled 7,242,073 last year, up from 7,066,794 in 1952, according to state-by-state and county-by-county report released this week and available from RETMA on request. Shipments in 1951 were 7,588,810.

Sylvania TV plant at Batavia, N. Y. (Ned Maradino, mgr.), which company claims to be world's largest factory devoted exclusively to TV production (400,000-sq. ft. of floor space), starts operation March 22. Buffalo plant will continue to turn out TVs and radios. Also this week, Sylvania announced purchase of 12-acre tract at Dunnville, Ont., where TV factory will be built, with set production due to begin in August.
Topics & Trends of TV Trade: TV industry's emphasis on table models has one group of manufacturers rubbing their hands in glee—the TV table makers, who foresee a 20% increase in dollar sales volume this year over 1953, when $50,000,000 worth of tables were sold at retail, including those used basically for TV (without tops) and so-called dual-purpose wood tables, which can be used for TV and other purposes.

Featuring ads declaring "every table model has to have a table," manufacturers are going after TV business this year as never before. Two of biggest in field are Universal Co., High Point, N. C. (Murray Abeles and C. A. Troutman, partners) and National Teletable Corp., New York (C. A. Clinton, pres.). Clinton said Jan. business in industry was about 20% over year ago.

Trend in TV tables has been shifting to wrought iron, in keeping with increased purchases of wrought iron living room furniture. They sell for about $6 and up.

* * * *

Citing RCA practice of non-discrimination in hiring and promotions since 1919, pres. Frank M. Folsom this week testified before Senate Labor Subcommittee in support of bill for national Fair Employment Practices Committee. He said: "From the standpoint of good business, it is worth re-emphasizing that the policy of hiring people for what they can do, rather than for who they may happen to be, is hardly sentimental indulgence. The products manufactured for competitive trade are as good as the manpower that makes them, and the consumer is not concerned about whether the hands that made an item are black or white, or whether the maker goes to one church or another."

Canadian Westinghouse moves TV-radio div. from Hamilton to Brantford, Ont. in May, will occupy 120,000-sq. ft. plant leased from Behr-Manning Ltd. for TV-radio output. Spokesman said move was designed to improve production efficiency. Hamilton plants will be used for electronics and defense production projects. No changes in executive staff will be made, according to pres. H. H. Rogge.

RCA cut price of its basic industrial TV unit ITV-5A from about $5000 to $3958. Price includes camera, vidicon tube, combination control monitor & power supply unit and RCA installation supervision. RCA said reduction was made possible by increased sales volume and more efficient manufacturing procedures.

Fighting "bootleg" label, National Assn. of Discount Merchants was formed last week in N. Y., with offices at 551 Fifth Ave., with avowed purposes of countering unfavorable publicity and acting as clearing house for information on legislative actions affecting discount houses. At first meeting it set as first goal adoption of code of ethics for discount merchants.

High Fidelity Institute of the Electronic Industries is new association formed in Los Angeles "to work for uniformity of technical standards for the high fidelity industry, new and established markets, equitable trade practices, effective promotional methods." Jerome J. Kahn, ex-Standard Transformer Corp. was named to top office of temporary commissioner.

Drive to remove 10% excise tax on color sets—and eliminate or reduce it on black & white—will be launched by RETMA TV industry committee at special meeting in Washington March 4. RETMA cited tradition of deferring tax on new industries and products, pointing out it wasn't applied to TV sets until fall of 1956.

Promotion: Harry Alter Co., Chicago Crosley-Bendix distributor, gave crisp $10 bill to every dealer visiting his showroom this week to see new $140 Crosley Super V (Vol. 10:7). Only hitch: one $10 bill to a dealer.


RCA's Award of Merit was bestowed recently on 4 engineers credited with important contributions to development of color TV: Wallace M. James, engineering mgr., receiving tube & transistor operations div., for tube work; Robert K. Lockhart, Camden engineer, for circuits; John W. Wentworth, Camden, terminal design & color projects group, for courses on color TV and notes used as handbook; Steven Slasuk, RCA Service Co., for test equipment used in installation of home color receivers. Sixteen other salaried employees, 2 of whom women, won Award of Merit, with gold watches, at ceremonies addressed by pres. Frank Folsom.

Fabulous electronic future in which TV screens may be hung like pictures on a wall, connected to receiver by a tiny wire, was foreseen last week by GE chairman Philip D. Reed in address to Boston Ad Club. As for immediate future, he said GE's ad budget for calendar 1954 probably will be largest in its history, necessarily so because "we're back in a buyer's market, which is a very healthy condition, with competitive pressures very great, and everyone having to sell hard."

Danish TV is now in regular operation, having been on experimental basis from June 1, 1949 to Jan. 10, 1954. First transmitter, 400 watts, now beams 4 hours of programming weekly from Copenhagen's Radio House, to be expanded to 6 hours by April 1, and 8 hours next summer. Denmark plans 7 Gov't-owned TV stations, financed by license fees paid by receiver owners, 4 of them to start within next 3 years. On Jan. 31 there were 1187 licensed TV sets in Denmark.

Raytheon will build new electronic engineering and research lab in Wayland, Mass. if town's zoning laws can be changed to permit construction. Pres. C. F. Adams Jr. said new plant will eventually employ about 1500, will have 110,000-sq. ft. of floor space. Also this week, Raytheon announced it would close TV parts plant at Oelwein, 1a. March 1 and transfer work to main plant in Chicago.

Slide-rule "Picture Tube Selector," giving at-a-glance information on interchangeability and characteristics of more than 136 picture tube types, is available from Du-Mont tube distributors.

Federal Telephone & Radio, Clifton, N. J., subsidiary of IT&T, discontinues manufacture of picture tubes, plans to expand operations and to diversify output this year.
VHF & UHF Survey

TV SET OWNERSHIP BY COUNTIES

As of November 1, 1953

Total Families & Receivers, By Geographic Areas, States & Counties

Prepared for CBS-TV by A. C. Nielsen Co. Under Direction of Oscar Katz, CBS-TV Director of Research

INTRODUCTION

Last May CBS Television issued the first county-by-county report of television ownership. Demand for copies was so great that a second printing was required within a few weeks.

But aside from the industry’s evident need for up-to-date and accurate ownership figures by county, there is another reason for a current report:

In the six months between May and November, the number of station markets has doubled; and television counties have increased by almost 50 per cent. The number of additional sets—almost four million—would make a whole mass medium by themselves. And the period marked the real beginning of UHF television.

The May report was based on statistical projections. But because of the increasing importance of ownership figures, we commissioned the A. C. Nielsen Company to conduct an actual national television set survey. It includes the first national count of UHF television sets.

This research was based on a sample of 100,000 families, selected by area sampling techniques. The details of the research method are presented in the Appendix.

The following definitions apply in all the tables appearing in this book:

**Total families:** “Sales Management” estimates of total families in each county as of November 1, 1953.

**VHF families:** The number of families with television sets (VHF, UHF or both) in each county on November 1, 1953 as determined by this survey. These figures are reported individually by county only if 10 per cent or more of all families in a county report having a television set.

**UHF families:** The number of families with television sets equipped to receive a UHF signal. These figures are reported only if 10 per cent or more of all the families in a county report having a UHF set.

**TV counties:** Counties with at least 10 per cent set-owning families.

**Other counties:** Counties which have less than 10 per cent television ownership. For each state, these counties are reported as a group.

The following symbols are used throughout the book:

* Indicates a county which is part of a Nielsen cluster, i.e., a group of two or more adjacent counties used as a sampling unit. In this report, the percentage of television set ownership for the cluster has been applied to each of the counties within the cluster.

* Indicates a television county in which there is some UHF but less than 10 per cent of all families, and hence the figure on UHF ownership is not reported separately. The number of UHF families for such a county is, however, included in state totals. Because of this, the state total of UHF families in television counties can exceed the sum of the individually-reported county figures.

LT Indicates less than 1%.

SURVEY TECHNIQUES

In May, 1953, the CBS Television Research Department made this study the basis of a report called “U.S. Television Ownership by Counties.”

**Present Study:** The present study consists fundamentally of a re-survey of the 100,000-homes panel to determine changes in television set ownership status that have occurred since May, 1952. For this purpose, the sample was divided into three groups:

**Group A:** 72,561 non-owners as of May, 1952. This group was surveyed to measure new television set ownership (VHF or UHF) since that date.

**Group B:** 13,433 owners as of May, 1952 within range of one or more UHF signals by November, 1953. This group was surveyed to measure conversion to, or acquisition of UHF equipment.

**Group C:** 13,491 owners as of May, 1952 beyond the range of UHF in November, 1953. It was assumed that the set ownership status of this group had remained unchanged, and hence, the group was not resurveyed.

Groups A and B were reached by a first-class mailing sent on October 15 and 16, 1953. This mailing consisted of a letter asking for cooperation in supplying the requested information, a return reply card, and a letter opener sent as a premium. On October 19 and 20, a follow-up reminder and “thank you” containing a duplicate reply card was mailed to each family. By November 9, the closing date set for mail returns, usable replies had been received from 54,233 of the 85,694 cases in Groups A and B. This represented a return of 63.3%.

The 54,233 families who replied in Groups A and B combined with 13,491 families in Group C brought the total number of cases whose set ownership status had been determined as of November, 1953, to 67,724, or 68.3% of the over-all panel.

The figures as reported in this booklet represent the information gathered from these 67,724 cases adjusted for two types of bias:

(1) non-response bias—i.e. the possibility that the
television set ownership of the non-repliers differed from that of the repliers.

12) exaggeration bias—i.e., the possibility that some of the repliers had incorrectly reported acquisition of a television set since May of 1952. Separate studies, described below, were conducted to determine these two factors.

Study of Non-Repliers: A 3,000 cross-section sample of the non-repliers was selected for further follow-up. Approximately a week after the closing date for mail returns, an additional mailing went forward to these families including another return reply card and fifty cents in coins as an extra premium. Intensive efforts—by mail, telephone, and personal interview—were then made to reach those who did not reply to this appeal. In this way, information was finally received from close to 75% of the sample of non-repliers.

The degree of television set acquisition of repliers and non-repliers was compared for groups of counties classified according to various characteristics such as county population. It was found that the greatest statistical variance in television acquisition occurred when the repliers and non-repliers were compared in terms of whether they came from counties in which the mail return had been high, medium, or low (county response level). Consequently, this breakdown was used to adjust for the non-repliers. The adjustment factors were arrived at as follows:

<table>
<thead>
<tr>
<th>County response level</th>
<th>repliers</th>
<th>non-repliers</th>
<th>adjustment factor for non-repliers</th>
</tr>
</thead>
<tbody>
<tr>
<td>High (66.8% and over)</td>
<td>26.3%</td>
<td>25.2%</td>
<td>1.04</td>
</tr>
<tr>
<td>Medium (59.0%-66.7%)</td>
<td>33.4%</td>
<td>33.4%</td>
<td>1.04</td>
</tr>
<tr>
<td>Low (under 50.0%)</td>
<td>27.2%</td>
<td>28.6%</td>
<td>1.05</td>
</tr>
</tbody>
</table>

For each county or county-cluster, the appropriate factor was applied to the rate of television set acquisition among the repliers to obtain an acquisition rate for the non-repliers. In this manner, possible bias resulting from non-response was minimized.

Study of Exaggeration: During the same time that the non-response study was being conducted, 1,000 telephone calls were made to a sample of those who had indicated that they had become television families since May of 1952. The purpose of this survey was to measure the extent of exaggeration in the affirmative answers to the question of television ownership in the mail study. Consequently, in order to dissociate the two studies, the telephone calls were made in the name of a different research organization. The telephone survey was ostensibly a study of viewing. The interviewer started out by asking: "Is your television set turned on?" and then continued regarding the channel or program being watched, and the channels that could be received. As a result of this questioning, it developed that 1.8% of the families had exaggerated in their claim of becoming television set owners since May, 1952. This factor was applied to the results obtained from the mail study to adjust for exaggeration.

### TELEVISION OWNERSHIP BY GEOGRAPHIC AREA

<table>
<thead>
<tr>
<th>area &amp; state</th>
<th>total families</th>
<th>TV families</th>
<th>UHF families</th>
</tr>
</thead>
<tbody>
<tr>
<td>New England</td>
<td>2,829,500</td>
<td>1,985,130</td>
<td>98,820</td>
</tr>
<tr>
<td>Connecticut</td>
<td>630,300</td>
<td>479,210</td>
<td>43,970</td>
</tr>
<tr>
<td>Maine</td>
<td>260,000</td>
<td>67,970</td>
<td>14,520</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>1,124,300</td>
<td>1,109,610</td>
<td>78,400</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>162,600</td>
<td>84,690</td>
<td>52,850</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>243,800</td>
<td>217,720</td>
<td>98,960</td>
</tr>
<tr>
<td>Vermont</td>
<td>108,500</td>
<td>25,930</td>
<td>3,020</td>
</tr>
<tr>
<td>Middle Atlantic</td>
<td>9,470,400</td>
<td>7,364,050</td>
<td>335,600</td>
</tr>
<tr>
<td>New Jersey</td>
<td>1,568,100</td>
<td>1,374,790</td>
<td>78,500</td>
</tr>
<tr>
<td>New York</td>
<td>4,800,100</td>
<td>3,712,620</td>
<td>70,950</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>3,102,200</td>
<td>2,276,640</td>
<td>257,860</td>
</tr>
<tr>
<td>E. North Central</td>
<td>9,709,700</td>
<td>6,556,390</td>
<td>473,790</td>
</tr>
<tr>
<td>Illinois</td>
<td>2,828,700</td>
<td>1,862,390</td>
<td>122,700</td>
</tr>
<tr>
<td>Indiana</td>
<td>1,294,700</td>
<td>799,700</td>
<td>97,490</td>
</tr>
<tr>
<td>Michigan</td>
<td>2,023,500</td>
<td>1,417,930</td>
<td>59,120</td>
</tr>
<tr>
<td>Ohio</td>
<td>2,517,800</td>
<td>1,957,490</td>
<td>85,380</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>1,045,000</td>
<td>588,880</td>
<td>109,100</td>
</tr>
<tr>
<td>W. North Central</td>
<td>4,172,900</td>
<td>2,915,170</td>
<td>133,070</td>
</tr>
<tr>
<td>Iowa</td>
<td>826,700</td>
<td>399,770</td>
<td>3,990</td>
</tr>
<tr>
<td>Kansas</td>
<td>662,400</td>
<td>212,600</td>
<td>50,570</td>
</tr>
<tr>
<td>Minnesota</td>
<td>900,000</td>
<td>437,020</td>
<td>13,520</td>
</tr>
<tr>
<td>Missouri</td>
<td>1,306,300</td>
<td>677,160</td>
<td>64,990</td>
</tr>
<tr>
<td>Nebraska</td>
<td>427,300</td>
<td>177,410</td>
<td>42,100</td>
</tr>
<tr>
<td>North Dakota</td>
<td>161,200</td>
<td>13,320</td>
<td>8,100</td>
</tr>
<tr>
<td>South Dakota</td>
<td>189,000</td>
<td>17,890</td>
<td>5,100</td>
</tr>
<tr>
<td>South Atlantic</td>
<td>6,065,100</td>
<td>2,919,200</td>
<td>133,070</td>
</tr>
</tbody>
</table>

### TELEVISION OWNERSHIP BY STATE

<table>
<thead>
<tr>
<th>state</th>
<th>total families</th>
<th>TV families</th>
<th>UHF families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Georgia</td>
<td>955,500</td>
<td>389,720</td>
<td>41,470</td>
</tr>
<tr>
<td>Maryland</td>
<td>732,600</td>
<td>588,650</td>
<td>80,640</td>
</tr>
<tr>
<td>North Carolina</td>
<td>1,056,400</td>
<td>395,960</td>
<td>37,25,890</td>
</tr>
<tr>
<td>South Carolina</td>
<td>554,600</td>
<td>194,410</td>
<td>35,44,780</td>
</tr>
<tr>
<td>Virginia</td>
<td>919,100</td>
<td>510,970</td>
<td>56,43,900</td>
</tr>
<tr>
<td>West Virginia</td>
<td>529,600</td>
<td>229,320</td>
<td>43,35,990</td>
</tr>
<tr>
<td>Alabama</td>
<td>824,700</td>
<td>280,470</td>
<td>34,42,440</td>
</tr>
<tr>
<td>Kentucky</td>
<td>830,100</td>
<td>354,110</td>
<td>43,23,500</td>
</tr>
<tr>
<td>Mississippi</td>
<td>587,300</td>
<td>119,370</td>
<td>20,31,980</td>
</tr>
<tr>
<td>Tennessee</td>
<td>915,900</td>
<td>381,190</td>
<td>42,19,320</td>
</tr>
<tr>
<td>Arkansas</td>
<td>535,500</td>
<td>102,020</td>
<td>19,19,690</td>
</tr>
<tr>
<td>Louisiana</td>
<td>790,100</td>
<td>278,770</td>
<td>35,45,260</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>692,300</td>
<td>312,040</td>
<td>45,5,170</td>
</tr>
<tr>
<td>Texas</td>
<td>2,412,800</td>
<td>1,066,520</td>
<td>44,43,750</td>
</tr>
<tr>
<td>Arizona</td>
<td>253,100</td>
<td>107,570</td>
<td>43,10,570</td>
</tr>
<tr>
<td>Colorado</td>
<td>456,100</td>
<td>196,790</td>
<td>43,10,570</td>
</tr>
<tr>
<td>Idaho</td>
<td>180,100</td>
<td>24,820</td>
<td>14,24,820</td>
</tr>
<tr>
<td>Montana</td>
<td>197,700</td>
<td>9,100</td>
<td>5,9,100</td>
</tr>
<tr>
<td>Nevada</td>
<td>60,600</td>
<td>1,1930</td>
<td>20,11,930</td>
</tr>
<tr>
<td>New Mexico</td>
<td>202,000</td>
<td>43,770</td>
<td>22,43,770</td>
</tr>
<tr>
<td>Wyoming</td>
<td>207,600</td>
<td>120,320</td>
<td>58,120,320</td>
</tr>
<tr>
<td>Utah</td>
<td>93,100</td>
<td>6,750</td>
<td>7,6,750</td>
</tr>
<tr>
<td>California</td>
<td>5,040,800</td>
<td>3,329,020</td>
<td>62,252,010</td>
</tr>
<tr>
<td>Oregon</td>
<td>4,029,500</td>
<td>2,809,640</td>
<td>70,108,540</td>
</tr>
<tr>
<td>Washington</td>
<td>828,800</td>
<td>387,060</td>
<td>47,28,300</td>
</tr>
<tr>
<td>U. S. Total</td>
<td>47,191,500</td>
<td>27,506,500</td>
<td>58,1,774,690</td>
</tr>
</tbody>
</table>

### TELEVISION OWNERSHIP BY STATE

<table>
<thead>
<tr>
<th>state</th>
<th>total families</th>
<th>TV families</th>
<th>UHF families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>824,700</td>
<td>280,470</td>
<td>34,42,440</td>
</tr>
<tr>
<td>Arizona</td>
<td>253,100</td>
<td>107,570</td>
<td>43,10,570</td>
</tr>
<tr>
<td>Arkansas</td>
<td>535,500</td>
<td>102,020</td>
<td>19,19,690</td>
</tr>
<tr>
<td>California</td>
<td>4,029,500</td>
<td>2,809,640</td>
<td>70,108,540</td>
</tr>
<tr>
<td>Colorado</td>
<td>456,100</td>
<td>196,790</td>
<td>43,10,570</td>
</tr>
<tr>
<td>State</td>
<td>Births</td>
<td>Deaths</td>
<td>Marriages</td>
</tr>
<tr>
<td>-------</td>
<td>--------</td>
<td>--------</td>
<td>-----------</td>
</tr>
<tr>
<td>A</td>
<td>123</td>
<td>45</td>
<td>674</td>
</tr>
<tr>
<td>B</td>
<td>234</td>
<td>56</td>
<td>789</td>
</tr>
<tr>
<td>C</td>
<td>345</td>
<td>67</td>
<td>890</td>
</tr>
</tbody>
</table>

**Total**

<table>
<thead>
<tr>
<th>State</th>
<th>Births</th>
<th>Deaths</th>
<th>Marriages</th>
<th>Divorces</th>
</tr>
</thead>
<tbody>
<tr>
<td>A</td>
<td>123</td>
<td>45</td>
<td>674</td>
<td>89</td>
</tr>
<tr>
<td>B</td>
<td>234</td>
<td>56</td>
<td>789</td>
<td>123</td>
</tr>
<tr>
<td>C</td>
<td>345</td>
<td>67</td>
<td>890</td>
<td>234</td>
</tr>
</tbody>
</table>

**Total**
<table>
<thead>
<tr>
<th>T/ Counties</th>
<th>Total families</th>
<th>TF families</th>
<th>URF families</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>22,000</td>
<td>6,570</td>
<td>5,820</td>
</tr>
<tr>
<td>Alexander</td>
<td>7,000</td>
<td>1,101</td>
<td>1,010</td>
</tr>
<tr>
<td>Bond</td>
<td>4,700</td>
<td>2,540</td>
<td>2,540</td>
</tr>
<tr>
<td>Boone</td>
<td>5,400</td>
<td>5,050</td>
<td>5,050</td>
</tr>
<tr>
<td>Brown</td>
<td>2,300</td>
<td>620</td>
<td>620</td>
</tr>
<tr>
<td>Bureau</td>
<td>12,200</td>
<td>3,120</td>
<td>3,120</td>
</tr>
<tr>
<td>Calhoun</td>
<td>1,700</td>
<td>504</td>
<td>504</td>
</tr>
<tr>
<td>Carroll</td>
<td>6,400</td>
<td>1,660</td>
<td>1,660</td>
</tr>
<tr>
<td>Cass</td>
<td>13,200</td>
<td>4,460</td>
<td>4,460</td>
</tr>
<tr>
<td>Champaign</td>
<td>12,300</td>
<td>3,090</td>
<td>3,090</td>
</tr>
<tr>
<td>Christian</td>
<td>12,600</td>
<td>3,290</td>
<td>3,290</td>
</tr>
<tr>
<td>Clark</td>
<td>5,700</td>
<td>2,000</td>
<td>2,000</td>
</tr>
<tr>
<td>Clay</td>
<td>5,600</td>
<td>1,010</td>
<td>1,010</td>
</tr>
<tr>
<td>Clinton</td>
<td>4,900</td>
<td>3,700</td>
<td>3,700</td>
</tr>
<tr>
<td>Coles</td>
<td>5,150</td>
<td>3,320</td>
<td>3,320</td>
</tr>
<tr>
<td>Cook</td>
<td>1,165,800</td>
<td>2,190,872</td>
<td>2,190,872</td>
</tr>
<tr>
<td>Crawford</td>
<td>7,400</td>
<td>2,080</td>
<td>2,080</td>
</tr>
<tr>
<td>Cumberland</td>
<td>3,100</td>
<td>1,160</td>
<td>1,160</td>
</tr>
<tr>
<td>DeKalb</td>
<td>13,000</td>
<td>7,320</td>
<td>7,320</td>
</tr>
<tr>
<td>De Witt</td>
<td>5,600</td>
<td>590</td>
<td>590</td>
</tr>
<tr>
<td>Douglas</td>
<td>5,400</td>
<td>1,400</td>
<td>1,400</td>
</tr>
<tr>
<td>Du Page</td>
<td>53,000</td>
<td>44,950</td>
<td>44,950</td>
</tr>
<tr>
<td>Edgar</td>
<td>8,000</td>
<td>2,066</td>
<td>2,066</td>
</tr>
<tr>
<td>Edwards</td>
<td>3,000</td>
<td>570</td>
<td>570</td>
</tr>
<tr>
<td>Effingham</td>
<td>6,700</td>
<td>2,460</td>
<td>2,460</td>
</tr>
<tr>
<td>Fayette</td>
<td>7,800</td>
<td>2,950</td>
<td>2,950</td>
</tr>
<tr>
<td>Ford</td>
<td>5,200</td>
<td>1,660</td>
<td>1,660</td>
</tr>
<tr>
<td>Franklin</td>
<td>16,500</td>
<td>3,900</td>
<td>3,900</td>
</tr>
<tr>
<td>Fulton</td>
<td>14,500</td>
<td>5,180</td>
<td>5,180</td>
</tr>
<tr>
<td>Greene</td>
<td>6,200</td>
<td>3,240</td>
<td>3,240</td>
</tr>
<tr>
<td>Grundy</td>
<td>6,300</td>
<td>3,930</td>
<td>3,930</td>
</tr>
<tr>
<td>Hancock</td>
<td>8,700</td>
<td>7,240</td>
<td>7,240</td>
</tr>
<tr>
<td>Henderson</td>
<td>2,500</td>
<td>1,160</td>
<td>1,160</td>
</tr>
<tr>
<td>Henry</td>
<td>5,150</td>
<td>11,440</td>
<td>11,440</td>
</tr>
<tr>
<td>Iroquois</td>
<td>10,400</td>
<td>3,800</td>
<td>3,800</td>
</tr>
<tr>
<td>Jackson</td>
<td>12,600</td>
<td>5,800</td>
<td>5,800</td>
</tr>
<tr>
<td>Jasper</td>
<td>3,000</td>
<td>1,100</td>
<td>1,100</td>
</tr>
<tr>
<td>Jefferson</td>
<td>12,000</td>
<td>3,600</td>
<td>3,600</td>
</tr>
<tr>
<td>Jersey</td>
<td>4,900</td>
<td>2,540</td>
<td>2,540</td>
</tr>
<tr>
<td>Joliet</td>
<td>6,400</td>
<td>2,720</td>
<td>2,720</td>
</tr>
<tr>
<td>Kane</td>
<td>47,000</td>
<td>36,730</td>
<td>36,730</td>
</tr>
<tr>
<td>Kane County</td>
<td>20,100</td>
<td>14,370</td>
<td>14,370</td>
</tr>
<tr>
<td>Kendall</td>
<td>3,800</td>
<td>2,420</td>
<td>2,420</td>
</tr>
<tr>
<td>Knox</td>
<td>18,200</td>
<td>12,460</td>
<td>12,460</td>
</tr>
<tr>
<td>Lake</td>
<td>57,300</td>
<td>41,130</td>
<td>41,130</td>
</tr>
<tr>
<td>La Salle</td>
<td>32,000</td>
<td>8,190</td>
<td>8,190</td>
</tr>
<tr>
<td>Lawrence</td>
<td>6,700</td>
<td>1,230</td>
<td>1,230</td>
</tr>
<tr>
<td>Lee</td>
<td>10,100</td>
<td>3,078</td>
<td>3,078</td>
</tr>
<tr>
<td>Livingston</td>
<td>11,400</td>
<td>2,900</td>
<td>2,900</td>
</tr>
<tr>
<td>Logan</td>
<td>6,600</td>
<td>6,310</td>
<td>6,310</td>
</tr>
<tr>
<td>McHenry</td>
<td>9,700</td>
<td>2,890</td>
<td>2,890</td>
</tr>
<tr>
<td>McLean</td>
<td>11,700</td>
<td>16,640</td>
<td>16,640</td>
</tr>
<tr>
<td>Macoupin</td>
<td>25,000</td>
<td>5,390</td>
<td>5,390</td>
</tr>
<tr>
<td>Madison</td>
<td>34,290</td>
<td>7,720</td>
<td>7,720</td>
</tr>
<tr>
<td>Macoupin</td>
<td>14,700</td>
<td>6,750</td>
<td>6,750</td>
</tr>
<tr>
<td>Morgan</td>
<td>69,000</td>
<td>45,090</td>
<td>45,090</td>
</tr>
<tr>
<td>Monroe</td>
<td>13,300</td>
<td>5,370</td>
<td>5,370</td>
</tr>
<tr>
<td>Marshall</td>
<td>4,200</td>
<td>670</td>
<td>670</td>
</tr>
<tr>
<td>Mason</td>
<td>5,200</td>
<td>1,140</td>
<td>1,140</td>
</tr>
<tr>
<td>Menard</td>
<td>3,100</td>
<td>660</td>
<td>660</td>
</tr>
<tr>
<td>Mercer</td>
<td>5,000</td>
<td>2,470</td>
<td>2,470</td>
</tr>
<tr>
<td>McLean</td>
<td>4,290</td>
<td>2,690</td>
<td>2,690</td>
</tr>
<tr>
<td>Montgomery</td>
<td>11,090</td>
<td>1,360</td>
<td>1,360</td>
</tr>
<tr>
<td>Morgan</td>
<td>15,100</td>
<td>1,640</td>
<td>1,640</td>
</tr>
<tr>
<td>Monroe</td>
<td>4,200</td>
<td>840</td>
<td>840</td>
</tr>
<tr>
<td>Ogle</td>
<td>11,600</td>
<td>1,460</td>
<td>1,460</td>
</tr>
<tr>
<td>Peoria</td>
<td>36,700</td>
<td>25,030</td>
<td>25,030</td>
</tr>
<tr>
<td>Perry</td>
<td>7,000</td>
<td>2,540</td>
<td>2,540</td>
</tr>
<tr>
<td>Pike</td>
<td>7,000</td>
<td>3,420</td>
<td>3,420</td>
</tr>
<tr>
<td>Polk County</td>
<td>4,400</td>
<td>750</td>
<td>750</td>
</tr>
<tr>
<td>Putnam</td>
<td>1,300</td>
<td>210</td>
<td>210</td>
</tr>
</tbody>
</table>

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**Illinois**

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**Indiana**

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**Iowa**

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**T/ Counties**

**Total families**

**TF families**

**URF families**

---

**Notes:**

- The table represents the total number of families in various counties across the states of Illinois, Indiana, and Iowa.
- The data includes the total number of families, families classified under TF, and those under URF.
- The percentages indicate the distribution of families under TF and URF categories.
Marshall
'Mills

11^

6320

56

19.790

51

3.700

2.590

70

’Stafford

2.800

560

20

8,600

1,580

18

2,200

420

19

4.200

460

11

Shawnee

'Milchell

4.200

590

14

’Sumner
’Wabaunsee

^Monona
^Monroe
’Montgomery

5.000

3,150

63

’Washington

3.400

710

21

5,300

3,710

70

’Wilson

10.600

7,880

74

’Woodson
Wyandotte

’Muscatine
’O’Brien
’Osceola

6.100

1,010

17

3.000

510

17

TV

'Page

7.300

5.130

70

other counties

'Palo Alio

4.500

810

18

’Plymouth

6.800

2.180

32

4,600

’Pocahontas
Polk
Pottawattamie
’Poweshiek
’Ringgold
’Sac
Scott

1,100

24

77.000

56.140

73

21,900

13.870

63

5.800

1,620

28

3.200

1,540

48

5,100

2.090

41

•

•

3,500

1360

36

•

•

1,400

1,040

74

•

•

’Taylor

4.100

37
•

•

TV families

VHF families

'Todd

3,700

1320
1330

'Trigg

36

2300

670

29

’Trimble

1,500

620

41

’Union
Warren
’Washington

4,100

740

18

12.700

4,140

33

3.300

1,490

45
18

•

’Wayne

4,000

710

11

’Webster
’Wolfe

4.600

830

1,400

150

11

’Woodford

3.400

1,460

43

747,300
82300

349,950

47%

4,160

5%

830,100

354,110

43%

3,300

47

4,000

1.920

48

5,100

2.470

48

Bell

•

11,400

1.110

10

4.000

•

2.560

64

5,200

2,210

43

TV

14.400

9,690

67

other counties

1.990

35

1.260

34

Boone
’Bourbon
Boyd

15.400

2,100

14

’Boyle

5.700

56

’Bracken

1,090

42

3.090

2.600

5,500

4,200

2,020

48

'Bullitt

3.400

2,520

74

'Butler

2,600

650

25

’Caldwell

4.000

720

18

’Calloway

6,100

1,810

23300

21,130

89

’Allen

’

•

•

’

32

2.040

3.900

750

19

14.000

9810

66
35

1,400

*

*

6,.300

950

15

34.600

21.380

62

Breckinridge

Campbell
•

826J00

48%

399,770

48%

total families

TV families

64

’Ascension

48

’Assumption

560

20

2,850

28

1,650

24

5.200

2.700

52

11,400

3.340

29

1.400

2.50

18

2,400

380

16

8,800

850

4.000

440

LT

3,990

1,410

13

800

15

'Clark
’Clinton
’Crittenden

5,600

1,310

23

’Bienville

4,700

610

13

2.700

490

18

30,500

4.700

IS

3300

580

18

2,800

390

14

’Cumberland

2,200

400
8.330

50

2,300

620

27

'Elliott

1300

620

48

'Estill

3.600

830

23

29.800

6,370

21

3.500

940

27

12.000

5,650

47

’Franklin

7.900

3.150

40

’Gallatin

1300

770

64

’Garrard

3,100

1,120

36

’Gram

3,000

1,920

64

4,700

1,290

27

3,300

1,220

37

F'loyd

27%

3.130

’Hancock

17

’Hardin
’Harlan
’Harrison
'Hart
’Henderson

3.200

1.660

52

10.900

4,920

45

’Edwards

2,100

420

20

'Elk
’Ellsworth
’Franklin

2,100

340

16

2.600

360

14

Jefferson

6,700

2,640

39

’Geary

7,100

680

10

’Jessamine
’Johnson

’Greenwood

4,400

700

16

’Harper
’Harvey

3,300

590

18

7,000

2,100

30

’Jackson

3.700

1.920

52

3,600

1,620

45

Johnson

28.100

25.600

91

3300

590

18

300

1.500

10,400

990

12.000

8,340

1,800

250

14

’Linn

3,600

1,760

49

’Lyon
’McPherson
’Marion

8.800

’Marshall

1,480

19

5300

940

18

6.000

840

14

6,300

3,080

49

16,900

2.900

17

’Morris

2.600

260

10

’Nemaha

4,400

660

15

’.Neosho

6,800

1,700

25

’Osage
’Ottawa

4,100

1.600

39

2.400

340

14

3,000

600

20
15

20

’

f'otlawatomie

3800

’

Pratt

4,100

840

18.600
5..300

Kenton

•

*

1,890

27

*

*

’Knott

2,850

10

•

•

*

•

*

•

19

7,900

570

’Henry
Hopkins

10%

’Lincoln

1,680

*

20

70

380

25

5,420

48

16,800

3,500

21

4,100

1,720

42

4.400

1,190

27

10.100

1,900

19

1,390

3,400

41

11,600

1,360

12

152,900

123,510

81

3,600

1,300

36

5,800

2,340

40

33,900

28,450

84

4,100

410

10

45

’i.awrence

3,500

1,680

48

’Lee

1,800

200

11

’Leslie

3,200

320

10

’Letcher
’Lewis
’Lincoln
’Livingston

9,000

910

10

•

•

•

•

•

’Catahoula
’Claiborne
’Concordia

3.000

420

14

6,500

980

15

4,000

580

54,700

17350

’East Carroll

4300

1.390

33

’Evangeline
’Franklin
’Grant

9,000

1,080

12

Baton Rouge

3%

23,500

3%

VHF families
•

•

•

•

•

•

•

•

•

•

•

•

•

•

7300

2,340

37

•

•

1.400

410

29

28,600

4,940

17

2,800

700

25

2,700

1,110

41

•

•

32%

1340

18

3,700

520

14

2,150

19

’Iberville

7,300

730

10

’Jackson

3,900

510

13

39300

30.510

78

Davis

7.400

820

11

10,800

5,130

48

+La Salle

3,800

530

14

’Lincoln
’Livingston

6.500

840

13

5.600

1,570

28

’Madison

4.700

1,550

33

’Natchitoches
Orleans

Ouachita
’Plaquemines
Rapides
’Richland
’St. Bernard

•

•

15

11.100

14.580

27%

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

•

9,700

1,410

15

180,300

120.490

67

•

•

23.700

6,680

28

4.770

20

•

•

•

•

•

•

•

•

3.700

2.410

65

27,300

6.120

22

6,700

2390
2310

65

3.400

34

’St.

Charles

3,600

1,620

45

’St.

3,700

1.690

46

3,600

1.620

45

St.

James
John
Landry

19.800

2,990

15

’St.

Martin

6.300

630

10

10,100

'St.

6,400

3350

32

8.000

5,220

65

•

•

Tangipahoa

15.400

9,680

63

•

•

’Tensas
Terrebonne

3.500

670

19

11.400

7.120

62

•

•

’St.

Mary

’St.

Tammany

Vermilion
’Vernon
Washington
’Webster
’W. Baton Rouge

10,400

1350

12

6.200

910

15

10.800

8.860

82

10,100

1,460

14

3.300

330

10

’West Carroll

4.000

1.32a

33

’Winn

4.600

640

14

’Marion

4,200

1,860

44

’Marshall
’ Marlin

4.200

1.220

29

2,500

1,030

41

TV

counties

666,000

272,340

41%

43,430

’Mason
’Meade

5,400

2.190

41

other counties

124.100

6.430

5%

1,780

1%

2.800

1,340

48
total

790,100

278.770

35%

45.260

6%

Morgan

110
1,620

36

2,700

860

32

3,600

1.150

32

3.800

870

23

3,200

330

10

74
42

’

1,360

5.600

6

7%

11%

1,000

4.500

920

37%

•

’l.yon

’Monroe
’Montgomery

35,310

IS

’Logan

3.690

40

1,560

15

2,200

37,270

•

350

5,000

94800

•

18

’Nelson
’Nicholas
'Ohio

14

11

Lafourche

36

25

10

130

’Jeff

410

2,110

1,630

1300

Jefferson

1,760

8.500

1,040

’Cameron

Iberia

2,300

’Muhlenberg

11,600

•

•

4,900

28

10,100

’Caldwell

E.

26

38

'Riley

27

4,530

830

480

’Saline

15%

480

3,200

’Menifee
Mercer
’Metcalfe

•

1.500

11,400

1,220

’

•

47

2.700

’Magoffin
•

3,000

’Larue

McCracken
’McLean

•

6,400

7.110
1

Calcasieu

18

16,700

20

’Jefferson

32

5.300

260

10

28

1380

’Beauregard

2,070

680

1.680

4300

41

1.300

7.100

6,100

10,500

37

12,400

’Dickinson

12

4,720

14

10

650

1,520

450

1,490

5.400

4,100

Fayette

11

15.300

IS

23,500

13%

1,720

11.500

VHF families

10

Crawford

TV families

12.900

Christian

’Grayson
’Green
’Greenup

3.200

690

LT

3,990

’Fleming
6,800

total families

Avoyelles

14

2,800

TV counties
Acadia

30%

1,660

51

10,100

15%

•

15%

600

2,540

480

0.800

18

620

LOUISIANA

•

•

5300

3.480

3,400

’Atchison
’Barber
’Barton

•

2,600

Daviess

’Anderson

total

’Carroll

’Edmonson

6,300

eountie*

’Carter

14%

860

'Allen

Sedgwick

’Shelby
’Simpson
’Spencer

8%

50,570

32

KANSAS

’Rice

32%

total families

’Casey

Reno

212.600

310

399,770

’Pawnee

662,400

2.800

64

826,700

^Miami
Montgomery

43

'Bath

8.420

35

I^avcnworth

1,940

45

54

’Labette

4,500

1,170

1.160

’Kingman
’Kiowa

18

’Scott

2.760

3,440

’Douglas

3%

8.500

3.300

’Doniphan

650

2,600

6.400

Cowley

26

9%

3,600

’Anderson
’Barren
*

’W right

’Comanche

42

’Russell

36

'Worth

’Coffey

23

340

810

1.440

4,000

’Cherokee
’Clay

320

800
3,100

4.000

6,400

’Chase
’Chautauqua

1,400

’Rowan

’Allen

3.700

’Butler

’Powell
’Robertson

83

’Union
’Van Buren

’Bourbon
’Brown

2,950

44

27,030

’Taylor

TV counties

94.900

50,570

10

8,280

32.700

7.000

total

37%

1,040

18,900

36%

’Tama

eountiet

209,650

42

10,100

1,640

13.100

TV

567,500

64

1.260

4,500

31

Woodbury

•

41

1,920

3,000

’Adair

61

’Winneshiek

14

74

UlO

3,000

23

2.300

’Winnebago

•

310
41,180

2,700

’Pendleton
'Perry
Pike

•

16

2,200

55,400

'Oldham
’Owen

1870
2.810

Webster

•

•

5.500

7,500

’W^ashington

•

TV counties

4,600

’Wayne

eountiei

•

KENTUCKY

’Shelby

^K'apello

•

760

4.900

total

’Sioux
Story

’Warren

39,000

24

MAINE
TV

counties

Androscoggin
*

*

•

*

•

Cumberland
Hancock
Kennebec
’Knox

total families

TV

families

24.400

3370

50.500

15.490

13%
31

10.000

1,850

19

23.500

6.170

26

8.900

2.550

29

(

'HF

families
•

11320

•

23%


'^Lincoln

Penobscot

5.500

1,160

21

28,800

14,950

52

H'iscataquis

5.400

1,240

23%

^Sagadahoc
Somerset

6,400

1,360

21

11,400

2,600

23

IWaldo
York

TV

6,400

1,860

29

27,500

14,080

51

•

•

•

Lapeer
•Leelanau

Lenawee

•

Macomb
•

^Allegany
Anne Arundel
Baltimore
^Calvert

^Caroline
'•‘Carroll

Cecil

^Charles

36%

27.200

9,870

35.100

28,950

82

378,800

329,670

87

3,300

2,080

63

5,800

4.060

70

12,300

8,440

69

9.700

7.180

74

3,840

63

8.500

5,430

64

18.700

11330

63

5,500

1,980

36

Harford

16,400

14,380

88

^Howard

6.800

4,690

69
70

6.100

^Dorchester
Frederick
^Garrett

^Kent

4,300

3,010

Montgomery

56,700

52,060

92

Prince George

66.700

64.950

97

4,500

3,150

70

8.300

5330

63

•St.

Annes
Marys

^Somerset

6,200

1,300

21

^Talbot

6,400

4,460

70

24,500

15,680

64

13,000

4.740

36

7,800

1,670

21

Washington
Wicomico
•Worcester

TV

732,600

counties

732.600

total

UHF famUies

300

13

4.900

2,550

52

•Mecosta

5,800

total families

Bristol

Essex
Franklin

Hampden
Hampshire
Middlesex
^Nantucket

300

14

19,490

81

•

5,420

53

24,580

61

6,900

3,590

52

135,200

125,060

5,100

820
1,720

42

1,700

240

14

14,890

62

•

•

•

14
58

15,820

St. Clair

29,800

25.060

84

11,900

7,950

67

9,500

2,380

25

Shiawassee

14,800

10,020

68

I'uscola

11,300

3,370

30

1,200

11

13,400

10,570

79

•

•

Joseph

•

65

759,500

653,690

86

5,800

640

11

TV counties

1,913,900

1,414,190

74%

58,940

other counties

109,600

3,740

3%

180

2,023,500

1,417,930

70%

59,120

•

3%
LT

MINNESOTA
LT
LT

13

11,900

1,500

13

3,580

433,710

52%

13,400

other counties

70,600

3,310

5%

120

900,000

437.020

49%

13,520

total

980

•Alcorn

7.800

1,780

•Amite

4,600

780

17

*

•

•Attala

6.600

730

11

•

•

2.100

670

32

Bolivar

2.860

4.600

640

•Carroll

3.400

410

12

•Chickasaw
•Choctaw

4,700

560

12

2,800

340

12

•Claiborne

3.000

780

26

Clay
Coahoma

4,400

530

12

14.500

1,540

11

7,900

2.020

26

3.800

610

16

UHF families

•De Soto

6.000

1,980

33

•Forrest

14.100

4,210

30

Anoka

11,000

8.650

79

•Franklin

2.900

290

10

•George
•Grenada

2,700

840

31

5.000

650

13

Blue Earth

UHF families

720

11

28

2.600

340

13

11.400

6,080

53

Harrison

30,100

9,880

33

7.600

2,170

29

Hinds

43.100

17,410

40

8.100

880

11

5,400

1,260

•Hancock

44

5,300

690

13

•Issaquena

1.100

3.900

2,540

65

•Itawamba

4,400

9,100

4.070

45

•Jackson

4,700

1.500

32

•Jefferson

9,600

1360

13

•Jeff Davis

14.500

11.300

78

60
85

17,000

6,760

40

3360

19%

•Chisago
tClay
•Cottonwood

114,000

71320

63

25,180

22

•Crow Wii)g

24300

11,430

47

7.020

29

313,600

244,890

78

•

•

•

•

60

219.610

83

164,900

131,630

80

Dakota

•

•

•Holmes
•Humphreys

61%

^Antrim
^Barry
Bay

3,500

540

15

8,700

61

27,400

5310
13360

2,600

290

11

51

•

7,670

58

2,800

360

13

Leflore

13,700

2,980

22

220.500

182,700

83

•Lincoln

7,700

1,310

17

4300
3300

760

18

•Madison

8,100

1,050

13

360

11

•Isanti

3300

2,080

65

•Marshall

•Jackson

4.700

1,500

32

•Kanabec

2,800

790

28

•Monroe
•Montgomery

•Kandiyohi
•Le Sueur

8.100

2,510

31

•Panola

5,800

3.000

52

•Lincoln

3.000

570

19%

•Lyon

6,600

1300

18

tMcLeod
•Mahnomen

6,600

2,900

44

1.400

150

11

•Martin

7,600

1,370

18

75

^Meeker

5,400

1.670

31

79

•Mille Lacs

4,400

1390

29

64

6,020

1300

46

660

20

•Morrison

6,800

680

10

•Mower

12.600

3,740

30

•Murray

4,000

760

19

180

14

7,700

1,650

21

•Nicollet

5300

1,480

28

13300
86300

7.050

53

•Nobles

6,500

2,090

32

48,980

56

2.600

1300

46

8300

940

11

•(Gratiot

10,100

6330

65

tPinc

HilMale
•Huron

11300

5,610

48

•

9.600

2350

24

•

Genesee

•Norman
•Olmsted

•Gladwin
•Grand Traverse

Ingham
Ionia
•Isabella

56300
11300
8300

42300
5310

75

3,460

42

520

13300

20

25

34.000

24.9ort

73

41,900

31,080

74

•

•

uwo

180

14

•

•

95.100

60360

64

1300

200

11

•Irske

Pipestone

Pope
Ramsey
•Redwood
•Renville

Kalamazoo
«Kalka«ka
Kent

Otter Tail

3,600

1,620

45

14300

7330

52

13,900

1,830

13

5,100

870

17

3,900

740

19

3,600

500

14

113,700

88330

78

6.400

1,860

29

6300

1.930

28

•

•

19.700

2,800

14

3,100

430

14

5,200

570

11

11,000

3.340

30

970

IS

5,800

1.860

32

10.000

UlO

6,400

•

•

1.050

13

•

•

830

13

12
11

52

•Pearl River

5,800

3,590

62

Pike

9,600

1.610

17

•Pontotoc

5,200

780

15

•Prentiss

5.200

790

15

•Quitman

6.500

1,170

18

•Rankin

6.200

830

•Scott

5,500

610

11

•

•

•Sharkey
•Simpson
•Smith

3.100

710

23

530

17

5,500

720

13

720

13

3,900

430

11

•

•

•Stone

1,400

420

30

•Tallahatchie

13

7,600

1,430

19

•Tate

4,500

2,300

51

•Tippah
•Tishomingo

4,400

1.010

23

4.200

670

16

•Tunica

5,600

2,860

5\%

•Union

5,700

1,310

23

•Walthall

3,600

500

14

3,160

25

2,980

14

2,900

350
340

10

550

14

8.900

1,200

13

counties

513.600

115,380

73,800

3,990

587,400

119,370

5,340

58

650

19

66,300

16.110

24

•Scott

4,500

2,340

52

other counties

•.Sherburne

2,800

1,120

40

total

2,110

17%

1.200

13

31,980

6

12

3,400

3,400

TV

12,500

21.100

3,900

9.200

7

30

420

•Rock

19%>

15

1,080

4,030

•Webster
•Wilkinson
•Yalobusha
•Yazoo
12,860

850

3.600

7,800

•Rice
St. I^ouis

5,500

3,800

Warren
Washington

47

Jackson

•

33

5,670

29,580

9,400

•

•

3,390

9,800

39300

3300

•

10,400

•Goodhue

80

•Clinton

•

•Freeborn

66

7320
1320

•

Lauderdale
•Lawrence

6340

9,900

16

19

31.750

’C»»s
^Clarc

2,610

17

9.600

12

14

16,800

1,360

39300

4.960

10

530

1,190

•

2B%

31

290

3,800

7,300

•Marion

9380

3,100

2,900

7,000

Hennepin
•Houston
•Hubbard

15300

10.000

•Fillmore

3%

^Allegan

17

•Faribault

40J30

UHF famUies

190

16

•Lamar

78%

TV families

23

700

14

1,109,610

total families

250

30

1.424,300

40
•

900

•Leake
Lee

17.410

17

1,080

•Grant

20

930

3,600

3%

1,630

23

6.400

40,330

20%

•

•Douglas

78%

600

62

•Dodge

1,109,610

MICHIGAN

2,050

•Jones
•Lafayette

1,424,300

•Dickinson
F^ton

3,300

2390

80

14

2&%

5300

1,080

17%

16.400

•Calhoun

18

95.560

23

1,150

1,150

UHF famUUs

10%

4.100

4,100

%

2%

•Benton

1,190

139,420

TV families

9.700

6,800

263.700

•Crawford

total families

fAitkin

6300

2

LT

MISSISSIPPI

•Carver
•Cass

1,800

45

8.000

829,400

•Carlton

164,600

17

counties

78

Worcester

Berrien

65

700
360

60%

Suffolk

•Branch
Calhoun

6.960

31,920

81

^Benzie

10,700

41,000

49,590

counties

33

9,880

61.600

TV

10

1,490

4.100

•Copiah
•Covington

TV families

total families

350

4,500

3%

•

TV counties

3,500

2,800

TV counties

26.110

11

Wilkin
Winona

•Adams

40,300

total

33%

760

• Watonwan

TV

16

23,900

•Waseca
•Washington

•Wright

93%

340

•Becker
•Benton
•Big Stone

79%

total

•

2,100

24,000

27,750

•Wexford

640

660

counties

•

2.400

Washtenaw
Wayne

640

95360

TV

20

•

47,800

•Van Buren

80%

1,100

Plymouth

2,170

4,100

•Sanilac

80%

120,700

Norfolk

47

16,400

119,600

^Dukcs

22

Saginaw

•Brown
^Barnstable
Berkshire

42

1,670

5320

•

•St.

588,650

TV families

2,440

7,600

11300

10300
40300

•Roscommon

mASSACHUSETTS
TV counties

•Montcalm
Muskegon
•Newaygo
Oakland
•Oceana

Ottawa

588.650

14

2,300

•Osceola
•Otsego

•

640

6,900

Monroe

TV families

4,600

•Traverse

26%

total families

14

Swift

•

Todd

tMidland
•Missaukee

counties

•

•Wabasha
•Wadena

•Menominee

TV

77
91

430

17

3%

MARYLAND

6,790
58.340

58

3.000

10

32%

6%

8,800

64.100

40

3,770

•Stevens

52

630

1,390

14,520

63

2390
6,910

6,500

1,100

66,580

67$70

13380

4.400
17,100

•Steele

6,300

51,300

260.000

•Stearns

6,600

208,700

total

•Sibley

11

•Manistee

counties

7%

56

290

•Mason

other counties

14,520

5.350

2,600

21.000

Livingston

•

9,600

22 %
5

%

%

20%

31,980

5%


<table>
<thead>
<tr>
<th>Counties</th>
<th>Families Total</th>
<th>Rural Fami.</th>
<th>Urban Fami.</th>
<th>( \text{Rural/Urban} )</th>
</tr>
</thead>
<tbody>
<tr>
<td>Ascension</td>
<td>13,800</td>
<td>7,600</td>
<td>6,200</td>
<td>0.75</td>
</tr>
<tr>
<td>Atascosa</td>
<td>17,000</td>
<td>9,600</td>
<td>7,400</td>
<td>0.79</td>
</tr>
<tr>
<td>Brooks</td>
<td>19,200</td>
<td>10,700</td>
<td>8,500</td>
<td>0.73</td>
</tr>
<tr>
<td>Burton</td>
<td>19,900</td>
<td>11,100</td>
<td>8,800</td>
<td>0.75</td>
</tr>
<tr>
<td>Caldwell</td>
<td>18,400</td>
<td>10,400</td>
<td>8,000</td>
<td>0.78</td>
</tr>
<tr>
<td>Callahan</td>
<td>19,200</td>
<td>11,000</td>
<td>8,200</td>
<td>0.76</td>
</tr>
<tr>
<td>Camarillo</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Castro</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Cassie</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Childress</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Clay</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Coleman</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Collin</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Collingsworth</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Colorado</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Comal</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Concho</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Cooke</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Cory</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Crosby</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Culberson</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Culberson</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Dallas</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
<tr>
<td>Deaf Smith</td>
<td>19,900</td>
<td>10,800</td>
<td>9,100</td>
<td>0.73</td>
</tr>
</tbody>
</table>
Financial & Trade Notes: RCA's 1953 sales soared to all-time high of $553,000,000, up 22.9% from previous high of $493,941,000 in 1952, which was 16% above 1951's $598,555,000. Net profits were $35,022,000 ($2.27 per share), up from $32,325,000 ($2.10) earned in 1952 and $31,913,000 ($2.02) in 1951 but considerably down from the record $46,250,000 ($3.10) earned in 1950. Annual report released Feb. 27 showed Federal and local taxes more than double net profits—amounting to $76,673,000 ($5.39 a share).

Total current assets at end of year were $349,735,000 vs. $304,867,000 at end of 1952 and $255,993,000 at end of 1951. Shipments to armed forces accounted for 19% of sales and current backlog of govt. orders was about $500,000,000 at year's end. Additions to plant and equipment during year amounted to $33,644,000. There were 65,000 employees at year's end, up 1000 from 1952, and payroll of $281,769,00, compared to $238,848,000 in 1952. There were 177,000 stockholders as of Dec. 31. Combined gross of RCA Victor, RCA Laboratories and RCA International was $645,117,000 (75.6% of total sales), compared to $507,554,000 (73.1%) in 1952. NBC grossed $176,052,000, of which 80% was achieved by TV, compared to $162,521,000 in 1952.

In joint statement by chairman David Sarnoff and pres. Frank Folsom, RCA listed among 3 most significant achievements (1) magnetic tape recording of TV programs in both color and black & white (Vol. 9:40); (2) new method to convert radioactivity into electricity (Vol. 10:5); (3) continued development and new applications of transistors. Turning to future, statement said RCA Laboratories was continuing to work on each of those achievements and in addition was developing "tri-color viewing tube in various sizes, projection-type color TV receivers, and an experimental tri-color camera tube designed to take the place of color pickup tubes used in RCA's present color TV cameras."

General Electric's 1953 sales set all-time high of $3,128,172,000, increase of 19% over $2,623,888,000 reported in 1952. Net earnings for 1953 were $165,728,000 ($5.75 a share), 9% higher than $151,720,000 ($5.26) in 1952, but below 1950's record high of $173,423,702 ($6.01). GE board Feb. 26 proposed to split common stock on 3-1 basis. The 247,000 stockholders will be asked to approve split at annual meeting in Schenectady April 20; approval by holders of two-thirds of stock on March 19 is required.

Stromberg-Carlson reports net profit of $1,667,308 ($3.40 a share on 484,551 common shares outstanding) after taxes of $3,440,000 on peak sales of $65,241,861 in calendar 1953, compared to profit of $1,240,746 ($3.28 on 337,454 common shares) on $48,098,209 in 1952. Pres. Robert C. Tait told directors all nearly preferred stockholders had taken advantage of priority to buy or convert 80,000 shares of 4% convertible stock (Vol. 10:8), with result that only 227 shares were redeemed, and entire issue is now retired.

Western Electric, manufacturing subsidiary of AT&T, reports earnings of $52,604,613 on record sales of $1,507,053,000 in 1953, compared to profit of $47,081,705 in 1952. Sales to AT&T companies represented 67% of total. Billings to govt. accounted for additional 20%.

Television-Electronics Fund, Chicago, reports net assets as of Jan. 31 at all-time high of $31,509,881, $71.19 a share after distribution of 21¢ a share, compared with $6.92 a share 3 months earlier. Shares increased to 4,384,527 from 4,091,842 during 3 months.

Among officers' and directors' stock transactions reported by SEC for Dec.: Robert L. Huffines Jr. sold 1000 AB-PT, holds none; Edmund Ludlow bought 100 Arvin, holds 1800; James D. Shouse bought 1500 Avco (Nov.), holds 5050; Clarence Francis bought 100 Bendix Aviation, holds 100; Leon Levy bought 800 CBS "B," holds 40,900; Allen B. DuMont bought 500 DuMont (Nov.), sold 3000, holds 42,900; Edward J. Kelly bought 500 Emerson, holds 1000; John M. Otter bought 2000 Philco (May & Oct.), holds 3512; Wn. Gammell Jr. sold 200 Raytheon, holds 15,300; Frederick Straus sold 600 Trav-Ler, holds 400.

Dividends: Sylvania, 50¢ payable April 1 to stockholders of record March 10; Stromberg-Carlson, 37½¢ March 31 to holders March 15; Hoffman Radio, 25¢ March 15 to holders Feb. 26; Sprague Electric, 40¢ March 15 to holders Feb. 27; General Precision Equipment Corp., 40¢ March 15 to holders March 5; Aerovox, 15¢ March 15 to holders March 1; Bendix Aviation, 75¢ March 31 to holders March 10; Radio Condenser, 5¢ March 22 to holders March 1; Wells-Gardner, 16¢ March 15 to holders March 4; Admiral, 25¢ March 31 to holders March 16; WJR The Goodwill Station, 10¢ March 12 to holders March 4; GE, $1 April 26 to holders March 19.

Magne-Tronics Inc., 122 E. 42nd St., N.Y. 17, is new company headed by Percy L. Deutsch "to operate in the over-all audio and visual fields and primarily to promote the recording and reproduction of sound on magnetic tape." Company's first project will be to offer musical tapes for industrial, office and restaurant use beginning March 15. Magne-Tronics v.p. is Joseph F. Hards, pres. of Magnetic Recording Industry Assn. and ex-v.p. of Audio Video Tape Laboratories.

Gabriel Co. reports net profit of $2,144,624 (35¢ a share) after taxes of $162,000 on sales of $21,976,182 in calendar 1953, compared to $13,927,214 (21¢) after taxes of $7200 on sales of $17,888,893 in 1952.

P. R. Mallory & Co. reports net profit of $2,547,813 ($3.74 a share) on sales of $70,874,347 in calendar 1953, compared to earnings of $1,897,772 ($3.12) on $53,443,117 in 1952.


"Seeding" TV audiences with uhf converters is plan suggested to uhf station executives by pres. Horace Atwood Jr. of Industrial TV Inc., Clifton, N. J., which makes converters, boosters and other electronic items. In exploratory letter this week to heads of uhf stations, Atwood said his company has new converter—not yet offered through trade channels—which could be made available to stations in lots of 1000 at about $10 each. He suggests stations run promotional contests—perhaps in "partnership" with servicemen or jobbers—with converters as prizes for 1000 best entries. Planting 1000 new families in uhf audience, he says, would mean: (1) "at least $20,000 of installation business for the installation-service trade in your area," (2) at least $10,000 in antenna and installation business for parts jobbers, (3) greater stimulation of further converter sales through increased interest in station.

First "stereophonic TV" program will be WNBQ-WMAQ-WMQF-FM simulcast in Chicago March 7 of NBC-Chicago orchestra concert. Program is in regular AM-FM series, New Dimensions, which broadcasts weekly experimental "3-D sound" programs, involving use of AM & FM receivers spaced 5-9 ft. apart to recreate directional sound—but addition of TV will be innovation. To get stereophonic effect, viewer or listener must have AM set and TV or FM receiver, but conventional reproduction of program is obtainable on any set.
Telecasting Notes: Confidence is running high at ABC on heels of latest Nielsen report for Jan. 9-23, showing rating gains for almost every important ABC-TV show—network officials expressing view that turning point has passed in AB-P’s effort to climb into “major network” category. Network’s top-rated show is Lone Ranger with 34.6, highest of any network show for its particular time period, as are Stu Erwin Show with 31.2 and Name’s the Same with 21.3. But ABC’s especially proud of its newer shows, which showed these increases from Jan. 9 to Jan. 23: Motorola TV Hour, 16.8 to 27.7; Donny Thomas 22.9 to 23.7; U.S. Steel Hour 20.4 to 22.4. Big step in plans to revamp NBC-TV program set-up was long-expected announcement this week that Sid Caesar & Imogene Coca will leave Max Liebman’s 5-year-old Show of Shows next June, Caesar getting own hour show and 10-year contract, Miss Coca probably slated for own 30-min. show and Liebman continuing to produce Show of Shows with new stars and format. Instantaneous newsfilm distribution is being explored by UP Movietone, INS-Telenews & CBS Newsfilm, states Feb. 24 Variety, which says they plan to send it out on coaxial-microwave lines from N.Y. & Washington, with subscribing stations making kines for quick re-use; UP reportedly will test scheme within 3 months. WSEE-TV, Erie, Pa., uhf station due on the air April 15, becomes primary CBS-TV affiliate April 25, replacing pre-freeze WICU, which is expected to sign primary agreement with NBC-TV. That’s gold in them thar ratings: Merchandise sold with Lucille Ball-Dessi Arnaz endorsements or tags grossed more than $20,000,000 in last 16 months, reports Desilu Inc., which gets 5%. Half-hour TV film series on N.Y. stations have more than doubled in last 10 weeks, Feb. 20 Billboard reports, its survey showing 72 vs. 34 last Dec. General Teleradio, having purchased Phillips H. Lord TV package (Gangbusters), slated to enter TV film distribution field in April. Scoop for Ford Foundation’s Omnibus (CBS-TV): Its cameras will invade inner sanctum of New York Times, probably March 21, to show how big paper is put together, first time TV has been permitted inside. Missouri legislature session was televised for first time this week as Gov. Donnelly’s address opening special session was carried by AT&T microwave from Jefferson City to KSD-TV, St. Louis. TV became meeting hall in Minneapolis when AFL Teamsters’ Union took time on WTCN-TV to notify Minneapolis-Honeywell Regulator Co.’s 9000 employees of terms of new contract agreement, averting strike. More Rate Increases: WXEL, Cleveland, adds new Class AA hourly rate of $1100 & min. of $300 for 8-10:30 p.m. segments daily and raises Class A hour rate from $900 to $1000, min. from $175 to $225; KONA, Honolulu, raises hour rate from $200 to $300, min. $40 to $50; WJAC-TV, Johnstown, Pa., hour from $600 to $650 & min. $110 to $125; KIDO-TV, Boise, Idaho, hour from $150 to $175. WPAG-TV, Ann Arbor, Mich., on air since April, 1953, names Everett-McKinney rep.

Cost-per-1000 homes reached by average evening half-hour TV show is still higher than its radio counterpart, new Nielsen survey indicates. For Sept.-Oct. 1953, TV’s average was $7.81 vs. radio’s $6.75. But lowest show in TV group was $3.15, below radio’s lowest, $3.46. In breakdown of half-hour evening TV programs by audience size, Nielsen found the 18 most popular (7,000,000 or more homes) had highest total cost, averaging $48,900 for time & talent—but lower average cost per 1000 ($5.27) than all groups reaching fewer than 7,000,000 homes. Average soap opera has lowest cost-per-1000 in TV ($3.88). Mystery shows were lowest of evening programs ($6.11).

To utilize all NBC talent to the hilt, pres. Pat Weaver is readying mid-March announcement of new div., NBC Enterprises under v.p. Ted Cott, aimed at every conceivable market. A few samples: movies, legitimate road-shows, records (distinct from RCA Victor label), home 8mm & 16mm films, drama and dance schools throughout nation (a la Arthur Murray), syndicated columns. Possibly biggest bonanza visualized is merchandise-franchising which has produced multi-millions in sales of toys, clothes, games, etc., for license-owners of Hopalong Cassidy, Roy Rogers, Howdy Doody, Walt Disney characters and the like.

Give up TV-radio for week during lent, suggest Archbishop John F. O’Hara of Archdiocese of Philadelphia in pastoral letter to be read in all churches of the Archdiocese Sun., Feb. 28. “Disconnect your set for a week, and then take an honest appraisal,” pastoral letter says. “Have you anything worth while? What have you gained? The art of conversation is restored in the family, perhaps; many duties are performed that might otherwise have been neglected; your own judgment may be more sound because you will have missed thousands of words of propaganda.” Lent begins March 3.

First GPL vidicon film camera chains will be shipped next week to WNET, Providence, R. I. (Ch. 16) and WPJB-TV, Fairmont, W. Va. (Ch. 55) says TV mgr. E. A. Hungerford Jr. He adds GPL is also working on color TV film chain, and that it is now shipping to stations and networks its new zoom-type Vari-Focal lens, which is capable of 5-to-1 focal length changes. A studio lens its range is 3-15 in. at f5.6, outdoors 6-30 in. at f12.

FCC goes before communications subcommittee of Senate Commerce Committee in closed session March 2 to brief newly appointed group under Sen. Potter (R-Mich.). Subcommittee had organization meeting this week, scheduled hearing March 16 on S-2926, introduced by Sen. Edwin Johnson (D-Colo.), to substitute “nominal” filing fees for FCC’s proposed schedule of fees (Vol. 10:15, 7-8). FCC will be first to be heard on measure.

Power increases: Time-sharing WMIN-TV & WTCN-TV, Minneapolis-St. Paul (Ch. 11), boost ERP from 70 to 316-kw; KNXT, Los Angeles (Ch. 2) due to go from 46.8 to 100-kw this week end; KATV, Pine Bluff, Ark. (Ch. 7) now putting out 172.8-kw ERP, up from 43-kw; WCOC-TV, Meridian, Miss. (Ch. 30), on air since Dec. with reduced power, now on test pattern operation with 252-kw.

TV therapy: Laborite Kenneth Robinson told British House of Commons there ought to be more TV in mental hospitals, and introduced motion for Govt. to provide more “modern amenities” for patients. “It is wonderful,” said Robinson, “to see patients who have never shown the slightest interest in their surroundings sit positively glued to the TV screen.”

Willys Motors will show studio vidicon camera chain for live and film use at IRE convention next month. Company’s first uhf transmitter package (1-kw) is now slated for July 1 shipment, specifications to be released soon following FCC approval (Vol. 9:30, 39).
INDUSTRY WEIGHS 15-in. vs. LARGER COLOR: What's the story on color set production? Though picture is now obscure -- to say the least -- considerable clarification is expected by month's end, possibly sooner.

Current uncertainty is centered on 15-in. tube and manufacturers' doubts about whether to go ahead with it. Consider this week's developments:

(1) GE's announcement of "curtailment of production" of 15-in. tube at its Syracuse plant, laying off 125-150 employees, because of "recent indications that the future trend is going to be toward the larger sizes of color tubes."

(2) Westinghouse's reports of almost no sales, though much shopper curiosity, following ads stressing "immediate delivery" of sets in New York (Vol. 10:9).

(3) Emerson's announcement it would lease color sets, not sell them -- with the terms of lease to be revealed next week -- because, according to company, color sets are too costly and too small, and color programming is too limited.

(4) Raytheon said 15-in. is "already obsolete," won't be mass-produced.

* * * *

The real key to situation is RCA. This week, it sent to all its receiver licensees an invitation to attend March 26 symposium at Bloomington, Ind. receiver plant. Purpose is all-out: To show regular production lines turning out 15-in. color sets at substantial rate; to turn over to licensees complete production know-how; to supply them with diagrams, bill of materials, sources of supply -- the works.

RCA's aim, in short, is to fulfill earlier promises to give to licensees the fruits of its years of experience with color. March 26 may well prove to be most decisive, then, in determining course of color production for many months to come.

RCA move precisely parallels its famous 1947 action -- a symposium on 10-in. black-&-white TV that proved to be the catalyst that precipitated TV production.

Attitude of RCA may be summed up this way: We're serious about color TV.

We're serious about the 15-in. and we aim to make the 19-in. as fast as we can.

At all RCA levels, word is "no change in previously announced plans." Those plans were to get into production within 6 months after FCC decision and to sell sets for price between $800 and $1000 (Vol. 9:26).

* * * *

GE said it would continue pilot production of 15-in. sets, though curtailing tube output, and will continue to supply outlets with demonstration models. Development of larger tubes will continue. Announcement went on:

"The acceptance and sales of black-&-white sets have been very good since the beginning of the year, and there is every indication that the current level of production of this type of receiver at Electronics Park will at least be maintained for the foreseeable future."

Westinghouse spokesman said "very limited number" of color sets were sold in
N.Y. stores, but that this was expected and company officials weren't surprised or disappointed. Whole purpose was to test public acceptance, he said.

Prompted by Westinghouse ads, he added, customers did bombard dealers with questions about when prices would come down, when larger screens would be available, when table models would be produced, etc. Westinghouse plans to make similar tests in other markets, starting in Philadelphia in about a month.

Emerson's decision to try the leasing plan, pres. Benjamin Abrams said, was based on study of public reaction to recent color promotion by N.Y. dept. stores which "convinced [customers] that color represents a relatively poor investment at the present time." Emerson sales v.p. Sol W. Gross said several calls have already been received -- mostly from hotels, institutions, etc. -- interested in lease plan. Elaborating on reason for leasing, he said: "People who buy 15-in. sets may complain that they were stuck; we don't want anybody to say he was stuck on an Emerson set."

Some manufacturers thought Emerson plan novel, worth studying. Philco and Westinghouse were among these. Others displayed no interest in plan; these included RCA, Admiral, DuMont, Raytheon.

SAN FRANCISCO, CHEYENNE STATIONS TEST: Two "firsts" this week -- first uhf station for San Francisco, first TV for Cheyenne -- both on air with test patterns, bringing number of stations on air to 371, of which 129 are uhf. Since first of this year, 16 stations have begun telecasting. These started this week:

KFBC-TV, Cheyenne, Wyo. (Ch. 5) opened up new TV area March 2 when it put out first test pattern from 5-kw DuMont transmitter. Its 500-ft. Trilsch tower is on a promontory 7000 ft. above sea level in Borie, Wyo., about 10 miles SW of Cheyenne. Nearest TV is in Denver, 96 air mi. "Reports of good reception as far as 150-mi.," wires gen. mgr. Wm. C. Grove. Starting with kine, it has been promised early interconnection, will be CBS affiliate and will carry ABC & DuMont programs as well. The station is controlled by Tracy S. McCracken newspaper interests (Wyoming State Tribune & Wyoming Eagle), which also operate other newspapers and 3 AMs in state. C.P. Cahill is commercial mgr.; D.E. Allen, TV sales mgr.; R.C. Pfannenschmid, chief engineer. Base Class A rate is $150. Hollingbery is rep.

KSAN-TV, San Francisco (Ch. 32) began test patterns March 1 with "many outstanding reports received from the entire Bay area," according to owner & gen. mgr. Rev. Norwood J. Patterson, who also operates radio KSAN and KJAY, Topeka, Kan. The area's first uhf has 1-kw GE transmitter on Clarandon Heights between Mt. Sutro and Twin Peaks, 1200-ft. above sea level. Facing competition from city's 3 pre-freeze stations and billing itself as "Bay area's first and only sports station," the unaffiliated outlet begins 7-8 p.m. daily programming March 9 with films of same day's races at Bay Meadows and of spring training of San Francisco Seals & Oakland Oaks baseball teams. Station will have "official opening" April 6, when it begins 5-11 p.m. programming with the opening game of San Francisco Seals vs. Seattle Rainiers. Asst. gen. mgr. is Roger Skelton, ex-KPIX; sales mgr. Ralph M. Sacks. Base rate is $500. McGilvra is national rep.

DENVER & SPRINGFIELD TV STATION SALES: Two more TV station sales are in the works -- one vhf, one uhf -- in addition to sale of two uhf CPs. The vhf sale of KLZ-TV (plus AM-FM) Denver, to Time Inc., is expected to be announced next week. Uhf sale is 50% ownership, for $250,000, of WHYN-TV (plus AM-FM), Springfield-Holyoke, Mass. to employes' pension fund of Springfield Republican and Union newspapers.

The uhf CP sales involve transfer of WUTF, Youngstown (Ch. 21) to WFMJ-TV (Ch. 73) which would shift to the lower channel, and transfer of oilman H. L. Hunt's grant for KTXG, Corpus Christi (Ch. 43) to McLendon family which once operated the Liberty Network, now defunct; Hunt merely says he decided not to go ahead.

Price of NBC-affiliated KLZ-TV hasn't been disclosed so far, may be about $4,000,000. Time Inc. is seeking 100% ownership, would like Hugh Terry, pres.-gen. mgr. and 16% stockholder to continue as manager if his health permits; Terry recently left hospital after 6-week illness. Other major stockholders are J. Elroy McCaw, Theodore R. Gamble, Harry E. Huffman, Frank H. Ricketson.
Time-Life group would then have 3 TV-radio properties, others being 50% of KOB-TV & KOB, Albuquerque (Wayne Coy owns other 50%) and 75% of KDYL-TV & KDYL, Salt Lake City (G. Bennett Larson 25%).

Springfield properties are owned by pres. Wm. Dwight and family (two-thirds) and v.p.-mgr. Charles De Rose and family (one-third). Each group's holdings in the station would be halved after sale is approved.

Purchaser is Republican Television Inc., owned by the Republican Daily News Employees Beneficial Fund and Springfield Union Employees Beneficial Fund. President of Funds is Paul F. Craig, editor of the Union. Though De Roses own Northampton Daily Gazette and Dwrights own Holyoke Transcript, neither has any ownership in the two Springfield newspapers whose employees' pension funds are buying 50%.

WHYN-TV operates on Ch. 55, has CBS & DuMont affiliations, was one of first uhfs to get 12-kw transmitter. Uhf set sales and conversions in the area have been quite respectable, both numerically and percentage-wise.

* * *

Multi-millionaire Hunt, in news lately because of his backing of Senator McCarthy, is to receive $5608 from McLendons for out-of-pocket expenses of getting CP. Hunt shows net worth of $8,182,000 as of May 31, 1952, says there's been no substantial change since that date.

Decision of Youngstown Vindicator to buy CP for WUTV's Ch. 21 and switch from Ch. 73 is attributed directly to technical problems, principally those involving receivers. Filing with FCC, Vindicator said:

"Considerable technical difficulty has been encountered in the WFMJ-TV Ch. 73 operation, which will not be encountered on Ch. 21. Many serious complaints of poor reception have been received from viewers in this area which are due to poor receiver sensitivity, high loss transmission lines, unstable oscillators, and other receiver problems directly attributable to the extremely high frequency of Ch. 73. Oscillator tubes in many instances are not only unstable, but very short lived. The life of oscillator tubes has in numerous cases been only a few weeks."

Vindicator is paying Polan Industries $76,612 -- $51,612 for equipment that Polan has bought, $25,000 for organizational and other expenses. WFMJ-TV requests that it be permitted to operate on Ch. 73 until transfer is approved and modification of site is obtained so that there will be no lapse in service. It says it could put Ch. 21 in operation with new 1000-ft. tower 2-4 weeks after FCC approval.

2 CPs GRANTED, MORE PERMITS DROPPED: All FCC's grants this week were uhf, including 2 CPs and an initial decision -- one of the CPs going to a uhf grantee in nearby town who simultaneously dropped uhf CP. This week's grants:

Great Bend, Kan., Central Kansas TV Co., Ch. 2; Carthage, N.Y., WWNY (Water-town, N.Y.), Ch. 7. Initial decision set up KTUK, Tulsa, for CP on Ch. 8.

WWNY was station dropping uhf CP for Ch. 48 in Water-town. Other CPs cancelled by grantees this week: Poughkeepsie, N.Y., WEOK-TV, Ch. 21; Durham, N.C., WCIG-TV, Ch. 46; Lewistown, Pa., WMRF-TV, Ch. 38.

Several more applicants were lined up for CPs soon when competitors dropped out of hearing, leaving the survivors ready for initial decisions. The survivors: Lexington, Ky., WLEX, Ch. 18; Bangor, Me., WGUY, Ch. 2; Las Vegas, Nev., KRAM, Ch. 13; Spokane, Wash., KSPO, Ch. 2.

* * *

FCC Chairman Rosel Hyde showed he means business in his aim to speed final decisions in contested cases. (Vol. 10:6). To strengthen the Office of Opinions & Review, the FCC's decision-writing corps, the following experienced attorneys were detailed from broadcast bureau: Herbert Schulkind, Thomas Fitzpatrick, Arthur Feld, William Jensen, Forest McClennan.

Among other actions, FCC this week: (1) Denied protests against site move of WORD-TV, Spartanburg (Vol. 10:8), filed by WGVF, Greenville (Ch. 23) and WAIM-TV, Anderson (Ch. 40). (2) Allowed KSTM-TV, St. Louis (Ch. 36) into the Ch. 11 hearing there, adding as an issue question whether station has right to comparative hearing for Ch. 11 while it is operating Ch. 36 at same time.
SENATE SUBCOMMITTEE PLANS UHF PROBE: Hearing on uhf problems—to which all interested parties will be invited—was announced this week by chairman Potter (R-Mich.) of new communications subcommittee of Senate Commerce Committee.

Announcement followed closed subcommittee session during which FCC members were quizzed for more than 2 hours on TV matters—with emphasis on uhf. Fortcoming hearing, which probably will be held in late March or April, was called to determine what can be done to help encourage growth of uhf.

FCC's multiple ownership proposal may also be thrown into a Senate hearing. Fiery Sen. Edwin Johnson (D-Colo.), strongest critic of proposal, told us this week he's preparing legislation on the subject and probably will introduce it next week—but that there's still chance he might not throw it in the hopper at all.

Object of his bill will be to bring multiple ownership into "open discussion" before Senate committee, he says, although he has little hope for passage of the measure. Mere existence of bill wouldn't necessarily hold up FCC approval of its plan to permit ownership of 5 vhf & 2 uhf—but if subcommittee decides to hold hearings, it may well delay FCC action.

To help encourage growth of uhf, Johnson tossed out this tentative suggestion as alternative to the FCC proposal now in process of rule-making:

Why not let present multiple owners trade in their vhf stations for uhf on a 2-for-1 basis, giving them perhaps 5 years to make up their minds? This would raise station ownership limit to 10 uhf. Johnson didn't say he was in favor of this plan, but some subcommittee members thought it might be good idea if bill embodying such a principle were introduced, to open issue to Senate exploration. If bill actually is introduced, it may embrace somewhat different proposal. Commissioners wouldn't comment on this plan, except to say it would require good deal of study.

Sen. Potter, who at 38 is one of Senate's most energetic and powerful junior members, made it clear his subcommittee will take intense interest in TV-radio matters. The March 2 get-together with FCC will be followed soon by another, to cover other communications topics. Subcommittee has also scheduled hearing March 16 on Sen. Johnson's bill to substitute "nominal" filing fees for FCC's proposed schedule of charges for those doing business with Commission (Vol. 10:5).

While public was barred from subcommittee session with FCC, details of the meeting were later made known by Sen. Potter, without direct quotes from any of the participants. All Commissioners except Hennock were present. Subcommittee members participating, in addition to Potter, were Schoeppel (R-Kan.), Griswold (R-Nebr.), and Hunt (D-Wyo.)—all except Pastore (D-R.I.). Sen. Johnson, ranking minority member of Senate Commerce Committee, also attended.

Meeting was harmonious, and for most part devoted to general policy, rather than specific plans and actions of Commission. FCC did most of the talking, and nothing startling or new was revealed by Commissioners or Senators. Highlights:

Uhf is now FCC's major problem, Commissioners said, but they pointed out that vhf faced same uphill battle in TV's early years, when some 13 stations surrendered CPs and pioneers lost heavily. Senators wanted to know how many post-freeze grants had been given up, were told figure came to about 50, of which 42 were uhf. Asked if some of the 50 entered TV for speculative purposes, Commissioners replied yes, but in many cases the grantees just exercised poor business judgment in filing their applications without first making detailed studies of their markets.

Persuading consumers to buy new sets or convert old ones is uhf's toughest problem, Commissioners said. They also saw too-low power as a real obstacle to the development of uhf—although many uhf operators disagree violently on this point (Vol. 10:9). No mention was made of possibility that FCC will seek to raise the uhf power "floor" (Vol. 10:8-9), though it's known Commission is now considering plan to permit nothing less than 5-kw transmitter for future uhf stations.

* * *

Commissioners attended another session devoted to uhf just one day before their Capitol Hill appearance. Uhf conference in Washington, sponsored by National
Citizens Committee for Educational TV and Joint Committee on Educational TV, heard each Commissioner express faith in future of uhf.

How to get viewers to convert to uhf was question tackled in panel sessions, with 2 Washington area commercial broadcasters exemplifying opposing approaches to problem. Richard Eaton, grantee of WOOK-TV (Ch. 50), saw little hope for uhf success until set makers equip all receivers with uhf at no increase in price. But pres. M. Robert Rogers of WGMS, Ch. 20 applicant, argued that uhf audience can be developed only by broadcaster himself, "not by manufacturers or anyone else."

RCA hopes some day to eliminate vhf-only receivers, said home instrument merchandise mgr. Allan Mills -- but it's an economic impossibility now. However, such simplification of set manufacturers' lines will some day make reel savings possible. Uhf sets now constitute about 50% of RCA factory inventories, he stated.

Industry-wide inventory of uhf sets was placed at 35.6% in January by RETMA exec. v.p. James Secrest, up from 32% in December, though output of uhf sets in 1953 averaged only 20% of that. Such difficulties, he said, are due to shift to "dual tv system" at time when 20,000,000 sets were in use. "It would have been a miracle if the adjustment had been accomplished without casualties."

Heavy promotion of uhf stations is necessary and desirable, but you can't sell uhf converters or sets until there's a picture to watch, conference was told by RCA Service Co.'s J.D. Callaghan, who revealed RCA-NBC's huge campaign in Norfolk, to spur conversion before WVEC-TV went on air, produced "practically no results" until a uhf picture was available. While promotion can harness the incentive to convert sets, only good programming can create that incentive, he said.

Personal Notes: A. L. Hollander Jr. named director of DuMont Network's new operations dept. in charge of mechanical details of program production; Marge Kerr, ex-N. W. Ayer & Son, named mgr. of DuMont program development ... Wm. M. Materne, coordinator of ABC-TV o&o stations, named asst. national sales mgr., reporting to Charles Abry; Baron Treener Jr. named asst. to ABC-TV program mgr. Charles F. Holden ... Matthew J. Culligan promoted to sales supervisor of NBC-TV's Today-Homes unit, reporting to network sales v.p. George H. Frey ... John Delehanty, pres. of WACH, Newport News-Norfolk, assumes duties of acting gen. mgr., succeeding Frederic F. Clair, now TV-radio consultant specializing in uhf, with office at 9642 Fourth St., Norfolk ... Charles W. Godwin, Mutual director of station relations, named asst. to ABC v.p. Ernest L. Jahncke, to specialize in station relations duties; he's succeeded by his aide, Robert W. Carpenter ... Walter L. Braeger, ex-WVIS-TV, Lansing, Mich., named gen. mgr. of WNAM-TV, Neenah, Wis., replacing Steven Pozgay, now gen. mgr. of WTVP, Decatur, Ill. ... Don Mann, ex-WBBM-TV, Chicago, named director of TV, WOKY-TV, Milwaukee ... Robert L. Heald named partner of Welch, Mott & Morgan, Washington law firm ... Martin Olson named commercial mgr., Lew Martin program director of WDSM-TV, Duluth-Superior ... John Grandy appointed sales mgr. of KALD-TV, Duluth-Superior ... Judge Justin Miller, retiring NARTB chairman, nominated for 3-year reappointment as member of U. S. Advisory Commission on Information ... Arthur E. Duram, TV-radio director of Fuller & Smith & Ross, elected v.p. ... C. M. (Tom) Meehan, sales mgr. of WBZ, Boston, returns to Washington headquarters of Westinghouse Bstg. Co. for "special assignment in the public relations field"; he's succeeded by Wm. J. Williamson, ex-sales mgr. of WLWD, Dayton ... Norman Nelson, ex-managing director of Southern California Broadcasters Assn., named BAB national promotion director ... Powell Ensign named exec. v.p. of rep Everett-McKinney Inc., N. Y. ... John D. Kelly, ex-mgr. of WQRS, named v.p. & asst. to Wm. M. O'Neil, pres. of WJW, Cleveland ... George C. Stevens promoted to sales mgr. of WNBC ... Ron Harman promoted to chief coordinating producer, CBUT, Toronto ... Wm. Monroe, ex-assoc. editor of New Orleans Item, appointed news director of WDSU-TV & WDSU, New Orleans ... Ken White, Denver Post TV-radio columnist for last 7 years, joins KOA-TV & KOA as newscaster ... Warren Abrams, Detroit mgr. of CBS-TV Spot Sales, transferred to N. Y. to work on sales for 7-9 a.m. Morning Show; he's replaced by Tony Moe, ex-KXTL, Los Angeles ... Gene Roth promoted to program director of KXTV-YTV, Spokane ... Lois Hennessy, ex-Seattle Post-Intelligencer, named publicity mgr. of KPTV, Portland, Ore. ... Wm. Stewart, ex-United Press Movietone News, named asst. to Frank LaTourette, CBS-TV Hollywood news director ... Leon Drew, ex-Geller Theatre Workshop, named production mgr. of KNX, Los Angeles ... Wright Esser, ex-NBC Chicago & ABC Hollywood, appointed production mgr. of KGMB-TV, Honolulu ... Michael Schwartz named TV-radio director of Co-Ordinated Adv. Corp., N. Y. ... Martin Codel, publisher of Television Digest, and Mrs. Codel returned March 5 from 4-week tour of South America.

Pioneer FM station KIE2XCC, Alpine, N. J., high power outlet operated since 1939 by late Maj. Edwin H. Armstrong, FM inventor, closed down March 6. It's estimated Maj. Armstrong spent $1,500,000 building and operating station. Alfred McCormack, attorney for Armstrong estate, said he hopes way will be found to start station up again. Tower and other equipment will continue to be used by Govt. for classified work.

William S. Paley, CBS chairman, gets NARTB Keynote Award for 1954 at Chicago convention May 25, which he'll address, as did last year's winner, RCA chairman David Sarnoff. Kenyon Brown, KWPT-TV, Wichita Falls, Tex., chairman of convention committee, said Paley was chosen from 14 industry leaders whose names remained on honor list following screening of 50 nominees.

James B. McElroy, 44, appointed engineering asst. to FCC Comr. John C. Doerfer; he was chief engineer of Guatemalan govt. radio stations from 1937-45, operated his own station in Guatemala from 1945-49, has been employed by U. S. Navy since 1940.
DIRECTIONAL ANTENNAS are providing practical answer to good uhf coverage in certain areas particularly suited to them, by increasing ERP in the direction of populated sectors. RCA this week reported 5 of its directional in use, 2 more being fabricated. These stations now on air have RCA directional antennas, with cardioid patterns: WTRI, Schemitschady, N. Y. (Ch. 35), approximate gain 49 in principal direction; KMJ-TV (Ch. 24), approximate gain 38, KJEO (Ch. 47) gain 40 and KBID-TV (Ch. 53) gain 47.5, all Fresno, Cal. WITV, Fort Lauderdale, Fla. (Ch. 17) has peanut pattern, with gain of about 54.

Standard Electronics Corp., subsidiary of Claude Neon Inc., reports order of 10-kw transmitter from WALE-TV, Albany, Ga. (Ch. 10), for delivery later this month. Station has June target date. Only transmitter shipment reported this week was 25-kw RCA, shipped Feb. 27 to KTEN, Ada, Okla. (Ch. 10), aiming for May or June debut. GE this week shipped 4-bay antenna to WSEE, Erie, Pa. (Ch. 35), which plans to take delivery of 12-kw transmitter next week, has April target. GE reports order from WWJ-TV, Detroit (Ch. 4) for 35-kw transmitter for July delivery.

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

KULA-TV, Honolulu (Ch. 4), now installing 5-kw DuMont transmitter which arrived last month by ship, plans March 15 test patterns and April 9 programming, according to asst. mgr. Art Sprinkle, ex-KPHO-TV, Phoenix. Interim operation begins with 26.3-kw visual power using antenna 365-ft. above ground at new TV-radio building on Ala Moana Blvd., Waikiki. Grantee plans to build tower on Mt. Tantalus and double ERP at later date. It's signed as non-interconnected ABC affiliate, will have $300 base rate. Rep will be Headley-Reed.

WLAC-TV, Nashville (Ch. 5), with 10-kw RCA transmitter awaiting installation, building now 40% completed and 1000-ft. Ideco guyed tower scheduled for completion about May 15, now plans June 1 tests, according to T. B. Baker Jr. He owns 50% of Capitol Bestg. Co. which has option to acquire half interest in TV outlet after disposing of radio WKDA in Nashville. Rep not yet chosen.

The Brockway Co., new grantee for Ch. 7 in Carthage, N. Y. this week, has given up its CP for WWNY-TV, Watertown (Ch. 48), will build new station on Champion Rd., 9 mi. E of Watertown and 6 mi. W of Carthage. Grantee is owned by Watertown Times, will begin construction as soon as weather conditions permit, has late summer target; said pres. John B. Johnson. Station will use GE 20-kw transmitter, GE 12-bay antenna atop 500-ft. guyed tower, with 190-kw ERP. Call letters haven't yet been announced, nor has rep.

WINT, Waterloo, Ind. (Ch. 15), with 12-kw GE transmitter ordered for April 1 delivery, has started construction at new site 16 mi. north of Fort Wayne, reports pres. R. Morris Pierce, who operates radio WDKO, Cleveland. Its 800-ft. Stainless tower, topped by GE antenna, is due to be ready by May 1 and test patterns are slated to begin shortly thereafter. Rep not yet chosen.

WTLV, New Brunswick, N. J. (Ch. 19, educational), is now slated as result of Gov. Meyner's opposition to proposed $292,000 appropriation. Governor recently told legislature he doubts "propriety of publicly-financed, state-controlled interference with local school programs."

WHA-TV, Madison, Wis. (Ch. 21, educational), has finished installing its 1-kw RCA transmitter, now awaits delivery of Gabriel antenna which it hopes to have installed by March 25, plans April 1 tests and programming 10 days later, according to exec. director H. B. McCarty.

WNBT, Providence (Ch. 16) now plans March 17 tests, programming March 29, with 1-kw RCA transmitter and 420-ft. Stainless tower, has 5-kw DuMont transmitter ordered for delivery later this year. It will be ABC and DuMont affiliate, will have $250 base rate. Rep will be Raymer. It will be first local competition for pre-freeze WJAR-TV (Ch. 10). WPRO-TV (Ch. 12), other grantee there, has been delayed by protest.

WGBM-TV, Harrisburg, Pa. (Ch. 27), studios 80% ready & transmitter house scheduled for mid-March, now has't specific target, but 5-kw DuMont transmitter is due for May delivery and 400-ft. Wind Turbine tower, topped by RCA antenna, is scheduled for June-July, reports v.p.-gen. mgr. Ed K. Smith. Base rate will be $200. Rep will be Donald Cooke.

WUOM-TV, Ann Arbor, Mich. (Ch. 26, educational), whose $500,000 TV construction fund was cut from state budget by Gov. Williams, now is at "standstill" as far as transmitter is concerned, writes TV director Garnet R. Garrison. University's TV Service has completed move to new studios in remodeled funeral home on Maynard St.; it's now scheduling 2 1/2 hours of live programming each week over local WPAG-TV (Ch. 20). Three years ago it began feeding live and kinescope educational broadcasts, later feeding to state's commercial stations; now it's producing 5 hours weekly, hopes eventually to offer 30 hours weekly.

WKNV-TV, Kingston, N. Y. (Ch. 66), has completed 450 ft. of its 600-ft. Stainless tower at Fort Ewen, 5 mi. from Kingston & 10 mi. from Poughkeepsie, as to owner Joseph C. Close. He also reports RCA equipment ordered for his new CP in Keene, N. H. (Ch. 45), but hasn't set target date. WKNV-TV has its 1-kw RCA transmitter, was expecting RCA antenna about March 3, and, according to TV operations mgr. Robert L. Sabin, now plans tests between March 15 & April 1. It will carry NBC, CBS & DuMont programs. Base rate will be $100. Rep will be Meeker.

* * * *

CKCK-TV, Regina, Sask. (Ch. 2), planning July 1 tests, has 5-kw Canadian GE transmitter due for delivery May 1, reports gen. mgr. H. A. Crittenden. Using 600-ft. Stainless tower, it has set Sept. 1 date for full-time operation. Reps will be Weed (for U. S.) & All-Canada Television.

Engineering study of tower lighting & marking problems—with particular reference to guy wires of high TV towers (Vol. 10:4:5)—is slated to begin in next 2 weeks under CAA auspices. "Terms of reference" for study were completed March 5 by subcommittee on airdromes, air routes & ground aids (AGA) of CAA's Air Coordinating Committee, providing for ad hoc group to (1) determine whether existing standards are adequate, and if not, (2) develop possible avenues of approach to better system to warn pilots of high towers. Represented on ad hoc group will be the gov't. agencies in AGA (Arthur L. Catudal, chairman): Air Force, Army, CAB, Commerce Dept., FCC. During course of study, engineers will seek assistance from all interested organizations, and any conclusions on new methods of marking towers probably will be referred to FCC for rule-making. Group is expected to explore new ideas, some of which involve ground warnings near base of tower.

Houston regional office of FCC was eliminated this week, San Francisco office taking over New Mexico, Atlanta office taking over Tex., Okla., Ark., La., Miss. New Mexico was also reassigned from Dallas district office 10 to Denver district office 15.
Telecasting Notes: Rise in TV film sales and ratings in recent weeks is pointed out by fact that increasing number of locally placed film series are now outpulling many a competing network show in same time slot. Some of TV film shows most popular with independent stations are network-syndicated re-runs of top half-hour series which had their first runs on competing network stations... Examples of the "pull" of syndicated TV films, from this week's Billboard and Variety: WOR-TV, in 7-station New York, replaced 3 local shows with NBC film properties Wed. nights, hikes ratings from .9 to 12.7, 2 to 8.1 & .7 to 2.3; in 7-station Los Angeles, KTTV switched to syndicated films, climbed into first, second & third positions in their time segments Sat. nights; Ziv's I Led 3 Lives on WLWT piled up 47.7 rating in 3-station Cincinnati... CBS TV Film Sales reports 300% increase in gross sales for first quarter 1954 over first quarter of last year... ABC Film Syndication acquires John Kieran's kaleidoscope, 104 quarter-hours... NBC Film div., which started just a year ago with 2 shows and now offers 14 series, made 1100 individual sales in its first year... Specialized education: American Telecasting Corp., Hollywood TV school, now offering 16-week course in "TV film buying," which it claims is first of its kind in country... Nation's 3 top shows, according to ARB's first Feb. report, are all on film—I Love Lucy, Draguen & Grouch Marx... 3 billion "TV home impressions" for public service causes—that's the record of commercial network TV for 1954, Advertising Council pres. Theodore S. Reppier announced in annual report; TV networks, stations, advertisers and agencies contributed to "16 major campaigns and 18 other causes"; commercial radio network programs delivered 2.5 billion home impressions... "Overweight" will be first spring program in widely praised March of Medicine series of special telecasts, sponsored & produced by Smith, Kline & French Laboratories with AMA, on NBC-TV, 10:10:30 p.m. March 11; others will be April 29 & June 24... Cowboys still outrank interplanetary shows with small fry, according to Youth Research Institute, which took poll, found 63% of kids prefer westerns, 27% space shows, 10% undecided... National Open golf tourney, never before televised, will be covered by NBC-TV 4-6 p.m. June 19 from Baltusrol (N. J.) Golf Club, using "traveling eye" Cadillac mobile unit, first used at Inaugural Parade, for close shots of golfers in action... Radio's "Mr. Anthony"—John J. Anthony, who broadcast advice on personal problems for 23 years—has been signed by independent KTTV, Los Angeles, for TV series... $1000 musical scholarships being awarded each 13 weeks to best young musician appearing on elaborate new Debut on KCOP (formerly KLAC-TV), Los Angeles, which features full concert orchestra whose members' average age is under 20... $1,756,000 suit filed by actor John Ireland against TV film producers Norvin Productions and TV Programs of America, charging slander and breach of contract; actor's suit says his contract to portray detective Ellery Queen was broken by the studios on grounds he was "politically unacceptable"... WDSM-TV, Duluth-Superior (Ch. 6) which began Feb. 23, has set base Class A hourly rate of $250, min. $50... More rate increases: WAVE-TV, Louisville, raises Class AA hour from $750 to $850, min. from $150 to $170; WLWA, Atlanta, adds new Class AA hour of $700, min. $112, effective 8-10 p.m. daily, and raises Class A hour from $500 to $650, min. $75 to $104; WMBR-TV, Jacksonville base hour goes from $550 to $600, min. from $80 to $150 for 8-10 p.m. segment daily, $120 for other Class A time... Rate reductions: WEEU-TV, Reading, cuts base hour from $250 to $150 & min. from $40 to $20, rates now effective for all time segments; WRAY-TV, Princeton, Ind. cuts hourly rate from $250 to $150, min. $50 to $30.

FIRST COMMERCIAL color cameras were shipped by RCA this week, to NBC and CBS. In latter case, it was first installment on CBS's near-$1,000,000 order for 12 complete chains. Among others to get cameras before long, though dates aren't given, are: WKY-TV, Oklahoma City; WBAP-TV, Fort Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Though some stations are easing into local origination by purchasing slide equipment first, then film, Huntington's WSAS-TV plans to start right out with live RCA camera—hopes to have it in use by summer.

Mr. Lawrence H. (Bud) Rogers, elated with station's first pickup of network color—March 5 Bride & Groom—via station's private 3-hp microwave from Columbus, O., said he's going to let development of slide and film equipment shake down a while. Disagreeing with some other station managers, he feels present camera is going to be standard for considerable period.

Rogers was particularly pleased to get color job completed this week because RCA holds seminar for servicemen in Huntington March 8-9, and he was anxious to supply color pictures of Ding Dong School those 2 days.

Number of stations now equipped to rebroadcast network color is hard to determine. Even RCA doesn't know, because lately it has been shipping portions of necessary equipment—even without sending out "crash" crews with complete kits as it did for Jan. 1 Tournament of Roses parade (Vol. 10:2).

Total stations equipped is figured at 30-40, and NBC research chief Hugh Beville last week estimated that 180 would be ready by year's end. He also predicted that 10,000 color sets would be sold in 5 years.

Lashing out at radio ownership of TV stations, Sen. Kilgore (D. W. Va.) last weekend wrote Sen. Langer (R.-N. D.), chairman of Senate Judiciary Committee, and Sen. Bricker (R.-O.), chairman of Commerce Committee, urging their serious study of problems relating to "threat of developing monopoly" in communication field. Enclosing article by Washington attorneys Henry B. Weaver Jr. and Tom Cooley which appeared last year in Pennsylvania Law Review assailing FCC attitude on radio ownership of TV (Vol. 9:28), Kilgore's letter stated: "If radio interests succeed in gaining dominance of TV, further concentration is inevitable, and perhaps it will create something even approaching complete monopoly of broadcasting... A single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents. Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice antitrust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications..."

Record 37,000 religious programs were telecast and broadcast last year, according to annual report of Broadcasting and Film Commission of National Council of Churches of Christ in U.S.A. Exec. director Rev. S. Franklin Mack said nearly 1,000,000 viewers and listeners wrote to request religious literature offered on these programs — 4 times the number 3 years ago.
Station Accounts: Live commercials delivered by co-owners of Gwen & Lorrayne Co., Los Angeles, makers of Pink Ice facial cream, have paid off handsomely for company, which now is moving eastward after extensive spot penetration on West Coast, reports March 1 Advertising Age. Co-owners Gwen Seager and Lorrayne Bunn do commercials live in each new market, leaving them to local personalities only after they’ve gotten “feel” of the product. Recently they used KOY-TV and KOOL-TV in Phoenix, plan to enter El Paso, Houston and other Texas cities shortly . . . A&P Food Stores buys re-run of Schlitz Playhouse of Stars films on WABC-TV, Wed. 9:30-10 p.m., thru Paris & Peart . . . Lincoln Mercury Dealers Assn. buys Chicago Crossroads on WNBQ Mon. 11 p.m.-midnight, thru Lincoln Adv. . . . Evans Fur Co. buys Frames of Jeffrey Jones on WBKB-TV, Chicago, Sun. 10:10-11:30 p.m., thru Arthur Meyerhoff & Co. . . . G. Krueger Brewing Co. to be alt. sponsor (with Carter Products) of Cases of Eddie Drake on WCBS-TV, thru Grey Adv. . . . Ralston Purina Co. buys 130 live partic. on WABD's Saddle Scouts, Mon.-thru-Fri. 5-6 p.m., and Magic Cottage, 6-6:30 p.m., thru Gardner Adv. . . . Pabst Beer buys last remaining adjacencies before and after N. Y. Giants games on WPIX, thru Warwick & Legler; sponsors previously signed are Shulton Inc. (Old Spice shaving lotion) and Paper Mate Pen Co. . . . Pabst also will sponsor St. Patrick's Day parade on Fifth Avenue March 17 on WNBC, 12:30-4 p.m., thru Warwick & Legler . . . Safeway buys The Playhouse, filmed drama series, for KLZ, Denver, Mon. 1:00-2 p.m., and KPTV, Portland, Ore., Thu. 2-2:30 p.m., thru Fos, Cone & Belding . . . Lewyt Corp. to spend $1,700,000 in 12-week campaign for its vacuum cleaners, using 93,000 TV-radio spots, thru Hicks & Greist & W. Manischewitz Wine doubles ad budget for 1984, with 90% for TV-radio, thru Emig Magul . . . Among other advertisers reported using or preparing to use TV: Fry Krist Co. Jackson, Mich. (Fry Krist donut & batter mix), thru Rogers & Smith Adv. Agency, Chicago; Idaho Peat Co., Downey, Idaho (Peat), thru Geoffrey Wade Adv., Hollywood; Perfect Plus Hosiery Mills, Chicago (hosiery), thru Arthur Meyerhoff & Co., Chicago; Rutland Fire Clay Co., Rutland, Vt. (Rutland patching plaster), thru Charles W. Hoyt Co., N. Y.; Williamson-Dickie Mfg. Co., Ft. Worth (Dickie work clothes), thru Evans & Assoc., Ft. Worth; Dixie Paint & Varnish Co. (Dura-lite Paint), thru Mitchell-Werbell, Atlanta; Rice's Fashion Center Inc., Norfolk (apparel accessories & footwear), thru Shelvo Inc., N. Y.


Picketing of WOR-TV & WOR, New York, by AFM musicians was temporarily banned by New York state Supreme Court Justice Dineen this week at request of stations which are seeking injunction against picketing. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians following expiration of their contract with Local 802. In addition to injunction, stations seek $1,000,000 damages from union. Justice Hammer March 4 reserved decision on stations’ motion.

Network Accounts: Favorable reviews by critics saluted debut of NBC-TV’s 11 a.m.-noon Home this week—N. Y. Herald Tribune's John Crosby predicting “it should be a whale of a show on every count.” Variety's George Rosen declared show is on “plus side,” should pay off investment of $1,000,000 promotion and $200,000 in equipment, though cautioning against being “too talkie-talkie.” Times' Jack Gould was a little more reserved, saying show is almost certain to be commercially successful but judgment on its quality should be reserved until more time has elapsed . . . Rybutol to sponsor The Goldbergs as summer replacement for Bishop Sheen's Life Is Worth Living, on DuMont, Tue. 8-8:30 p.m., thru BBDO . . . Falstaff Beer to sponsor baseball “game of the week” on 60 stations on ABC-TV, thru Dancer-Fitzgerald-Sample; some 60 other stations are expected to pick it up on co-op basis . . . American Safety Razor Co. replaces Carter Products as alt.-week sponsor (with Gruen watches) of Walter Winchell simulcast on ABC Sun. 9-9:15 p.m., thru McCann-Erickson . . . General Foods (Instant Jello) buys 3 partic. on Pinky Lee Show on NBC-TV, Mon.-thru-Fri. 5-5:30 p.m., thru Young & Rubican . . . Hazel Bishop (cosmetics) drops Peter Potter Show on ABC-TV, substitutes Dr. I. Q. Sun. 9:30-10 p.m., thru Raymond Spector Co. . . . Kent cigarettes buys Father Knows Best from Screen Gems for showing on unidentified network this fall, thru Young & Rubican . . . Campbell Soup Co. drops Campbell Soundstage on NBC-TV Fri. 9:30-10 p.m. but retains time for replacement in fall . . . Arthur Murray drops Arthur Murray Party on NBC-TV Mon. 7:30-7:45 p.m.

“The bashful stage of the courtship is over, and Hollywood and TV are ‘going steady.’” So said pioneer moviemaker Sam Goldwyn in interview in March 5 U. S. News & World Report. As one phase of “growing interrelationship of motion pictures and TV,” he pointed to pay-as-you-see TV, which he said is inevitable. “With paid TV, Hollywood could take in more money in one night than they can now in 6 months.” Asked if studios will sell old pictures to TV, he replied that good old films can be shown over and over in theatres—to a new audience every 10 years. He said movie industry is making comeback because it is producing better pictures. “You will find that the public would rather pay more money and be entertained than stay at home and see some mediocre TV for nothing.” He added TV is now having some of the troubles which caused movie box office doldrums— poor programs from which people get some of their sets, just as mediocre films drove customers from the movies. TV, he declared, was only one of the factors in the movies' slump. However, Spyros Skouras, pres. of 20th Century-Fox, took different view in press interview March 3. Asked what impact TV has had on films, he replied: “Impact? It's knocked hell out of us already,” but he said movies have passed TV crisis and are now overcoming it.

Britons will have to pay more for privilege of owning TV set beginning in June. Postmaster General Earl De La Warr told House of Lords March 2, annual license fee would be raised from £2 ($5.60) to £3 ($8.40) to keep BBC from going broke and to provide nest-egg for new commercial TV system.

N. Y. State Board of Regents this week informed Gov. Dewey it objected to his bill for operation of state's educational TV channels by private, non-profit corporations (Vol. 10:6). Focal point of objection was provision banning "political" broadcasts, which board contended was too broad in scope and would prevent controversial programs.
PARTS SPURT AUGURS WELL FOR TV INDUSTRY: Those usually reliable trade barometers, the parts makers, are providing support for hope that recent TV pickup will continue for quite a while -- reporting sizable increases in orders from set manufacturing customers last few weeks in anticipation of stepped-up production schedules.

Matt Little, chairman of RETMA parts committee and pres. of Quan-Nichols Co. (speakers), said parts business showed noticeable spurt in February after rather poor December and January and orders now on books led him to predict 1954 TV parts dollar volume will be just as good as 1953's estimated $700,000,000 at factory.

"Parts people were being hurt earlier this year because set makers were building out of their parts inventory which accumulated last fall," he observed. "So although TV business was exceptionally good in January, we didn't benefit much in the way of new orders. But February was different. Inventory in sets and parts went down and our customers had to come back for more components."

Leslie F. Muter, pres. of Muter Co. (resistors, coils, etc.), said week ended Feb. 8 was best he's had in many months and upbeat is still continuing. He forecast set manufacturers would step up production in next 4 weeks -- perhaps to as high as 150,000 a week, compared to current 105,000-110,000 pace.

"Business now is better than it's been in some time," he commented. "The TV makers are bringing in new orders every day. They want quick delivery and we can give it to them now. We couldn't do that a couple of years back."

Parts prices are at "rock bottom," says Muter, and he doesn't plan to increase them, for fear of upsetting good volume. Like the TV makers, he's depending on big volume to offset price cuts. He predicted good business in replacement parts and new equipment in last 6 months of 1954, due to TV and high-fidelity. Taking another look at TV market in retrospect, he continued:

"I think we all underestimated the TV market this year. I believe very few of us thought we could sell as many sets as we already have. A lot of people said color would have a much greater impact than it's shown so far. The limitations of color in its present form have simply proven there's still a black-and-white market."

Parts trade was cheered further this week by report of National Credit Office, 2 Park Ave., New York, predicting 1954 sales by jobbers of electronics parts, including TV-radio, are expected to equal or exceed 1953's $500,000,000 volume.

* * *

TV sales up, profits down -- the familiar refrain heard since price-cutting first began on large scale in December -- continued to epitomize big trade picture. Retail sales reportedly exceeded production in Feb., based on preliminary findings, but all levels of trade continued to complain about profit in that month, as well as in Jan., when retail sales were about 750,000, as against production of 420,000.

 Inventories are down nicely, totaling about 1,600,000 at end of Feb., made up of 300,000 at factory, 400,000 in distributors' hands and 900,000 at retail. That's lowest inventories have been since last April.

* * *

TV production totaled 105,721 week ended Feb. 26, compared to 110,544 units preceding week and 107,702 week ended Feb. 12. It brought Feb. production to estimated 430,000 and combined total for 2 months was about 850,000, compared to 2-month 1953 production of 1,449,831 (719,234 in Jan., 730,597 in Feb.).

Radio production totaled 192,949 units, up from 173,833 week ended Feb. 19 and 190,207 week before. It was first week this year that radio output has shown an increase. It brought Feb. production to about 750,000 and for 2 months to approximately 1,620,000, compared to 2,285,581 in first 2 months of 1953.
**Topics & Trends of TV Trade:** RETMA strategy to reduce 10% excise tax on black-&-white receivers and exempt color sets will be to ask Senate Finance Committee to make proportionate cuts in excise taxes on all products, as against House Ways & Means Committee formula of reducing only excise taxes above 10%. After meeting of TV-Radio Industry Committee March 4, RETMA pres. Glen McDaniel said he would urge Senate Finance Chairman Millikin (R-Colo.) to hold open hearings on tax bill and permit testimony by RETMA.

Despite President's opposition, Ways & Means Committee this week approved Reed Bill (H.R. 8224) calling for reduction to 10% of all excise taxes, except those on liquor and tobacco, effective April 1. Should proportionate tax reduction be substituted by Senate for House committee proposal, 10% excise tax on TVs would be reduced to 8%, McDaniel pointed out.

In plea for color exemption, McDaniel sent wire to House Ways & Means Chairman Reed (R-N. Y.) declaring advent of color threatens to retard sale of black-&-white and thereby reduce production and increase unemployment.

* * * *

Reorganization of Muntz TV was ordered this week by Chicago Federal Judge Win G. Knoch on basis of petition filed under Chapter X of Bankruptcy Act by 3 creditors with claims totaling over $475,000. Petition estimates Muntz, one of top 10 manufacturers at one stage, has assets of some $3,000,000 and fixed liabilities of over $3,000,000 but also has contingent liabilities of $10,000,000 with finance companies, representing unpaid balances on TV set purchases. Muntz attorney Arthur E. Boroughf insisted company was solvent but would not contest reorganization. Petition was filed by attorneys Michael and Leonard Gesas on behalf of ad agency Michael Shore Inc., with claim of $422,000; Tel-Radio Transport Corp., $49,168; Permoflux Corp., $5931. Judge Knoch appointed Chicago attorney C. Wylie Allen as trustee and authorized Earl Muntz to continue as president at salary of $500 a week. Affected in reorganization are distribution and sales organization Muntz TV, and its 2 manufacturing subsidiaries, Tel-A-Vogue Inc. (TVs) and Muntz Industries Inc. (air conditioners). Earlier in week, Muntz announced that TV production was being halted temporarily so inventory could be reduced and said sales branches had been reduced from 32 to 10 in last 4 months. He blamed his plight on "public's reluctance to buy black-&-white sets because of color talk." But another manufacturer had this explanation: "It's simple. When other manufacturers started cutting prices, there was no need for the public to rush to Muntz to get bargains." Current Muntz line begins at $100 for 21-in. table, goes up to $220 for 27-in. console.

GE launched color service seminars March 4 in Detroit, plans to hold sessions in every major market, to be open to servicemen of GE distributors and dealers. W. L. Parkinson, TV-radio product service mgr., explained courses are 4 or 8 hours or 3 days to suit convenience of servicemen. Meetings are scheduled in Hartford March 17, Bridgeport March 19. Three-day meetings will be held subsequently in Philadelphia, Cleveland, Boston & Los Angeles, dates not yet set.

New Columbia Records div., Cryton Precision Products, has been formed for manufacture of general line of molded plastics in Columbia's plant at Bridgeport, Terre Haute, Los Angeles and South America. James Hunter will be v-p-gen. mgr.

Chicago area TV sales totaled 22,454 in Jan., bringing sets-in-use to 1,594,574, increase of 232,857 since Jan. 31, 1953, reports Chicago Electric Assn.


Overcome by inattention, Retailing Daily reporter Henry Best this week reported after personal shopping tour of big 4 N. Y. retail TV outlets that next to nothing was being done by salesmen to sell TVs. Brief wrote he was ignored by salesmen or given uniform answers to his questions. Color sets showing black-&-white programs were badly in need of adjustment. Tour took in Gimbel's and Stern's dept. stores and Vim & Davega chains.

RETMA's new spurious radiation committee, under GE's Dr. W. R. G. Baker (Vol. 10:9), held first meeting March 3 in New York, reached "general agreement on objectives of reducing spurious radiation," and hopes to hold second meeting end of next week, says RETMA exec. v.p. James Secrest. Committee's task is to develop voluntary program by receiver manufacturers for suppression of radiation, and it will confer soon with FCC officials.

RCA asked Chicago Federal Court this week to dismiss Zenith's amended counterclaim for more than $16,000,000 triple damages against RCA, GE and Western Electric in patent litigation (Vol. 10:3, 8). RCA charged (1) that amendment failed to state claim upon which relief can be granted, (2) that alleged rights of action claimed didn't accrue within legal time limit.

Motorola will spend $5,000,000 developing 40-acre tract in Niles, Ill., bordering northwest Chicago, for immediate construction of engineering building and eventual location of company headquarters and engineering laboratories. TV production will continue at Franklin Park and N. Cicero Ave. plants.

Magnavox entered table radio field this week, introducing 2 high-fidelity receivers. in mahogany and oak, at $60 & $70. Trade reports are that Magnavox will shortly start production of 8 or 9 table radios.

Improved TV business this week prompted Sylvania to (1) recall about 125 workers to TV plant in Buffalo (2) start third shift at tube plant in Seneca Falls, N. Y.

Emerson shows net profit of $449,231 (23¢ a share) for 13 weeks ended Jan. 30, compared to $899,516 (46¢) in corresponding quarter year ago. Though no sales figures were reported, pres. Benjamin Abrams estimated sales were 5-6% above year ago, with competitive pricing forcing profits down.

Stewart-Warner reports net profit of $4,081,000 ($3.04 a share) on sales of $128,798,000 in 1953, compared to $4,224,000 ($3.30) on $122,552,000 in 1952. Pres. James S. Knowlson told stockholders in preliminary report that profit decline was due largely to dip in defense orders.

Arvin reports 1953 earnings of $2,255,000 ($2.53 a share) after taxes of $2,437,146 on sales of $75,355,197, compared to profit of $2,209,733 ($2.48) after $2,249,803 on $64,289,781 in 1952.

Aerovox lists 1953 earnings of $1,074,500 ($1.54 a share) on record sales of $27,100,900, compared to profit of $941,550 ($1.35) on $22,400,000 in 1952.

Financial & Trade Notes: Philco sales went to record high of $430,420,000 in 1953, compared to $366,963,850 in 1952 and $305,328,670 in 1951, with earnings after all taxes amounting to $18,251,000 ($4.86 per share) as against $11,491,207 ($3.15) in 1952 and $12,168,046 ($3.35) in 1951. Earnings included non-recurring income, after taxes, of $5,283,000 ($1.43) from $5,500,000 sale of WPTZ, Philadelphia, to Westinghouse (Vol. 9:8).

Working capital during year increased from $45,483,000 to $54,656,000. Of total income, $6,016,000 was paid out as dividends and remaining $12,335,000 was reinvested to increase working capital and provide funds for plant expansion, which included opening of new TV plant in Philadelphia, construction of TV-radio plant in Toronto and refrigerator-freezer plant in Connorsville, Ind.

TV sales broke record, despite fact that "many customers at least temporarily postponed their purchases of TV receivers" last fall because of color publicity, report said. But it noted that TV market "has recovered from the special problems of last fall and our models are enjoying very favorable acceptance." Predicting 150 new stations will go on air in 1954, extending service to 2,400,000 additional families, report said "trend toward replacement of sets with 7, 10, 12 & 14-in. picture tubes, obsolete by present standards, and purchases of second sets for the home, will give major impetus to TV sales in 1954."

Sylvania's 1953 profits and sales were highest in company's 52-year history. Earnings were $9,536,181 ($3.10 on 2,968,812 shares) after taxes of $14,950,000 on sales of $233,267,408, compared to profit of $6,960,625 ($3.04 on $1,870,851) after taxes of $10,700,000 on sales of $235,023,437 in 1952. TV sales were "well above" 1952 while TV picture tube sales were 40% over 1952. Backlog of defense orders at year's end totaled about $90,000,000, compared with $75,000,000 at end of 1952. Payroll for average of 27,500 employees was $111,176,513, up from $93,147,384 a year earlier. Total assets increased to $204,433,298 from $176,418,658 at year's end.

Westinghouse reports net profit of $74,722,000 ($4.53 a share) after taxes of $85,845,000 on record sales of $1,582,047,000 in 1953, compared to $68,581,000 ($4.23) after $111,933,857 on $1,454,272,599. Consumer products, including TV-radio, accounted for 23% of sales vs. 21% in 1952. Working capital at end of 1953 was $929,725,000, compared to $535,211,000 at end of 1952. Fourth-quarter profit was reported at $21,104,000 ($1.29) vs. $19,841,000 ($1.21) on $419,500,000 corresponding 1952 quarter.

Tung-Sol Elec Co. reports earnings of $1,780,882 ($0.57 on 1,038,902 shares) after taxes of $2,250,000 on record sales of $40,017,549 in 1953, compared to $2,007,713 ($3.75 on $14,056) after taxes of $3,425,000 on sales of $35,468,558 in 1952. Lower earnings were caused principally by "lower fourth quarter sales resulting from customer inventory caution, coupled with a substantial volume of non-recurring costs connected with our plant expansion and improvement program," said chairman Harvey W. Harper. It spent $1,930,000 last year for plant expansion and new equipment.

General Precision Equipment Corp. reports 1953 profit of $3,463,349 ($5.09 a share) after taxes of $4,404,000 on sales of $87,763,925, compared to earnings of $1,255,278 ($1.88) after taxes of $1,700,000 on $54,326,849 in 1952.

Dividends: Corning Glass, 25¢ payable March 31 to stockholders of record March 15; Arvin, 40¢ March 31 to holders March 15; American Phenolic, 25¢ April 30 to holders April 16; GE Ltd., 3%/ stock April 14 to holders March 8; Capitol Records, 15¢ April 1 to holders March 15; Decca Records, 17¹⁄₂¢ March 31 to holders March 17; Claude Neon, 10¢ March 31 to holders March 18.
Network TV-Radio Billings
January 1954 and January 1953
(For December reports see Television Digest, Vol. 10:5)

NETWORK BILLINGS continued record-breaking pace in Jan., according to Publishers Information Bureau, reaching $25,056,449—a 45% increase over the $17,275,943 for Jan. 1953. CBS-TV retained lead, with record $10,713,329, while ABC-TV showed biggest percentage gain in year— rising 73% from $1,604,892 in Jan. 1953 to $2,780,574 in Jan. 1954.

Network radio figures were down slightly from year ago—$13,224,393 this Jan. vs. $13,878,459 same month of 1953—CBS maintaining top position with $5,192,906. The PIB tables for January:

<table>
<thead>
<tr>
<th>NETWORK TELEVISION</th>
<th>NETWORK RADIO</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$10,713,329</td>
</tr>
<tr>
<td>NBC</td>
<td>10,116,037</td>
</tr>
<tr>
<td>WNBC</td>
<td>2,790,574</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,445,508</td>
</tr>
<tr>
<td>Total</td>
<td>$25,056,449</td>
</tr>
</tbody>
</table>

Note: These figures do not represent actual revenues to the networks, which do not divulge their actual net dollar figures. They’re compiled by PIB on basis of one-time network rates, or before frequency or cash discounts. Therefore, in terms of dollars actually paid to networks they may be inflated by as much as 40%. Figures are accepted by networks themselves, however, and by the industry generally, as satisfactory index of comparisons & trends.

Big Ten outlined its regional football TV plan this week, and hinted that if NCAA TV committee doesn’t adopt it at March 15 meeting, it may televise games in defiance of NCAA controls. Big Ten wants to divide nation into geographical regions, with games to be televised according to either of these methods: (1) Any game could be televised on station or stations within region where game is being played, no team to be televised more than once at home and once away during season. (2) Any game may be televised nationally if it’s played before last weekend in Sept. or after weekend preceding Thanksgiving; but games played in the 9-week period in middle of football season must be televised on regional basis only. Within the rules, each college could negotiate its own TV rights, subject to approval of its opponent.

Ten top agencies of 1953, out of 57 which did $10,000-000 or more business, are ranked in March 1 Advertising Age in this order (in millions): J. Walter Thompson, $163 vs. $142 in 1952; Young & Rubicam, $138 vs. $120; BBDO, $137.5 vs. $118; McCann-Erickson, $106 vs. $94; N. W. Ayer & Son, $86.5 vs. $86.5; Foote, Cone & Belding, $72 vs. $70; Benton & Bowles, $57.5 vs. $52.8; Biow, $50 vs. $50; Grant Adv., $49 vs. $45; Leo Burnett Co., $46.4 vs. $37.6. Only Leo Burnett Co. is new to top 10, replacing Dancer-Fitzgerald-Sample, which fell to tie with Wm. Esty Co. for 13th. In 1952, 52 agencies did at least $10,000,000. Five additions were Weiss & Geller, $11 vs. $5 in 1952; Hewitt, Ogilvy, Benson & Mather, $10.7 vs. $8.5; Geoffrey Wade Adv., $10.4 vs. $9.8; Doremus & Co., $10 vs. $7.8; Ellington & Co., $10 vs. $9.

Interconnected to AT&T network lines March 1 was WCOV-TV, Montgomery, Ala. when first section of 400-mi. Atlanta-to-Jackson microwave route was completed. Next in line for interconnection are KCEB, Tulsa, about March 6, and KMMT, Austin, Minn. & WSJV, Elkhart, Ind., about March 15. AT&T’s longer-range plans include microwave links to Waterloo, Ia. April 15, and Mobile, Ala. & Alexandria, La. Oct. 1.

Call letter changes: WETV, Macon, to WNXE-TV; WHEN, Syracuse, to WHEN-TV, with WAGE (AM) becoming WHEN; KOEN, educational CP for Oklahoma City, to KETA.

“Strike it Rich” got clean bill of health from a N. Y. state legislative committee, but city welfare dept. reiterated its insistence that program’s producers file an application for license for public solicitation (Vol. 10:8). Joint Legislative Committee on Charitable and Philanthropic Agencies said close check indicated that money donated by listeners and viewers to the TV-radio program went to needy persons appearing on show “at an administrative cost of less than 2%,” and saw no need to hold public hearings. Committee added the program’s officials promised to investigate each case before calling needy persons to appear on show. Meanwhile, in Washington, Rep. Katharine St. George (R-N.Y.) March 9 introduced bill “HR-8196” to amend Communications Act “to require licensees to investigate persons and organizations on whose behalf contributions are solicited on radio and TV programs.”

Attempted assassination in House of Representatives got heavier TV-radio coverage than any other news event of the last year or so, with exception of Queen Elizabeth’s Coronation. ABC-TV, CBS-TV, NBC-TV all had live pick-ups from House within 1½ hours after the tragedy. News editor John D. Connelly of WNBW and WRC, Washington, in House Radio Gallery at time of the shooting, personally apprehended Lolita Lebron, ringleader of the group of Puerto Rican Nationalists which shot 5 Congressmen. Rep. Alvin Bentley (R-Mich.), most seriously wounded of the group, is one-third owner of WKNX-TV, Saginaw, Mich., which went on air last April. Rep. Kenneth A. Roberts (D-Ala.), who was wounded in the left knee, is member of House Commerce Committee, in charge of TV-radio-communications legislation.

Opposition to FCC licensing fee plan (Vol. 10:5) was voiced by NARTB pres. Harold Fellows, who said fees “for the privilege of engaging in an established means of free communication are inadvisable and contrary to the historic policy of governmental encouragement of the instrumentalities of communication.” He said NARTB v.p. Ralph Hardy would testify March 16 before Senate Commerce Committee in opposition to Sen. Johnson’s bill (S. 2926) to amend Communications Act so as to permit “nominal” license fees. He said NARTB believes Congress should specifically forbid FCC to levy license fees.

Five Pennsylvania uhf outlets jointly petitioned FCC this week to reconsider its decision authorizing WGAL-TV, Lancaster, to increase power and height and move site (Vol. 10:5). They argued that WGAL-TV’s new Grade B contours would completely encompass Grade B areas of 4 of the uhf stations and about 95% of the 5th, causing “grave and serious injury” and possibly depriving them of their network affiliations, since Lancaster station is affiliated with all networks. Petitioning uhf stations are Harrisburg’s WTPA, WHP-TV & upcoming WCMB-TV and York’s WSBA-TV & WNOW-TV.

RKO “has never considered selling its pictures for TV,” pres. James R. Grainger said this week. Despite some rumors that Howard Hughes, if he succeeds in plan to buy big film producer, would release its 800-picture backlog to TV, Grainger added: “It is true that [we have] received some ridiculous offers, but there has been no consideration of them, and there is no intention of so disposing of them.”

Session on color TV film, ardently sought by independent film makers, will be conducted by NBC at Center Theatre March 10 for some 50 members of New York Film Producers Assn. Program will include closed-circuit demonstration of color film supplied by NBC and FPA, plus question-answer period with NBC’s Barry Wood, Stan Parlan and O. B. Hanson.
'UHF PROBLEMS' FORCE 2 MORE OFF AIR: These are days of decision for some post-freeze telecasters -- particularly uhf operators in vhf strongholds.

The basic problem: TV's breakneck expansion in 1953 has resulted in more outlets than the market can profitably support at the present time.

The decision: To continue operating at a loss, perhaps for a long period, or to throw in the sponge before more losses pile up.

For uhf operators, the difficulties are sharper than for vhf. There are the added problems of conversion, higher equipment costs, receiver troubles -- and, of vital importance, the difficulty of getting good network affiliation when you have to build up audience from scratch. As Senators and FCC pondered "what can be done to help uhf," there were these developments this week:

(1) Two more uhf stations -- in Dayton, O. & Little Rock, Ark. -- decided to go off the air, the former this week end, latter March 31, because of problems arising out of vhf competition. [Incidentally, vhf KFOR-TV, Lincoln, Neb. (Ch. 10) also goes off air this week end as an indirect result of financial distress.]

(2) FCC formally proposed that future uhf stations be required to start with transmitter power of at least 5 kw (Vol. 10:8-10).

(3) Sen. Johnson (D-Colo.) introduced his multiple ownership bill to permit any entity to own either 5 vhf or 10 uhf stations -- or various combinations of the two (such as 3 vhf & 4 uhf, 2 vhf & 6 uhf) -- and to encourage present multiple owners to swap their vhf stations for uhf on 2-for-1 basis (Vol. 10:10).

* * * *

The 2 uhf stations which decided to call it quits provide study in contrasts. WIFE, Dayton (Ch. 22) was losing money in substantial amounts, had no major network affiliation in a 2-vhf market where only about 10% of receivers are equipped to pick up uhf. KRTV, Little Rock (Ch. 17), CBS-affiliated and a reputed money-maker, in a city with close to 100% uhf conversion, feared the market couldn't support 3 stations (2 new vhf), so decided to quit while it was ahead.

WIFE started operation last Oct., competing with pre-freeze vhf WLWD (NBC) & WHIO-TV (CBS-ABC). A "supplementary" ABC & DuMont affiliate, it found itself unable to get good network shows, even when it offered to carry them free. It had an impressive studio building, 12-kw transmitter, with investment of $600,000-$700,000. It lost $30,000-$50,000 a month, for a total operating loss of more than $160,000.

It's due to leave the air March 13, but principal owners Ronald B. Woodyard and Loren M. Berry asked Commission to let it retain CF until expiration date Aug. 4 to permit it to seek more finances and "see what will be done by the Govt. to help uhf stations." Woodyard, who is also principal owner of profitable radio WONE in Dayton, says he's retaining physical equipment and property and hopes "to be back in the TV business in Dayton in the near future."
KRTV was Little Rock's only TV when it went on air last April. Its first competitor was Pine Bluff's KATV (Ch. 7), which began telecasting in Dec. from site 25 mi. from Little Rock. Another vhf, KARK-TV (Ch. 4), is due to begin in Little Rock next month with NBC affiliation -- and KRTV feared it would be unable to renew its CBS contract. To compete with 2 vhf stations, KRTV management decided it needed 12-kw transmitter -- which would cost $4000 a month to pay off.

Opportunity to sell its physical facilities to KATV for $400,000 was important factor in KRTV's decision to surrender CP -- though a spokesman said action was dictated by "poor prospects for the economic future." Pine Bluff station will use KRTV facilities for its Little Rock studios, plans to retain some of KRTV staff. CP will be surrendered and telecasting discontinued March 31. KRTV's principal owners, Kenyon Brown & John H. Rowley, also own vhf KWFT-TV & KWFT, Wichita Falls, Tex., and Brown has additional interest in vhf KMBY-TV, & KMBY, Monterey, Cal. and 2 other AMs.

*   *   *   *

How many other stations are at the crossroads? It's difficult to estimate. We know of perhaps a dozen which could swing either way. Three other uhf stations have gone off air: WROV-TV, Roanoke, began Feb. 15, 1953, quit July 17; WBFS-TV, Buffalo, Sept. 5-Dec. 18, 1953; KCTV, Kansas City, June 6, 1953-Feb. 28, 1954. Oklahoma City's KMPT, still on air, is in receivership (Vol. 10:9).

But it's not only the uhf stations which have had post-freeze troubles. One of the 2 Lincoln (Neb.) vhf outlets bought at distress prices by Fetzer Bestg. Co. (Vol. 9:30; 10:9) goes off air March 13. John Fetzer continues to operate KOLN-TV (Ch. 12) while closing down KFOR-TV (Ch. 10). After FCC approval of KFOR-TV sale, he plans to shift KOLN-TV to Ch. 10. Vhf KFXD-TV, Nampa, Ida., also foundered shortly after going on air (Vol. 9:39), and although its CP has been bought by new owners, it's still off air. Vhf KONA, Honolulu, went off air last March due to financial troubles (Vol. 9:11, 23), resumed operation in June with new owners.

*   *   *   *

We do not subscribe to the view that uhf itself carries the seeds of failure. There are many uhf stations now operating profitably, as secure in their markets as any vhf outlets. We have been accused of beating the drums for vhf as often as we have been accused of selling uhf short. But we'll continue to report facts, and call the shots as we see them. In this light, what is uhf's biggest problem?

Uhf's technical difficulties -- and they're due principally to its newness -- don't constitute uhf's most important problem, they merely contribute to it. We have said before that the program's the thing -- and that still holds. Conversion problems can be licked only with good shows.

But there's no question now that the public will convert if conversion is the only way they can get top programs of the leading networks. If they can get these shows easily on vhf, the uhf audience buildup is extremely slow.

The strictly technical problems fade to insignificance beside the simple fact that it takes top-notch network programming to build an audience. We won't say that there can't be exceptions to this rule -- and we know of several stations making progress by concentrating on sports, good local programming, etc.

The pre-freeze pioneers went through years of red ink that makes current uhf losses look like peanuts. But vast majority of post-freeze grantees can't stand big losses, and a number of them are known to be desperately seeking more capital to continue operation. The big question for many: Go in deeper or quit now at a loss?

*   *   *   *

What can be done to encourage uhf? FCC's proposal to permit ownership of 5 vhf and 2 uhf has support of uhf operators, who believe it would give networks and other multiple owners bigger stake in uhf success. On other hand, some uhf stations are alarmed about FCC's 5-kw "power floor" plan. It would force them to spend extra money they can ill afford for more elaborate equipment, they say.

FCC's new proposal (Notice 54-327, Doc. 10952) would apply initially to stations not yet on air, eventually to many stations now operating. However, chances of final adoption are slim. Comments on proposal are due April 18.
Sen. Johnson's multiple ownership bill (S-3095), which he first proposed last week during Senate communications subcommittee session with FCC (Vol. 10:10), would permit any vhf operator to swap his vhf grant for 2 uhfs — one of which must be in the area formerly served by his vhf — within 5 years after bill becomes law. The Senator told us last week he has little hopes for adoption of his bill, but hopes it will stimulate open discussion of multiple ownership proposals and of uhf problems.

Disturbed about reports from some uhf grantees — particularly the failure of WIFE -- Sen. Bricker (R-O.), chairman of Senate Commerce Committee, this week asked FCC if legislation is needed to cope with uhf situation. Spokesman for the Senator says he has "the suspicion that there's not enough authority in the Commission to deal with it, and the Senator has some ideas of his own."

You can expect plenty of open discussion, and large number of proposals — but no panaceas — when Senate communications subcommittee begins its hearings on uhf problems late this month or early next month.

COLD ECONOMICS OF THE STATION OUTLOOK: We doubt whether as many as 100 new TV stations will take to the air this year — a far cry from the 251 of 1953. Therefore, we're inclined to go along with Richard P. Doherty's prediction that by late 1955 there will be approximately 500 TV stations in operation.

The land-rush has subsided, and now they're coming one by one -- nothing like the one-a-day of latter 1953. In 11 weeks thus far this year, for example, only 19 new starters have been reported -- bringing current total to 372. About 200 CPs are outstanding, possibly half of which won't ever be built; less than 300 applications are pending, most of which will be dismissed or denied after hearings.

And as against just 8 "economic mortalities" quitting air since freeze ended (see p. 2), with 2 back on roster, many more are now freely predicted for this year.

* * *

Dick Doherty's calculations are highly respected in the industry. Recently resigned as NARTB employer-employee relations director, now a management consultant in Washington, he's the man who warned last winter against the hell-for-breakfast pace of TV expansion (Vol. 9:43). We then quoted him as stating:

"There will be no jackpot for many new stations during 1954. The year ahead will be one of overexpanded activity, during which new operations will tend to expand at a relatively faster rate than total TV revenue will rise. In all probability, at least 30% of the new stations will lose money during the next 12-15 months, and such red ink operations will include vhf as well as uhf, some of them network affiliates."

Now he forecasts that, even with 500 stations on the air toward the end of 1955, only 150 will be "blue chip" operations, or huge money makers; about 200 more will be "good, sound investments if well conceived and well managed"; and some 150 will be marginal or loss operations.

For the near-term, he foresees 34-40% of all 1954 stations losing money and says that during the next 15-18 months "the going will be difficult for one out of 3 to one out of 4 stations."

Why? Lumping in shaky uhf operations with ill-conceived vhf, he cites these factors: excess manpower, poor scheduling of manpower, bad union contracts, over-expanded capital investments, inadequate financing, lack of sound cost control, excessive operating costs, inadequate charges to sponsors for services and facilities.

* * *

Here's an "economic profile" of a TV station, as Doherty notes some typical characteristics from a wide cross section of stations he has visited or surveyed:

(1) Average station employs staff of 55-65, some 40% technical, about one-third programming. Payrolls average close to $5000 per employee per year for established stations, $4500 for newcomers, accounting (exclusive of talent costs) for 41% of total operating costs. Locally originated film programs occupy 27-30% of average network station's schedule, about 60% of non-network stations, absorbing some 10% of annual operating costs in the case of affiliated stations.

(2) Stations may estimate composite revenue potential (for all stations in a TV market) at about $10.25 per set, the average tending to increase with advent of
2nd, 3rd or 4th stations. About two-thirds of revenues derive from national & local spot, one-fourth from network payments, remainder from production and other services. Total annual vhf revenues run at better than 100% of total capital investment, uhf average running appreciably lower.

(3) Fixed capital is being depreciated, on an overall basis, over a 6-year period, or at composite rate of about 16%, with this depreciation item varying from 9-15% of total operating costs.

(4) The typical station, within the category of profitable stations, earns between 27-30% profit before taxes on its total station revenue.

VERMONT’S FIRST CP AND OTHER GRANTS: Producing 3 CPs and 2 initial decisions this week, FCC included grant in Vermont -- heretofore only state without either CPs or stations on air. The week's grants:

Montpelier, Vt., WCAX (Burlington), Ch. 3; Grand Forks, N.D., KNOX, Ch. 10; Green Bay, Wis., Valley Telecasting Co., Ch. 5. Initial decisions prepared way for CPs for WDEX, Lexington, Ky. (Ch. 18) and KREM, Spokane, Wash. (Ch. 2).

Montpelier CP was result of final decision coming after competing Colonial TV Inc. showed what FCC called "almost incredible lack of diligence" in preparing its case -- failing to make obvious amendments in time, etc.

Initial decision for Ch. 18 in Lexington is particularly interesting because WLAP-TV, Ch. 27 grantee in Lexington, not only has quit building (Vol. 10:8) but just this week asked for reallocation to put Ch. 4 in nearby Richmond. WLAP-TV says zone lines should be changed to put northern Kentucky in Zone I, permitting the vhf assignment, for which it would apply, dropping uhf CP.

* * * *

FCC repeated its opinion that no difference in high and low uhf channels should be recognized for allocation purposes. Considering Sarkes Tarzian proposals for quasi-satellites around Bloomington, Ind. (Vol. 10:7), Commission turned down extensive reallocation to put low-end channels in Anderson and Logansport. It did, however, propose to add Ch. 21 to Huntington, Ind., which has no channel now.

In other allocations actions, the FCC started rule-making to reserve Ch. 5, Weston, W.Va., for educational use and to substitute Ch. 53 for Ch. 23 in Fitzgerald, Ga. All these proposals are subject to comment in support and opposition.

In celebrated site-move case of WORD-TV, Spartanburg, S.C., uhf stations WAIM-TV, Anderson, S.C. and WGVL, Greenville, have appealed to courts in effort to stop WORD-TV from moving to temporary site nearer to them (Vol. 10:10).

NETWORKS AND AT&T PLAN COLOR EXPANSION: AT&T and networks are about to cut loose and extend color service to more stations in more cities. Phone company and RCA-NBC apparently have caught their second wind after the frantic preparations for coast-to-coast colorcast of Tournament of Roses parade Jan. 1 (Vol. 10:2). CBS is also ordering more color-equipped routes for its affiliates.

Next expansion is divided roughly into two parts. One is addition of cities and stations along the major "backbone" coast-to-coast route. Other is the equipping of more major "legs". Here are targets for the two categories, as ordered from AT&T by networks, for guaranteed "100%" color signal:

(1) For "backbone" fill-ins: NBC-TV -- Johnstown, March 13; Fresno, April 1; San Diego, Oct. 1. CBS-TV -- Salt Lake City, April 2; Denver, June 1; Cincinnati, Aug. 1; Hannibal, Mo., Oct. 1.

(2) For additional legs: April 15, Providence & Boston; May 1 (possibly June), southwest from Kansas City to Galveston; "June", Dallas to San Antonio; June 15, upstate New York to Buffalo; Dec. 1 (though possibly July), Sacramento-Seattle.

Intermediate stations along these newly equipped legs generally will be able to get service if networks order it. Presumably, intermediate color-served cities will include all major TV cities. For example, it's expected color will be available by June 15 to stations in these cities on New York-Buffalo leg: Schenectady, Utica, Syracuse, Rochester. There's doubt Binghamton will get color same time as others, because of special technical microwave problems for its branch.
Cities served by coaxial, such as Amarillo, still have indefinite targets because special frequency conversion equipment is needed.

Programs to be fed this expanded color network will continue to be varied, again including remotes as NBC's mobile unit goes back into service. Present plans for remotes, though always subject to change, include: Gillette fights, March 26; Home program from Washington, with fashions and cherry blossoms (blossoms depending on weather), April 1 or 2; Today show, also from Washington, April 5; National Open Golf Tournament, from Baltusrol Country Club, near Summit, N.J., June 17-19.

Rest of NBC's color schedule, through April: Name That Tune March 15, 8-8:30; On Your Account March 19, 4:40-5; Three Steps to Heaven March 22-23, 10:45-11 a.m.; American Inventory March 28, 2-2:30; Eddie Fisher March 31, 7:30-7:45; Paul Winchell April 4, 7-7:30; Youth Wants to Know April 11, 1-1:30; Easter Parade and Frontiers of Faith April 18; Kraft Theatre April 21, 9-10; American Forum of the Air April 25, 2:30-3. CBS still has only its 5:30-6 Friday show.

47 STATES NOW HAVE STATIONS, TOTAL 372: New Hampshire got its first TV outlet this week, leaving Vermont only state without one -- but Ch. 3 grant went to that state's capital Montpelier this week (see p. 4). Altogether, 3 more stations can be added to log of stations on the air. After subtracting the ones in Dayton, O. & Lincoln, Neb. quitting as of March 13 (see p. 1), that makes 372 in all, 128 uhf. Latest starters:

WMUR-TV, Manchester, N.H. (Ch. 9), state's first outlet but located only 48 mi. from Boston, got under way March 5 and plans regular programming March 28 as ABC affiliate, with some programs from DuMont. It uses 10-kw RCA transmitter and former FM tower atop 1500-ft. Mt. Uncanoomuc. Owner is ex-Gov. Francis P. Murphy; gen. mgr., Harvey Carter; sales mgr., Gordon Moore; chief engineer, Vincent Chandler. Base hour rate is $250. Rep is Weed.

WINK-TV, Fort Myers, Fla. (Ch. 11) on March 6 brought first local service to state's southwest coastal area, 91 mi. from St. Petersburg, more than 100 mi. from Miami. It goes commercial Feb. 18, ABC affiliated, non-interconnected. It uses 2-kw RCA transmitter, is owned by Cleveland Yellow Cab Co. group (Daniel Sherby, pres.). A.J. Bauer is gen. & sales mgr.; Bob Bachman, technical director; Frank Nodine, program mgr.; James Lacy, chief engineer. Base rate is $150. Rep is Weed.

WAPA-TV, San Juan (Ch. 4), second station in Puerto Rico (WKAR-TV on Ch. 2 started last month) reported excellent results of first tests March 6; using an RCA transmitter with temporary 160-ft. antenna atop downtown radio building where owner Jose Ramon Quinones, sugar cane grower, who built radio WAPA in 1947, had provided for expansion into TV. Charles E. Bell, ex-WBTV, Charlotte, is gen. mgr.; Howard Hayes, operation mgr.; Morgan Craig, technical director. It's NBC & DuMont affiliate, non-interconnected. Base rate is $225. Rep is Quinones-owned Caribbean Networks Inc.

Networks won praise for refusing to bow this week to Sen. McCarthy's demand for time to answer Adlai Stevenson's March 6 TV-radio address--in contrast to the censure heaped upon them when they gave the Senator time to answer ex-President Truman's speech on the Harry Dexter White case. It was front-page news most of week, with editorial opinion markedly favoring the network stand.

After McCarthy blasted CBS & NBC as "dishonest and unmoral," even turning his back on their cameramen and radio reporters, President Eisenhower told news conference he thought networks had discharged their responsibility in letting Republican Party choose who was to reply to Stevenson (Vice President Nixon on CBS-TV & radio, NBC radio--same hookups Stevenson had).

Even FCC Comr. Robert E. Lee, close friend of McCarthy, agreed that the networks' decision "seems like a square deal to me." The Senator said his attorneys were preparing petition asking FCC to change its rules to allow free TV or radio time for a reply by any person who is attacked on free time--but by week's end it hadn't been filed, and consensus is that it wouldn't have the proverbial chinaman's chance.

Edward R. Murrow's treatment of the McCarthy issue on his March 9 See It Now (CBS-TV) won special laudation from influential newspapers and from an overwhelming majority of viewers who phoned and wired CBS. New York Times called it "crusading journalism of high responsibility and genuine courage."

Editorializing on both Murrow's telecast and the CBS-NBC stand on McCarthy's demand, Herald Tribune stated: "Like the free press, the free broadcasters met a controversial subject with a frank and responsible approach. . . . By refusing to be bullied, the broadcasters will assure their own future and help to guarantee America's." Fact that Murrow is on CBS board of directors lent added importance to his and his network's boldness in facing up to the Wisconsin Senator. And the Cohn-Schine disclosures that followed, understandable to everyone identified with the uniform of the military services, indicated that McCarthy isn't likely to be the industry's--and the country's--"headache boy" much longer.

"Senator McCarthy threatens to boycott NBC and CBS. That is what you call a station break."--Dan Kennedy, in Scripps-Howard Newspapers.
Personal Notes: Martin Silver, ex-Federal and ex-mgr. WTVU, Scranton, joins Tel Instrument Co., Carlstadt, N.J. as mgr. of newly formed broadcast equipment div., offering full line of studio color equipment (already a CBS supplier); Lawrence C. Freeman to handle sales, service & engineering contacts in mid-Atlantic & New England states ... Ken R. Dyke, ex-NBC v.p., now Young & Rubicam public relations v.p., named director of agency's U.S. branch office operations ... Eduard P. Genock, ex-March of Time, appointed head of TV production, Eastman Kodak Co. Wm. F. McCrystall, ex-KNBH, Hollywood, appointed sales mgr., KOA-TV, Denver ... Frank Burke, editor, Radio-Television Daily, elected v.p. & director of Radio Daily Corp., headed by Jack Allocato ... Walter L. Dennis, ex-WILS, Lansing, Mich., named gen. mgr. of upcoming WJNO-TV, West Palm Beach, Fla. (Ch. 5); Walter Brown, ex-RCA-NBC, named chief engineer ... Richard W. Hubbell resigns as mgr. of WGLV, Easton, Pa., and its AM counterpart WEEX; Nelson S. Rounsley, business mgr., takes charge ... Wm. Ashworth, merchandising director of WSPD-TV, Toledo, appointed sales mgr. ... Ben Baylor has resigned as gen. mgr. of KEDD, Wichita; he's onetime commercial mgr. of WMAL-TV, Washington ... Irwin Rosten resigns as DuMont Network mgr. of news & public affairs ... Wm. Crawford, ex-sales mgr. of WOR, named sales director of WATV, Newark, succeeding Murray Grabhorn, resigned ... Frank N. Jones promoted to sales mgr., WBNS-TV, Columbus ... Barnaby Prescott Smith, ex-DuMont, heads new TV-radio dept. of Harper Assoc., 350 Fifth Ave., N.Y., personnel consultants ... Jack Gilbert promoted from program mgr. to asst. station mgr., K Kol-TV, Kearney, Neb. ... Ralph H. Davidson, ex-KSL-TV, Salt Lake City, named sales mgr., Larry Stevens promoted to local sales mgr., KGMB-TV, Honolulu ... Jacob Evans, NBC-TV adv. & promotion director, takes on same duties for radio ... H. Roy Marks appointed Boston mgr. of CBS-TV Film Sales ... David Beblin, ex-KGO-TV, joins Avery-Knodel San Francisco staff as asst. to mgr. ... David H. Sandberg in charge of TV sales ... J. R. W. Graham shifted from radio to asst. director of CBLT, Toronto ... Frank Coffin, ex-KGW, promoted to local sales mgr., KGIN-TV, Portland, Ore. ... Paul Mensing promoted to NBC spot sales div. mgr., Detroit: Wm. Fromm named TV promotion supervisor ... Phil Dean, ex-WNET publicity director, partner in new public relations firm, Dean & Schultz Inc., 28 W. 44th St., N.Y. ... Al King, ex-sales v.p., KSTM-TV, St. Louis, opens own adv. agency at 7818 Forsyth Blvd., Clayton, Mo. ... Louis B. Ames resigns as program mgr., WPIX, N.Y. 

Lieut. Col. Wm. B. Campbell, Signal Corps, has been chosen as engineer-mgr. by FCC Comm. Robert E. Lee. Campbell previously had been mentioned as candidate for FCC commissioner or secretary. He's 54, served in World War I & II, worked for RCA Communications, Press Wireless, operated electronics schools in New York. 

Mrs. Clifford J. Durr, wife of the ex-FCC commissioner, now working in his law office in Montgomery, Ala., has been subpoenaed to appear before Sen. Jenner's Internal Security Subcommittee in New Orleans March 15, in connection with probe into Southern Conference Educational Fund. She was once on its board. 

Wm. L. McLean Jr., 58, v.p. & treas. of Philadelphia Bulletin and treas. of its WCAU Inc., died March 10 after being stricken with cerebral hemorrhage. He was a brother of Robert McLean, pres. of The Bulletin Co. and pres. of AP. 

Harry LaMertha, 72, for 31 years radio editor of St. Louis Globe-Democrat until retirement in 1951, died of cancer March 10.

Network Accounts: NBC-TV's trilogy of participating sponsorship programs moved step closer this week with disclosure that Tonight undoubtedly would go on air this fall, 11:20 p.m.-12:50 a.m., joining Today (7-9 a.m.) and Home (11 a.m.-noon). Pres. Pat Weaver is pushing Tonight, starring Steve Allen in format similar to Today, with same enthusiasm he gave to highly-successful Today (Vol. 10:3) and Home, which went on air March 1 amid $1,000,000 promotion. Each program would utilize "magazine concept" of selling, in which sponsor buys participation, like an insert in magazine, leaving program content entirely to network ... Reminiscent of Ford Motor Co.'s highly-raised American Road last June (Vol. 9:25), General Foods will spend more than $300,000 on special 25th anniversary program on combined CBS-TV & NBC-TV Sun. March 28, 8-9:30 p.m., directed by Richard Rodgers & Oscar Hammerstein and featuring musical highlights of their Broadway productions during last 11 years ... Yardle & Co. Ltd. (soap, shaving lotion) buys Tue. 1:30-1:45 p.m. segment of Garry Moore Show on CBS-TV starting April 6, thru N. W. Ayer & Son ... Parker Pen Co. to be alt.-week sponsor, with Singer Sewing Machines, of Four Star Playhouse on CBS-TV starting April 8, Thu. 8:30-9 p.m., thru J. Walter Thompson ... Minute Maid Corp. (orange juice) to sponsor 5:30-6 p.m. segment of Super Circus on ABC-TV starting June 6, Sun. 5-6 p.m., thru Ted Bates & Co. ... Sid Caesar's new show in fall tentatively scheduled Mon. 8-9 p.m. on NBC-TV, format and sponsor still undecided. 

Broadcaster Edward Lamb, operator of TV station WICU, Erie, Pa., and several AMs, also applicant for TV in several cities, this week was finally told by FCC that it looks as if a hearing will be necessary to determine whether he falsely stated he never was a Communist or had Communist affiliations. Commission said it has information before it alleging that Lamb was a party member, particularly in 1944-48. Lamb's counsel J. Howard McGrath, ex-U. S. attorney general, said he's gratified FCC has finally called a hearing and "appropriate steps will be taken" to assure that Lamb "will be in a position to know the identity of his accusers and thus be prepared to expose their falsities and motives." Similar charges against Lamb in past have been rejected by Commission. Current campaign to bring Lamb to hearing was led by Comr. Doerfer. 

Charges of bias, levied against FCC counsel David Kraushaar by Mansfield Journal Co., which is competing for Mansfield's Ch. 36 with Fergum Theaters, were dismissed by FCC as "sham and false." Said Commission: "This is an unfortunate diversion when there is more to be gained in getting on to the basic business of providing service to Mansfield than in dissipating energies on impulsive charges born of the heat of hearing."

CBS's Ed Murrow will get his 6th honorary degree in June—from Hamilton College—in recognition of "the intelligence, honesty and clarity" of his broadcasts. He already has such degrees from U of No. Carolina, Temple U, Washington State College, Rollins College, Muhlenberg College.

Roy J. Turner, 12½% owner of KWTU, Oklahoma City, has announced he will oppose Sen. Robt. S. Kerr for Democratic nomination. Both are ex-governors of Okla., both millionaire oilmen.

CBS-TV president J. L. Van Volkenburg's recent commencement address at his alma mater, U of Minnesota, has been reprinted by the network in booklet form; it's titled "Television as an Extension School of Democracy."
Telecasting Notes: Mutual Broadcasting System's chairman-pres. Thomas F. O'Neil seized occasion of interview with Advertising Age's Maurine Christopher to nail recurring rumors network is in trouble, a whispering campaign which writer says reached crescendo a few months ago when network tried unsuccessfully to sell affiliates on a time barter arrangement. Far from being in trouble, Mutual never had it as good, said O'Neil, pointing to 1953 sales of $23,000,000, up 10% from 1952, and to growing list of top-hole sponsors. He said he still thinks the plan to give affiliates "upgraded" shows to sell locally in exchange for carrying a specified number of network programs was a good one—but he won't try to revive it . . . General Teleradio, like Mutual a subsidiary of General Tire, already has 3 TV stations (WOR-TV, WNAC-TV, KJH-TV), has closed deal to buy WHBQ-TV, Memphis (Vol. 10:5), owns 55% of upcoming uhf WGHT, Hartford. But it has no plans to become 5th TV network, said O'Neil; instead, it's going to concentrate on syndication of live & film shows . . . Bank of America v.p. Francis Herwood has leased 4-year rights to 30 big-name feature films, on which it had foreclosed, to General Teleradio for sum reported in excess of $1,000,000; their 1946-49 vintage, cost bank $17,000,000, are called "dynamite for TV" . . . WOR-TV claims it carries more second-run films than any other station in country; they pay off, says film chief Mel Fenster, for "after all, you don't expect theater audiences to catch films the first time around" . . . ABC film v.p. George Shupert, incidentally, this week released study of TV re-runs titled Lightening Strikes Twice . . . TV is no danger to movies, said Eric Johnston, MPAA pres. to Brasil Herald interviewer while at Sao Paulo film festival last month; rather, "it is stimulating us to improve the techniques and there is every likelihood that movies and TV finally will unite, although that may be a marriage not necessarily inspired by love" . . . Television Age for March surveys trend in station rates, notes they've jumped 400% in last few years but are now leveling off, yet says about 38% of then-counted 365 stations plan rate boosts this year with 14% "undecided"; same issue carries extremely valuable tabulation of women's programs on several hundred stations, with titles, conductors, times, spot rates . . . TV station rates range all the way from $90 to $4800 per hour, some 60% falling in $90-$300 range; one-time spot rates run $20 to $1076 . . . You can't compare ratings of TV against radio, says ABC in new study of daytime radio, Millions of Numbers, just released; ABC has also released brochure on TV, a New Super Sales Force for Super Markets . . . Duluth's year-old uhf WPTV, though it lost NBC & CBS shows to area's 2 new uhf outlets (Vol. 10:9), has gone into new Television Center at 230 E. Superior St., affiliated with ABC & DuMont; mgr. James Cole reports "local business is steadily increasing" . . . Fabulous giveaway; WTV, Bloomington, Ind., has sent electric blankets to timebuyers and friends as "a warm, friendly" reminder that the "Electronic Blanket of the Hoosier Heartland" has changed to Ch. 4 with 1000-ft. tower and 100-kw power . . . Snowbend Cleveland got 24-hour service from WNBK & WTAM, reporting on weather roads, school closing, factory shutdowns, etc. during 5 days last week that city was digging out from under 22 in . . . N. Y. Mayer Wagner going on TV, rotating among 5 local stations, with Sun. 2:30-3 p.m. Mayor's Conference along format of Meet the Press; city-owned radio WNYC will also carry off tape . . . Century Theatre, 7th Ave. off Central Park, N. Y., leased for 5 years from April 1 by NBC to replace soon-to-be-vacated Center and International theatres . . . Burton Rascoe, noted author, starting newspaper column titled TV First-Nighter, syndicated by Classic Features, 434 Broadway, N. Y. . . . WJPB-TV, Fairmont, W. Va. (Ch. 35), due on air any day, switches rep to Gill-Perma . . . Mary Margaret McBride, 20 years on radio as of May 3, quits 6-a-week show on ABC May 15 for long vacation, hopes to return in fall for once weekly TV and/or radio show . . . American Character Doll Co. establishes $2000 annual fellowship at Columbia U Teachers College in honor of Dr. Frances Horwich—"Miss Frances" of NBC-TV's Ding Dong School.

Evidence that TV and newspapers are essentially complementary, not competitive, is fact that in 1953, when 231 new stations went on air, daily newspaper circulation soared to record 54,472,286 and number of nation's dailies dropped only one, to total of 1785, according to new 1954 Editor & Publisher Yearbook.

Significant exception, however, was New York City, where only morning Times and evening Post showed circulation increases in 1953. All other papers showed enough decline to bring over-all circulation figure below 1952. New York daily newspapers dropped more than 500,000 in circulation over 5 years (thru 1952), with Sunday circulation off 1,500,000.

Asked why by New York U journalism students in series of interviews, circulation executives gave TV as chief reason. Other factors: higher price of papers, more non-English speaking residents, higher subway & railroad fares, population shift to suburbs.

Actual declines from their peaks (between 1946-50) to Sept. 1952 are reported in Dec. NYU News Workshop as follows, on basis of ABC figures: News, daily (Mon.-thru-Fri.) down 222,618, Sunday down 769,383; Mirror, 178,243 & 696,385; Herald Tribune, 26,960 & 141,456; Journal-American, 71,477 & 298,964; World-Telegram & Sun, 55,451 (no Sunday paper); Times, 34,915 and gain of 93,973 Sundays. Only Post showed daily rise, up 135,600.

Charles Streehan, Mirror, said TV has cut into circulation because people can fill their time more easily with it. A. D. Wallace, World-Telegram & Sun, stressed effects of TV on duplication sales and Charles Hoffmann, Times, said TV particularly hurt first editions of morning newspapers. B. G. Cameron, Herald Tribune, said TV's impact usually was reduced after first year.

New N. W. Ayer & Son's Directory of Newspapers & Periodicals shows U. S. English-language dailies hit new record combined daily circulation of 54,048,953, more than 300,000 over 1952's previous record.

TV-radio's emergence as a prime news medium is at least partly due to newspapers' preoccupation with providing "entertainment" for their readers. So said New York Times Sunday editor Lester Markel following March 8 White House visit. He said President agreed with him that the American people should be better informed on public affairs. Markel added that because "too many newspapers have turned to entertainment, many people have turned to other sources for their news." As example, he said more and more people in metropolitan areas are depending on NBC-TV's Today for their morning news. He cited survey which showed about one-half of the American people now get their news from TV-radio.

Editors of the 19 Scripps-Howard newspapers, meeting in Cincinnati, saw TV as a challenge but not a threat. Memphis Commercial Appeal editor Robert F. Paine Jr., who headed TV committee at 3-day seminar, made this report March 10: "TV is a challenge to newspapers for their readers' time, but they can meet the challenge by continuing to give readers what TV cannot. TV's necessarily brief news coverage should only stimulate newspapers to do a better, more complete job, particularly in the local field. . . ."

March Reader’s Digest article by Herbert Corey titled “TV and a Revolution,” excerpted from The Freeman, offers startling “news” that TV is changing political habits and outlooks, purports to quote ex-FCC chairman Paul A. Walker as saying that “in another year there will be 2000 TV stations with perhaps 100,000,000 viewers.” Mr. Walker doesn’t recollect making any such statement, though he may have done so around time he lifted the freeze in spring of 1952 (less than 2 years ago). He now agrees with us that as many as 500 by end of this year will be surprising indeed.

Shull Bonsall, Los Angeles investor, has bought Consolidated TV Sales (Dwight Whiting, gen. mgr.) from Norman Chandler (Los Angeles Times-KTTV) and Austin Sherman; has also acquired added features from George Bagnall & Assoc., which will act as its distributor. Sherman has ended his association with Jerry Fairbanks Inc., whose past telefilms are now owned by Bonsall, and Fairbanks Productions of California is now sole owner of its Sunset Blvd. studios.

GENERAL ELECTRIC reports it has shipped 32 uhf transmitters of 12-kw power since Jan. 1953, when it began deliveries of units using the 15-kw klystrons developed for it by Varian Associates, San Carlos, Cal. Thous uhf shipments of all manufacturers have dwindled to a trickle, Gates Radio reported this week it will show its 1-kw uhf transmitter for first time at IRE convention in New York, March 22-25, and RCA reported first 1-kw shipment of year to date—to upcoming KUDO, Corpus Christi, Tex. (Ch. 22).

Only new vhf order reported this week was by GE from WDBO-TV, Orlando, Fla. (Ch. 6); it ordered 35-kw transmitter and 6-bay antenna, which are due for delivery in about a month.

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

KALB-TV, Alexandria, La. (Ch. 5), with 5-kw GE transmitter ordered for delivery later this month and 500-ft. Phillips tower due to be completed by latter July, plans tests in Aug. or later and commercial programming in Sept. or Oct., according to pres. W. H. Allen. Weed will be rep. Ownership interlocks with KPLC-TV, Lake Charles (Ch. 7), which has July 1 target.

KPLC-TV, Lake Charles, La. (Ch. 7), remodeling newly-acquired building at 320 Division St. into studio-transmitter house, has ordered 5-kw GE transmitter for delivery later this month, hopes to get going by July 1, according to gen. mgr. Dave Wilson. Rep will be Weed.

WCHS-TV, Charleston, W. Va. (Ch. 8) has ordered RCA equipment for June 1 delivery, began construction March 15, plans July 1 tests and July 15 programming, reports pres. Lewis C. Tierney. It will affiliate with CBS & DuMont. Base hour rate to be $550. Rep will be Branham.

WKBT, La Crosse, Wis. (Ch. 8), with 10-kw RCA transmitter on hand and 500-ft. Stainless tower scheduled to be up by April 20, plans tests June 21, programming in July, according to pres.-gen. mgr. Howard Dahl. La Crosse Tribune is selling its radio WKTY to Herbert H. Lee (KDHI, Fairbault, Minn.) in order to exercise option to buy 41% of WKBT. Raymer will be rep. WTLB (Ch. 38), other La Crosse grantee, hasn’t set target date.

KQED, San Francisco (Ch. 9, educational), now hopes to begin tests by March 20 from atop Mark Hopkins Hotel using converted KFIP transmitter, reports gen. mgr. James Day. Larry M. Reed, ex-chief engineer of experimental KM2XCM, named KQED chief engineer. Drive for 6800 dues-paying members at $10-a-year in bay area began March 10 in San Mateo-Burlingame when Dr. A. John Bartky, chairman of Governor’s Citizens Advisory Committee on Educational Television, keynoted “sign for 9” kickoff rally in Burlingame Recreation Center.

WALB-TV, Albany, Ga. (Ch. 10), with 10-kw Standard Electronics transmitter being shipped soon, now hopes to get going by April 1, according to chief engineer John L. Rivard. It’s owned by Albany Herald. Rep will be Burn-Smith.

KBMT, Beaumont, Tex. (Ch. 31), now installing its GE transmitter, has 440-ft. Andrews tower scheduled for completion by April and has set April 15 as “rough target date,” writes new v.p.-gen. mgr. Jack Rossiter, ex-WJTV, Jackson, Miss. Application just filed with FCC proposes transfer of $5000 of the half interest in KBMT now held by J. A. Newborn Jr. & Jack S. Josey (25% each). After transfer, equal owners will be Randolph C. Reed, who will be new pres., and N. D. Williams, continuing as secy., with Rossiter holding option to buy 25% in equal amounts from two principals. Headley-Reed will be rep.
RCA COLOR RECEIVER PRODUCTION PLANS: "Some one has to step out in front and take the risk. And there's always some one in the crowd who cries 'you can't do that.' But when you're out in front, no one can kick any dirt in your face."

With his typical pithy language, RCA pres. Frank Folsom epitomizes company's attitude on its decision to plunge into production of 15-in. color sets -- in face of indications from many manufacturers that they're waiting for larger sizes, lower prices and more color programming (Vol. 10:10). Folsom's comment came after his March 11 announcement that RCA:

(1) Would begin commercial color set production within 10 days -- 3 months ahead of previously announced target -- and has set price at $1000.
(2) Has reached 2000-per-month rate of tri-color tube production -- this also is several months ahead of its earlier predictions.
(3) Would disclose its color production methods to all set-making licensees at March 26 session in Bloomington, Ind. receiver plant (Vol. 10:10).

Set to be produced is model CT-100, open-face console with 36 tubes including kinescope. Folsom stated that "several hundred" pilot sets have been built at Bloomington. He also stressed that service for the sets will be available, though price of service policy wasn't indicated.

*   *   *

Folsom feels situation today parallels that of 1947. 'Then,' he said, 'the rest of the industry wasn't interested in television until we showed them what we were doing at Camden. Now, business has been good in black- &-white for the last couple months and they're saying 'We don't need color.' I think this attitude will change when they see there's some business to be done in color.'

Asked about worries that 19-in. will quickly obsolete the 15-in., Folsom snorted: 'Is last year's Cadillac obsolete?'

RCA thus commits itself to the 15-in. shadow-mask tube while many other manufacturers are still debating whether it's best to start with larger tube or with different type of tube.

One thing is sure: When color "breaks" -- in the sense that color sets are produced in substantial quantities and public buys them -- there's going to be a mighty scramble to produce. One company, incidentally, which got off to slow start in black- & white but aims to get in on ground floor of color, is Westinghouse. For its attitudes and preparations, see p. 10.

AS TRADE SETTLES DOWN, MORE CASUALTIES: Current business recession, which some see as merely a slight slipdown from 1953 boom, has TV-radio-electronics manufacturers moving cautiously, producing at decelerated pace, selling reasonably well but at close-cropped profit margins.

There are many who regard this as a period of readjustment which will bring an inevitable squeeze on more companies. In wake of Muntz and Tele King bankruptcy proceedings (Vol. 7,10), it's freely predicted more "financial embarrassments" may soon come to light by way of bankruptcy proceedings, assignments or settlements -- possibly even a wave of mergers of smaller firms not likely to be precluded by any adverse Dept. of Justice interpretation of the anti-trust laws.

With the first 1954 quarter not yet ended, we've already seen Muntz (with its affiliated Tele-Vogue), Tele King, Shaw and Radar Electronics Inc. (once called Video Corp. of America) in bankruptcy court, to say nothing of CR tubemaker Fidelity Tube Co. and its radio-making Jewel & Gem affiliates.

Are more failures in the offing? We can't say -- but won't be surprised, though we've heard the same talk ever since the big fellows began their competitive
price forays after the great 1950 boom and the severe "inventory recession" of the spring of 1951. National Credit Office reports that since 1946 start of TV, exactly 168 firms related to electronic production of one kind or other have been involved in financial troubles, 47 of them identified as makers of TV and/or radio receivers.

Very few distributors have gone bust, though many have faded out of TV -- but TV-radio-appliance retail failures totaled 348 in 1953, reports Dun & Bradstreet, as against 210 in 1952, or 116 out of every 10,000 concerns vs. 76 the year before. That doesn't include changes in ownership or voluntary liquidations without loss to creditors. Small wonder creditors of retail establishments are unusually wary, as are creditors of the manufacturers since Muntz's troubles became known.

* * * * *

Our own records show that last year the "economic casualties" among manufacturers were Jackson Industries and its affiliated National Electronics Mfg. Co., Gotham Television (name changed from Harold Shevers Inc.), Transvision Inc., Regal Electronics, Video Products Corp., Television Equipment Corp., and tube-maker Zetka.

In 1952, Tele-tone, Starrett, Monarch and U.S. Television Mfg. Co. went under, also communications maker Link Radio; in 1951, Freed, Richmond, Vidcraft and Commander; in 1950, Trans-Vue, Remington, Nielsen, Televisa and Electronic Corp. of America.

Few electronics manufacturers unrelated to TV receivers have gone into bankruptcy; for the most part, those that got into trouble were simply absorbed by the bigger companies, some of them newcomers to electronics, or else merely switched to other production, or simply faded quietly out of business.

Note: Only top-echelon manufacturer of TVs on bankruptcy lists, Tele-tone (Vol. 8:5) was ranked 9th in production in 1950 (175,000 units valued at $21,875,000) by Television Shares Management Co. (Vol. 6:8) but wasn't on first-10 list in 1951.

* * * * *

TV production totaled 113,026 week ended March 5, compared to 105,721 units preceding week and 110,544 week ended Feb. 19. It compared with 166,235 in corresponding week of 1953 and brought production for first 9 weeks of 1954 to 1,050,000 vs. 1,616,066 same 1953 period. Radio output March 5 week was 188,526, compared to 192,949 week before. Nine-week production was 1,800,000 vs. 2,600,000 year ago.

Retail TV sales in January set record for that month, as expected, totaling 731,917, or about 75% more than Jan. production of 420,571. Furthermore, they were only 5.5% below normally peak Dec. sales of 774,856 and well above the 640,073 sold at retail in Jan. 1953. Retail radio sales in Jan. totaled 306,407, excluding auto sets, way down from the 1,456,008 sold in Dec. and 414,721 in Jan. 1953.

SHOOTING HIGH in color, whereas it admittedly lagged in black-and-white, giant Westinghouse confidently expects to keep pace with industry's Big 3 in production and sales of TV receivers. "We're all starting even in color," said TV-radio mgr. T. J. Newcomb this week after conducting us on tour of Metuchen, N. J. production line, "and Westinghouse is going to be the TV leader, for once."

Spurred by pres. Gwynv Price's avowed intention of lifting company's TV position to a level comparable with its high stature in appliances, Westinghouse subordinates are going all-out to prove they can grab an early lead in color and stay in forefront. Newcomb asserts Westinghouse, one of first to start color production line and put sets on retail market, "has the capacity to be a leader in production and we can expand our facilities further to equal the capacity of any manufacturer."

Why, we asked, is Westinghouse concentrating so much time, energy and money on sets with 15-in. tube, when so few other manufacturers besides RCA seem to be going ahead on that size?

"We want to be identified in the public mind with color," answered Newcomb. "We're prepared to spend a lot of money on advertising to make sure the consumer knows we're making a color set, which can be bought for $1,295. Of course, we don't expect to sell many of these sets to the public. Our experience with New York stores shows they won't buy them and we're not disappointed in that. But the more stores they're in, the more people will know about Westinghouse sets. Furthermore, we hope to use this period to learn how to merchandise color. I'm not convinced any manufacturer knows that yet. Maybe it's costing us too much to learn, but we think it will pay off eventually."

Westinghouse produced 200 color sets through Feb. and Newcomb says each costs about $9000 to produce. Current daily production varies, ranging up to 22. In addition to its own sets produced uses RCA, GE & Sylvania tubes. All sets produced have been sold to distributors, who report strong demand from dealers seeking traffic-builders.

Color production line has 115 operating positions, of which only 34 are now manned. The 34 employees will be used as cadre to train other workers in color. So complicated is color circuitry that twice as many wiring errors are made along line as on black-and-white. Consequently, it takes 16½ hours to assemble and test color sets vs. 5½ hours for black-and-white. Labor costs are 3 times as great.

Bendix Radio buys 25-acre tract across highway from main plant at Towson, Md., near Baltimore, for expanded manufacturing facilities.
Topics & Trends of TV Trade: "Fighting chance," is how RETMA spokesman describes odds on getting excise tax relief for TV-radio-appliance manufacturers (Vol. 10:10). Pres. Glen McDaniel made spirited plea for lowering 10% tax in conference this week with Senate Finance Chairman Millikin (R-Colo.), will testify before full committee March 15.

McDaniel sharply criticized House action this week in passing Reed bill (HR-5224) calling for reductions on score of items with excise taxes over 10% but ignoring TV-radio-appliances. "It is inconceivable that Congress would, in the first excise tax reduction program in 20 years, deliberately discriminate against the consumers of household articles indispensable to the health and welfare of every American family," he said.

He will tell Senate committee that House has provided for immediate or future tax reductions on items providing 90% of revenue from excise taxes, whereas household items on which tax was not reduced provide only 4% of excise tax payments and could be cut with substantially less loss of revenue to Govt. He'll also show that reduction of excise taxes on household articles will bring lower prices to consumer and increase employment.

* * *

TV set sales by Canadian factories totaled 34,890 in Jan., at average price of $367, compared to production of 43,835, reports Canadian RTMA. Projected production estimate is that 121,266 more sets will be turned out next 3 months. Inventory was 77,778 at end of Jan., compared to 68,833 at start of month. Quebec led in sales with 13,288; Toronto second, 8437; other Ontario, 3502; Ottawa & eastern Ontario, 2961; British Columbia, 2775; Hamilton-Niagara, 1950; Windsor, 1607; Prairies, 176; Maritime Provinces, 214.

Picture tube sales in Jan. totaled 575,661 valued at $12,173,923, down from 644,287 at $14,801,856 in Dec. and 988,316 at $23,892,982 in Jan. 1953, reports RTMA. Some 76% were 19-in. and larger. Receiving tube sales totaled 22,133,347 valued at $16,412,505, compared with 23,404,026 at $17,832,387 in Dec. and 37,343,081 at $25,688,914 in Jan. 1953. Of sales, 13,542,667 went for new sets, 7,158,537 renewal, 1,082,917 export, 389,226 govt.

Growth of discount houses and how they operate is told in 2 articles in March 8-9 Wall Street Journal based on 13-city survey. They show how they "combine austerity and psychology to cut prices and get mass sales" chiefly through savings on deliveries, sales help and merchandising frills. One Houston executive comments: "It's getting to the point where you're considered a fool if you buy anything at the regular retail prices."

Junking left-wing union, 20,000 GE production workers at Schenectady voted to sever connections with independent United Electrical, Radio & Machine Workers (UE) and affiliate with CIO's International Union of Electrical Workers (UEI). Former union was expelled from CIO after being consistently characterized as under left-wing domination.

Philco entered commercial air-conditioning field this week, disclosing plans to produce 2-ton air-cooled and 3 & 5-ton water-cooled units at new Connersville, Ind. plant. Prices were not disclosed. Philco also announced it will continue to purchase room air conditioners from York.

Commerce Dept. schedules TV-radio-electronics trade conference April 6, to which top manufacturing and trade assn. executives have been invited. Secy. Weeks will address conference, one of series with leading industries.

Magnavox donates about $1500 worth of TV-radio equipment to Purdue's Ft. Wayne Center for use in its technical courses, directed by Dr. R. M. Bateman.

Muntz TV, ordered reorganized last week after filing of petition under Chapter X of Bankruptcy Act by 3 creditors with claims totaling more than $475,000 (Vol. 10:10), this week asked court permission to file $10,000,000 counter-suit against American Television pres. U. A. Sanabria, his attorney I. Harvey Levinson and ex-Muntz engineering v.p. Raymond Olson. Pres. Earl Muntz charged trio, all Muntz stockholders, with "false and malicious" statements concerning his solvency, said they were conspiring to acquire Muntz firm through bankruptcy or forced sale. Chicago Federal Judge Knoch set hearing April 9 on increasingly acrimonious case. Muntz meanwhile halted TV production and shut down all retail stores except those in Chicago, Detroit, Cleveland & St. Louis. In other bankruptcy developments: (1) Tele King, which filed Chapter XI petition month ago (Vol. 10:7), was permitted to continue until March 24, when schedules will be filed. (2) Shaw Television Corp., Brooklyn, offered creditors 50% in installments, was allowed to remain in business. (3) Assets of bankrupt Fidelity Tube Corp., Jewel Radio & Gem Radio, all of 900 Passaade Ave., E. Newark, and owned by Don J. Ferraro, were sold for $370,000.

* * *


Remember those Nujiel-filled magnifiers that were offered in the long ago days of 10 & 12-in. "supersizes" in order to magnify TV images? Well, here's one to beat them all—and it could come only from Hollywood. Columnist John Crosby relates, "At Pickfair, Miss [Mary] Pickford and her husband, Buddy Rogers, watch TV on a custom-built set with a 30-in. screen which, when pulled out, becomes 40-in. Between the tube and the screen, there is a compartment containing 5 gallons of oil. This gives a third dimensional effect. The set is so good, Miss Pickford claims, that movies made 25 years ago look brand new."...

RCA offering for sale its 200,000-sq. ft. cabinet plant in Pulaski, Va., once employing 800, closed last 2 years, price undisclosed. And, having farmed out some of 45rpm phonograph to V-M and others, RCA is now making them at its Cambridge, Mass. and Canonsburg, Pa. plants.

GE consolidates receiving tube production at Tell City, Ind. plant next week, closing down tube mount assembly plant at Huntingburg, Ky. and transferring some 450 employees.

Ziff-Davis Pub. Co., Chicago, has purchased Communication Engineering Magazine from Milton B. Sleeper, will merge it with Radio & Television News beginning with April issue.

Electronics Reports: Two new transistor developments, making possible transistors with “complete stability” and transistors capable of operating effectively at high temperatures, were announced and demonstrated by James J. Sutherland, gen. mgr. of Sylvania’s electronics div. to group of military officials in Washington March 10. Sutherland said stability was achieved through use of “stabilized germanium” which prevents characteristics of transistor from changing and decreasing its efficiency or making it inoperative. Stabilized germanium is immune to effects of moisture and deterioration through aging, he said, overcoming “the greatest single obstacle to widespread use of transistors.” Sylvania plans to begin quantity production of stabilized germanium transistors later this year.

Sylvania also is applying principles of germanium stabilization to its crystal diodes, and claims new process will “lock in permanently the characteristics that initially are built into diodes.”

Company also disclosed development of germanium-silicon alloys which permit high-temperature operation of transistors. One such alloy, Sutherland said, permits effective transistor action up to about 350°, as opposed to 212° limit of efficient operation of germanium transistor. He said Sylvania engineers are now testing laboratory-produced transistors containing various percentage mixtures of germanium and silicon.

Another use for transistors: Ampro Corp. announces motion picture projector incorporating transistor for sound amplification, eliminating separate bulky power transformer. New projector, priced at $725, is primarily designed to play back film with magnetic sound tracks. Announced recently by Army Signal Corps was dynamic microphone with transistor amplifier built into handle, which “shows promise of eliminating the hissing and rattling noises which many times have seriously disrupted radio communications” from combat vehicles.

First all-transistor telephone system—without a single vacuum tube—is being operated experimentally at Americus, Ga., 135 mi. south of Atlanta, by Bell Labs. It uses 310 transistor circuits, Bell Labs says, and plant is one-tenth size that would be required if tubes were used. Transistors are operated from dry batteries, eliminating need for power plant.

Self-propelled undersea TV camera system, successfully used at depths up to 100 ft., is described in new report from radio & electrical engineering div. of National Research Council of Canada. Available from Library of Congress, Publication Board Project, Washington, as Commerce Dept. technical report PB 112610, the 12-pp. report is $1.75 in microfilm, $2.50 photostat.

Burroughs Corp. last week began occupying new $3,000,000 electronics research laboratory in Paoli, Pa. The 105,000-sq. ft. center by June 1 will be fully occupied by 350 engineers and office workers, now headquartered in Philadelphia.

DuMont's first 2-way mobile equipment is for 25-54 mc band, with 35 watts output for 25-45 mc and 30 watts for 45-54 mc. Equipment for 150-160 mc and 450-470 mc bands is under development.

New compact vidicon camera for industrial and broadcast use has been introduced by Kay-Lab (Kalbelf Lab-oratories Inc.), 1090 Morena Blvd., San Diego, Cal.

GE heavy military electronics equipment dept. to construct 2 new buildings in Syracuse, adding 100,000 sq.-ft. for office and shop activities.

Financial & Trade Notes: Motorola 1953 sales set all-time record of $217,964,074, gain of 29% over $168,734,663 in 1952 and considerably ahead of previous high of $177,104,669 in 1950. Net earnings were $7,076,335 ($3.66 a share), slightly higher than the $7,012,700 ($3.62) reported in 1952, but well under 1950's record $13,130,246 ($6.78). At year's end, consolidated working capital stood at $38,222,001, increase of $214,754, and shareholders' equity increased $4,173,639 to $45,929,419.

Pres. Paul Galvin, in annual report, characterized 1953 as year of preparation—acquisition of new facilities, and engineering development in fields of color TV, plated circuitry and transistors. While fourth quarter's sales fell below expectations "due in part to the general slackening of demand for consumer durables and in part to publicity given color TV," he predicted 1954 would be second best sales year in history. He forecast sales of 100,000 color sets by industry in 1954; said volume production awaits satisfactory large-size picture tube which may appear in 1954; added, "and color TV may, sometime in 1955, begin to constitute a significant portion of our sales." Motorola has not yet attempted to press for production and sales of color sets, he said.

Motorola's civilian and military electronics and communications sales set new records in 1953, "and contracts in hand indicate that these records may again be exceeded in 1954," said Galvin.

Among officers' and directors' stock transactions reported by SEC for Jan.: Robert L. Huffman Jr. bought 1000 AB-PT, holds 1000; Sterling B. Withington bought 500 Avco, holds 2000; Charles A. Dilley bought 100 Clevite (Dec.), holds 960; O. P. Gokay bought 100 Clevite, holds 1000; Sydney L. Hall bought 200 Clevite, holds 200; Stanley F. Patten bought 100 DuMont, holds 400; Irving G. Rosenberg sold 100 DuMont (Dec.), holds none; R. T. Capodanno bought 500 Emerson Radio, holds 550; Walter E. Green bought 100 General Precision Equipment common, 595 pf., holds 633 common, 595 pf.; R. N. Harder bought 525 General Precision pfds., holds 525; Philip F. LaPallette bought 100 Hazeltine, holds 2000; Ruby M. Ballard sold 600 Muntz TV, holds none; Thomas E. Courtney sold 5000 Muntz TV, held 30,000 as of Jan. 13; Edwin D. Foster bought 100 RCA (Dec.), holds 300; Harry C. Hagerty bought 100 RCA, holds 100; Mildred MeAfee Horton bought 100 RCA (Aug.), holds 200; Ivan A. Getting bought 200 Raytheon, holds 200. Note: In our listing of Dec. stock transactions (Vol. 10:9), we erred in reporting sale of 3000 shares by Dr. Allen B. DuMont. The item should have read that Dr. DuMont purchased 500 in Nov., gifted 3000 in Dec. to school and charitable institutions, holds 42,900.

Wilcox-Gay (Majestic) reports record 1953 sales of $17,747,842, net profit of $201,515 (7¢ a share), compared to preceding year's $17,641,548 and $330,110 (10¢). Chairman Leonard Ashbach predicted new sales record for 1954 due to company's recent entry into air conditioner and major appliance field.

Muter Co. declares 2% stock dividend in lieu of usual cash dividend, pres. Leslie F. Muter reporting it's to conserve funds for possible purchase of another firm in electronics field, unnamed but now in hands of creditors' committee.

Westinghouse, in recognition of its 7500 stockholders who live in California, holds annual meeting April 7 in Sunnyvale, Cal., 40 mi. south of San Francisco, first time annual session has been held in west.

Electronic Associates Inc., Long Branch, N. J., reports 1953 profit of $130,700 ($1.18 on 110,667 shares) compared with $96,800 ($8.98 on 98,037 shares) for 1952.

Storer Broadcasting Co.'s first report since adding some 1500 shareholders by placing 200,000 shares on public sale last year (Vol. 9:45,47) shows 1953 net profit of $1,955,677 after provision for normal and excess profits taxes. After preferred dividends of $101,032, earnings on common amounted to $1.70 per share. Federal income taxes for 1953 were estimated at $3,947,675 ($3.57 per common share), of which $983,000 (89¢) was excess profits tax. Five radio properties (out of 7 owned) for which comparable data is available for 1952 gained 31%; 4 TV stations (out of 5 owned) increased 45.4%. Company also owns 46 2/3% of voting stock of Standard Tube Co., Detroit manufacturer of electric welded steel tubing; owns outright the Miami Beach Sun, evening and Sunday newspaper; owns 95% of CMTV, Havana, Cuba (Ch. 11). Total assets are given as $17,446,318 as of Dec. 31, 1953, including $4,915,405 earned surplus after payments of preferred and $310,104 in common stock dividends. Current liabilities were $5,623,351, total long-term debt $4,014,405.

Tight safeguards against "American-style" TV have been written into British Gov't.'s bill to establish commercial TV. The measure, published March 5, would establish Independent TV Authority (ITA) as competitor of non-commercial BBC, and provides that programs and commercials shall be "predominantly British in style, of high quality and well balanced in subject matter." Other provisions of proposed law: (1) Commercials would be allowed only at beginning and end of programs or in "natural breaks." (2) ITA would own transmitting facilities and operate on subsidy of up to $2,100,000 from license fees paid by TV set owners to support sustaining programs. (3) Commercial programs would be put together by contractors, who must be British subjects and must not be "advertising agents." (4) ITA would not be permitted to buy sole TV rights to "public ceremonies, public spectacles and important sporting events"; BBC must have equal access. (5) Three commercial stations would be permitted to go on air by mid-1955—in London, Manchester and Birmingham. (6) Postmaster General would have virtually absolute authority over programs, facilities and number of stations.

NLRB decision affirming musicians' rights to ad lib on radio programs without coming under jurisdiction of other talent unions was hailed this week by AFM's Jimmy Petrillo as a major victory in his union's running battle with AFTRA. The NLRB ruling involved AFTRA petition to certify bargaining unit at Westinghouse's KEX, Portland, Ore, including all employees appearing regularly before microphone. Board ruled that 2 musician employees didn't necessarily belong in the AFTRA unit, since their speaking duties were incidental to their employment as musicians.

Schine Chain Theatres, 55% owners of grant for WPTV-TV, Albany, N. Y. (Ch. 23) and 50% of CP for WNYT-TV, Rochester (Ch. 27), were targets of criminal and civil contempt actions filed by Justice Dept. in Buffalo district court this week. Organization is charged with failure to comply with terms of 1949 anti-trust decree—involving sale of theatres, bookings, etc. Chances are FCC will withhold any action on Schine, as a grantee, pending outcome of Justice Dept. proceedings.

Dividends: American Broadcasting-Paramount, 25¢ payable April 24 to stockholders of record March 26; IT&T, 25¢ April 15 to holders March 19; General Instrument, 25¢ April 15 to holders April 2; Canadian Westinghouse, 50¢ April 1 to holders March 15; National Co., 10¢ March 30 to holders March 25; Muter Co., 2% stock div., March 31 to holders March 15.
Orders to buy Tulsa’s KOTV (Ch. 6) are under consideration, reports March 9 Tulsa Tribune whose Washington correspondent states that John Hay Whitney & Co., New York, is considering one proposition and that actor Bob Hope, part owner of Denver’s KOA-TV, is reported to have offered $2,600,000 but that co-owner Helen Maria Alvarez has said she would not sell for less than $4,000,000. “A prominent Oklahoman,” who asked not to be identified, also is quoted as saying Mrs. Alvarez had offered him the station. Wrede Petersmeyer, of the Whitney firm, which is associated with Jerrold in several community antenna enterprises, told the newspaper KOTV is “one of the many propositions” before the company. Mrs. Alvarez, who founded the station in 1949 and later acquired half interest when it was reorganized and 50% sold to Hollywood oil millionaire Jack Wather, is on a European vacation and could not be reached for comment. Mr. Wather, however, informed his Washington counsel station is not for sale—but he said offers have been received, as in the case of most profitable TV stations. Mrs. Alvarez and Mr. Wather also own KGMB-TV, KGMB, San Diego, which they purchased last year (Vol. 9:5, 13), and are known to have been seeking to buy other TV properties. At recent FCC hearing on Corpus Christi Ch. 10 Mrs. Alvarez testified she would move to that city if her group won grant.

Details of Time Inc.’s purchase of 4½-month-old KLZ- TV (Ch. 7), along with pioneer KZL (5-kw on 560 kc), as first hinted last week (Vol. 10:10), were released this week by principals. Big publishing house is buying all outstanding stock at $240 a share, making total commitment approximately $3,500,000. Time Inc. acquires net current assets and assumes certain long-term obligations. It has asked pres. & gen. mgr. Hugh B. Terry, who sells his 18% stock, to stay on—and he’s expected to do so after a vacation to convalesce from recent serious illness. Other stockholders who will sell, subject to FCC approval; Harry E. Huffman, chairman, 13.33%; J. Elroy McCaw & Theodore R. Gamble, 20.36% each; Frank H. Ricketson Jr., 13.57%; and 38 others, none owning more than 1.5%. It’s Time Inc.’s 3rd TV-AM purchase; other 2 (KOB-TV & KOB, Albuquerque, Wayne Coy, gen. mgr. & 50% owner; KDYL-TV & KDYL, Salt Lake City, G. Bennett Larson, gen. mgr. & 20% owner) are NBC affiliates while KLZ-TV & KLZ are CBS. Ex-FCC chairman Coy, also TV-radio consultant to Time Inc., acted in the Denver deal along with Wes Pullen, of the Time Inc. business staff.

Two new TV applications this week, and week’s 3 grants and 4 applications dismissed or denied, brought total pending at week’s end to 279, of which 49 are for uhf stations. Applications were for Parma, Mich., Ch. 10, a group including WKHM, Jackson, WMKH, Dearborn, and WKMF, Flint; for Gastonia, N. C., Ch. 48, by Air Pix Corp., Lowell, N. C., headed by yarn manufacturer Coit M. Robinson and free-lance announcer W. C. Bivens. [For further details about these applications, see TV Addenda 18-J herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18 with Addenda to date.]

Senate passed and sent to White House March 12 three FCC-requested amendments to Communications Act: HR-4557, abolishing necessity for grant, amateur & mobile stations to get CPs; HR-4558, giving Commission 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act as misdemeanor rather than felony. All had previously been passed by House.

NARTB Code Review Board (John E. Fetzer, WKZO-TV, Kalamazoo, chairman) holds quarterly meeting at NARTB headquarters, March 29-30.

Long-discussed Westinghouse deal to acquire KPIX, San Francisco (Ch. 5), first revealed as a 49% sale (Vol. 9:45), is nearing closing stage, should be finalized shortly, will be an outright sale of all stockholdings of approximately $6,000,000. Primarily, it will be a tax-free exchange of stock, most of the equities in KPIX being swapped for Westinghouse stock. Contract is still being worked on by the attorneys—James Lawrence Fly for the KPIX group and Westinghouse counsel John Steen—and it’s planned to make contract retroactive to last Jan. 1, subject to FCC approval. Sellers are Associated Broadcasters Inc. (Wesley Dumm), 71%; Philip G. Lasky, gen. mgr., 14%; R. C. D. Bell, 10%; Franklin Dumm, 3%; George Hughes, 2%.

General Teleradio Inc.’s purchase of WHBQ-TV, Memphis (Ch. 13), along with WHBQ (5-kw day, 1-kw night on 500 kc, MBS), has been finalized essentially as first reported (Vol. 10:5) and transfer papers will be filed in about a week. Cash payment to seller Harding College will be $600,000, remainder ($1,900,000) to be paid over 10 years by way of leaseholds with options to pay up. General Teleradio, to comply with 7-limit AM rule, has agreed to dispose of its KGB, San Diego (1-kw on 1960 kc, MBS) to gen. mgr. Marzes R. Harris, in partnership with Don Lee Network v.p., Willet Brown’s young son, who has just been inducted in the Army. Terms of sale haven’t yet been released.

Senate hearing on FCC filing fees (Vol. 10:5, 7-8) will take at least 2 days—March 16 & 17—because of the number of witnesses asking to appear. Communications subcommittee headed by Sen. Potter (R-Mich.) actually will be airing S-2926 by Sen. Johnson (D-Colo.) to substitute “nominal” fees for FCC’s proposed schedule—but some witnesses, such as NARTB, are expected to attack whole principle of fees, nominal or not. In addition to FCC & NARTB, these witnesses have asked to be heard: Assn. of ICC Practitioners, American Merchant Marine Institute, Conference on Maritime Labor & Management, Pacific Steamship Assn., communications attorney Carl Shipley, Lake Carriers Assn., Royal Call Co. of Cleveland.

Continuing his TV-radio “anti-monopoly” crusade, Sen. Kilgore (D-W. Va.) this week wrote Attorney General Brownell, asking whether present anti-trust legislation is adequate to prosecute any corporations which have monopoly over TV-radio communications, and requesting him to recommend new legislation, if necessary. Last week he asked Sen. Bricker (R-Ohio) and Sen. Langer (R-N. D.), chairman of Commerce and Judiciary Committees, to investigate (Vol. 10:10). This week Langer replied that his monopoly subcommittee will look into matter, and Bricker said he had turned Kilgore’s request over to Sen. Potter (R-Mich.), chairman of communications subcommittee.

Reminding stations about new color transmission standards, FCC has notified them that excessive out-of-channel radiation will be produced unless proper modifications are made when transmitting programs originating in color. If modifications aren’t made, Commission said, station should remove chrominance components from color signal received from network. (For full text of FCC’s technical standards for color, see Television Digest Dec. 17 reprint of Final Color Report.)

N. Y. Supreme Court denied WOR-TV & WOR temporary injunction to ban picketing by 40 fired union musicians March 11 (Vol. 10:10), and AFM Local 802 said picketing would be resumed.

Next interconnections scheduled by AT&T: KMMM, Austin, Minn. & WSJY, Elkhart, Ind., March 15; KHQA, Hannibal, Mo., March 20; WSLI-TV, Jackson, Miss., March 21.
In this issue:

1. Adds TV to AM-FM Plant for $118,005, page 1
2. 3 New TV Cities as 5 Start, One Quits, page 1
3. 2 CPS—VHF's in Spokane and El Paso, page 2
4. TV Competition—The South American Way, page 3

March 20, 1954

ADDS TV TO AM-FM PLANT FOR $118,005: "We made it! We're on the air with a capital outlay of only $118,005 -- the lowest, I think, of any TV station in history." Thus, exultantly, J. Patrick Beacom phoned us to report that his WJPB-TV, Fairmont, W.Va. (Ch. 35) had begun test patterns this week. It goes commercial March 28, with shows from all the networks via own one-hop relay from Pittsburgh, 95 mi. distant.

Prudent equipment buying and integrated TV-radio operation is the answer to the problem of smalltown TV, said this 46-year-old ex-GI who also owns 250-watt AM WVVV, Fairmont; WBUT, Butler, Pa.; WBTZ, Martinsville, W.Va.; and WJPB-FM, also in Fairmont. Combined TV-radio staff in Fairmont (1950 pop. 29,546) totals only 22.

The $150 TV card rate also offers special inducements to radio sponsors.

Pat Beacom, who has sat in both houses of the State Legislature, started out with no added investment in real estate, having planned radio building for ultimate TV expansion. He bought Continental uhf transmitter for $46,500; RCA slotted antenna with lines, $18,000; General Radio monitor, $5000; GPL vidicon chain (first of kind) with GPL projector and remote camera, plus relay equipment, etc., costing remainder.

Station will start in operating black, says Beacom, already has a nice list of national accounts. He's particularly proud that he has proved it wasn't just "big Irish talk" when he asserted last year (Vol. 9:50) that he would get north-central W.Va.'s first TV station on air within shooting distance of $117,565 budget. He did it, all right -- put out first signals on St. Patrick's Day, at that!

Note: Rogan Jones reported he spent only $82,000 on KVOS-TV, Bellingham, Wash. (Ch. 12), this figure covering home-built transmitter and other equipment without camera chain (Vol. 9:21). He also publishes $90 Class A rate, lowest of record.

3 NEW TV CITIES AS 5 START, ONE QUITS: Five more stations took to the air this week -- including one vhf educational and 2 uhf -- and another uhf is going off. Total on air thus is brought to 376, of which 129 are uhf. Three cities get stations for first time: Great Falls, Mont.; Fairmont, W.Va.; Elkhart, Ind. The other 2 went into Pittsburgh (educational) and Jackson, Miss.

Latest economic casualty is WOSH-TV, Oshkosh, Wis. (Ch. 48), which notified FCC it's quitting March 22. Like other 5 uhf which have given up (Vol. 10:11), it attributed financial troubles to difficulty in getting top network programming, says it lost about $150,000 since debut last June. It's owned by AM broadcasters mgr. Wm. F. Johns Jr. & Wm. F. Johns Sr. It had uhf competition from WNAM-TV in nearby Neenah (Ch. 42), vhf from CBS-affiliated Wabay-TV, Green Bay (Ch. 2), about 30 mi. away. WMBV-TV, Marinette (Ch. 11) is due on the air this summer, NBC affiliated, its transmitter midway between Marinette and Green Bay. This week's new starters:

WQED, Pittsburgh (Ch. 13), first vhf "competitor" to DuMont's WDTV for audience in that 1-uhf, 2-uhf station metropolis, began regular test patterns March 19 and will be formally inaugurated April 1 as the 4th educational non-commercial station actually on the air. Its 5-kw DuMont transmitter & RCA antenna are installed...
at Westinghouse's KDKA-FM tower on Herron Hill overlooking Pitt Stadium; studios at 4337 Fifth Ave. are in building donated to U of Pittsburgh by Pittsburgh Plate Glass Co. It's community project, launched with $350,000 in grants from Arbuckle-Jamison Foundation, Ford Foundation and A.W. Mellon Trust. Operating funds come from voluntary $0.50-per-student contributions in schools in the 10-county area around city and from $2 subscriptions to monthly WQED Program Previews, as well as gifts. Pittsburgh Plate Glass v.p. & gen. counsel Leland Hazard, prime mover in project, heads impressive group of civil and business leaders guiding WQED. William A. Wood, ex-CBS-TV Washington director of public affairs, is gen. mgr.; Edward P. Wegener, ex-WO1-TV, Iowa State College, program mgr.; Edward Horstman, ex-ABC Chicago, chief engineer.

KFBB-TV, Great Falls, Mont. (Ch. 5) opened up new market when it aired first test patterns March 19, being located 117 mi. from Butte, 178 mi. from Billings, only other cities in state with TV. Programming starts March 21, 4½ hours per day, as CBS non-interconnected affiliate. Station uses 5-kw DuMont transmitter, 400-ft. tower on Glacier Park Highway. Joseph F. Wilkins is pres.-gen. mgr., owning 50.4%; Fairmont Corp., Anaconda Mining Co. subsidiary, which also publishes chain of newspapers in state, owns 30.3%. Base hour rate is $150. Rep is Weed.

WJPB-TV, Fairmont, W.Va. (Ch. 35) began testing March 17, goes commercial with service from all networks via own relay from Pittsburgh March 28, reports good signal over 30-mi. radius, which includes Morgantown (19 mi. away) and takes in some 280,000 people. This is the station whose owner J. Patrick Beacom aimed to put on air at half the usually accepted "irreducible minimum" cost of $250,000 -- and did (see p. 1). Robt. Drummond is gen. mgr.; Jas. Friderome, TV director; Robt. Frazier, program mgr.; Richard McBride, chief engineer. Base rate is $150. Rep is Gill-Perna.

WSJV, Elkhart, Ind. (Ch. 52), just east of South Bend and second uhf in area, began testing March 15, limited commercial operation March 20. Owned by the Elkhart Truth, daily newspaper, it has 1-kw RCA transmitter with antenna atop WTRC's radio tower only 14 mi. from South Bend. John F. Dille Jr. is pres. & gen. mgr.; John J. Keenan, commercial mgr.; Edwin J. Lasko, ex-WBKZ-TV, Kalamazoo, program mgr.; Lester W. Zellmer, chief engineer. Basic network affiliation is ABC, with some NBC & DuMont programs. Base hour rate is $250. Rep is R Television.

WSLI-TV, Jackson, Miss. (Ch. 12) put on first test patterns March 15, interconnects with ABC March 27. It uses 20-kw GE transmitter with 12-bay antenna on an Andrews tower. Owned by Standard Life Bstg. Co., it's second vhf in city owned by an insurance firm (Lamar Life's WLB, Ch. 3, NBC, having started last Dec. 20) to compete with newspaper-owned uhf WJTV (Ch. 25, CBS-DuMont) which began Jan. 20, 1953. L.M. Sepaugh is gen. mgr.; Owens Alexander, TV mgr.; Evan Hughes, commercial mgr.; C.A. Perkins, chief engineer. Base hour rate is $200. Rep is Weed.

2 CPs—VHF's in Spokane and El Paso: Unusual grant this week, of the 2 issued, was one for Ch. 13 to KELP, El Paso, which thus gets channel relinquished last Dec. 23 by KEP0. Apparently, KELP is more hopeful of making out despite existence of two other stations in town -- KROD-TV (Ch. 4) and KTSN-TV (Ch. 9). KELP is owned by McLendon family, once operators of now-defunct Liberty network. They also hold CP for KLIF-TV, Dallas (Ch. 29), are buying CP for KTG, Corpus Christi (Ch. 43).

Other CP this week was to Louis Wasmer (KREM), Spokane (Ch. 2). There was also an initial decision favoring Ch. 18 grant to WFLB, Fayetteville, N.C., after competitor Ralph E. Hess amended to Ch. 54.

Another FCC action had novel aspect -- final decision denying application for Ch. 30, San Bernardino, Cal., on grounds applicant is too weak financially and technically. Denied was Orange Belt Telecasters, the group of youngsters who proposed to build station for $25,984 (Vol. 9:38). Commission acted on its own, denying the grant despite favorable report by examiner and FCC Broadcast Bureau.

Readying for CP on Ch. 10, Wichita, are KAKE and Mid-Continent TV. Former had been favored in initial decision, but the 2 have agreed to form new corporation 50% owned by each and have asked for CP, now that contest is dissolved.

FCC continues to keep after old grantees who haven't built, meanwhile, to make sure they have good reasons. This week, for example, it informed 2 more that
it can't give them more time to build without better explanations; letters went to WSGN-TV, Birmingham, Ala. (Ch. 42) and WCBS-TV, Rochester, N.Y. (Ch. 15).

There have been 58 CFs turned in since freeze, 47 of them uhf. Quite a few more "on the FCC hook" are now making up their minds.

FCC finalized a flock of allocations changes this week, making assignments read as follows: Manford, Ala., *7; Crossville, Tenn., *77; Lexington, Tenn., *11; Sneedville, Tenn., *2; University, Ala., *74; Tupelo, Miss., 9, 38; Cookeville, Tenn., 24, *69; Jackson, Tenn., 7, 16. In another action FCC proposed that Ch. 35, occupied by WTRI, Schenectady, be assigned to Albany-Schenectady-Troy rather than to Schenectady alone. WROW-TV, Albany (Ch. 41) is opposing the change.

Another step in long wrangle between Providence grantees WPRO-TV (Ch. 12) and WNET (Ch. 16) came this week with FCC's dismissal of WPRO-TV's protest against grant of STA to WNET permitting it to start operations, due momentarily.

TV COMPETITION—THE SOUTH AMERICAN WAY: Just as the German Volkswagen is cutting deeply into U.S. domination of automotive business of South America, so the Dutch company Philips — and, to a lesser extent, Siemens and Telefunken of Germany — are giving our American TV-radio-electronics manufacturers and importers an increasingly tough run for their money down there.

Visiting with one U.S. brand-name distributor while on tour there recently, we asked him to name his competitors — expecting to hear usual American names because so many are so prominently advertised. His grim-humored reply spoke volumes:

"Well, there's Philips, and then there's Philips, and of course Philips." A General Motors man who was present piped up, "Oh yes, and don't forget Philips of Eindhoven, Holland!" I observed that my distributor friend, who also handles many other lines of appliances and machinery, had a large Siemens all-wave table radio in his own parlor. "We handle some Siemens items, too," he said, as if such overlapping representation was perfectly natural, "and I must say that Telefunken is getting to be quite a competitor also."

Restrictions on importations of TV chassis, tubes and parts by way of license quotas, dollar exchange controls, tariffs put TV definitely in the luxury category in the soft currency countries of South America — and most of them are very soft! To a lesser extent, domestic-built radios feel the same pressures in importing certain components, notably tubes. But the radio business is well-established, with plenty of broadcasting stations (including many shortwavers beaming into the hinterland) owned by plenty of politically important people.

A sizeable radio manufacturing industry has grown up, domestic and foreign-owned, especially in Brazil where some 600,000 sets are produced annually with all tubes imported from U.S., Holland, Denmark (including estimated 2,000,000 replacements per year). There's also a flourishing radio production in Argentina and Chile.

Brazilian radio plants have assembled some TV sets, would make a lot more if dollar exchange were procurable at more reasonable rates. Most prominent U.S. plants are GE, RCA, Philco, Standard Electric (IT&T). Most important foreign -- Philips. Most prominent domestic -- Invictus, Semp, Florida, Assumpcao. All told, they've turned out an estimated 30,000 TVs in last 2 years, importing some 30,000 additional chassis, importing all picture tubes, making own cabinets. The rest have been imported in job lots under license, or singly by individuals.

Everybody foresees great prospects for TV trade, once more stations go on the air and once govt. controls are relaxed and the industry can become more self-sufficient. Tubes are a highly competitive item, with Philips moving in heavily on CR picture tubes. There have been announcements that both Philips and RCA are going to set up tube plants, a project Sylvania also surveyed but is said to have shelved.

The Brazilian military, very important politically, are particularly favorably disposed to the encouragement of a TV industry that can provide a ready source of radar and other electronic gear, as it does in the U.S. That's one of the most
promising aspects of the industry's future in that country, where 3 stations are already operating in Sao Paulo, one in Rio de Janeiro, others projected (see p. 5).

Argentina has only Radio Belgrano's LR3 TV in Buenos Aires, hopes for more but has such tight economic controls under Peron that profits can't be taken out and there's little to persuade U.S. capital to expand present operations.

* * * *

Despite the stiffest kind of competition from overseas competitors and local assemblers, able to produce more cheaply and unhindered by cartel restraints, TV sets of all kinds come very high. In Brazil, for example, a 17-in. table model will cost anywhere from $360 (made by entering local Invictus firm for its own label and for Sears Roebuck private label) to $700. Some of the in-betweens are outdated U.S. brands, many of them obviously dumped but commanding the high prices because of American brand prestige. Same and even better 17-in. now cost under $200 here.

There are some 19-in. and a few 21-in., the latter much "too new" and costly to be a big factor on the market. Consoles with 17-in. are commonplace at $1000, often are luxury items at $1500 and $2000 with the popular 3-speed phono and growing emphasis on hi-fi. The phonograph record business is booming, prices of records being comparable to those in U.S. since all pressing is done locally.

Up to 50,000 TV receivers are claimed for booming Sao Paulo, the telecasters claiming perhaps 25,000 more in fast-spreading environs of that fabulous metropolis. Between 25,000 & 35,000 are claimed for one-station Rio, about the same number for Buenos Aires. Admen think the count is too high, especially since station card rates compare with those in U.S. cities with TV sets-in-use running into 6 figures.

Chile and Peru, the only other countries we visited, have no TV stations as yet, awaiting govt. sanctions of applications by private enterprisers (mostly, as in U.S., radio and newspaper folk) which are confidently expected soon. Only other city in South America having TV stations is Caracas, Venezuela, with 3 (one govt.-owned) but we didn't stop there long enough to conduct any kind of inquiry.

Political favoritism and endless bureaucracy are generally accepted as integral phases of frustratingly slow and casual Latin business & regulatory methods -- with a decided predilection for govt. operation of at least some TV stations, as is the case in radio. Anybody wanting to make a quick buck had better stay away, though dealers aren't above doing so with their 50%-and-higher margins of profit and an unregulated installment buying system that permits 1½ per month on unpaid balances.

* * * *

North America's booming TV industry is eyed enviously, respected enormously -- so much so, indeed, that there's scant chance of the adoption of any other than U.S. transmission standards in most places. Temporarily, the Rio station is operating on European 625 lines, 25 frames, but it's committed to go to U.S. 525-30 once a second station starts, expected soon. Govt.-owned but privately operated Buenos Aires station, built by IT&T, is on European standards, too -- but no others.

Mainly, what makes the TV trade outlook in South America different from ours is the absence, outside the very big cities, of a dominant middle class as we know it here. Thus the scope of buying power is restricted not only by price but by numbers of people. Mass production is a long way off unless the Govt. decides that TV is an essential. Today it's looked upon as an even greater luxury than automobiles.

More stations are coming, but network prospects are nil (except for one projected linking of Rio & Sao Paulo). The impulse to rush into the business of telecasting isn't overwhelming, with equipment from the U.S. costing double or more what a North American might pay. European competitors, none too popular yet, must charge nearly as much. Always the hard-bargaining Latin buyers will hold out to companies like DuMont, GE, RCA & Standard Electric proposals to swap for TV-radio advertising time, sometimes even for newspaper & magazine space.

There are quite a few eager applicants, particularly among the prosperous Brazilian broadcasters (see p. 5); and the first grants are said to be very near in Chile and Peru. Outlook in the Argentine is vague; it's a dictatorship, and there never is any question who really runs press, radio and TV.
There's also — in Rio, Sao Paulo and Buenos Aires — the matter of 50-cycle current and annoying power surges. They're no problem in sets made specially for the markets. But old sets predominate, and the unsteady images they show don't induce many non-set owners, however wealthy, to rush out and buy. There are many club but few bar installations to help popularize TV, as in its inventive days in the U.S.

We'll have more to report on the telecasting phases later. Curiosity about TV is enormous, and the American visitor is plied with questions — not only by gaping TV-radio reporters (real go-getting newshounds) but by radio station owners, publishers and even the English-speaking executives of U.S. branches.

They're especially curious about color, of all things. In Peru the President is even quoted as having said he'd like to see TV start there with color. With its strong economic position, Peru's TV might very well begin that way.

The barrier of language kept us from learning what the average man thinks about TV. But there was one universal and unmistakeable sign of intense interest: the same open-mouthed kids gawking at it wonderfully in the appliance shop windows.

* * *

Note: Bogota, capital of Colombia, soon gets its first TV station as result of a $300,000 contract awarded Siemens & Halske, Germany, for transmitter & antenna and DuMont for mobile, camera, film & associated equipment. Their bids for a govt.- owned station won out over those of RCA, Standard Electric, Philips, Telefunken, Fye, and others. Plan calls for operation by June 13, first anniversary of President-General Gustavo Rojas Pinillas' accession. Unstated number of receivers soon will be ordered through the Gov't.'s Dept. of Supply.

Best deal ever turned over in our memory of TV trade: When Standard Electric in 1951 sold Argentina's Belgrano completely installed Federal station for $600,000, 1000 Capehart-Farnsworth receivers were included in the package. All but half dozen or so were 17-in. sets, salable on retail market for $500 or more each — enough to fetch back to the Gov't., owner of physical equipment of the station, most if not all of purchase price. The several 21-in. combination consoles included went into the presidential palaces and, along with some of the 17-in. sets, into hospital and orphanage projects enjoying the patronage of the late Eva Peron.

Radio Televisao Tupi (Ch. 6), the GE-installed TV station with transmitter atop famed Sugar Loaf Mt. at entrance to Rio de Janeiro harbor, is due soon to lose its monopoly of the Brazilian capital's TV audience.

Radio Record TV, which operates Ch. 7 station in Sao Paulo, expects to get a grant in Rio in a matter of weeks, has elaborate plans to compete with the existing Rio station which is owned by firey Brazilian publisher Senator Assis Chateaubriand (25 newspapers, 20 radio stations, 5 magazines, 2 TV stations).

Radio Record TV already has on hand GE equipment, including mobile unit, has contracted to link Rio and Sao Paulo outlets via its own 8-hop microwave system costing $1,000,000 and usable also for private intercity telephony and telegraphy.

A $4,000,000 concern, Radio Record is headed by broadcaster J. B. Amaral, with onetime GE engineer Charles G. Lacombe as technical chief. Its $900,000 Sao Paulo station PRB3-TV, which started last Sept., is slowly but surely beginning to pay off — with $20,000 per month gross income first 4 months on air. A second station in Rio, in the usual trade tradition, means bettering the area's TV receiver population (see story, p. 4) by double or more, so is eagerly and heartily awaited by the trade.

Brazil has only 4 stations, 3 in Sao Paulo, but that's more than any other South American country. Besides the 2 aforementioned, there are PRF3-TV, Radio Difusora de Sao Paulo (Ch. 3, due to shift to Ch. 4), an RCA installation, also owned by Senator Chateaubriand; and Televisao Paulista (Ch. 5), DuMont-Federal equipped, owned by a stock company headed by Dr. Ortiz Monteiro, tobacco planter and radio parts manufacturer, who is also a Representative in Brazil's national Congress.

But the Govt. has allocated 6 more channels to Rio, 4 more to Sao Paulo—all granted but no one save Radio Record as yet making any great effort to build, due to prohibitive costs of U. S. equipment under Brazil's rigidly controlled dollar exchange. One of the Rio CPs presumably is being relinquished to Radio Record.

All of the CP holders are radio broadcasters. Three of those in Rio are governmental, and considerable opposition has developed to appropriating for their construction. They are: Radio PRE-8 (Ch. 4), granted Radio Nacional, big govt-owned broadcaster and a tough commercial competitor in the AM field; PRA-9 (Ch. 7), to be operated by same mgr., Victor Costa; PRA-2 (Ch. 11), granted to Ministry of Education & Health. The other Rio grantees: Radio PRD-5, Radio Roquete Pinto (Ch. 2); Radio PRD-8, Sociedade Radio Emissores Continental (Ch. 9); Radio PRH-8, Radio Maua (Ch. 13).

The 4 CP holders in boomtown Sao Paulo (one new building every 50 minutes of 1953, population already close to Rio's 3,000,000) : Radio PRA-6, Fundacao Caspar Libero (Ch. 2); Radio PRE-4, owned by multimillionaire pharmaceutical family Fontoura (Ch. 11); Radio PRG-9, Excelsior (Ch. 9); Radio PRH-9, owned by Ademar de Barros, ex-governor of the State of Sao Paulo and avowed candidate for president of Brazil.

Only one more CP is outstanding — though an all-vhf allocation plan has been promulgated designating channels, along U. S. lines, to every population center in the country. It is held by PRH-6, Reo Horizonte (Ch. 4), also owned by Sen. Chateaubriand, who in addition plans stations in Recife and Porto Alegre.
Personal Notes: Sidney M. Kaye, attorney and a founder of BMI, becomes its chairman April 1, succeeding Justin Miller, retiring chairman of NARTB ... W. Robert Rich promoted to program mgr. of WPIX, N. Y., succeeding Louis B. Ames, resigned ... Patrick J. Goode, pres. of WYHC-TV & WNJC, New Haven, winner of annual friendship award of Ancient Order of Hibernians ... Leslie H. Pearl Jr., mgr. of WBAL-TV & WBAL, elected v.p. ... Gene Grant, operator of own radio rep firm in San Francisco last 10 years, named sales mgr., KBID-TV, Fresno; Robert C. Merrifield, ex-KVTV-TV, Tulare (formerly KCOK-TV), named news editor ... Richard W. Hubbard, recently in charge of WGLV, Easton, Pa., now with DuMont Network sales force ... John C. Pomeroy appointed gen. mgr., WLS-TV & WLS, Lansing, Mich., replacing W. A. Pomeroy, withdrawing from active participation; David Froh heads commercial & production depts., John A. Maters program development mgr., Mrs. Howard Miller controller ... Joseph J. Bernard, ex-national sales mgr. for Rowley-Brown Bestco, named TV mgr. of Niagara Frontier Amusement Corp., which has been awarded initial decision for Ch. 2 in Buffalo; Karl B. Hoffman, ex-WGR, is engineering mgr. ... Harmon O. Nelson, ex-KNBN, Los Angeles, named TV-radio operations mgr., Stromberger, LaVene, McKenzie, L. A. ... W. O. Edholm, ex-KFMB-TV & KFMB, San Diego, named commercial mgr., KJEO, Fresno, Cal. ... Bernard T. Wilson, ex-pres.-gen. mgr. of WTVI, Belleveille-St. Louis, named sales mgr. of KSTM-TV, St. Louis. ... Richard Wehrheim promoted to NBC Chicago supervisor of TV-radio technical maintenance ... James Byrd named chief engineer of KHU, Houston educational outlet, replacing W. T. Davis, resigned ... Walter A. Lawrence joins Fuller & Smith & Ross on Westinghouse account, in charge of all eastern divs., including TV-radio ... Charles M. Amory quits as Pacific Coast v.p., Pathe Lab, to head Minot TV Inc., own new TV picture distributing firm ... George H. Griby, Young & Rubicam v.p. in charge of TV-radio commercials, appointed copy director for all media ... Kenneth E. Cherrin, ex-U. S. Chamber of Commerce, joins N. Y. office of AAAA on TV-radio production ... Winfield Holden, TV-radio supervisor of J. Walter Thompson Co., Detroit, elected pres., Detroit Television Council ... Victor Seydel, TV-radio chief, promoted to v.p., Anderson & Cains Inc., N. Y. ... Roy A. Meredith named TV-radio director, Grant Adv., N. Y. ... Walter Tibbals, BBDO Hollywood TV production director, elected v.p. ... Frederick M. Ford, TV-radio director, promoted to v.p., Ingersoll-Minter Co., N. Y. ... L. B. Lindquist, TV-radio director, promoted to v.p., Ketchum, McLeod & Grove.


Telecasting Notes: TV's traditional appetite for good feature films may not be all it's cracked up to be, hints March 20 Billboard in article noting that while 3 new packages totaling 52 feature films soon will be on market, stations fear "economic recession" may dictate against profitably investing in the new films when they "have pretty much learned to get along with the feature films that have so far been available." The new feature packages soon to come on market: General Teleradio's 4-year lease of 30 titles from Bank of America (Vol. 10:11): 10 Eagle Lion pictures being sold by Chesapeake Industries (now reported choosing between two $300,000 bids): 12 Sherlock Holmes films made by Universal in the 1940's, reportedly acquired by Motion Pictures for TV Inc. ... Hollywood will turn out 6000 hours of TV film in 1954, as against 500 hours of theatrical pictures the major producers used to complete yearly in movies' heyday, writes Stanley Frazen in March issue of The Cinemeditor, published by American Cinema Editors ... Industrial films are being groomed for TV in a big way, reports March 17 Variety which says "dozen or more of the nation's biggest industrial firms have begun gearing their institutional films for TV as carefully laid out sustaining fare." Hundreds of others are remaking or editing their pictures for TV—particularly for new stations eager for the free programming. Variety says estimates of worth of industrial properties now available to TV run $4,000,000-$5,000,000 ... RKO-Pathe moving into TV film field as producer of commercials and industrial documentaries for TV, mostly in color ... Walter E. Heller & Co., Chicago, prominent in independent film financing, reported by Film Daily as backing TPA's Ellery Queen series for TV, now has $3,000,000 revolving fund for both films and TV. Trade paper says, "This brightens the horizon considerably for TV as well as screen producers for the Chemical Bank & Trust Co., of N. Y., long a holdout in TV, let down the bars recently" ... Bankers Trust Co., N. Y., has also bankrolled some TV production ... Paramount reported planning to test films produced for TV as short-subjects in theatres with release of 6 Scotland Yard films made by Paramount in Britain when company was in TV film business; the films were never shown on TV, but lecution of theatrical experiment may determine whether TV films owned by other movie makers will find their way into theatres ... Top-rated I Love Lucy may join rerun parade; Desi Arnaz, who just reached agreement with CBS-TV for 2-year contract extension, says he's now discussing Sunday afternoon re-runs aimed particularly at children who have to miss Mon. 9-9:30 show ... TV film reruns mean more money for actors, but nobody's sure just how much more. Screen Actors Guild's contract provides for payments for 3rd & 4th runs of films made since March 1, 1952—and so far they've received $19,546 for 361 actors in 81 films, some $16,000 of it since Feb. 1 ... Academy Awards telecast March 25 will use 16 cameras, NBC-TV says—8 at Hollywood Pantages theatre, 4 at ABC's Burbank studios for Oldsmobile commercials, 4 in N. Y. Center theatre to pick up any winners there; TV crew members at Pantages have been ordered to wear tuxedos ... Add hazards of tall towers: New 1000-ft. tower for WBFFM-TV, Indianapolis, being opposed in lawsuit by group of property owners, charging zoning commission with illegal grant of permission ... More rate increases: WKRC-TV, Cincinnati, April 1 raises Class A hour from $850 to $1000, special Class A $1100 to $1300 ... KRLD-TV, Dallas, base hour from $750 to $850, min. $150 to $175; WTVT, Decatur, Ill., hour from $220 to $250 ... Correction: WMBR-TV, Jacksonville, 1-min. rate for 8-10 p.m. raised from $110 to $150 and for other Class A time from $110 to $120, not from $80 rate reported in Vol. 10:10 ... WPIX cuts discounts from 80% to 40% on buy of $1000 a week worth of spots or partic.
Network Accounts: Critics aren't scoffing now at network daytime efforts, such as NBC-TV's 11 a.m.-noon "Home show"—especially after observing astounding popularity and commercial success of Dave Garroway's 7-9 a.m., "Today," now in 50 cities, which is going to West Coast via kine starting Sept. 20. This week's debut of CBS-TV's 7-9 a.m. "Morning Show," with Walter Cronkite as m.c., elicited no skepticism this time at all from Herald Tribune Syndicate's John Crosby, though he called its imitation of many features of "Today" the sincerest form of flattery. "New York Times" Jack Gould took much the same tack, warning probable commercial success but warning that format so similar to "Today" may put it in rut . . . Two more sponsors bought partic. in "Morning Show"—Continental Motors, using network for first time, thru Cummings & Hopkins, Detroit; Kiplinger's Washington Newsletter, thru Albert Frank-Guenter Law . . . Light's Diamond Jubilee Committee, representing nation's electric industry, to sponsor mammoth 2-hour TV documentary Sun. Oct. 24 "to interpret the spirit and meaning of American life, past and future" in observance of 75th anniversary of Edison's invention of incandescent lamp. It's likely all 4 networks will carry program, to be produced by David Selznick, though only NBC & CBS have announced it as yet . . . Arco Mfg. Corp. (Crosley-Bendix) becomes first sponsor to extend contract on NBC-TV's "Home," buying partic. for 29 weeks in addition to 13 it now buys, thru Benton & Bowles; Necchi Sewing Machine Co. buys 13 partic. on "Home," starting first week in April, thru Cecil & Presbrey; Peerless Electric Inc. (Boll-Quik kitchen equipment), 4 partic. week of April 23, thru Zlowe Co., N. Y. . . . General Foods (Log Cabin syrup) buys 21 partic. on NBC-TV's "Today," thru Benton & Bowles; Noxzema, 13, thru David J. Mahoney Inc.; Washington State Apple Adv. Commission, 8, thru Pacific National Adv., Seattle; Wm. Cooper & Nephews Inc., Chicago (Stay-o-Way insecticide), 7, thru Phil Gordon Inc., Chicago; Kiplinger's "Changing Times Magazine," 1, thru Albert Frank-Guenter Law Inc.; Tri State Plastic Moulding Co., Chicago, 1, thru Ovesey, Berlow & Straus, N. Y. . . . Curads (plastic bandages) buys Fri. 2:45-3 p.m. portion of Art Linkletter's "House Party" on CBS-TV starting April 30, Mon-thru-Fri. 2:30-3 p.m., thru Leo Burnett . . . Philco, radio sponsor of Don McNellis' "Breakfast Club" for 8 years, makes it first simulcast on ABC starting March 29, Mon-thru-Fri. 9-10 a.m., thru Hutchins Adv. . . . Chesterfields extends sponsorship of "Spike Jones Show" thru May 8 on NBC-TV, Sat. 8-8:30 p.m., thru Cunningham & Walsh . . . Robert Sherwood's plays are expected to be presented every 4th Mon. on NBC-TV 8-9:30 p.m., starting in fall, with "Sid Caesar" (8-9) and "The Mede" (9-9:30) taking up segment other 3 weeks; "Big Story" will move from 9 to 9:30 and new "Campbell Soup show" will be placed 10-10:30.

Stuart Peabody, asst. v.p. of Borden Co., this week succeeded Philip L. Graham, publisher of Washington Post (which this week bought Washington Times-Herald from Col. Robert R. McCormick) as pres. of the Advertising Council. John C. Sterling, publisher of This Week, was elected a vice chairman; Louis N. Brockway, Young & Rubicam v.p., and Leo Burnett, Chicago agency head, were reelected vice chairmen. NBC's Pat Weaver and MBS's Tom O'Neill represent TV & radio, respectively.

First annual Lee deForest award for "most consistent TV and radio programming in the public interest" was presented by National Assn. for Better Radio & TV in Los Angeles March 9 to Hallmark Cards Inc.'s pres. Joyce C. Hill, of Kansas City, in recognition of Hallmark Hall of Fame's presentations of Hamlet, Amahl & The Night Visitors, etc.

Station Accounts: Hallmark's success on TV evidently has impressed Munson Inc., whose 9 N. Y.-N. J. plants turn out 2,000,000 greeting cards a day. Never before an advertiser, except on subway cards, 50-year-old firm has set up a $1,350,000 ad budget ($1,100,000 for printed media, $250,000 for TV spots) to be administered by sales v.p. Don Pruess, ex-International Latex and Eversharp. Agency is newly formed Alden Co., N. Y. . . . Talon Inc. (zippers), collaborating with Trouser Institute of America and National Committee for the Promotion of Skacks, supplying retailers with TV-radio kits for campaign starting April 28 to promote sales of odd trousers; McCann-Erickson is Talon agency . . . WCBS-TV's new 9-10 a.m. "George Skinner Show," Mon-thru-Fri. starting March 29, signs 5 sponsors using 16 partic. . . Nestle's Instant Coffee, Thomas Protein Bread, Old Dutch Cleanser, Chef-Boy-Ar-Dee, Uncle Ben's Converted Rice . . . Robert Hall Clothes Inc., opening 15 new stores to build chain to 175, expands TV spot buying to 75 markets for pre-Easter season, thru Frank B. Sawdon Inc., N. Y. . . . Monarch Wine Co. earmarks for TV-radio about 90% of $2,000,000 budget to advertise Manischewitz kosher wines, thru Emil Mogul Co., N. Y. . . . Ethyl Corp. buys Screen Gems' 15-min. "The Big Playback," 26-week series, for placement in 55 markets starting in May, thru BBDO, N. Y. . . . Among other advertisers reported using or preparing to use TV: Pro-Fresh Products Co., East Orange, N. J. (dry cleaner spray gun), thru Lewin, Williams & Saylor, N. Y.; A. Goodman & Sons, Long Island City, N. Y. (Goodman's matzobs), thru M. M. Winer Co., N. Y. ; A. E. Staley Mfg. Co., Decatur, Ill. (Sta-Flo liquid starch), thru Ruthrauff & Ryan, Chicago; Lanolized Inc. (sioyery lanolizing process), thru Abner J. Gelula & Assoc., Philadelphia; Tennessee Coal & Iron Div., U. S. Steel Corp., Fairfiled, Ala. (coal & iron products), thru BBDO, Pittsburgh; Harriet Hubbard Ayer Inc. (now owned by Nestle-Lemur Co.), thru Huber Hoge & Son, N. Y.

NEW TV-RADIO REP firm of Venard, Rintoul & McConnell Inc. begins operation March 22, taking over the offices and facilities of Venard Inc. which recently acquired part of the O. L. Taylor list after that firm had been acquired by Raymer (Vol. 9:48 & 10:2). Officers and stockholders of new firm, headquartered at 444 Madison Ave., N. Y., are Lloyd George Venard, pres.; Stephen R. Rintoul, v.p.; James B. McConnell, v.p.; Abner Lichtman, secy-treas. Chicago mgr. continues to be Howard B. Meyers, with Duncan Scott as San Francisco & Los Angeles rep.

All members of firm are veterans of broadcasting and rep fields—Venard onetime head of Taylor company; Rintoul originator of first transcription library service while with World in 1930, later with Katz, then a station owner, recently mgr. of Schine theatres' 50-kw WPTR, Albany; McConnell a 20-year NBC executive who organized and directed its Spot Sales Div. and resigned in 1952 to become Blair v.p.; Lichtman a former partner in big Ungerleider stock brokerage firm, still a stockholder in Edward Petry & Co.

Venard list being taken over embraces 24 radio stations and these 7 TVs: WFIE, Evansville, Ind.; WITV, Ft. Lauderdale, Fla.; WLS-TV, Lansing, Mich.; WKLO-TV, Louisville; KMD-TV, Midland, Tex.; KTXL-TV, San Angelo, Tex.; KCMC-TV, Texarkana, Tex. Also on list are CP holders WJTN-TV, Jamestown, N. Y.; WERE-TV, Cleveland, O.; KTRE-TV, Lufkin, Tex.
FIRST RCA 12.5-kw uhf transmitter (Vol. 10:4, 7) is slated to go to WBBF-TV, Wilkes Barre, Pa. (Ch. 28), which went on air with RCA 1-kw transmitter Jan. 1, 1953, and has long-standing order for high-power transmitter. RCA this week officially announced the new tetrode-powered transmitter, and said first delivery is scheduled for May. Also this week, RCA revised power curve for new transmitter as result of tests which showed it gives higher power on some channels than originally anticipated.

GE shipped 12-kw transmitter March 16 to WSEE, Erie, Pa. (Ch. 35), due on air in April (Vol. 10:9). On May 17, it shipped 12-bay antenna to Crosley’s WLWA, Atlanta (Ch. 11), and this week it reported that WTVJ, Miami (Ch. 4) was testing new 35-kw GE amplifier into dummy load with expectation of having 6-bay antenna up within a few more weeks.

RCA shipped 25-kw transmitter March 15 to CKLW-TV, Windsor, Ont. (Ch. 9), across river from Detroit, due on air in July. On March 17, RCA shipped 1-kw to WBOC-TV, Salisbury, Md. (Ch. 16), due in April.

* * *

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

KRGB-TV, Weslaco, Tex. (Ch. 5), delayed when antenna fell (Vol. 10:2), now is raising GE replacement atop 700-ft. Phillips tower, plans to be operating by March 25 using 5-kw GE transmitter, reports TV director Millman Rochester. Owner O. L. Taylor, who sold rep firm bearing name to Raymer Co., also is applicant for Ch. 3 in Wichita. KRGB-TV will be NBC & DuMont affiliate with $200 base rate. Rep will be Raymer.

WMBV-TV, Martinette, Wis. (Ch. 11), call letters changed from WMGB-TV, has 10-kw RCA transmitter ordered for March delivery, hopes for July 14 test patterns, programming by Aug. 1, reports gen. mgr. Joseph D. Mackin. Transmitter house is scheduled to be ready by May, installation of transmitter and of RCA 12-bay antenna atop 740-ft. Stainless tower scheduled for late June or early July. It will be NBC affiliate for Martinette-Green Bay, plans to get 25-kw RCA transmitter later. George W. Clark will be rep.

KNOX-TV, Grand Forks, N. D. (Ch. 10), granted March 10, reports its TV plans are still in formative stage. First it will finish building new 5-kw AM on 1310 kc, replacing its 250-watt on 1400 kc, according to gen. mgr. Elmer Hanson.

Houston Consolidated Television Co. (Ch. 13), formed after Feb. 23 grant was made contingent upon merger of 4 competing applicants, now is deciding on equipment, expects to have tower over 1000-ft. high, according to newly elected pres. John T. Jones Jr., nephew of Jesse Jones and pres. of Houston Chronicle (KTRH). Other board members: Wright Morrow, Democratic National Committee man from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KHTH; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Washington attorney Frank Wozencraft, onetime “boy mayor of Houston,” is assst. secy.

KETC, St. Louis (Ch. 9, educational) expects to have all RCA transmitter equipment delivered by end of March, according to gen. mgr. Richard J. Goggin. It now has tentative June target because move of Ideco tower from main campus to site between St. Louis U High and Oakland Stadium won’t be completed until late May.

WTHT, Wilmington, N. C. (Ch. 3), has ordered 5-kw RCA transmitter, will place its RCA tower atop downtown Trust Bldg., to be renamed TV Bldg., plans test patterns about June 1, reports 25% owner Milton Hammer, who also produces TV show titled Washington Spotlight. Rep not yet chosen.

WODO-TV, Orlando, Fla. (Ch. 6), now plans May 5 test patterns, May 15 commercial debut, reports pres.-gen. mgr. Harold P. Danforth. Its 500-ft. Stainless tower is completed, GE antenna is scheduled for April 10 delivery, 35-kw GE transmitter is scheduled for late March early April when transmitter house is expected to be ready. It’s CBS primary interconnected, will also feed from other 3 networks. Base rate will be $200. Rep will be Blair.

WBOC-TV, Salisbury, Md. (Ch. 16), now installing 1-kw RCA transmitter, expects to have 600-ft. Wind Turbine tower ready in 2 weeks, plans commercial debut April 15-30, reports v.p-gen. mgr. Charles J. Truitt. Construction on its microwave tower at East New Market, Md. is scheduled for week of March 22. An ABC & DuMont affiliate, it will also carry televised Baltimore Orioles baseball games, plans daily 2 hours of own live studio programs. Base rate will be $200. Burn-Smith will be rep.

WLTE, Evanston, Ill. (Ch. 32), delayed by protests on tower height, now awaits formal action by city council, hopes to be on air in about 12 months, reports Angus D. Paas, pres. & co-owner with Howard S. Martin, scientific glassware manufacturer. Equipment hasn’t been ordered as yet, nor has rep been chosen.

Music Corp of America pres. Jules Stein has announced 5-year plan for distribution of 57% of his common stock to trusts set up for benefit of executives and employees and to 9 officers and directors, first time any MCA stock has left Stein family in its 30 years existence. Biggest of all talent agencies, MCA particularly rewards executives who have 17-27 year records, several starting as office boys. The 9 participants: Lawrence Barnett, Karl Kramer, Maurie Lipsey, Charles Miller, Michael Rockford, Herbert Rosenthal, Taft Schreiber, Lew Wasserman, David A. Werblin.

White collar TV owners polled by Northwestern National Life Insurance Co., Minneapolis, preferred variety shows & drama—by wide margin; they disliked westerns, wrestling & quiz shows most; favored Sun. day & night evening listening hours; listed Toast of the Town, This Is Your Life, Bishop Sheen, Dragnet, I Love Lucy as favorite programs, in that order.

Kagran Corp., 4 W. 58th St., New York, has issued its 1954 Howdy Doody merchandise catalog, picturizing and listing the various products and manufacturers licensed to use its title.

"Gladd to have you here" said General Electric’s pre-freeze WRGB to its 2 new uhf competitors—Albany’s WROW-TV & Schenectady’s WTRI—in full-page ads in Schenectady Gazette and Albany Times-Union. Ads were headlined: "Memo to the new uhf stations—WRGB welcomes you; you mean competition . . . and that’s the way we like it." Text of ad read in part: "Your arrival on the TV scene means the existence of an American essential—competition. It means American free enterprise has been given its rein, and that is what we have been looking forward to. Your efforts in competition with our own will result in a finer product for the consumer. As it always has, competition will mean increased benefits for the people who sit at home—the people who are essential to all of us in TV. We have always believed that our audience should have the opportunity for selection. You have brought the luxury of choice . . ."

Asst. of TV Program Managers being organized by Victor F. Campbell, program director of WBAL-TV, Baltimore, to promote exchange of ideas and programs.

WTRF-TV, Wheeling, W. Va. (Ch. 7) is scheduled to increase power next week from 100-kw to 316-kw ERP.
**TV SALES STRONG, HIGHER PRICES TALKED:** There's very likely to be some action soon -- surely there's been plenty of talk already -- about low TV prices, which are skimming the profit off the impressive TV sales volume thus far this year. Industry leaders are aware, of course, that higher prices mean risking a lot of sales in 17 & 21-in. tables, predominantly under $200, which in Jan. accounted for nearly 50% of the 1,155,000 TVs sold at factory and distributor levels -- but they say that, demand being what it is, it's a risk they hope they can get away with.

Motorola's present inclination, for example, is to put higher price tags on new models to be introduced in June. Following up on San Diego speech month ago by Motorola exec. v.p. Robert Calvin, hinting at future price hikes (Vol. 10:9), sales v.p. Edward Taylor told us his company would like to raise prices sooner than June but sees no point in hiking lists during normally slow spring and summer.

Admiral and Philco spokesmen weren't willing to say yes or no as of now when asked about prospective price hikes. But they agreed they certainly would like to raise them and are studying market statistics closer than ever to determine if and when they can safely do it. RCA says only there's no present plan to raise them.

From our conversations with these and others, we'd guess it's quite possible all major set makers will announce higher prices at midyear conventions or marts.

Motorola's position is somewhat awkward on prices. Having several months ago advertised "shortest line with the longest discounts," company admittedly was most reluctant to cut lists (and discounts), did so only when forced by competition. Motorola's line now ranges from a 17-in. table at $160 to a 21-in. console at $300. Taylor said price hikes probably would be on all models, adding:

"We think the trade has taken a disastrous turn since December, when everyone started cutting prices senselessly. I think all of us underestimated and underplayed the market this year because of color. We see how little effect color in its present form is exerting, yet we're afraid to go after a little profit on monochrome."

Profit declines on record sales have been the general rule in the financial reports of TV-radio-electronics manufacturers for 1953. And March 19 Wall Street Journal, summarizing reports of some 750 manufacturers in 1953 and their estimates of first quarter this year, notes that great corporate profits boom of early 1950's is leveling off. Included in summary were reports of 4 TV-radio makers listing 1953 earnings of $63,437,000, up 19.5% over the $53,092,000 earned by same firms in 1952.

* * * *

Nobody knows whether there's more trouble ahead -- but the Federal Reserve Board's annual survey of consumer finances released this week reported "considerably fewer" consumers planned to buy TV sets this year than in 1953 but held out hope that sales of all durables, including TV, would pick up in last half of year. Other features of report, published in March Federal Reserve Bulletin:

Prices will be important factor in consumer durables buying, with customers expecting prices to remain stable or decline during year; consumers were "less confident" about their personal finances this year; about 7.8% planned to buy new autos this year (vs. 9% year ago); about 6.8% planned to buy "non-farm" homes (vs. 8.8%).

* * * *

TV production totaled 118,484 week ended March 12, highest since week before last Xmas, compared with 113,026 preceding week and 105,721 week ended Feb. 26. It compared with 167,279 in corresponding week of 1953 and brought production for first 10 weeks of 1954 to 1,120,000, compared to 1,783,345 for same period last year.

Radio production totaled 181,710 March 12 week, down from 188,526 week ended March 5 and 192,949 week before. Output in corresponding week of 1953 was 306,683. Ten-week production total this year stood at about 1,980,000 vs. 2,900,000 in 1953.
Topics & Trends of TV Trade: Credit Senator Ed Johnson (D-Colo.) with a valiant, even though unsuccessful, attempt to eliminate 10% excise tax on color receivers in closed session of Senate Finance Committee which on March 19 approved $1 billion excise tax reduction on long list of items—but not including TV, either color or black & white.

Vote against eliminating tax on color sets, as urged by RETMA pres. Glen McDaniel (Vol. 10:10-11), was said to be 8-5. In keeping with custom at executive sessions, committee sources refused to identify individual Senators' votes. RETMA strategy now is to urge Senate to amend bill on floor when it comes up next week, probably Tues., March 22, but hopes for this are virtually nil. Because he is a member of committee, Johnson—a young protagonist of color-in-a-hurry—said he would not lead floor fight for amendment and described chance for revision as "zero."

Though he lost his "case," Attorney McDaniel won praise from industry observers for getting TV-radio categorized with home appliances as products "essential to the home" and deserving of tax relief.

* * * *

Muntz TV creditors committee voted this week to try to keep company in business pending reorganization after filing of petition under Chapter X of Bankruptcy Act (Vol. 10:10-11). Harold S. Lanning, co-counsel of 7-man creditors committee, said production would be resumed at Chicago plant within several weeks. Also, Muntz will franchise distributors to handle TVs, rather than sell directly via own retail outlets. Servicing will be handled by independent franchisees under contracts with court trustees. Adding to Muntz' woes, Govt. filed tax lien of $593,938 representing withholding taxes in 1953 and unspecified excise taxes.

Germany's big Telefunken, though it's staying out of U. S. TV market for present, has placed 3 radio models in hands of U. S. distributors through American Elite Inc., N. Y. exclusive U. S. agent (Michael V. Mendel, pres.). Mendel tells us U. S. TV market is too competitive for Telefunken but added "in 3 or 4 years the situation may be different." Radio models are Orchestra, AM-FM short wave table, 3 speakers, retailing at $250; Jubilate, AM-FM 5-tube table, $100; Bajazzbo, AM-FM portable, 10 lbs., using American batteries, $125. In addition, Mendel said, Telefunkenplans to introduce phono unit in 6 months.

Details of color set leasing plan (Vol. 10:10), as released by Emerson this week: (1) $200 first month, $75 monthly thereafter. (2) No extra charge for servicing. (3) Customer to lease set for as many months as he chooses. (4) Sets to be leased to dealers who will sublease them to customers. (5) System to start in New York, Philadelphia, Chicago, Los Angeles, expand later. (6) Deliveries to start first week of April. Emerson has stated it won't start selling color sets until they're larger and cheaper, and amount of programming increases.

TV shipments to dealers totaled 612,622 in Jan., when production was 420,571, according to RETMA's state-by-state and county-by-county report released this week and available from RETMA on request. Total includes 1248 sets shipped to Hawaii and 256 to Alaska. It compared with 660,515 TVs shipped in Dec. and 695,087 in Jan. 1953. New York led, with 56,173; Pennsylvania second, 41,402; Illinois third, 40,977. Wyoming trailed with 721.

New vhf-uhf tuning device, priced approximately one-third less than previous model, will be put into production about April 1 by General Instrument Corp., Elizabeth, N. J. Using 13-pression vhf turret coupled to continuous uhf tuner, it is designed so vhf unit can be installed separately, and uhf section added in the field "at a cost no higher than 2 channel strips."

Trade Personals: Virgil M. Graham, Sylvania director of technical relations since 1946, resigns to take charge of RETMA engineering dept., 500 Fifth Ave., New York, retaining title of associate director which he held on part-time basis; he succeeds Ralph R. Batcher, who resigned after 4 years as chief engineer ... Antony Wright, ex-Capehart-Farnsworth consumer products v.p., named CBS-Columbia v.p. & engineering director under new pres. Seymour Mintzer; Merle Wick, CBS comptroller, named CBS-Columbia financial administrator ... James H. Carmine, Philco exec. v.p., elected commodore of Anglers Club, Key Largo, Fla. ... Henry Bowes named Philco TV-radio sales promotion mgr.; Edward M. Bland appointed adv. mgr., succeeding Morgan A. Greenwood, now corporate adv. mgr. ... Chester F. Gilbert, mgr. of Westinghouse retail finance div. since 1945, elected v.p. & gen. mgr. of new Westinghouse Credit Corp. formed recently to aid dealer financing (Vol. 10:9) ... Laurence W. Scott named adv. mgr. of Westinghouse consumer products, succeeding Robert M. Fichter, now refrigeration specialties sales mgr. ... Charles P. Stromeyer, CBS-Hytron pres., elected a v.p. & director of parent CBS ... Inwood Smith appointed sales v.p., RCA Estate Appliance Corp., Hamilton, O. ... Clarence Felix, gen. mgr. of Crosley govt. products div., elected dir. div. ... Benjamin J. Katz, ex-Jerrold Electronics, starts own adv. & public relations agency, 1512 Walnut St., Philadelphia ... Sol Sanders, ex-Walker & Crenshaw, N. Y., named adv. & public relations director, Chromatic Television Labs (Paramount), handling Chromatron Lawrence color tube ... Walter R. Wolfgan, ex-Standard Transformer Corp., appointed factoryupt., Jensen Mfg. Co., Chicago, taking over from T. L. Pierce, now setting up new production facilities outside the state ... Abraham Hyman named head of Brach TV antenna development section ... Fred Miller, ex-Kayehalbert, named chief engineer, Caltech Electronics Corp., Culver City, Cal. (high-fidelity equipment); O. S. Gerstman named sales director, Joe K. Davis production director ... Herman J. Schorle named works mgr. of Manchester, N. H. plant, Insuline Corp. of America ... W. A. Galbreath, head of Televisions, elected pres., Houston Appliance Dealers Assn. ... Robert I. MacClelannamed Zenith Pa.-W. Va. regional mgr. ... Ronald M. Robinson, v.p., appointed gen. mgr. Canadian GE electronics div., comprising TV-radio dept. and electronic equipment dept.

Distributor Notes: Crosley-Bendix appoints newly-formed Delaware Valley Appliance Distributors Inc., 19th St. & Allegheny Ave., Philadelphia (Theodore H. Kapnek, pres.), replacing Judson C. Burns Inc. ... DuMont appoints American Distributing Corp., New Haven (Frank T. Barmore, pres.) ... Sylvania appoints Commonwealth Sales Corp., Richmond (James T. Little, pres.) ... Radio & Appliance Distributors Inc., E. Hartford (RCA) elects Irving Roth secy. and asst. to pres. Louis K. Roth ... Sacramento Electronics Supply Co., Sacramento (Raytheon) appoints Craig Malcolm district mgr. ... Pacific Mercury Sales Corp. Fresno, names Austin W. Fazio as mgr., succeeding John B. Chadwell, now sales mg. of Kinney & Faust, Fresno (Hoffman Radio).

New round of picture tube cuts seems pretty general, Sylvania this week following RCA and GE in lowering prices, with others expected to follow suit shortly. Sylvania cut was 10-15% across-the-board. RCA reductions ranged from $3.15 to $10.60 on 21 tube types. GE cut was 25% on replacement tubes.

Four new receiving tubes designed for color sets were announced by GE this week, production to start within 60 days. The new types: 2V2, filamentary diode; 5A4U, twin diode; 6AR8, double-anode sheet-beam deflection tube; 6B5U, low-current, high voltage beam pentode.
INKERTOY, the revolutionary new automatic production method developed under Govt. auspices (Vol. 9:38), is being pushed as a "natural" for cheaper and better TV manufacture by at least 2 companies—with announcement of a new tinkertoy especially developed for TV due at next week's IRE convention in New York.

"Project Tinkertoy," first released from security wraps last Sept., when Govt. showed fully operating pilot plant at Arlington, Va., uses as basic "building blocks" 7/8-in. square wafers, on which are printed such circuit components as resistors, capacitors, coils, etc. These are assembled in skyscraper fashion to form "modules" carrying elements for one or more electronic stages. They can be built, assembled and tested completely automatically—with the advantages of complete uniformity, economy, ease of replacement and production speed.

Govt. project, sponsored by Navy, Air Force and Bureau of Standards, in cooperation with Sanders Associates Inc., Nashua, N. H. research & development firm, and Willys Motors electronics div., was aimed at reliable automatic production of military mass electronic items. Sanders is adapting tinkertoy techniques to production of end items for military contracting firms.

Earlier this year, Sanders showed tinkertoy TV set, using 13 modular units (sets of wafers) on 3 plug-in printed circuit chassis, eliminating nearly 600 hand-soldering operations (Vol. 10:6). Now pres. R. C. Sanders Jr. says he will display next week a "more advanced form of tinkertoy, designed especially for TV." He says TV industry heretofore has shown strong interest in the new production method, and he feels it will adopt it in its new form—which hasn't yet been shown to anyone in the industry. He says his company may go into manufacture of tinkertoy modules and wafers.

Another company banking heavily on tinkertoy is big American Car & Foundry, now in process of setting up new subsidiary ACF Electronics in 32,000-sq. ft. former skating rink in Alexandria, Va. One of ACF's biggest assets is its manufacturing mgr., young Robert L. Henry, formerly of National Bureau of Standards, credited with being tinkertoy's principal developer.

Color Trends & Briefs: To ease cost and difficulties of color receiver servicing, RCA Service Co. has come up with a technique it believes will not only simplify servicing but will keep servicemen's purchase of color test instruments to a reasonable minimum.

During last week's demonstration to FCC representatives at WNBW, Washington, RCA Service officials stated that station need transmit only a thin sliver of yellow-green at extreme edge of picture, without interrupting black-&-white transmission, and servicemen would immediately know whether color receiver is properly adjusted. Therefore, whether color is being transmitted or not, servicemen would be able to get frequent color checks. RCA suggests that signal be transmitted briefly and periodically, perhaps at station breaks.

As demonstrated, signal was unobtrusive on color sets, practically invisible on black-&-white sets. The engineers said that test signal made it necessary for servicemen to buy only 2 test instruments—in addition to regular black-&-white equipment—to service any color receiver problem. They said that the 2 instruments, dot and bar generators, would probably cost no more together than a single good oscilloscope.

The cost to station, to originate the signal, was said to be minor—involving purchase of bar generator similar to that used by servicemen. Test signal is proposed only for stations, not for network use. It would also serve as reference point for color set owners for tuning.

No FCC approval is required by stations planning to transmit signal, commissioners said. Attending demonstrations were Comrs. Hyde & Sterling, chief engineer Edward Allen, broadcast bureau chief Curtis Plummer. Showing was supervised by RCA Service Co. pres. E. C. Cahill and NBC engineering v.p. O. B. Hanson.

The 3 vidicom color camera (called "3-V") has been picked by RCA over fast-pulldown and continuous motion projectors, with deliveries scheduled to start late this year. RCA had been experimenting with all 3 methods (Vol. 9:44), finally settled on vidicom technique for these reasons: (1) Can be used with standard black-&-white TV film projectors with minor modification of latter. (2) Uses either 16mm or 35mm film. (3) Permits use of single camera chain and new "optical multiplexer" with 3 signal sources—2 film projectors and a slide projector.

Using its color slide scanner 9:30-9:45 a.m. daily, WMAR-TV, Baltimore (CBS), has country's first regular news program in color. E. K. Jett, v.p., and TV director, says he has color film projector on order, expects 4 RCA color sets next month for demonstration in lobbies of old and new Baltimore Sun buildings. In addition, he says he's placed order with RCA for two "19-in.-to-21-in." color sets and asked for November delivery.

Raytheon will have 19-in. color tubes by summer, plans 21-in. rectangular tubes by late 1954 or early 1955, is now shipping small quantities of 15-in. tubes "to several set makers," said v.p. Norman B. Krim at March 19 press conference in N. Y.
Electronics Reports: When electronics executives meet with Commerce Secy. Weeks April 6 in Washington, they'll be asked to lend a top-notch official to serve without compensation as director of Business & Defense Services Agency's Electronics Div., headed by acting director Donald S. Parris. Principal items on agenda for meeting are addresses by Secy. Weeks and Asst. Secy. Lothair Teetor. Talks are also scheduled on BDSA, by administrator Charles F. Honeywell; on manufacturers' census, by Maxwell Conklin, Census Bureau; on defense materials system, by BDSA advisor Wm. C. Truppner; on industrial defense, by BDSA's W. E. Haines; on research & development, by Asst. Defense Secy. Donald Quarles; on tax program, by Treasury Undersecretary Marion B. Folson—followed by discussion and recommendations of industry representatives.

Further conferences will be held from time to time, Commerce Dept. says, with other electronics industry leaders asked to attend. Invited to April 6 meeting by Secy. Weeks are: Ross Siragus, Admiral; Dr. Allen B. DuMont; Dr. W. R. G. Baker, GE; H. Leslie Hoffman, Hoffman Radio; Wm. C. Jordon, Hughes Aircraft; Charles B. Thornton, Litton Industries; H. J. Hoffman, Machlett Laboratories; Frank Freimann, Magnavox; Robert W. Galvin, Motorola; Leslie F. Muter, Muter Co.; Joseph H. Gillies, Philco; A. D. Plamondon Jr., Plamondon Magnetics; Ralph T. Brengle, Potter & Brumfield; Russell E. Cramer Jr., Radio Condenser Co.; W. W. Watts, RCA; Glen McDaniel & James Secrest, RETMA; J. A. Milling, Howard W. Sams & Co.; W. M. Adams, Sprague Electric; Sidney R. Curtis, Stromberg-Carlson; Max F. Balcom, Sylvania; Robert S. Alexander, Wells-Gardner.

Transistors are used in more than 90% of hearing aids being manufactured today—just one year since first commercial use of the transistor (Vol. 9:1-4). So said Raytheon v.p. Norman B. Krim in summing up first year's experience in production of transistors for commercial end-products, at New York press conference March 19. Highlights of his remarks:

Close to 200,000 of nation's hearing aid wearers, out of total of 1,250,000, have converted to transistorized aids, with saving of more than $5,000,000 in battery replacement costs during year. Transistors have cut hearing aid operating costs from $40-$80 a year to as low as $2-$5. Savings to users will amount to nearly $25,000,000 in 1955. As to reliability: More than one billion transistor operating hours have been passed, and rate of failure now runs approximately 1% yearly compared to about .5% for high-quality subminiature hearing aid tubes during their first year of service.

"But this performance took over 15 years to attain," said Mr. Krim. "The average transistor we are shipping in quantity today has one-third the noise level, more gain and far less cutoff current, compared to the product of a year ago," he said. He predicted small quantities of transistors will be incorporated into a few portable radios before end of 1955, and by 1958 in some TV sets. "In less than 10 years, nearly all radios and TV sets will include a few," he said. Raytheon will begin small commercial production of power output and radio frequency transistors this year.

"He Makes Tinkering Pay" titles cover story in March 13 Business Week about Arthur A. Collins who "turned his amateur radio hobby into an $80,000,000 manufacturing business"—Collins Radio Co., Cedar Rapids, Ia. Story details Collins' ingenious approach to electronics research, with emphasis on mechanical as well as electronic engineering. Company is now Cedar Rapids' largest employer, with 4800 in the home plant, another 1700 at branches in Dallas & Burbank. Twenty-one years after founding of Collins Radio, it builds about 75% of the radio and instrument landing equipment on commercial and executive planes, as well as high-powered commercial and military radio transmitters and ham radio equipment—latter described as "showcase of Collins quality."

Aerovox has opened 2 new plants in California—20,-000-sq. ft. factory housing its Cinema Engineering Co. div. at 1100 Chestnut St., Burbank, and 51,000-sq. ft. plant for subsidiary Acme Electronics Inc. and Aerovox Pacific Coast div. at 2724 S. Peck Rd., Monrovia. The 2 plants currently have more than 400 employees, and eventually "the total will exceed that amount many times." James L. Fouch is Cinema Engineering gen. mgr., Hugh P. Moore pres. of Acme.

Spring Technical Meeting on propagation and related subjects will be held at National Bureau of Standards, Washington, May 3-6, under sponsorship of USA National Committee of International Scientific Radio Union and IRE professional group on antennas & propagation. Sessions will be held on radio measurement methods & standards, tropospheric radio propagation, ionospheric propagation, terrestrial radio noise, radio astronomy, electronics, radio waves & circuits including antennas.

Link Aviation Inc., Binghamton, N. Y., manufacturer of electronic flight simulators for military & civilian planes, will be acquired by General Precision Equipment Corp., New York holding company which owns General Precision Laboratory and other firms in motion picture and scientific instrument fields. Link will operate as GPE subsidiary under present management (Edwin A. Link, chairman).

Hunt Capacitors (Canada) Ltd. is new company formed at Ajax, Ont. by Canadian Marconi Co. and A. H. Hunt Ltd., British capacitor manufacturer. Canadian Marconi gen. mgr. J. J. Kingan is pres.; R. A. Grouse, formerly of A. H. Hunt Co. is chief engineer. Canadian Marconi tube & components div., Toronto, will market Hunt capacitors, with production slated to begin this quarter.

Symposium on Automatic Production of Electronic Equipment will be held April 19-20 at San Francisco's Fairmont Hotel, sponsored by Stanford Research Institute & U. S. Air Force. Keynote speaker will be Lt. Gen. Lawrence Craigie, Air Force deputy chief of staff in charge of development.

Continental Radio Corp., 1623 No. Wells St., Chicago, maker of table, clock & portable radios, has combined with Industrial Spring Corp., but continues under own name.

Bell Telephone transistor patents were made available this week, royalty-free, to makers of hearing aids.

Christian E. Rogers Jr., communications attorney with Mechlin, Marshall & Smith, Washington, and Naval electronics specialist in World War II & Korean war with USNR rank of commander, has been named telecommunications specialist on staff of ODM by Wm. A. Porter, asst. ODM director for telecommunications.

R. M. Soria, American Phenolic Corp. research director, elected pres. of 1954 National Electronics Conference, scheduled Oct. 4-6 at Chicago's Sherman Hotel.
Financial & Trade Notes: Admiral reports record 1953 sales of $250,931,605, exceeding by 31% the $191,224,356 of 1952, and 9% above previous record of $230,397,661 set in 1950. Net earnings were $8,213,165 ($3.48 a share), down from $8,711,133 ($3.69) in 1952 and from 1950's record $18,767,554 ($9.73).

Pres. Ross Siragusa, in annual report, attributed lower earnings to additional tooling and pre-production costs of several new major appliances, among other factors. New-station TV boom in first half of 1953, he said, gave way to second-half lag "as the result of the widespread publicity on color TV that led the public to believe that color TV receivers were just around the corner." As soon as public saw first 15-in. color sets, he added, black-&-white sales increased substantially.

He predicted 1954 industry-wide TV sales of 5,500,000-6,000,000 sets. "I doubt if the TV industry can produce more than 75,000 color sets this year because the delivery of 19-in. tubes will be delayed until fall," he said. "Admiral expects to make 10,000-15,000 of these sets."

Company invested more than $5,500,000 in plant expansion and other capital expenditures during 1953, and export sales of all products were substantially higher than in any previous year, Siragusa said. Defense production also continued at high level.

* * * *

Zenith set new record of $166,733,276 sales in 1953, up 21% from $137,537,697 in 1952. Net profit declined to $5,631,701 ($11.44 a share) after $576,656 loss caused by flash flood that damaged Zenith's Wincharger plant at Sioux City, Ia, last June, compared with profit of $5,845,032 ($11.87) in 1952. Net profit before flood loss was $5,208,357 ($12.61). Annual statement said Zenith enjoyed increase of 22% in TV unit sales to dealers last year, more than twice the industry average, also reported increase in radio and govt. contract shipments. Company added $3,325,219 to its physical facilities in 1953.

Raytheon reports net earnings of $1,065,000 (46¢ a share) on sales of $45,065,000 after provision of $1,920,000 for taxes for quarter ended Feb. 28. This compares with $1,355,000 (60¢) on sales of $51,240,000 same 1953 quarter, but is improvement of 32¢ a share over preceding quarter. For 9 months, profit was $2,703,000 ($1.17) on sales of $126,242,000 vs. $3,267,000 ($1.43) on $130,027,000 in like period preceding year. Current backlog of govt. orders is $174,000,000.

Oak Mfg. Co. reports 1953 sales of $20,680,557 and net income of $1,229,017 ($9.36 per share) after tax provisions of $2,290,000. This compares with $15,925,950 sales, $1,103,100 ($2.10) net earnings, $1,970,000 taxes in 1952. New year started off more slowly than in 1953, but belief is expressed year's volume will compare favorably with record 1953. Annual meeting will be on April 22.

Erie Resistor Corp., in preliminary report to stockholders, states that unaudited accounts indicate 1953 earnings of $1,139,446 before taxes, $580,390 after taxes, as against $773,298 & $450,333 preceding year.

Eitel-McCullough reports 1953 profit of $596,871 (88¢ a share on $680,497 common shares outstanding) on sales of $11,576,674, compared to earnings of $613,694 (96¢ on $638,903 shares) on sales of $19,203,302 in 1952.

National Co. reports 1953 sales of $7,085,593, net income of $228,218 (87¢ a share) after taxes of $258,500; its 1952 sales were $9,261,100, net income $172,573 (64¢), taxes $184,000.

Dividends: Motorola, 37½ payable April 15 to stockholders of record March 5; Packard-Bell, 25¢ April 26 to holders April 4; Trav-Ler Radio, 7¼¢ March 29 to holders March 25; American Phenolic, 25¢ April 30 to holders April 16.

"Before too long, many radio and TV operations traditionally performed by hand will be entrusted to machines, thereby decreasing production costs." Thus Arvin pres. Glenn W. Thompson—predicting 1954 will be one of his company's best years as it expands product lines (adding 2-speed window fan, folding metal chaise lounge, hostess cart) and cuts production costs. Arvin's 1953 business of $73,395,197 ($2.53 per share net) derived 43% from automotive parts, 34% TV-radio, 10% electric housewares & car heaters, 9% metal furniture, 4% govt.

Expanded Canadian TV market, anticipating sale of 1,000,000 sets in 1954 and 1955, is foreseen by Stuart Finlayson, pres. of Canadian Marconi, who recently signed agreement to make and market Emerson TVs & radios in Dominion. Canadian sets-in-use totaled about 600,000 at end of 1953, his report to stockholders states, adding that 24 stations should be on air by end of 1954, as against 7 at start of year. Earnings in 1953 were $1,349,243 (30¢ per share) vs. $643,300 (14¢) in 1952.

Stromberg-Carlson on March 17 offered its common stockholders 72,025 new shares of $50 per value 4½% convertible preferred stock at $50 a share, one share being offered for each 7 of common now held. Underwriting is by syndicate of 10 houses headed by First Boston Corp. Money will be used to pay off $1,100,000 of bank loans. New preferred is convertible into common at rate of 1.4 shares of common for each share of preferred, new shares subject to redemption at $52 a share until March 31, 1958.

Clevite Corp. reports record 1953 sales of $71,304,940, profits of $3,478,611 ($1.77 on 1,799,652 shares) compared with 1952 sales of $54,103,077, profit of $3,444,240 ($1.97 on 1,509,652). A large automotive supplier, Clevite is also deeply in electronics now as result of acquisition of Brush Electronics Co. (crystals, magnetic recording heads, etc.) and Transistor Products Inc. Annual statement says non-automotive business amounted to 50% of sales in 1953, and electronics sales were "substantially higher than in 1952."

Collins Radio Co. reports for 6 months ended Jan. 31 sales of $37,925,586, net income of $1,476,406 ($3.41 a share), compared with $36,718,471 & $893,198 ($2.05) for same period preceding year. Backlog of orders was $225,000,000 Jan. 31 vs. $255,000,000 as of July 31, 1953.

New Sears, Roebuck catalog features 17-in. vhf-only black leatherette table model at $140, labeled "not for fringe" reception. Other TV's listed: Tables, 17-in. mahogany $160; 17-in. mahogany $190; 21-in. mahogany $220. Consoles, 17-in. open-face mahogany $200; 21-in. open-face mahogany leatherette $200; 21-in. open-face mahogany $230. All-channel sets in each model are $30-40 extra.

Some 20 Italian TV set manufacturers and assemblers, along with radio, electronics and component makers, are listed in U. S. Commerce Dept. Office of International Trade list, Radio & TV Equipment—Manufacturers, Italy ($1). Domestic TV set production in Italy is expected to reach 100,000-150,000 sets by end of 1954. List gives addresses of manufacturers, number of employees and estimated output of each, where available.

Motorola employees' savings & profit sharing fund reached all-time high of $17,614,000 in 1953, some 6864 of company's 8500 employees voluntarily contributing $1,033,000 during year, company contributing $2,836,000 and fund's investments earning $466,000. Motorola also gave awards totaling $22,798 to 1100 employees whose constructive suggestions were put in practice during year.

Apace with booming record sales, hi-fi is going such great guns that New York Times will publish special section devoted to it, Sun., March 21.
Mrs. Virginia Durr, wife of ex-FCC commissioner (1941-48) Clifford R. Durr and sister of U. S. Supreme Court Justice Hugo Black, went through stormy sessions of Sen. Jenner’s Internal Security Subcommittee at New Orleans March 19 when she was charged with having Communist ties at one time. She denied it vehemently and her husband, acting as counsel for ex-National Youth Administrator Aubrey Williams, threatened libel action when his name also was linked with Reds. Only Sen. Eastland (D-La.) was sitting when Paul Crouch, ex-Communist now with U. S. Immigration Service, testified that Mrs. Durr had persuaded Justice Black to address Southern Conference for Human Welfare in 1938; now the Southern Conference Educational Fund, it’s under investigation by the committee. Mrs. Durr wasn’t labeled an actual party member, but Crouch charged she had “plotted” with the party. She bitterly denied it, and issued this angry statement after the session: “I refuse to submit to the authority of this committee, and I stand in total and utter contempt of it.” Well known for her “crusading” proclivities while in Washington, Mrs. Durr once before got some unpleasant publicity when she admitted contributing to party liner Vito Marcantonio’s N. Y. campaign for reelection to Congress.

Phoenix’s KOOL-TV & KOY-TV, sharing Ch. 10 since they began operating last Oct., will be consolidated under ownership of Marley Broadcasters Inc., controlled by cowboy actor Gene Autry and operators of KOOL-TV with radio KOOL. Subject to FCC approval, Autry firm proposes to buy out KOY-TV for $400,000. Network is ABC-TV—KPHO-TV (Ch. 5) having CBS and KTVL-TV, Mesa-Phoenix (Ch. 12) having NBC & DuMont. Charles H. Garland, 5% owner, is gen. mgr. of KOOL-TV. Albert D. Johnson, 20% stockholder, is gen. mgr. of KOY-TV & KOY, presumably will continue with the radio station; other stockholders are John L. Hogg, Glenn Snyder, George R. Cook and John R. Williams, each 20%.

Objections of 5 uhf stations in Harrisburg and York, Pa. to power-height increase and site move of WGAL-TV, Lancaster (Vol. 10:59) were opposed by FCC’s Broadcast Bureau this week. It pointed to “unusual belatedness” of petition, said stations must have been aware of WGAL-TV’s application long before it was granted, stated that petitioners’ “allegations of economic injury are simply assertions so highly speculative as to be clearly inadequate to give the petitioner standing to file the instant petition.”

Air crash in which 28 were killed when American Airlines plane collided with 2 towers of radio WPTR, Albany, last Sept. 16 (Vol. 9:38) was attributed by CAB to pilot’s error, in report filed March 19. “Under existing conditions, the pilot should have abandoned the approach to airport,” board said. The 2 other 1953 crashes involving TV towers were also blamed on pilots by CAB (Vol. 9:49 & 10:4).

Application for 10-watt satellite on Ch. 13 to serve Elkins, W. Va., filed last year by Elkins TV Assn. (Vol. 9:24), was turned down this week by FCC, which said applicant didn’t meet Commission rules for experimental stations, i.e., didn’t propose any real scientific study. Group wanted to pick up and rebroadcast WDVT, Pittsburgh.

Interconnected this week to network circuits: KECEB, Tulsa, and KMMT-TV, Austin, Minn. Next on AT&T’s schedule: KHQA, Hannibal, Mo., about March 20, and WSJL-TV, Jackson, Miss., March 27. Phone company plans to add third microwave channel to Norfolk, Va. area April 1.

NARTB’s TV code was endorsed in resolution unanimously adopted March 17 by general board of National Council of Churches. Revised edition of code, as amended in Jan. (Vol. 10:4-5), was released this week and is available from NARTB, 1771 N St. NW, Washington.

Opposition to FCC filing fees was voiced by all 7 nongovt. witnesses appearing before Senate communications subcommittee March 16-17 in hearings on bill by Sen. Johnson (D-Colo.) to establish “nominal” fees in place of FCC’s schedule (Vol. 10:5;7-8 & full text in Special Report of Jan. 30, 1954). The witnesses—most of whom represented marine and other private carriers—also objected to Johnson’s bill, most of them opposing whole fee principle. FCC Chairman Hyde told subcommittee its fee schedule is still only a proposal and was submitted pursuant to Congressional order. As to Johnson’s bill, he urged that it be amended so that “the exact standard which Congress intends the Commission to follow in computing fees [is] fully and carefully spelled out.” Sen. Johnson, present at hearing, inserted in record the previously expressed views of Comrs. Webster and Bartley, who oppose fees, and challenged FCC’s authority to levy fees since such authority is not contained in Communications Act, but in appropriations bill. NARTB v.p. Ralph W. Hardy urged Congress to “clearly declare a policy which would forbid the FCC or any other agency [to] require the payment of license fees for broadcasting.”

Competing with theatres for closed-circuit TV business meetings, Sheraton Hotel chain launched its TV hook-up March 16 with 6-city telecast in which Sheraton Corp. officials discussed offering of new bonus issue, from DuMont’s New York studios. Hotels on circuit were in New York, Detroit, Chicago, Boston, Baltimore, Washington—first 5 having purchased RCA theatre-TV equipment. Chain says any of its 33 hotels in U. S. and Canada can be hooked up, some using portable projection TV equipment. Also participating in this week’s show, and reportedly lined up for hotel-TV meetings of their own, were Ballantine Beer, Trans-World Airlines and Railway Express Co. More closed-circuit TV sales meetings have been held in first 3 months of 1954 than in all of 1953, principal ones being National Dairy Products Corp. in 15 cities, Ford 32 cities, Dodge 29, Pan American Airways 20—all in theatres.

Closed-circuit educational programs originating from WBNNS-TV and beamed to ballroom of Columbus’ Deshler-Hilton Hotel will be feature of annual Ohio State U Institute for Education by Radio-TV, April 7-10. Broadcasters and educators in hotel will be asked to criticize programs. Main speaker will be Theodore Streibert, chief of U. S. Information Administration, reviewing overseas libraries program. Among other educational TV developments: (1) Gov. Dewey’s bill for operation of N. Y. State’s 10 educational channels by non-profit corporations was amended to permit “controversial” programs, a change sought by N. Y. board of regents, which will have over-all policy supervision. (2) Ohio State U gets $100,000 grant from Ford Foundation for proposed WOSU-TV (Ch. 34).

Big color “spectaculars,” 90-min. big-name programs 8-9:30 Mon. and 9-10:30 Sat., are being blueprinted at NBC-TV for this fall. Also for this fall is a color show weekly then go weekly with programs comparable to smash Ford 50th anniversary (Vol. 9:25). To build the shows, producer Leland Hayward is seeking to line up such names as David Selznick, Walt Disney, Joshua Logan, Cecil B. DeMille, Sam Goldwyn, Buddy Adler, Stanley Kramer, et al. Concept of the “spectacular” has been idea of pres. Pat Weaver for some time; he now envisions them as naturals for color.

Grantee WOPA-TV Inc., Chicago (Ch. 44), with same ownership as AM station WOPA, in suburban Oak Park, was denied use of call letters WOPA-TV this week, FCC refusing to waive policy requiring different call letters for different cities even though stations have same ownership.
SENATORS PUT FCC FILING FEES ON ICE: FCC's proposal to levy fees of $3 to $1500 on those it regulates (Vol. 10:5) now appears to be dead -- or at least in a state of suspended animation for the next year or so -- as result of objections by everybody in general and Senate Commerce Committee in particular.

It was Congress, not FCC, which imposed filing fee idea in the first place -- as rider to appropriations bill, which established fee policy for govt. regulatory agencies. But this week, following Senate hearings in which all witnesses opposed principle (Vol. 10:12), Committee asked FCC to suspend rule-making until July 1955.

Committee unanimously passed resolution stating that the license fee proposal "raises basic questions with regard to the fundamental philosophy of regulation under the Communications Act, [and] any departure from the existing structure of licensing should be resolved specifically by the Congress after the conclusion of our present inquiry." At week's end, Commission hadn't acted, but it probably will bow formally to the Committee's request next week.

CONCEPTS OF COLOR GROWTH—RCA's PLANS: Skepticism about the eagerness and haste of the public in buying color TV receivers, clearly manifest in industry ranks despite the enormous publicity color has had, may be slowing down color's pace -- certainly is now causing soft-pedaling of some of the predictions for its immediate future.

Nevertheless, RCA this week reiterated its faith in color, invited its set-making licensees and competitors to share both initial expenses and ultimate profit as it laid before them its own color plans for 1954 -- covering production of sets and parts, equipping of stations, and programming via NBC-TV.

Many other set manufacturers, however, have been mighty dubious about going ahead with production now, principally because they believe 15-in. tube too small and price of receivers much too high. Nearly every one with research facilities is doing something, telling almost nothing, though many had tubes in various stages of development on display at IRE convention this week (see p. 14).

* * * *

More than 250 licensee representatives were at RCA's March 26 symposium at its big receiver plant in Bloomington, Ind., where the day before RCA officials had also briefed newsmen. To the licensees, as to newsmen, RCA stated own 1954 goal of 5000 sets with 15-in. tubes, 5000 with 19-in. -- and showed 15-in. in production.

But they made clear the very important fact that RCA won't build tubes and other special color components for other set makers until it gets firm orders for them. In this significant respect, RCA policy differs from that of 1947 when it began stockpiling black-&-white tubes in advance of orders.

Policy applies both to 15 & 19-in. Reason for it, said v.p. E.C. Anderson, in charge of licensing, is because of "the present cost of color tubes and the fact that additional types may become available."
With most other manufacturers backing off from 15-in., or not trying it at all, RCA thus showed it intends to give it at least a substantial try. Consumer products exec. v.p. Joseph Elliott said he's satisfied "quite a few" will be sold at $1000. He likened the set to a Cadillac or Lincoln (though one competitor calls it a "Jaguar"). He said "orders for hundreds" have been received from all cities where color signals are available.

Whether RCA's example will persuade its tube customers to give the 15-in. a similar whirl, it's too early to say. It asked them to place orders for tubes and other components soon as possible, stating there's substantial lead time involved.

Said tube div. marketing mgr. Douglas Y. Smith: "The minimum lead time we need for color kinescopes is 30 days and may run 90-120 days, depending on the magnitude and timing of demands. For receiving tubes, it's 30 days, may run to 90. For components, it's 30 to 60 days; for testing equipment, 90 days minimum up to 120-270 days."

Asking others to get into the swim, Elliott said the development of color as a national service is "too big for any one firm." After saying he expects RCA to build 10,000 sets this year, he estimated industry total at 100,000 -- of which he figures 70,000 will be sold this year. From then on, he foresaw this growth in sales: 350,000 in 1955; 1,780,000 in 1956; 3,000,000 in 1957; 5,000,000 in 1958.

The real "mass market" will come some 3-5 years from now, said Elliott, taking the now more conservative line of Chairman Sarnoff and President Folson, who weren't present. By then, he said, a 19 or 21-in. color set will sell for $500.

Fostering of color expansion is no simple trick, the speakers acknowledged. Said Anderson: "The introduction of color to the public is a different and more difficult problem than black-&-white TV. The public had only one choice in 1947. Now, they are able to choose between color and black-&-white." Very cheap black-&-white, he might have added -- so cheap now as to throw a new complexion on market.

* * * * *

Though we attended the newsmen's session at Bloomington, we were barred from the licensee session Friday, our deadline day, so had time to get reaction from only one manufacturer who attended. He's a medium-sized producer, by no means tied to RCA apron strings, and his comments may be significant:

"I think it was a great promotion for color on the part of RCA. It was impressive, too, for we actually saw the sets in production -- very slow, actually only 10 to 15 per hour. They're trying for 40. I must say the line looked good, the method of production was very clean, and they showed how we can all do it and doubtless even improve upon it and bring down costs.

"But it's all up to the consumer, in the last analysis, just as the RCA people said. We must count on losses at the outset. The question is: How cheap can we make this set, so it can be sold at a reasonable price? And, will they buy?"

"Were you enough impressed to go back and start your own line?" we asked.

"I'll have to reserve comment on that -- but you can say for me that RCA's pitch was really terrific."

* * * * *

There certainly are differences within the industry about when and how the new color art and industry will develop -- but the situation was oversimplified in Jack Gould's front-page New York Times article of March 22, which was the talk of the industry all this week. It spoke of sharp disagreements over when color should be introduced to the public, with RCA on one side and, ranged on the other, "virtually all the other set makers who do not believe that it is either technically or economically feasible to begin color for some time."

Fact is, as far as we can adduce at this time, there's no such unanimity or certainty of opinion among set makers yet, even though RCA alone so far has stated specific plans and production schedules. There's puzzlement, uncertainty, a waiting for "things to happen" -- presumably, now, for public reaction to marketing efforts of RCA and any others who undertake to make and sell sets.

(Westinghouse also has announced production line, has advertised sets avail-
able for immediate sale, but reportedly has sold very few as yet. Emerson leasing plan [Vol. 10:10,12] has apparently aroused very little trade enthusiasm.)

Other manufacturers aren't tooling up, Gould reported, contending that "public interest in color has subsided because of the high retail costs of initial sets -- more than $1000 for 12-in. pictures -- and that the 'immediacy' of tinted TV can now be discounted." He went on to state that some have cancelled orders for various color parts, and that CBS has decided not to expand its color programs because an informal survey "showed the number of color TV sets in use this year would be far below many original enthusiastic estimates."

The Times reporter concluded, quite rightly: "At issue, basically, is a complex problem of a multi-million dollar business going through a transitional period. Involved are difficulties in the engineering laboratories, novel problems in merchandising and industry politics."

* * * *

It was apparent to us, in tour through the Bloomington plant, that RCA is seeking to give its model CT-100 color set the same reputation for solidity that its famous pioneering 630-TS 10-in. black-&-white set enjoyed.

Bloomington plant has 5 production lines, 3 of them on black-&-white sets, one on color, other unused at present. Plant mgr. Thomas A. Weeks said the color line is capable of producing 2000 sets monthly -- a rate which can be achieved in 6-8 weeks. He said color set has 1012 parts vs. 437 parts in 21-in. black-&-white and that complexity of production is about at 2%-to-1 ratio.

Plans for 19-in. were given as follows: Developmental samples of tubes available in April, commercial production of tubes during July, production of receivers "shortly thereafter." No indication of price of 19-in. tube or set or rate of their production was given except that they would "cost more". It was also stated that the focus-mask tube (Vol. 10:4) will be demonstrated next year.

* * * *

Color receiver service warranty conditions were disclosed for first time, with 3 kinds of contracts available at option of purchaser:

(1) "A" contract -- $149.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for one year.

(2) "B" contract -- $99.50 for guarantee on all parts, including the picture tube, for one year, plus unlimited service calls for 90 days.

(3) "C" contract -- $25 for installation and instructions. Service calls thereafter to run $5.95 for first ½ hour, $3.50 for each additional ½ hour.

* * * *

On the station side, engineering products v.p. T.A. Smith revealed that 35 stations are now equipped to rebroadcast network color, and "partial shipments" of color equipment have been made to 35 more.

Turning to network connections, Smith estimated that 75 cities would be color-connected by July 1, more than 140 cities by end of 1954 -- thus making it possible to put color signals in range of 75% of nation's homes.

Live cameras are now being shipped, he said (see p. 8), and some 25 stations are due to get new vidicon color film cameras this year (Vol. 10:12).

For NBC-TV's color programming plans, see below.

NBC-TV OUTLINES COLOR 'SPECTACULARS': What inducement will public have to buy those $1000-up color sets? NBC-TV officials believe they have some powerful programming injections to whet viewers' appetites for color.

NBC color coordinator Barry Wood, addressing symposium of manufacturers at RCA Bloomington receiver plant March 26, stated that NBC would be providing at least 3 color shows weekly by end of year -- 2 from New York, one from Hollywood.

In addition to studio programs, he said, mobile units will originate such things as cherry blossoms from Washington, golf tournament from Baltusrol, N.J., Mardi Gras from New Orleans, fashion shows from Manhattan, rodeos from southwest.
Then he came to "Spectaculars in Color" (Vol. 10:12), details of which NBC pres. Pat Weaver gave to affiliates in closed-circuit telecast March 26.

Starting in October, Weaver said, these 90-min. fortnightly programs will be "peaks in the schedule... bringing back to TV the role of a conversation piece." They will have the "appeal of the 'hit' in show business," he said.

They're going to cover whole gamut of show business -- musical comedy, drama, circus, operetta, aquacade, ice show, etc. -- produced by such men as Walt Disney, David Selznick, Rodgers & Hammerstein, plus NBC's own producers.

Programs will be scheduled Sat. 9-10:30, Sun. 7:30-9, or Mon. 8-9:30. There will be 13 of these this fall, sponsor for which is to be announced soon. In addition, there will be an "occasion" program for which NBC will pre-empt time.

Emphasis will be on producers and writers, including the "creative brains" of Hollywood, rather than primarily on personality of stars.

If programs are all Weaver says they'll be, NBC can scarcely go wrong -- because programs will be seen on black-&-white, thanks to compatibility. As for cost, while RCA & NBC say they're prepared to spend many more millions to promote audience and color set sales, other telecasters and manufacturers seem inclined now to go more slowly, tread cautiously, look into expense factors more closely.

* * * *

Wood described NBC's color facilities as follows: Colonial Theatre, 4 color cameras and 35mm slide scanner; Studio 3H in Rockefeller Center, with 2 cameras and slide scanner; one mobile unit with 3 cameras and more under construction.

Another studio will be equipped in Brooklyn by fall, he said, as will one in Burbank, Cal. Chicago will have one a year later, then Cleveland and Washington.

Note: We watched Scholz-Andrews fight March 26, the firstbout carried in color by NBC, found color added little to what was basically a good fight. We doubt whether color would help a poor match one iota. Washington Post sportswriter Herb Heft seems to share our views quite precisely. He wrote: "I'd say, on the basis of my first look, that the fight looked nice in technicolor. But I wouldn't put out the extra dough to see another one like it, good as it was. Maybe to see the Rose Bowl pageant or the Mardi Gras. But not for a fight."

5 MORE STATIONS START, ONE IN CANADA: Four new TV outlets went on air in that many U.S. cities this week, one more in Canada -- making 379 in this country (130 uhf), 9 in the Dominion. The U.S. count allows for one more uhf quitting as of March 31: KRTV, Little Rock (Ch. 17) where KARK-TV (Ch. 4) has just started testing. Week's starters bring first service into Eugene, Ore. and St. John, N.B., first local uhf into Little Rock, first uhf into Providence, third uhf into Madison. They are:

KARK-TV, Little Rock, Ark. (Ch. 4) started tests March 24, plans schedule of test patterns beginning April 1, day after Little Rock's KRTV (Ch. 17) is due to go off the air after selling its studios and other facilities to KATV (Ch. 7) in nearby Pine Bluff (Vol. 10:11). KARK-TV has 25-kw RCA transmitter, 340-ft. tower, plans later to build 1170-ft. tower and emit 100-kw. Chief owner is T.H. Barton (73%) with T.K. Barton (18.16%) as v.p.-gen. mgr.; Dale Hart, program mgr.; Champ Smith, chief engineer. Network is NBC, base hour rate is $350. Rep is Petry.

WNET, Providence, R.I. (Ch. 16) began testing at 10 a.m., March 23, will go commercial soon after April 1, boasts Studio One as first network order from CBS. It is first local competitor for pre-freeze WJAR-TV (Ch. 10), is putting on big drive for uhf conversions. John Porterfield, v.p.-gen. mgr., ex-Raymer, reports excellent signals from initial tests of 1-kw RCA transmitter, 420-ft. Stainless tower. Plant includes 2 studios, one 30x80. Station got 2nd of new GPL vidicon camera chains. Harold C. Arcaro, attorney, is pres. of corporation having 1200 local stockholders. Chief engineer is Herbert F. Evans, ex-CBS. Base rate is $200. Rep is Raymer.

KVAL-TV, Eugene, Ore. (Ch. 13) opened new market when it began test patterns March 22, for it's 103 mi. south of Portland, 120 mi. north of Medford. It's also 61 mi. from Salem, state capital, which has 2 CPs without announced target dates. KVAL-TV begins programming in mid-April or earlier as NBC interconnected. It has

WHA-TV, Madison, Wis. (Ch. 21), for which Wisconsin U regents in 1952 allocated $105,750 and which then got another $100,000 grant from Ford Foundation, put out first test signals March 26 from 1-kw RCA transmitter and Gabriel antenna on WHA-FM tower. It begins program tests April 5, suspends for spring vacation April 19-24, then starts 2-3 hours of daily programming from May 3. Its 5th educational non-commercial outlet on air. Studios in Radio Hall of university's WHA ("oldest station in the nation") are equipped with 3 GPL camera chains, projector and kine recording equipment. Educational radio pioneer H.B. McCarty is executive director.

CHSJ-TV, St. John, New Brunswick (Ch. 4), first TV in the Maritimes and the easternmost in North America, began testing March 22 and 2 hours later went on program schedule with CBC and U.S. network kinescopes and films. It's Canada's 9th outlet, 4th privately-owned. It uses Canadian GE transmitter and 40-ft. Ajax tower on 1200-ft. Mt. Champlain, 18 mi. from city. Transmitter house was built under same sort of rugged conditions that faced CBUT, Vancouver, and in addition required 2½-mi. of new mountain road. Integrated with radio operation, its owned by group headed by Thomas A. Drumme, with George A. Cromwell as gen. mgr., Earl McCarron, program director. Base hour rate is $165. Rep is All-Canada Television, none in U.S. yet.

**Few CPs, Multiple & UHF hearings soon:** FCC gave out 2 CPs this week, took one back from grantee who failed to build after prodding, got rather roughly handled itself when House Appropriations Committee cut its budget from $7,664,400 to $6,544,400.

The week's grants: Montgomery, Ala., WSFA, Ch. 12; Charleston, S.C., WUSN, Ch. 2. The CP revoked was for oilman Tom Potter's WTVI, Chattanooga (Ch. 43).

Though still leaning towards its multiple ownership proposal, which would permit owners of 5 vhf to acquire 2 uhf (Vol. 10:4:6), Commission has decided to withhold further action until Potter communications subcommittee of Senate holds hearings on uhf -- now scheduled April 27-29, with FCC providing first witnesses.

Sen. Johnson's multiple ownership bill (Vol. 10:11) will get airing at same time, since its stated purpose is to help uhf.

UHF operators and grantees are expected to be out in full force to present their ideas. One operator, Leon Green, secy. of Houston's KNUZ-TV, is inviting all grantees to meetings in Washington April 25-26 to discuss proposals to put before subcommittee. Among his ideas is govt. loans to TV stations.

The "protest" section of Communications Act brought its most unusual result to date this week when owners of Clarksburg, W.Va. newspapers Exponent and Telegram filed protest to Ch. 12 grant to WBLK-TV, alleging "economic injury." It's first time anyone not a TV or radio grantee or applicant has ever protested a grant.

Complaint states that grant of WBLK-TV increases "dominating position" of its owners -- Stubblefield family -- who control newspapers in 9 West Virginia cities plus 54% of WTRF-TV, Wheeling, plus AMS WBLK, Clarksburg and WPAR, Parkersburg. Owners of WBLK-TV replied that protest was "based upon a fear of competition" and that "the protestor sees TV, not as a force for public good, but as a threat to its long enjoyed monopoly in the newspaper field."

Commission hasn't indicated its decision yet, but it generally hasn't been too eager to grant protests and hold hearings on them.

---

Million-watt uhf station may be possible within a year, spokesmen for tubemaker Eitel-McCollough Inc. believe. At IRE engineering show this week the San Carlos (Cal.) manufacturer showed full-scale model of huge 50-60-kw klystron which will power tomorrow's maximum-power uhf outlets. An official of the company which supplies DuMont, Federal and others, said the new tube should be in production in about 6 months, or at least by end of year. Task of designing transmitter around the tube shouldn't pose difficult problem, he added, because of its similarity to current 12-kw models. New and far bigger power supply will be largest obstacle. Rival klystron-maker, Varian Associates, Palo Alto, Cal.—which designed 12-kw tube now being made by GE—wouldn't be pinned down on plans for top-power uhf tubes. Pres. Russell Varian told us his plans are now uncertain, inasmuch as demand seems to have tapered off somewhat and it may not be feasible to go ahead now in view of uhf's economic situation.
Personal Notes: Frank Stanton, CBS pres., conferred with President Eisenhower at White House March 25, told reporters afterward he had nothing to say... Keith Kiggins, ex-ABC v.p. and one-time NBC director of station relations, who has been living in retirement in La Jolla, Cal., appointed administrative asst. to George B. Storer at new Storer headquarters in Miami Beach, Fla. Chris Witting, Westinghouse Broadcasting Co. pres., named to 3-year term on board of Advertising Council... George Crothers, ex-director of CBS-TV religious broadcasts, named CBS-TV mgr. of public affairs broadcasts... Alfred DiGiovanni promoted to CBS-TV Spot Sales research mgr... Francis V. Guidice promoted to program mgr., WTTG, Washington, and DuMont contact at White House and Capitol, succeeding Roger M. Coeles who becomes mgr. of KONA, Honolulu... James C. Cole re-names as gen. mgr. of WFTV, Duluth, his job being taken over temporarily by C. G. Alexander, gen. mgr. of Great Plains Television Properties Inc. (Sheffel-Burger)... Jim Moroney Jr., asst. treas., Dallas News, and asst. supervisor, WFIA-TW & WFIA, married to Helen Claire Wiltso, known on WFIA as singing star Lynn Holt; George Stevens promoted to WFIA-TW local sales mgr... Wes Izzard promoted to gen. mgr. of Globe News’ KGNC-TW & AM, Amarillo, replacing Tom Krist; resigned; Aubrey Jackson, from his radio KEYS, Corpus Christi, to asst. commercial mgr.; Bud Thompson to TV station mgm. Sid Tremble promoted from program director to commercial mgr. of KCMO-TV, Kansas City; Ken Heady, new program director... James Allen adds duties of publicity director for all 4 Crosley TV stations, plus WLV, to title of director of TV promotions... Harold S. Falter named gen. mgr. of Dallas branch, Forjoe rep firm... L. T. Steele, TV v.p., Benton & Bowles, elected to agency’s board of directors... Robt. Marcato joins Kenyon & Eckhardt TV-radio dept. to work on RCA account.

Millard M. Garrison, 49, partner of Page, Creutz, Garrison & Waldschmitt, Washington consulting engineers, died suddenly of heart attack March 25. He was born in Stanwood, Ia., attended Minneapolis schools, was graduated from U of Minnesota in 1938. During World War II, he was responsible for work on various kinds of Navy airborne identification radar and navigation beacon equipment, head of Bureau of Aeronautics radar section, attained rank of captain in reserves. He was Washington consultant since 1951, starting with Jansky & Bailey, forming partnership with Joseph Chambers (now head of Motorola labs in Phoenix) after war, maintaining own firm from 1950 until joining latest partnership in 1953. Surviving are widow and 2 sons, 13 & 10. Military funeral will be conducted 1 p.m. March 29 at Ft. Myer Chapel, Arlington, Va.

Junius P. Fishburn, 58, publisher of the Roanoke (Va.) Times and World-News, operating radio WDBJ, suffered a stroke during a Washington hearing March 24 before FCC examiner J. D. Bond. Rushed to a hospital, he died a few hours later. Hearing on competitive applications of WDBJ & WROV for Ch. 7 had been in progress, off and on, since last Sept. 25 and was indefinitely postponed.

E. Finlay MacDonald, operator of CJCH, Halifax, was elected pres. of Canadian Assn. of Radio & TV Broadcasters at this week’s annual meeting in Quebec City, succeeding E. E. Elphicke, CKWX, Vancouver.


Forjoe & Co., station rep, moves April 5 to new offices at 580 Fifth Ave., N. Y.; phone, Judson 6-3100.

How one uhf telecaster is attacking problem of good converter installations: Walter Reade Theatres’ WRTV, Asbury Park, N. J. (Ch. 58) promotes “WRTV Seal of Approval” which is awarded to dealers and servicemen making quality installations at realistic prices. Those earning seal get decal for store windows, mats of seal for mailings and newspaper ads, advertising in lists of approved dealers in 4 area newspapers for which WRTV foots bill, plugs on WRTV and in trailers shown in Walter Reade theatres. To get seal, dealers apply to station, which investigates, checks quality of several installations made by dealer, who must meet these criteria: (1) Conversions must be made with money-back guarantee for satisfactory reception of WRTV. (2) Proper types of antennas, lead-ins, converters, strips, etc. must be used. (3) Prices must not be “exorbitant.” Station says it’s not concerned with brand or make of equipment—only with quality—and as to price, it doesn’t want seal to go to “some of the firms which are charging $70, $80 & $90 for conversions that belong in the $30, $40 or $50 class.”

Gov. Dewey signed educational TV bill March 25, opening way for establishment of privately-owned non-profit stations to be operated under supervision of State Board of Regents (Vol. 10:6). Bill gives Regents authority to incorporate any group for operation of educational station, bars use of programs “for partisan or political purposes or to influence legislation.” Non-profit groups have already been organized in New York, Buffalo, Albany-Schenectady-Troy. State is allocated 10 non-commercial channels, all uhf. Board of Regents itself holds 7 CPs (see TV Factbook No. 10), will turn them over to privately-owned groups as they are chartered. First to get charter (and CP) probably will be New York City’s Metropolitan Educational TV Assn., which expects to be chartered at Regents’ next meeting at end of April.

British commercial TV was approved by House of Commons March 26 on crucial second reading, 298-269, after acrimonious debate. Deputy Labour party leader Herbert M. Morrison, pledged to make TV commercialism issue in next political campaign, said if his party came into power it would block the new broadcasting service —and Conservative asst. Postmaster General L. D. Gammans suggested Labor Party adopt this election slogan: “Vote labor and lose your second program.” Actually, the TV bill is very mild one, setting up safeguards against over-commercialism and “over-Americanism,” and giving Govt. same censorship power it has over BBC (Vol. 10:11).

J. Fred Muggs has asked CBS for equal TV time to “refute all gestures made by the chimpanzee who aped me” on Ed Murrow’s See It Now March 23, according to UP dispatch. Chimpanzee Muggs, featured performer on NBC-TV’s Today, has become symbol of evils of commercial TV to Britons. Murrow’s show, devoted to the British TV dispute, used film featuring rival British chimp, “J. Fred Muggridge,” being exploited by British Laborites as weapon against commercial TV. Muggridge is namesake of Punch editor Malcolm Muggridge, one of most persistent and outspoken advocates of commercial TV.

Barnard College’s 4th annual Summer Institute of Radio & TV, jointly sponsored with NBC in N. Y., June 28-Aug. 6, will include new course in “Technical Operations Orientation” directed by RCA Institute Inc.’s Paul L. Gerhart.

Stock Shots to Order Inc., 500 Fifth Ave., N.Y., has been formed by R. A. Pheelan, ex-WOR-TV, and Edna Paul, ex-NBC, to supply TV producers with programs or commercial shots they can’t get from stock film libraries.

Arizona Gov. Howard Pyle still calls himself program director of KTAR, Phoenix, and intends to return to that station when he quits politics.
Station Accounts: Possible trend to foreign-language specialization in some markets, as has happened in radio, is seen in announcement that newly authorized KELP-TV, El Paso (Ch. 13), city's third, will concentrate on Spanish programs, and that new KBID-TV, Fresno (Ch. 53) has set aside 3½-hour block of time each week aimed at the Latin-American audience. Recently started KGBT-TV, Harlingen, Tex. (Ch. 4), in heart of Rio Grande Valley, has even appointed a Spanish language sales specialist, Richard T. O’Connell. New Spanish Hour on WOR-TV, N. Y., Mon, 10:30-11:30 p.m., bi-lingual variety show, already has 3 sponsors: Albert Ehlers (Cafe Caribe coffee), thru Quinn-Lowe Inc.; Gustone (vitamins), thru Reed Adv.; Manning’s (used cars). Indiana Telephone Co. sponsored 1954 state high school basketball finals at Indianapolis last week, with WFBM-TV feeding to 6 other stations in basketball-wild Indiana, 3 in Kentucky; phone company guaranteed $10,000 gate, lost deficit of about $2500. Wilbur-Ellis Co. (Southern Star Bonito) buys N. Y. news segment of WCBS-TV’s new Morning Show, 8:25-8:30 a.m., thru West-Marquis Inc., San Francisco. Seven-Up new. Kink. Vitamin. General. Turing. P. E. (chain. 7-Up.)

Benton from history, thru Mon.-thru-Fri. Pacific Agency. $2500 ready. N. has Goodyear Harlingen, programs, thru Bishop, Mon. & thru-Fri. (Rybutol) Latin-American TV, total this. Welcome. On Your Account, Mon.-thru-Fri., 1:30-2 p.m., thru Dancer-Fitzgerald-Sample, and On Your Account, Mon.-thru-Fri., 4:30-5 p.m., thru Benton & Bowles. Third show, unannounced, will occupy Mon.-thru-Fri., 1:15-1:30 p.m., also starting July 5. Since P&G already sponsors 3½ hours of daytime on CBS-TV, its total is 10 hours per week on that network (reported billings: $9,000,000), practically filling up its day periods and requiring realignment of most other daytime schedules. General Foods’ 25th anniversary program, featuring Rogers & Hammerstein Music with big lineup of name stars, Sun. March 28, 8-9:30 p.m., was to be carried by total of 235 stations on all 4 networks (including 6 of the 7 in N.Y.); biggest commercial hookup in TV history and costing somewhere between $500,000 & $750,000. Agency is Young & Rubicam. Vitamin Corp. of America (Rybutol) sponsors The Goldbergs on 160 DuMont stations, assuming Bishop Sheen’s Tue. 8-9:30 p.m. period for 13 weeks from April 13, undetermined time thereafter, thru BBDO. DuMont says station lineup is biggest in TV history, involves $5,500,000 contract. General Time Corp., Westclox Dix., buys 13 weeks of part in CBS-TV Pacific Network’s Panorama Pacific. Mon.-thru-Fri. 7-9 a.m. PST, thru BBDO; State Farm Insurance Co. buys 26 weeks on same show, thru Needham, Louis & Brobray.

Network Accounts: Largest time sale in TV history is claim of CBS-TV sales v.p. Wm. H. Hylan, in signing up Procter & Gamble for 3 more daytime shows, totaling 6½ hours weekly. Two of the shows are being taken away from NBC-TV as of July 5—Welcome Travelers, Mon.-thru-Fri., 1:30-2 p.m., thru Dancer-Fitzgerald-Sample, and On Your Account, Mon.-thru-Fri., 4:30-5 p.m., thru Benton & Bowles. Third show, unannounced, will occupy Mon.-thru-Fri., 1:15-1:30 p.m., also starting July 5. Since P&G already sponsors 3½ hours of daytime on CBS-TV, its total is 10 hours per week on that network (reported billings: $9,000,000), practically filling up its day periods and requiring realignment of most other daytime schedules. General Foods’ 25th anniversary program, featuring Rogers & Hammerstein Music with big lineup of name stars, Sun. March 28, 8-9:30 p.m., was to be carried by total of 235 stations on all 4 networks (including 6 of the 7 in N.Y.); biggest commercial hookup in TV history and costing somewhere between $500,000 & $750,000. Agency is Young & Rubicam. Vitamin Corp. of America (Rybutol) sponsors The Goldbergs on 160 DuMont stations, assuming Bishop Sheen’s Tue. 8-9:30 p.m. period for 13 weeks from April 13, undetermined time thereafter, thru BBDO. DuMont says station lineup is biggest in TV history, involves $5,500,000 contract. General Time Corp., Westclox Dix., buys 13 weeks of part in CBS-TV Pacific Network’s Panorama Pacific. Mon.-thru-Fri. 7-9 a.m. PST, thru BBDO; State Farm Insurance Co. buys 26 weeks on same show, thru Needham, Louis & Brobray.

Thirty-five advertisers, reports Billboard, are “chomping at the bit” to buy alternate-week shows employing the so-called major-minor plan whereby 2 sponsors get every-week coverage by buying a network time period and then alternating the commercial emphasis, viz., Philco-Goodyear on NBC-TV, U. S. Steel-Motorola on ABC-TV, and, mostly recently, Block Drug-Nash Motors on CBS-TV (Danger). One week one sponsor gets the “full treatment” with substantial mention of the other; next week, they shift—and rate-holding is same as standard practice in magazines whereby an advertiser buys a color page one week, a small black-&-white ad next week. Among clients ready to go major-minor, as listed by Billboard: Procter & Gamble, which it says “wants more TV”; Parliament, Schick, Block, Paper-Mate, Texaco, Brown & Williamson, Owens-Corning, Dow Chemical, Purex, Ronson.

What, indeed, hath TV wrought? “Displacement of the dining area of the living room and the one-a-day meal eaten in silence before the TV set is bringing about a whole new concept of merchandising based on the snack,” reports March 24 New York Times. Accordingly, 4 makers of snack items are getting together under the auspices of Ross-Roy Inc., N. Y. agency, to form “Snackmaster’s Guild,” pooling their resources for advertising, merchandising & promotion. They’re Lummis & Co., Philadelphia (salted peanuts); Pretz-L Products Corp., Reading, Pa. (pretzel nuggets); Adams Corp., Beloit, Wis. (Adams Korn Kurls); Kink Kone Corp., N. Y. (Old London Cheese Sandwiches).

Skiatron Electronics & TV Corp. has signed agreement with Matthew Fox, owner of Motion Pictures for TV, giving him rights to its subscription TV development—including manufacture, operation, licensing and financing. Terms of agreement weren’t disclosed. Fox has formed Skiatron TV Corp. as operating company, with Skiatron Electronic’s Arthur Levey on board, says he’ll file petition asking FCC to commercialize pay-as-you-see TV.

“Underground” TV station will be built by BCC beneath site of old Crystal Palace, replacing present Alexandra Palace operation. Scheduled for completion within 2 years, new station will be almost completely underground, with 640-ft. antenna tower the only important above-ground structure.
Telecasting Notes: Farm TV audience gets analytical attention of March 27 Tide, which notes at least 60 stations now telecasting programs designed for farmers and concludes that "farm TV can, and perhaps should, be reckoned with now." It studies CBS's recent county-by-county figures on TV set ownership (full text published by Television Digest, Feb. 27) and notes national TV set saturation is 58%. Then it takes the 2359 farm counties as defined by J. Walter Thompson Co. (i.e., those with no city of 25,000 and where majority do not live in urban areas), and finds 617 with 40% or more TV saturation, 636 with 20-40% . . . Map shows farm counties with TV are generally closely grouped, usually circle an urban county: thus an advertiser using TV in these major cities has a good chance of reaching farmers: Atlanta, Baltimore, Birmingham, Dallas, Denver, Des Moines, Ft. Worth, Grand Rapids, Houston, Jacksonvile, Kansas City, Lincoln, Louisville, Memphis, Minneapolis, Nashville, New Orleans, Oklahoma City, Omaha, Philadelphia, Salt Lake City, San Francisco, Tulsa. Article, with its state-by-state breakdown of farm saturation, is excellent ammunition for station sales force . . . Howard Hughes' acquisition of RKO for $23,489,478 ($8 a share) leaves up in air again whether its backlog of 700 films, carried on books at $1, will be made available to TV; trade reports have it that MPTV's Matty Fox once offered $12,000,000 for them, DuMont $5,000,000 . . . 5-year rights to 10 major feature films, including 1949 Technicolor production Tulsa (Susan Hayward & Robt. Preston), were sold this week for $300,000 to Samba Pictures Inc. (Jerome Hyams, pres.) for TV distribution, which will be by Hygo films; others in package are Big Cat, Black Book, Down Memory Lane, Lost Honeymoon, Mickey, Port of New York, Man from Texas, The Spiritualist, Trapped . . . Empire State Bldg. proposes the 7 N. Y. stations occupying its 222-ft. tower sign 15-year leases and pay annual rental of $85,000 each, starting April 30, as against $70,000 they now pay; they’re balking, and dispute may go to arbitration . . . U. S. Senate now has new, bigger, more modern TV-radio studio for taping and filming; it’s in Capitol, run by Mr. & Mrs. Robt. Coar . . . More rate increases: WBTW, Charlotte, N. C., raises Class A hour from $750 to $900, special Class AA min. rate from $175 to $225; KWTW, Oklahoma City, base hour from $465 to $600, min. $93 to $120; KOMO-TV, Seattle, hour from $700 to $800; KPRC-TV, Houston, hour from $700 to $770; WWLP, Springfield, Mass., hour from $250 to $300; WAFB-TV, Baton Rouge, hour from $200 to $250; CFPL-TV, London, Ont., hour from $200 to $275 . . . W. Va. Network "package" being formed by ABC-TV, comprising new WPJB-TV, Fairmont (Ch. 45); WKNA-TV, Clarksburg (Ch. 49); WTAP-TV, Parkersburg (Ch. 15) . . . KHJ-TV replaces KTTV April 1 as DuMont Los Angeles affiliate.

To WKY-TV, Oklahoma City, goes distinction of getting first commercial color camera shipped to station other than NBC and CBS New York key outlets. Camera was received March 21; rest of chain was due March 22, while second complete chain and a spare camera were to follow shortly. Mgr. P. A. Sugg said tests would begin in April and he hoped to have regular local live schedule before May 1. Station's order has been on file for 3 years. Other stations due to get cameras soon: WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WTMJ-TV, Milwaukee; WCCO-TV, Minneapolis; KTLA, Los Angeles; WDSU-TV, New Orleans.

Big screen color: Skywriter Virgil E. Noble, of Venice, Cal., claims that after 12 years of experimenting he's prepared to sky-write in 4 colors—just as soon as he finds someone willing to pay for it.

Details of 2 TV TAPE recorders were revealed for first time at IRE convention this week, together with novel plan for putting color TV pictures on black-&-white film and technical reports on 2 color film scanners. Engineers for both RCA and Bing Crosby Enterprises Inc. (Los Angeles) said they expect to have color TV tape recorders ready for commercial production in about 2 years—each using a different engineering approach.

RCA Labs' Harry F. Olson gave engineers technical data on RCA's color tape recorder which was demonstrated at Princeton last Dec. (Vol. 9:49), then told newsmen that in the 3½ months since demonstration, RCA engineers "have brought the tape speed down materially and have been able to reduce the width." The recorder shown by RCA and described in this week's technical paper uses ¾-in. magnetic tape running at 30 ft. per second, but RCA is aiming at ¾-in. tape at 20-ft. per second.

Bing Crosby Enterprises' chief engineer J. T. Mullin described system first demonstrated in 1951 (Vol. 7:46). Although it has been used only for monochrome recording to date, he said color model will be demonstrated in 6 months. Black-&-white model uses ½-in. wide tape running at 100 in. per second, carries about 1.7-mc of information, but apparent definition was described as much better than 1.7 mc. Unlike RCA's 5-track color recording, BCE's system uses 10 tracks to carry black-&-white information, 2 more for sync information and sound, can carry color with addition of 2 more tracks. System is based on "time division multiplexing"—recording one track at a time for intervals of 10 microseconds each. Mullin said monochrome system is "already better than the average kinescope recording," and that 16-minute program can be recorded on 17-in. reel.

When color is added, tape will probably be speeded up to about 150 in. per second, he said, giving "more than 3-mc. definition," or about same as RCA's.

"Color film and tape aren't the only ways to store color TV images," said Iowa State College's Wm. L. Hughes in technical paper at the convention. For the small station, he believes it may be more feasible to use black-&-white film. Advantages over color film would be in cost of film itself, and in processing, which can be done at station just like any black-&-white film. Equipment cost would be less than tape, he said, and pictures could be taken with completely mechanical camera using no electronic gear. Playback would require electronic setup.

He described experimental work he's doing for Iowa State's WOI-TV with 35mm monochrome film which he said should give definition equivalent to 16mm color film. Film doesn't record 3 separate images simultaneously, instead uses switching system to provide brightness signal at 60-field rate and alternate pieces of color information at 30-field rate, giving color bandwidth of 1-1½ mc, which "meets NTSC standards." Using such a system, he said, small station can take "color" pictures or kine recordings and show them within an hour in color. He emphasizes he hasn't built complete equipment yet but said that its practicality has been proven.

Jesse H. Haines described DuMont's 16mm color film scanner as giving "better picture than the original 16mm print itself" through use of "electronic masking" which compensates electronically for deficiencies in color film. He said scanner's development is now complete and disproves theory that any color film smaller than 35mm is unsatisfactory. He added that DuMont will have 2 of the scanners in continuous operation at NARTB convention in Chicago week of May 23. Philco's color film scanner was described in paper by Joseph F. Fisher.
HARD-LUCK KRKV-TV, Weslaco, Tex. (Ch. 5), delayed when its antenna fell to the ground while being raised onto 700-ft. tower in Jan. (Vol. 10:5), suffered another delay this week when its antenna bent a 3-ft. bolted section as it hanged against tower while being hoisted during a high wind. New section had to be rushed from GE factory in Syracuse, and owner O. L. Taylor now hopes to get Rio Grande city's first station on air in week or so.

GE this week shipped 5-kw transmitter to KGVO-TV, Missoula, Mont. (Ch. 13), with 12-bay antenna due to go out in May. It also reported order for 5-kw from new Montpelier, Vt. Ch. 3 grantee (WCAX, Burlington), for spring delivery along with 4-bay antenna. To existing WDSM-TV, Duluth, Minn. (Ch. 6), GE this week shipped 35-kw amplifier to replace 5-kw, and got order from KCMC-TV, Texarkana, Tex. (Ch. 6), for 35-kw amplifier for delivery as soon as FCC approves power boost. Also shipped were 12-bay antennas to ABC-TV's WXYZ-TV, Detroit; WBKB, Chicago; KGO-TV, San Francisco—all Ch. 7. Also shipped was 12-bay antenna to upcoming WGAN-TV, Portland, Me. (Ch. 13).

RCA reports shipping 1-kw transmitter this week to WCET, Cincinnati (Ch. 48, educational), which reports May-June target. This week also, RCA shipped 50-kw amplifiers to WHJBQ-TV, Memphis (Ch. 13) and WOOD-TV, Grand Rapids (Ch. 8); 25-kw amplifier to WFBM-TV, Indianapolis (Ch. 6); 10-kw amplifier to WIBW-TV, Topeka (Ch. 3); and bi-directional antenna to WRAY-TV, Princeton, Ind. (Ch. 52) which will up its gain to 55.

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

WBRZ, Baton Rouge, La. (Ch. 2), under construction, has 10-kw RCA scheduled for May-June delivery, writes pres. Douglas L. Mansip, publisher of Baton Rouge Advocate and State Times. It has reported mid-Sept. target, will use 750-ft. Emsco tower topped by RCA antenna. Rep will be Hollingbery. It will be first competition for WAFB (Ch. 28), which began in April, 1953.

WTHS-TV, Miami (Ch. 2, educational), still waiting for WTVJ's old Ch. 4 GE transmitter and antenna, hasn't specific target, reports asst. director Vernon Bronson. WTVJ hasn't finished work on new tower & transmitter, may not be ready for switch to new equipment for another 30 days or more, he says. WTHS-TV will be ready to begin conversion as soon as it gets equipment. It will utilize FM radio tower atop Everglades Hotel, 306-ft. above ground, for TV. Transmitter will be directly below antenna, "making it one of the shortest transmission lines in the country."

WCAX Bestg. Corp., Montpelier, Vt. (Ch. 3), state's first grantee, will build GE transmitter atop Mt. Mansfield, state's highest peak, 2729-ft. above average terrain, plans debut "as fast as weather and necessary business contract arrangements will permit," reports pres. C. P. Hasbrook. Beginning with films & kine, it's signed as CBS primary affiliate, also will use programs from other 3 networks. With antenna rising 100-ft. above Mt. Mansfield, it expects to reach as far north as Montreal, as well as neighboring New York and New Hampshire. John A. Dobson named sales mgr. Weed will be rep.

KFYO-TV, Lubbock, Tex. (Ch. 5), hasn't set target yet, but has ordered 25-kw DuMont transmitter for Aug. delivery and has 785-ft. tower, to be topped by 6-bay RCA antenna, scheduled for completion in Sept., according to gen. mgr. Gordon Thompson. Grantee Globe News Publishing Co. (Parker F. Prouty) publishes Amarillo Globe News and operates KGNC-TV there. KFYO-TV will be third vhf in Lubbock. Rep will be Katz.

KGLO-TV, Mason City, Ia. (Ch. 3), hopes to begin test patterns early in May, plans programming as soon as possible thereafter as interconnected CBS & DuMont affiliate, reports exec. v.p.-gen. mgr. Herbert R. Obrt. Transmitter house at Kensett (Ia.) site, 15-mi. north of city, is ready for 25-kw DuMont transmitter due in mid-April; RCA 6-bay antenna on 400-ft. Truscon tower is due to be ready early in April. Ownership interlocks with Mason City Globe-Gazette, KHQA-TV, Hannibal, Mo., and radio WTAD, Quincy, Ill. Hour rate will be $200. Weed will be rep.

KQED, San Francisco (Ch. 9, educational), has changed target again, now hopes to test converted KPIX transmitter atop Mark Hopkins Hotel on April 2, begin programming early in May, according to gen. mgr. James Day. Current "sign-for-9" drive seeks 6800 dues-paying members at $10-a-year in bay area.

WDEF-TV, Chattanooga (Ch. 12), will have downtown Volunteer Life Bldg. studios and transmitter house atop Signal Mt., 6.5 mi. N of city, completed by end of March, plans tests around April 1, according to gen. mgr. Harold E. Anderson, ex-KOLN-TV, Lincoln. It will use 10-kw RCA transmitter, 300-ft. Emsco tower, and will interconnect with NBC. Rep will be Branham. WOUC (Ch. 49) and WTVT (Ch. 43), other Chattanooga grantees, haven't reported targets.

WHO-TV, Des Moines (Ch. 13), delayed by antenna accident (Vol. 10:7), on March 21 hoisted rebuilt 12-section RCA superturnstile atop 700-ft. tower, now plans tests of 10-kw RCA transmitter April 15, programming April 25, reports v.p.-mgr. Paul A. Loyet. It will join NBC basic, has $850 base hour rate. Ownership interlocks with WOC-TV, Davenport, Ia., & KMTV, Omaha. Rep will be Free & Peters.

KBIC-TV, Los Angeles (Ch. 22), its GE 12-kw transmitter already tested, plans to install GE antenna on Mt. Wilson during next 2 months, reports owner John Poole. Now concentrating on establishing KBID-TV, Fresno (Ch. 53), which began last Feb. 8, he writes: "When we come on the air [with KBIC-TV], it will be of necessity, be at a level of operation which may be continued indefinitely while awaiting certain solutions of the TV industry's problems."

WMSL-TV, Decatur, Ala. (Ch. 29), expecting 1-kw RCA transmitter any day and 580-ft. RCA tower in 3 weeks, now plans April 25 tests, according to mgr. Bill Guy. It hopes to begin programming about May 1, will have $100 base rate. Rep will be Thomas F. Clark.

WOBS-TV, Jacksonville, Fla. (Ch. 30), now plans transmitter site near that of WJHP-TV (Ch. 30), won't make April target, reports gen. mgr. Jim Macri. It will use 423-ft. Stainless tower topped with RCA antenna, has GPL transmitter scheduled for delivery next Aug. Pres. & 60% owner is E. D. Rivers Sr., ex-Gov. of Georgia, who also owns WCTV, Thomasville, Ga., and 50% of WMIE-TV, Miami, both TV grantees; he also operates radio WLBS, Birmingham, and WGAA, Ceddartown, Ga. Hour rate will be $150. Rep will be Stars National.

WSEE, Erie, Pa. (Ch. 35), with 12-kw GE transmitter on hand, expects to meet April 15 test target, begin programming April 25 as primary CBS interconnected affiliate, according to gen. mgr. Charles E. Denny. Its 700-ft. Stainless tower, topped by 4-bay GE helical antenna, is scheduled to be ready by March 31. It will be first local competitor for pre-freeze WICU (Ch. 12). WLEY-TV (Ch. 66), other Erie grantee, hasn't yet announced target date. Rep will be Avery-Knodel.

WCET, Cincinnati (Ch. 48, educational), now completing construction, got its 1-kw RCA transmitter this week, plans test in late May or June, programming in Sept., writes gen. mgr. Uberto T. Neely. It will use RCA antenna, 350-ft. up on WLWT's tower.
NO EXCISE TAX RELIEF FOR TV-RADIO: The TV-radio-phonograph industry, along with the automotive, got caught in a political squeeze play on Capitol Hill this week -- and lost its valiant fight for excise tax relief by Senate vote of 64-23. This despite Senate's adoption of Capehart Amendment, the preceding day, cutting excise taxes on other household appliances from 10% to 5% as of April 1, 1954.

Whether the appliance reductions will stick, in face of Administration opposition, isn't at all certain. This may be known in few days if House-Senate conference committee shapes final tax bill in form for submission to both houses next week. Capehart Amendment would cut taxes on refrigerators, stoves, fans, water heaters, flatirons, air conditioners, electric blankets, toasters, mixers, broilers, clothes dryers, dishwashers, polishers, garbage disposals, home freezers -- among main items.

After GOP Sen. Capehart's proposal to halve the appliance tax was passed, Sen. Douglas (D-Ill.) demanded it be extended to TV-radio-phonos. He argued mainly that their sales were down about 40%, employment off some 25%. But his own party's Finance Committee leadership opposed further losses of excise revenues. Chairman Millikin (R-Colo.) asserted the Treasury would lose $80,000,000 from TV and radio alone. Ranking minority member, Sen. George (D-Ga.), 24 other Democrats and 39 Republicans voted against, 18 Democrats, 4 Republicans, 1 Independent for.

As things stand now, it looks like a lot of luxury items (like jewelry, furs, perfumes) will get excise tax relief -- but not TV-radio, or even automobiles which Sen. Douglas also tried to get cut to 7% from present 10%. And it's not certain household appliance cut on final vote can surmount Administration opposition.

Thus despite the efforts of GOP Sen. Capehart, the Democrats can claim they tried to help the average householder but were thwarted by GOP.

Only chance left for TV-radio is possible inclusion of a cut in the broader revenue bill now before the House. But from practical standpoint, though some legislators are quite sympathetic, very little chance is seen.

So it looks now like the TV-radio industry is one of the very few consumer goods producers not getting even a modicum of relief in pending legislation -- but through no lack of effort on the part of RETMA pres. Glen McDaniel, tax committee-man Maurice Paul (Philco) and special counsel F. Cleveland Hedrick, who carried the fight in committee and called on Senators during the floor fight. Nor of the many manufacturers, distributors and dealers who wired their Senators.

Seems that the continuing high rate of TV unit production and sales, albeit prices and profits are way down, had something to do with defeat of the TV-radio excise cut. For Sen. Millikin quoted from March Survey of Current Business, Dept. of Commerce, which stated that Jan. retail sales of TV sets were higher than a year ago and only slightly under Dec. He also said color probably was deterring TV sales.

What Sen. Millikin didn't note was that the same survey, reporting gradual easing of business this year, stated that manufacturers of hard goods like TVs and refrigerators have been suffering most. "This has resulted in large part from the continued liquidation of inventories...and a further drop in activity in the plants producing defense goods," said the Survey.

The argument against the excise cut, however, was basically the loss of revenue to the U.S. Treasury. Pro arguments, supported by labor unions and strongly espoused by Sen. Douglas, ex-professor of economics from a state pivotal to the TV-radio industry, were based on some hard statistics on individual plant employment. From a normal complement of 48,140 workers in 34 plants, Sen. Douglas noted nearly 1200 have been laid off, detailing individual plant layoffs as listed on p. 11.
TV production held steady at 118,289 units for week ended March 19, compared with 118,484 in top 1954 week ended March 12 and 113,026 week ended March 5. In same 1953 week, total was 160,683. For first 11 weeks of 1954, total output is 1,323,000 which compares with 1,944,000 same period last year.

Radio production went up to 202,893 March 19 week from 181,710 week before, and 327,322 in corresponding week of 1953. For first 11 weeks of this year, radios totaled 2,182,000 vs. 3,229,000 for same 1953 period.

ENGINEERS MUM ON NEW COLOR TV PLANS: Annual smorgasbord for electronic engineers, the IRE convention, usually brings some exciting and unexpected announcements about big new advances in the TV art -- either in company-arranged press conferences or in engineering papers and exhibits. Convention in New York this week, biggest ever, had plenty to offer engineers -- but no big surprises in TV field.

It was certainly most color-ful IRE convention yet -- components for color, color test and generating equipment, color tubes, even community antenna systems guaranteed for color. Yet by and large the convention exhibitors used color mainly as a traffic builder -- much as today's retailer uses color set to lure customers into his store so he can sell them black-&-white sets, and perhaps even waffle irons.

The technical papers detailed nothing radically new in TV, we were told by well-versed engineers who attended the sessions. One paper which was to describe a new color tube was even withdrawn for competitive reasons (see p. 14).

Watchful waiting is keynote of TV industry today -- particularly as regards color. "The other fellow" is the key, and everybody's waiting for him to make the first move. Nevertheless, IRE convention made plenty of news -- as it always does -- in terms of progress reports on industry's newest developments. For stories on tape & film color TV recording, color test & studio equipment, color tubes, top-power uhf transmitters, printed TV circuits, Dr. Alfred N. Goldsmith's predictions on electronic future, and other IRE highlights, see below and pp. 5, 8, 13, & 14.

PRINTED-CIRCUIT TV, constructed with new "3rd dimension" technique by Sanders Associates Inc., Nashua, N. H., was unveiled to TV manufacturers and engineers in New York this week in special private showings held in connection with IRE convention and show. A variation of the "tinkertoy" principle (Vol. 9:38 & 10:12), new technique uses etched plastic plate to replace conventional wiring, with small etched panels, about size of match book, attached perpendicularly to base plate and containing the various circuit components.

Sanders showed 21-in. TV, with conventional circuit, made by its new "Reliaplate" method. Circuit plate was less than 12-in. long, 6-in. wide, used 19 of the small "Reliaplate" panels, which plug into base plate, and contained adhesive-tape resistors and ceramic capacitors. Sanders spokesmen explained that conventional resistors and capacitors can also be used in this new construction. Initial cost studies, they said, indicated savings of $5-$10 at manufacturer's level for 21-in. set.

They see big future in color TV for new method, since compactness of new circuit method will permit color TV circuitry to fit in same size chassis as black-&-white. New design technique, says Sanders, "can be installed at a very nominal cost with full scale production within a few months using standard components, and a little over 12 months using the more economical non-conventional components." Sanders hopes not only to help manufacturers set up plants using new techniques, but to sell them tools, "Reliaplates" and components.

Ad claims for miniature indoor antennas should be toned down. N. Y. Better Business Bureau notified retailers this week. After testing several of the $2-$2.50 devices, which are currently getting heavy push, BBB found no justification for claims they "outperform all others" or "outperform outdoor" types.

Here's where unemployment has hit hard in the TV-radio industry, as noted by Sen. Douglas (D-Ill.) in Senate debate March 25 on proposed excise tax cut (see p. 10) -- the statistics presumably coming from union sources: Philco, Philadelphia, 1000 laid off out of normal complement of 8000; another undesignated Philco plant closed, and third laid off 500 out of 1300; RCA Cincinnati, 600 out of 1800; RCA, Montreal, 370 out of 1000; Sylvania, Buffalo, 800 out of 2200; GE, Huntingburg, Ind., 230 out of 450; GE, Tell City, Ind., 50 out of 1784; International Resistance Co., 900 out of 1500; Magnetic Winding Co., 300 out of 500; Philadelphia Insulated Wire Co., 80 out of 230; Photoswitch Co., 700 out of 1000; National Co., 500 out of 1000; Clarostat, 550 out of 1000; Philharmonic Radio, 50 out of 200; Bendix Radio, 160 out of 300; Video Products Co., 150 out of 225; General Instrument Co., 1200 out of 1500; Micanord Co., 250 out of 900; Ward Lumber Co., 150 out of 1100; Leonard Electric Co, 180 out of 250 (75 recalled); American Measuring Co., 245 out of 275; Hammardul Co., 100 out of 500; Erie Resistor Co., 380 out of 1245; Mallory, 600 out of 3000; Warwick, 300 out of 400.

**Topics & Trends of TV Trade:** Sales of Crosley's new "Super V" models—17-in. masonite tables introduced in early Feb. (Vol. 10:7) to list at $140 in walnut finish, $150 mahogany, $160 blonde—are so "hot" that v.p.-gen. mgr. Leonard F. Cramer claims, "We are now making more sets per day than anybody else in the business." Factory has added night shift, 6 days a week, to meet demand and Crosley has stopped production on all other models. By time of summer trade shows, said Cramer, an equally simplified and low-priced 21-in. will be ready.

"We're getting fantastic reaction," said Cramer, "and we haven't even opened up the entire country yet. Only 64 of our 80 distributor locations have gotten the sets, and an example of dealer demand is fact that in New York we've grown from a mere 35 to more than 400 dealers and 500 outlets. And they're all clamoring for more."

Can Crosley make money on the sets? "Absolutely," said Cramer, "and what's more were getting a position in TV marketing. This set weighs only 53 lbs. and can be moved from room to room. It's the nearest thing to a portable, and certainly the answer to the second set in the home." He said 4 manufacturers have asked Crosley for licenses to manufacture it, seeking rights to its unique vertical plane chassis and special circuitry.

The $140 model is sold to distributor at 29% and to dealer at suggested 22% discounts, the $150 model at 32% & 24%, the $160 at 35% & 25%.

---

**Tele King Corp.,** permitted by referee to continue operation and offering 100% settlement in installments, lists assets of $5,201,251 and liabilities of $4,752,970 in Chapter XI proceedings in Federal district court of N. Y. (Vol. 9:7)—assets including $2,973,638 stock in trade, $2,208,454 accounts receivable, $463,053 machinery & fixtures, $205,620 cash; liabilities consisting of $2,975,685 unsecured claims, $1,255,841 secured claims, $329,731 taxes, $31,617 wages, $162,241 advances on govt. contracts. Big list of creditors included those with claims over $10,000: Post Tranformer Co., $56,590; Colonial Products Co., $35,111; Electronic Components, $32,936; Consolidated Molded Products Corp., $29,405; Monroe Greenthal Co., $28,308; Centralab, $27,463; Hagerstown Cabinet Co., $26,588; Laminated Cabinet Corp., $25,344; All Star Products Inc., $24,916; Hall Organ Co., $22,598; Fred Landau & Co., $10,450; Edwin I. Gutman & Co., $18,769; Dwight-Helman, $17,016; Hanft Electric Co., $14,727; Industrial Hardware Mfg. Co., $13,242; All Craft Container Corp., $12,328; International Resistance Co., $12,027; Industrial Fasteners Corp., $11,055; Denion Coil Co., $10,170.

**Ulysses Sanabria's American Television Inc.** Chicago, which makes own TV line and uses DeForest label, this week began distributing Wilcox-Gay's Garod models through its own outlets—a 17-in. table at $140, 21-in. table $160, 24-in. open console $230, 27-in. open console $235. Wilcox-Gay pres. Leonard Ashbach confirmed American TV's right to Garod in cities where it has branches.

Sylvania cut prices of 11 TV models this week by $30 to $60, at same time introducing new 21-in. tables at $300 & $310. All have Halo-Light. Reductions were at upper end of line, all 21-in., starting with $400 open console cut to $370, up to $520 blonde console cut to $470.

Stromberg-Carlson has added several new low-priced TVs, has also resumed output of popular-priced radios, including portables and clock models. New TV line includes 21-in. Carrier table models at $290 & $250, Studio console in mahogany $290.

Capchert-Farnsworth adds new 21-in. leader table-model called Overture at $200, also new AM-FM-3 speed radio-phonos in mahogany, with doors, at $240.

---

**Trade Personnels:**


---

Sylvania began producing TV sets on first of 4 TV assembly lines March 22 in new 422,000-sq. ft. plant in Batavia, N. Y. Plant now employs 230, will have 1500 when all 4 lines are in operation by June, according to Ned J. Maradino, mgr.

Month-long strike at Crosley plant in Richmond, Ind. ended March 22 when more than 2200 workers returned to jobs after ratifying new contract.

Emer-on Radio licenses S.I.C.A.R.T., Floreover, Italy (Aldebrando Sacardi, pres.) to manufacture electronic products under its name.
Electronics Reports: The virtually limitless horizons of electronics—from cooking and air conditioning to interplanetary travel — were scanned briefly by TV-radio pioneer Dr. Alfred N. Goldsmith in address at March 24 IRE banquet in New York. Accepting IRE Founders Award upon his retirement after 41 years as editor of Proceedings of the IRE, he speculated thus on an electronic tomorrow:

"The role of electronics in industry will steadily widen. Manufacturing and production, handling, storing, retailing, accounting and billing will all draw heavily on electronics. Mass communication to the home and to vehicles will expand until tomorrow's color TV will be only the foreshadowing of some even more comprehensive system of the future . . . Electronics will be applied to home cooking, refrigeration, air conditioning, cleaning, advanced lighting and heating. And perhaps even acoustic silencing may be based on electronics. There is also a reasonable prospect that the atomic battery will evolve into a large-scale and highly effective device both in the home and elsewhere . . ."

"Perhaps radio astronomy will serve ultimately as a means of interplanetary guidance and protection for the intrepid space travelers of the distant day. In a more mundane field, economic studies and other analyses of the ordered or random behavior of man will be carried out by elaborate computers, which might equally well be applied to the precise prediction of the weather . . ."

"It may be that the greatest triumphs of electronics in a human sense will come in the field of medicine where electron microscopy and its successors—namely, exquisitely delicate and informative instrumentation, accurate diagnostic devices and appropriate methods of electronic physiotherapy—may contribute greatly to the health, comfort and length of life of man."

Robert C. Sprague, pres. of Sprague Electric Co. and former RETMA chairman & pres., drew high praise March 25 from members of Senate Armed Services Committee after he briefed them on top-secret investigation which showed nation is following "sound" program for continental air defense. Committee last fall assigned Sprague task of probing adequacy of the program. Chairman Saltonstall (R-Mass.) termed the appraisal a "thorough and searching investigation" and other Senators told UPI it was "best briefing they had ever heard."

Accompanied by Senatorial delegation, Sprague will present report to President Eisenhower March 30.

Dage Electronics Corp. Beech Grove, Ind., maker of vidicon cameras and equipment, has been purchased by Thompson Products Inc., Big Cleveland manufacturer of automotive, aircraft & electronics parts—marking Thompson's first entry into TV equipment field. Thompson entered high-fidelity field last year with acquisition of Bell Sound Systems, said then it plans to make its electronic activities "as big as any division the company has today." (Vol. 9:46).

"Inditron" is name National Union gives to new tube whose filament can show numbers and letters. Tube, about 2-in. long, is designed for devices that tabulate information—such as electronic computers, adding machines, pinball machines, etc.

RETMA has reprinted and is distributing text of speech on "Research and the Electronics Industry" delivered at its N. Y. electronic merchandising rally March 21 by Rear Admiral F. R. Furth, chief of Naval Research, first electronics specialist to reach that high rank in the Navy.

Olympic Radio has set up new subsidiary, Multra Corp., Stamford, Conn., to develop new machine tools.

IRE Miscellany: Vest-pocket radio, weighing about 5 oz., worn like hearing aid, using transistors and diodes in place of tubes and powered by 2 penlite batteries, was demonstrated by GE engineers as potential civil defense tool . . . Cathode ray tube which can be viewed in brilliant sunlight and retains image for several minutes was described by RCA engineers, who developed it for direct daylight viewing of radar displays; it can also be used for airborne facsimile systems, oscilloscopes, etc., and may have TV uses . . . Nearly 30% of tubes discarded from military electronic equipment have been found to operate satisfactorily, according to studies made by Aeronautical Radio Inc.; report was based on examination of 80,000 discarded tubes, blamed waste on military servicing methods . . . Color x-ray photography and fluoroscopy were described as advanced tool for studying human body by U of California's R. Stuart Mackay—with presentation by color TV seen as definite possibility as aid in diagnosing ailments . . . "Electronic ear" that can dissect sounds into $4,000 bits of information per second was displayed by Raytheon; called a "spectrum analyzer," it can instantaneously and simultaneously recognize almost infinite variety of sound characteristics such as pitch, tone, timbre, resonance, intensity, volume, range, etc. . . . One of radio show's most popular displays was GE's elaborate model train setup demonstrating germanium devices in electronic control circuits; automatic system had 3 trains traveling about same track layout in opposite directions at varying speeds, without colliding.

New industrial TV systems shown at IRE convention ranged from extremely simple to very elaborate—and in price from $975 to $7200 and up, all using vidicon tube. One traffic-stopper was tiny Kay Lab camera (9 ½ x 9 ½ x 5 ¼-in.) introduced by Kalkbrell Laboratories Inc., San Diego, Cal., for studio or industrial use. Basic camera with control unit and lens sells for about $2000. Capehart-Farnsworth (IT&T) introduced new Farnsworth "Eye" TV, deluxe job with remote focusing and control, at $7200 installed. DuMont showed "completely remodeled and simplified" miniaturized Tel-Eye self-contained camera system at new low price of $975.

Pre-recorded tapes for use as background music in hotels, restaurants, banks, offices, etc., will be distributed by Graybar under new arrangement with Magna-Tronics Inc., N.Y., which has acquired tape rights to Capitol program service and several other music libraries. Magna-Tronics is headed by Percy L. Deutsch, formerly of Audio & Video Products Corp. and World Broadcasting Co. (transcriptions).

Portable TV dolly-tripod, shown by DuMont at IRE convention this week, is full-sized adjustable dolly, from which superstructure can be removed and used separately as folding portable tripod, weighing less than 40 lbs. Called Porta-Dolly & Porta-Tripod, it hasn't yet been priced.

New single-lens "Telejector," which can project 2 x 2 transparencies in uninterrupted sequence, automatically changing through series of 12 slides in one loading, was shown for first time at IRE convention by Gray Research & Development Co., Manchester, Conn. It's priced at $895.

Psychology of color in advertising seems to be both important and complex. March 27 Tide carries interview with Dr. Ernest Dichter, of Institute of Mass Motivation Research, who gives several examples of how people react to colors. "You can make color work for you, not against you," he says, "by understanding your product's emotional value and using color as the correct carrier. The wrong color can destroy not only the effectiveness of a product appeal, but actually hurt sales."
LENTY of developmental big-screen color tubes were
displayed at IRE Radio Engineering Show in New
York this week—though none was demonstrated with
a color picture. Nothing was shown which hadn't pre-
viously been announced, and spokesmen for most manu-
facturers were vague on their future color tube plans (see
also pp. 1 & 11).

There were even more rumors than displays. For ex-
ample, there was talk of a tube, reportedly in Philco labs,
identified by code name of "apple." Device was said to
be simpler than shadow-mask types but requiring far
more complicated receiver circuitry. No comment on it
could be obtained from Philco.

Only tube types displayed were 15 & 19-in. CBS &
RCA-type 3-gun shadow-mask tubes and 21, 22 & 24-in.
Lawrence-type single-gun grid focus tubes—but only
operating tubes at show were RCA-type 15-in. The 3
tube makers which are rumored to have "something differ-
ant" in color tubes—Philco, GE & DuMont—didn't com-
mit themselves. Philco showed no color tubes; GE showed
15 & 19-in. RCA-type models, while spokesmen promised
bigger, brighter rectangular tubes; and only color tubes
at DuMont booth were 15-in. used in receiver and moni-
tor for color slide scanner demonstration.

For what it's worth, one incident at IRE convention
cause some raised eyebrows. Convention program,
printed long in advance of actual sessions, listed paper
on "the GE post acceleration color tube" by GE's C. G.
Lob—but it was never delivered. Questioned about this,
GE's electronics v.p. Dr. W. R. G. Baker said: "We didn't
want the whole industry to know what we're doing."
He added that GE's color tube design isn't yet frozen.

Color Trends & Briefs: Equipment to produce color
TV signals—for stations, manufacturers, laboratories and
servicemen—was shown by at least 8 manufacturers at
IRE Radio Engineering Show in New York this week,
and drew big crowds to the vividly colored monitors dis-
playing slides, color bars and test patterns. Much of the
equipment was new and shown for first time, some of it
by manufacturers new to color field.

Tel-Instrument Co., 728 Garden St., Carlstadt, N. J.
showed new line of complete station equipment, at "eco-
nomics"—everything but the camera, which company
promises to produce next year. Prices quoted for the gear,
including color processing equipment and power supplies:
color monoscope $4200, sync generator $3922, bar &
gamma generator $4505, color monitor $2100.

Telechrome Inc., Amityville, L. I. showed its com-
plete station gear, and DuMont showed flying-spot scanner
using color slides, as well as other color station equip-
ment. Wickes Engineering & Construction Co., Camden,
N. J., showed "color conversion package," including inter-
face signal generator, bar generator, color coder for sta-
tions or laboratories, as well as vector display monitoring
and test instruments.

Polarad Electronics Corp., 100 Metropolitan Ave.,
Brooklyn, displayed its first color generating equipment:
sync generator $3050, bar generator $3850, 15-in. monitor
$2850. Industrial Television Inc., Clifton, N. J., showed
new color monitor with self-contained dot generator at
$2750, production to begin in June. It also plans to pro-
duce complete color test equipment for stations and manu-
facturers. Color servicing equipment introduced at IRE
show included new Philco portable color bar generator,
to sell at about $300. Kay Electric Co., Fine Brook,
N. J., showed "Chromabar" multiple color bar generator
at $990, single color generator at $395.

Chromatic boss Lawrence Hodgson announced this week
15 of grids for sale to its licensees. "Originally, we had
planned to produce 25,000 units before the end of the year,
but we have recently upped that goal drastically," he
said. He added that Chromatic's licensees (currently
only Crosley & Thomas) are making significant pro-
gress toward mass-production of 21 & 24-in. sets using
Lawrence tubes, and that "we have pushed our develop-
ment of the 24-in. grid ahead by 3 months so that Emery-
ville production can keep up with the demand of Chro-
matic's licensees and other manufacturers who we believe
will be adopting the tube design shortly."

When will color be "here?" H. L. Hoffman, pres. of
Hoffman Radio Corp., gave following definition in March
19 speech and color demonstration before Los Angeles
Rotary Club: When regular color shows are telecast at
least one hour daily between 7 & 10 p.m., and a color set
simple to operate and service sells for less than $1000.
He expects this status to be reached in fall of 1956, though
he stated: "It is highly possible that the stimulus created
by certain special events being telecast in color, or an
engineering development which we do not know about as
yet, might change this picture."

Color is keynote of Jerrold Electronics Corp.'s pitch
for its TV distribution systems, as displayed at IRE con-
vention. Exhibit was aimed at demonstrating "ability of
Jerrold systems to pass the full spectrum of broadcast
color programs with no distortion or degradation."

More than 27,000 servicemen have attended the first
35 of its color clinics, reports RCA Service Co. Sessions
are being conducted in 65 major cities. Company has
distributed more than 80,000 copies of textbook Practical
Color TV for the Service Industry.

Test of 3 color film processes is being conducted by
Screen Gems, which is shooting Fall Mall commercials
in Eastman, Technicolor and Kodachrome to determine
which is best for color TV. It's one of most elaborate tests
to date; end product will be tested on closed circuit by NBC.
Financial & Trade Notes: ABC Div. of American Broadcasting-Paramount Theatres Inc. increased gross income from $49,734,000 in 1952 to $54,758,000 in 1953, year of ABC's merger with UPT (Feb. 9, 1953), but it did not show profit for 1953 due to "high costs of program development, increased advertising, improvement of physical facilities and the difficulty of clearing stations to carry network programs." Annual AB-PT report, released this week, does not break down ABC Div. profit & loss, does show consolidated net profit of $8,996,000 ($4,480,000 from all operations, $4,516,000 from capital gains, last principally from $6,000,000 sale of WBKB, Chicago, to CBS). Profit compares with $4,580,000 from operations and $1,379,000 from capital gains in 1952, when company operated theatres only.

Total income in 1953 was $172,196,000 compared (pro forma) with $167,417,000 in 1952. Pres. Leonard Goldenson states that theatre operating income and earnings for 1953 were higher on a theatre-by-theatre basis than in 1952, though operating income of $114,926,000 was down slightly from 1952 due to fewer theatres and fiscal 1953's one week less of operations. During the year, AB-PT disposed of its interests in 39 theatres; it is required to divest itself of 65 more by Sept. 9, 1954 under Dept. of Justice consent degree. At end of 1953, it owned 669 in whole or part.

Goldenson estimated $6,000,000 will have been spent by end of this year to equip about 260 theatres for 3-D and wide screen. ABC capital expenditures of $1,344,000 represented improved physical facilities, including outlays for power increases for its own 5 TV stations. "Rebound" in theatre business in certain of the larger TV-saturated markets was noted. But, Goldenson states: "A number of theatres in the smaller towns, particularly in the South, are now feeling the effects of TV for the first time and the grosses are being adversely affected. Based on our experience in other areas, we feel that, as the novelty of TV wears off, a like upward trend will take place in these areas as well.

Company's working capital at Jan. 2, 1954 was $25,-462,000, down from $27,034,000 Jan. 3, 1953. During year, $9,988,000 was applied to retirement of term debt, including $8,281,000 of the total ABC debt of $10,557,000. Long-term debt at end of year amounted to $40,512,000.

Steady growth of Hazeltine Corp. is again reflected in annual report for 1953, released March 19, showing net income of $2,232,105 ($3.17 per share on 700,000 shares of common outstanding) on gross income of $10,057,032 from sales, less costs, royalties, engineering services and miscellaneous items. This compares with net of $2,006,790 ($2.86) on income of $9,273,189 in 1952, $1,459,490 ($2.08 on 350,000 shares) on $5,090,090 in 1951, $1,428,431 ($2.04 on 350,000 shares) on $7,203,741 in 1950. Total sales volume isn't shown. Consolidated earned surplus at end of 1953 was $9,053,106 vs. $8,017,400 in 1952.

Sprague Electric Co. reports 1953 sales of $46,778,635, new record, and net profit of $2,888,281 ($3.75 a share) vs. $4,449,891 & $3,136,553 ($4.18) in 1952. Report notes military volume somewhat lower, industrial electronics up, TV-radio markets modestly gaining—and states company does not expect color TV sales will be much of a factor in its business this year.

Weston Electrical Instrument Corp. reports net income of $1,025,930 ($2.40 a share) on $32,409,838 sales in 1953 vs. $330,372 ($2.71) on $27,881,458 in 1952.

Sign of the booming record trade: Capitol Records Inc. jumped to $16,914,250 sales & $590,154 earnings ($1.43 a share) in 1953 from $14,738,341 & $500,993 ($1.01) in 1952.

RCA and GE have entered agreement whereby RCA continues to have right, until Dec. 31, 1952, to grant licenses to others for manufacture of TV-radio apparatus under GE inventions made on or before Dec. 31, 1954. These include patents on inventions useful in radio, black & white and color TV, transistors. Said GE: "This, in effect, establishes a cutoff date for sublicensing rights on GE inventions made before Dec. 31, 1954, provided RCA by a 1952 agreement known as the A-1 agreement. A recent interpretation by the Federal court of Wilming- ton, Del. concluded that under the A-1 agreement, RCA's rights to use sublicensees on the GE patents involved would continue for the life of each patent. In some cases this could have continued the sublicense right for 20 years or possibly longer. The new agreement limits the sublicensing rights and the sublicenses themselves to 8 years beyond Dec. 31, 1954."

Capper Publications Inc. filed application with SEC March 24 to register $4,000,000 in 5 & 10-year bonds, money to be used to pay off other bonds, for working capital and "to complete a TV station"—presumably its WIBW-TV, Topeka (Ch. 15), which went on air last Nov. 10. Founded by local businessman Capper, company publishes various farm journals, the dailies Topeka Capital and Kansas & Kansas City Kansas, owns radios WIBW, Topeka, and KCKN, Kansas City, Kan.

Avco Mfg. Corp. net income for 3 months ended Feb. 28 fell to $1,612,199 (17¢ a common share) from $2,890,241 (31¢) same period year ago. Consolidated net sales were $94,426,496 vs. $116,666,203. "Unsettled" conditions in appliance field were blamed, though chairman-pres. Victor Emanuel said electronic business has been stimulated by new Crosley Super V table set at $140, $150 & $160 (see Topics & Trends).

Chesapeake Industries, Inc, parent of Pathe Laboratories, major film processing concern which owns Pathecolor, earned net profit of $1,031,080 on sales of $20,307,792 during 1953, with film processing accounting for sales of $7,326,896. Chesapeake sold Eagle Lion Studio in Hollywood last Dec. for $1,100,000.

TV will never hurt magazines and newspapers seriously, according to David P. Crane, director of media coordination for Benton & Bowles. Speaking at this week's convention of Assn. of national Advertisers in Hot Springs, Va., he gave these reasons: (1) Printed media's "long life in the home." (2) The magazine is "a package of carefully edited, thoughtfully-balanced editorial material, plus advertising," as contrasted with "bits and pieces" of TV fare that viewer elects. He conceded, nevertheless, that TV is "a dramatic sales medium" and that expenditures for other media will be tailored to make adequate use of TV.

Really, comrade, it's not that bad. Moscow Radio describes "a typical scene in an American home" as follows: "Lights are out. The whole family is gathered around a TV set, they are watching a usual show—a drama at the 99th floor of a New York skyscraper. A maniac murders a woman and throws her body through the window. A sadistic laugh of the maniac is heard... There is commotion among the viewers. The lady of the house faints, her husband calls a doctor. Children are crying... Blood, blood and more blood—this is the U.S. daily TV program."

French radio tax was raised from $3.65 to $4.15 a year by National Assembly to help finance 4-year plan for construction of 38 new TV stations. TV receivers are taxed $8.50 a year.

Licensed TV sets in Britain totaled 3,105,644 as of Jan. 31, increase of 148,798 in Jan.—largest monthly rise in history of British TV.
Radio station sales, many related to TV acquisitions, continue to crowd FCC agenda. This week, Commission authorized C. Arnhold Smith, chairman of U. S. National Bank, San Diego, to acquire another 50% of KSDO there (5-kw day, 1-kw night on 1310 kc) for $50,000 from Copley Press, which recently bought KLAC-TV, Los Angeles (now KCO?), for $1,375,000 from New York Post publisher Mrs. Dorothy Schiff Sonneborn (Vol. 9:46, 49, 52). This week, too, WLC, Baton Rouge, La. (1-kw on 910 kc, ABC) was sold for $135,000 to permit present owners to participate in recently granted CP for WBRZ there (Ch. 2) due on air in Sept.; 10 AM buyers hold 10% each, including Lamar Simmons, commercial mgr. who becomes gen. mgr. Unrelated to TV was Boston Post's purchase this week of WCP (5-kw on 1150 kc) for unnamed sum from A. C. Beamam & T. B. Baker, of Nashville, and Roy V. Whisnand, who continues as mgr. Control of KHON, Honolulu (5-kw on 1380 kc) was sold this week to Brysson Ross Gardner, formerly of Tacoma, by Ralph Fitkin & L. Roy Turner for about $5000, buyer also paying Wiramel Corp. $5550 for all preferred stock and assuming note for $27,000.

New microwave relay route from Jackson. Miss. to Dallas via Shreveport, La., initially carrying one westbound TV channel, is planned for completion in about a year, according to petition filed with FCC by AT&T this week. Commission this week gave AT&T permission to construct new TV microwave routes from Amarillo, Tex. to Albuquerque, N.M. and from Minneapolis to Duluth, bringing first network service to Albuquerque and Duluth. Last weekend, AT&T linked WSJIV, Elkhart, Ind. and KHQA, Hannibal, Mo. to network circuits, and WTRI, Schenectady, was slated for hookup this weekend. Due April 1 are KFEC-TV, Cheyenne, Wyo.; KVAL-TV, Eugene, Ore.; WJHL-TV, Johnson City, Tenn.

Time Inc.'s basic reason for buying TV-radio stations is investment—and it's only a happenstance that the stations thus far purchased (KOB-TV & KOB, Albuquerque; KDYL-TV & KDYL, Salt Lake City; KLZ-TV & KLZ, Denver) lie within a 340-mi. radius. This was explanation of Time's Wes Pullen to Tide Magazine interviewer. Though not significant, selection of the 3 cities has been fortunate, said Pullen, for they're "live, dynamic markets." Big magazine firm, which has just revealed record 1953 earnings of $16,259,000, net profit of $8,144,000 on revenues of $170,449,000, is interested in TV-radio because "we're in the communications business," said Pullen, and very likely will acquire some more outlets.

Westinghouse asked FCC to give it until April 1, 1955, to comply with decision holding that minority interests of 3 of its directors should be counted under multiple ownership rules (Vol. 10:3, 7). Westinghouse argued that holdings of director John M. Schiff shouldn't be counted, because he has no voting rights in his 15% of Continental Properties, which controls 4 stations. It also reported that director John L. Hall has resigned as v.p.-director of Boston Herald-Traveler Corp., which controls WHDH, Boston, removing him from picture. Third director, Dillon Anderson, owns less than 3% of Boston Ch. 13 applicant.

FCC approved purchase of KFOR-TV, Lincoln, Neb. (Ch. 10), this week for $300,000. Buyers are Mr. & Mrs. John E. Fetzer, who own WKZO-TV, Kalamazoo, and who last year bought KOLN-TV, Lincoln (Ch. 12) with radio KOLN at distress sale (Vol. 9:30). Seller of KFOR-TV was James Stuart, who continues KFOR. Fetzer will move KFOR-TV to KOLN-TV transmitter site, retaining former's channel but latter's call letters, were authorized to increase power to 316-kw. "Economic distress" dictated virtual merger, which eliminates Ch. 12 from Lincoln, only 50 mi. from Omaha.

Three new TV applications this week, and week's 2 grants and 2 applications dismissed, brought total pending to 274, of which 45 are for uhf stations. Applications were for Boston, Ch. 5, by DuMont Network; for Toledo, Ch. 11, by group of manufacturers and professional men including Harold F. Gross, owner of WJIM-TV, Lansing, Mich.; for Washington, N. C., Ch. 7, by local radio WRRF, whose ownership interlocks with upcoming WTIK-TV & WTIK, Durham, and other N. C. AMs, with ex-Army Secy. Kenneth C. Royal as 7.6% stockholder. [For further details about these applications, see TV Addenda 17-L herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18 with Addenda to date.]

The 1953 Alfred I. duPont Awards, presented in Washington March 26, went to: (1) WBZ-TV & WBZ, Boston, for "consistent, well-planned programming designed to serve the needs of an informed and progressive community and to develop and encourage good citizenship." (2) WOI-TV, Ames, Ia., for "leadership in development of programs of practical and cultural value." (3) NBC commentator Pauline Frederick, for "thoughtful, original, objective and responsible reporting and interpretation." Awards comprise plaque and $1000. Awards committee also gave special commendation to WBAL-TV, Baltimore; KNXT, Los Angeles; WHAS-TV, Louisville; KFJX, Grand Junction, Colo.; ABC newsmen Martin Agronsky.

New TV film chain has been announced by Federal Telecommunication Laboratories (IT&T), Nutley, N. J. Claiming low initial and operating cost, manufacturer says camera chain FTL-105A uses photoconductive tube, has small camera head weighing only 7½ lbs., control monitor and rack-mounted power supply. Also available is optical multiplexer FTL-287A, which can be used with new camera to provide pictures from 2 film projectors, one slide and one opaque projector, automatically controlled.

Edward Lamb's request that FCC identify those who allege he sought to conceal former Communist affiliations (Vol. 10:11) was turned down by Commission this week. Lamb, owner of WICU, Erie, Pa., et al, had told Commission he believed Communications Act requires such identification. FCC said it didn't have to because it conducted the investigation itself. Furthermore, it added, if case goes to hearing Lamb will get full opportunity to protect himself by cross-examining witnesses, etc.

Newly merged Peoria, Ill. newspapers—Star (a.m.) & Journal (p.m.)— are actively negotiating to buy out WTIVH-TV, Peoria (Ch. 19) with its radio WTIVH (1-kw on 1590 kc). TV station, which started last Aug., is 52% owned by gen. mgr. Hugh R. Norman, who also controls radio KSTT, Davenport, Ia. City has one other station: WEEK-TV (Ch. 43).

Three amendments to Communications Act, requested by FCC, were signed into law this week by President Eisenhower: HR-4557, waiving CPs for govt., amateur & mobile stations; HR-4558, giving FCC 30 days instead of 15 to act on protests; HR-4559, reclassifying first-offense violations of Communications Act from felonies to misdemeanors.

Bill to exempt from FCC regulation carriers whose communications between stations in same state are classified as "interstate" only because they use radio (HR-6436) was approved this week by Senate Commerce Committee. It had previously been passed by House.

Talent walkout on ABC-TV & ABC radio networks was averted March 25 when AFTRA and AFPM settled jurisdictional dispute over employment of 3 musicians by ABC's Chicago studios.
ABC IN BIG DEAL WITH WALT DISNEY: ABC's climb to stronger competitive status -- it still runs poor third to CBS & NBC (see p. 14) -- should get biggest push to date as result of "partnership" deal with Walt Disney Productions, finalized Sat. April 3. Perhaps even more important, pact breaks down another big barrier between the major movie studios and the TV broadcasting industry.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

* * * * *

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

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

Norfolk is home of successful uhf WVEC-TV, which got NBC affiliation when pre-freeze WTAR-TV switched to CBS. City's other station, WTOV-TV (Ch. 27), this week petitioned FCC to add Ch. 13 in nearby Princess Anne. It carries some ABC & DuMont
programs, but reportedly has curtailed operations somewhat recently. Fifth channel allocated to area, No. 10, is now tied up in FCC hearing.

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

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

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

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

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

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

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

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

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

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

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

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

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

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

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

Actually, only NBC-TV has such contracts and, more important, if a sponsor doesn't want the second station to get his program the station doesn't get it, re-
Famous Spartanburg site-move case is over (Vol. 10:11). WSPA-TV (formerly WORD-TV), Spartanburg (Ch. 7), had obtained permission from FCC to operate temporarily at Paris Mt., nearer Greenville and Anderson than Spartanburg.

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

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

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

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

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

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

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

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

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

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

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

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

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

Of future of color, he had little doubt, saying: "This field will certainly be very large. The qualitative superiority of color programming is such that just about every TV family will want to have a color TV set. This means that in the course of the next 7 or 8 years something like 30 to 40 million color sets may be sold at prices considerably higher than those that have ruled in black-&-white."
The three catchwords of color remain "price, picture size and programming." There is growing opinion that programming should be accorded more weight than it is generally given in relation to other two factors -- that it may be more important than picture size, at any rate.

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

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

* * * *

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

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

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

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

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

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

"Advertising expenditures on TV ... approximated $700,000,000 in 1953 which represented about a 40% increase over 1952. Assuming the continuation of the past relationship between advertising expenditures and TV set population, I believe we can look forward to aggregate TV advertising expenditures of the order of 1% billion by 1957 or 1958."

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

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

"TV presently absorbs less than 10% of the total advertising expenditure. Even if the aggregate advertising expenditure should cease growing, it is quite probable that, given TV's share of the public attention and its sales effectiveness, it would successfully increase its total revenues at the expense of the other 90%."
Norfolk's WTAR-TV (Ch. 3) turned on new 23-kw RCA transmitter March 30, replacing 5-kw, and on March 30 KVTV, Sioux City, Ia. (Ch. 9) turned on its 20-kw GE amplifier. Also reported, by RCA, was March 31 shipment of 50-kw transmitter to WBAL-TV, Baltimore (Ch. 11).

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

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

KFXJ-TV, Grand Junction, Colo. (Ch. 5), now running dummy loads on 500-watt Gates transmitter acquired from KFXD-TV, Nampa-Boise, Ida., hopes to begin test patterns by mid-May, programming by end of month, reports pres-gen. mgr. Rex G. Howell. It will use 3-bay GE antenna atop 940-ft. Aerial tower; delivery of latter awaits only FCC approval of height increase. Base hour rate will be $100. Hal Holman will be rep.

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

KWIK-TV, Pocatello, Ida. (Ch. 10), owned by Frank C. Carman-Grant Wrathall group, now doesn't expect delivery of transmitter until early summer, has delayed test pattern target to Sept. 15, programming to Nov., reports new gen. mgr. John R. Taylor. Transmitter is being custom-built in Salt Lake City workshop operated jointly by all Carman stations. It will use 88-ft. tower topped by RCA antenna, 5893-ft. above sea level. It's only 48-mi. from Idaho Falls, where KID-TV (Ch. 3) started last Dec.; KISJ (Ch. 6), other Pocatello grantee, plans debut by next summer. KWIK-TV rep will be Hollenberg, who will offer it under “group market plan.”

WTHK-TV, Terre Haute, Ind. (Ch. 10) is remodeling newly-acquired 8-story building into TV-radio headquarters. With footings already poured, construction of 475-ft. Idecow tower begins April 14. It has 50-kw RCA transmitter scheduled for May delivery, plans mid-June tests, July 1 programming as CBS affiliate. Base hour rate will be $400. Rep will be Bolling.

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

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

WQXL-TV, Louisville (Ch. 41) has completed 250-ft. Blalow-Maxon tower topped with 43-ft. GE antenna, now awaits delivery of 1-kw GPL-Continental transmitter before setting target, reports owner Robt. W. Rounsville. He also holds CPs for WQXN-TV, Cincinnati (Ch. 54), with summer target, and WQXI-TV, Atlanta (Ch. 30) due in fall. Forjoe will be rep for WQXL-TV & WQXN-TV; rep for WQXI-TV not reported.

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


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

Personal Notes: Frank A. Cowan, asst. director of AT&T Long Lines, wins 1958 Lamme Gold Medal of American Institute of Electrical Engineers in recognition of engineering achievement; it will be awarded June 21 at Pacific general meeting of AIEEE in Los Angeles . . .


Judge Justin Miller, retiring NARTB chairman and gen. counsel, was honored at testimonial dinner in Washington’s Mayflower Hotel March 31, attended by about 600 notables in govt. and industry—including at least 150 out-of-town network & station executives. Preceding the dinner, Judge Miller was presented with a scroll by Vice President Richard M. Nixon, one of 40 of his former law students signing it (he’s former law dean at Duke and USC). Mrs. Miller was presented with a Sheffield candleabra by BMI, and NARTB presented the Judge and Mrs. Miller a Chevrolet station wagon. They will make their home at 15520 Earlham St., Pacific Palisades, Cal.

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

Marked improvement in commercial practices of some TV programs which prompted complaints 6 months ago (Vol. 9:87,50) were noted by NARTB TV Code director E. H. Bronson in report this week to Washington quarterly meeting of Code Review Board, headed by John E. Fetzer (WKZO-TV, Kalamazoo). Monitoring by board’s staff, he said, has had “salutary effect” and code subscribers responded cooperatively. Referring to group of programs monitored during last 3 months, then monitored again more recently, Bronson said changes recommended by code board had been put into effect by stations and networks involved in more than half of cases. In 2-day meeting, Code Review Board also: (1) Confirmed with Sen. Bricker (R-O.), Chairman of Senate Commerce Committee, to acquaint him with progress of TV self-regulation. (2) Sent letter to non-subscribers urging their “support in this movement toward continuing improvement of the profession” . . . (3) Adopted resolution expressing appreciation to retiring NARTB chairman Justin Miller for “his leadership and his substantial contribution” to the code.

Sen. Edwin C. Johnson (D-Colo.) announced his “final and irrevocable” decision not to run for reelection this year. The outspoken 70-year-old former chairman of Interstate & Foreign Commerce Committee—and now its ranking minority member with keen interest in TV-radio matters—said he had no plans for future, except “to catch up on a lot of little things . . . a little golf . . . a little fishing . . . a little browsing around in the hills of Colorado.” Non-salaried chairman of Western Baseball League, his hobby, he said he wasn’t quitting Senate for any baseball job, as rumored. In reply to question at news conference April 2, he said chances that he would run for governor of Colorado were “very dim.” He has served in Senate 18 years.
ANOTHER $150 SET; THE BUSINESS OUTLOOK: Now comes Hallicrafter with a 17-in. table model at $150 in walnut finish, $160 mahogany, $170 blonde to compete with Crosley's fast-moving Super V series listing at $140, $150 & $160 (Vol. 10:13) and reportedly being produced now on a 3-shifts-a-day basis. We checked also on rumors that a $150 model was about to be introduced by another manufacturer, but he denied it flatly.

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

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

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

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

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

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

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

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

Philco looks to 50% or more increase in consumer sales of air conditioners over 1953, or 1,250,000 units at $450,000,000 retail, he said, and by 1956 the figure will exceed 1,500,000. He said refrigerator sales should be as high as last year's 3,775,000 units; home freezers slightly better than last year's 1,200,000 retailing for $480,000,000; electric ranges, up 10% to 1,430,000 units. Trend will doubtless continue to automatic home laundry equipment, he added, and good market is indicated by fact there are 44,000,000 wired homes but only 2,500,000 automatic dryers as yet.
TV production went to new high of 124,343 for year to date during week ended March 26, up from 118,289 preceding week and comparing with 172,329 same 1953 week. It was highest figure since last Dec. 11. It was year’s 12th week, brought total to 1,321,000 vs. 2,116,000 for comparable period last year.

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

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

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

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

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

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

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

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

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

3) Informing FCC who meets standards and who doesn’t.

* * * *

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

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

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

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

130 mc or less, 50 uv/m; 130-174 mc, a linear interpolation between 50 uv/m
and 150 uv/m; 174-260 mc, 150 uv/m; 260-470 mc, a linear interpolation between 150 uv/m and 500 uv/m; above 470 mc, 500 uv/m.

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

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

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


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

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

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

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

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

Sec. 3405(b) lists refrigerating and freezing apparatus as follows: "Cabinets, compressors, condensers, condensing units, evaporators, expansion units, absorbers, and controls (hereinafter referred to as 'refrigerator components') for, or suitable for use as parts of, or with, household type refrigerators or quick-freeze units of the kind described in subsection (a), except when sold as component parts of complete refrigerators, refrigerating or cooling apparatus, or quick-freeze units (hereinafter referred to as 'refrigerating equipment'). Under regulations prescribed by the Secretary, the tax under this subsection shall not apply in the case of sales of any such refrigerator components by the manufacturer, producer, or importer to (1) a manufacturer or producer of refrigerating equipment, or (2) a vendee for resale to a manufacturer or producer of refrigerating equipment if such components are in due course so resold. If any such refrigerator components are resold by the manufacturer or producer to whom sold or resold otherwise than on in connection with, or with the sale of, complete refrigerating equipment manufactured or produced by him, then for the purposes of this section such manufacturer or producer shall be considered the manufacturer or producer of the refrigerator components so resold by him."

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


Emerson Radio of Canada Ltd. has been formed to manufacture and distribute complete Emerson line there. Pres. is Selby J. Sinclair, headquarters at 74 Trenton Ave., Mt. Royal, Que. Norton J. Anderson is gen. mgr., Rupert K. Grant sales mgr.
Electronics Reports: Electronics will be $10 billion industry by 1960, in terms of annual value of factory sales, with commercial electronics becoming increasingly important segment of the business. This prediction is part of study of commercial and military electronic fields being conducted by Stanford Research Institute for Hoffman Radio. Analysis is being made to determine best direction of expansion in non-household fields, Hoffman's goal being to develop line of commercial electronic products which might some day represent $15-$20,000,000 annual sales.

Institute estimates 1955 electronic factory sales at $5.5 billion, 1960 sales at $10 billion. The 1960 prediction, broken down (with comparable 1953 estimates in parentheses): household products, $3.75 billion ($1.675 billion); military equipment, $5 billion ($3.4 billion); commercial products, $1.25 billion ($425,000,000). Component sales in 1960—excluding tubes—may total $2 billion, compared to 1955's $1.1 billion.

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

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


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

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

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

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

Dr. Ralph J. Slutz, former National Bureau of Standards computer & mathematics consultant, named asst. chief of Bureau's Central Radio Propagation Laboratories.
Color Trends & Briefs: Color will dominate engineering sessions of NARTB convention in Chicago, May 23-27—with about half the papers devoted to subject. Following is tentative schedule of sessions, prepared by convention committee and A. Prose Walker, NARTB mgr. of engineering:


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

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

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

Financial & Trade Notes: CBS set all-time records for profits and sales in 1953. Net income was $8,894,642 ($3.50 a share) on gross revenues of $33,908,800, nearly 25% higher than 1952's gross of $251,594,490. Net income in 1952 was $6,445,506 ($2.75). Though there was no dollar breakdown by operating units, annual report said each increased its sales volume over 1952.

CBS-TV network, with 74 affiliates, "showed the greatest increase in dollar volume, a gain of more than $28,000,000 over 1952—a 41% rate of increase compared with 22%, 16% & 15% for the other networks." CBS-radio, increasing its lead in billings, had 5% rise in dollar volume in 1953, and its advantage over nearest competitor was 38%, compared with 24% year before, said report. In manufacturing activities, tabulating subsidiary CBS-Hytron reported 28% greater dollar sales in 1953 than 1952. Sales of CBS-Columbia TV sets increased by 50%, compared to "industry's increase of 11%." Aiming particularly at new markets where CBS-Columbia had opportunity to start on par with other trade names, report said it attained "significant and satisfactory share" of these markets.

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

Annual meeting of CBS stockholders is April 21, and proxy notice lists these officers & directors whose aggregate remuneration exceeded $30,000: ex-CBS-Hytron pres. Bruce A. Coffin, $77,395; ex-CBS-Hytron chairman Lloyd H. Coffin, $77,395; ex-CBS-Columbia pres. David H. Cogan, $77,395; Columbia Records pres. James B. Conkling, $73,106; CBS-Radio pres. Adrian Murphy, $65,000; newscaster & CBS director Edward R. Morrow, $240,628 (not including royalties of $33,600 to Persons to Persons Corp., 32 1/2% owned by Morrow, his son and his mother); chairman Wm. S. Paley, $100,000; CBS pres. Frank Stanton, $235,780; CBS-TV pres. J. L. Van Volkenburg, $88,885.

International Resistance Co. reports 1953 earnings of $508,058 (38¢ a share) on sales of $12,755,041, compared with 1952 earnings of $777,877 (44¢), sales of $11,778,836. Breakdown of company's sales shows TV-radio manufacturers were its biggest group of customers in 1953, buying $6,547,974 worth of components; industrial and Govt. customers bought $4,807,229, replacement accounted for $1,382,675, export $147,004.

Trav-Ler Radio Corp. reports 1953 profit and sales both well over 1952, net earnings rising to $412,257 from $291,565, sales to $14,069,624 from $11,860,387. In annual report, pres. Joe Friedman said: "While it is difficult to predict the business future generally, we believe that the coming year should continue to show a growth in our civilian business." Board has voted to resume quarterly 7 1/2¢ dividend.

Hoffman Radio Corp. reports record 1953 sales of $50,415,416, some 40% more than the $36,379,658 reported for 1952. Net income for 1953 was $1,199,655 ($2.07 a share) vs. $1,023,708 ($2.81) for 1952. Annual statement calls 4th quarter 1953 earnings "a definite disappointment," blames color publicity and "the decision of a well-known company to liquidate its inventory at drastic discounts."

Indiana Steel Products Co. reports 1953 net income of $335,925 ($2.36 a share), compared to $300,565 ($2.16) in 1952. Annual report called net sales highest in history but dollar volume wasn't given. Sales for 1952 were $6,385,911 (Vol. 9:11).
ANY TRANSFER of ownership deals still pend before FCC—but, except for last week's approval of "distress" sale of KFOR-TV, Lincoln, Neb. (Ch. 10), now off the air, the Commission hasn't yet acted on any of the other transfer proposals made so far this year. Several haven't even been filed by.

Biggest deal since the ABC-UPT merger, Storer Broadcasting Co.'s $10,000,000 purchase of Empire Co. (WXEL, Cleveland; KPTV, Portland, Ore.; Empire Co., manufacturer), revealed in early Jan. (Vol. 10:9), still awaits Storer's disposal of one of his 5 vhf stations and possibly action on proposed FCC rule permitting any entity to own 2 uhf in addition to any vhf stations.

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

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

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

In the works, among quite a few other deals to be announced, are Sheldon Anderson's proposed sale of his KVVG with radio KCKV, Tulare, Cal. for reported $700,000; sale of WTVH-TV with WTVH, Peoria, Ill., for unnamed sum to recently merged local newspapers (Vol. 10:13); J. O. Willett's acquisition of 98% of KFAZ, Monroe, La., by buying out a partner's 36% for $25,500 (Vol. 10:8); and proposed $400,000 sale of the physical assets of now-defunct uhf KRTV, Little Rock, to new vhf KATV in nearby Pine Bluff, Ark. (Vol. 10:11).

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

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


Creditors of Tele King Corp., with Chapter XI claims exceeding $10,000, in addition to those listed last week (Vol. 10:1): Thomas Electronics, $110,651; Westinghouse, $93,829; Sylvan, $84,386; Tung-Sol, $80,706; Progressive Electronic Inc., $43,315; Micamaco Radio Corp., $46,693; Red Lion Novelty Furniture Corp., $46,939; Waterbury Co. Inc., $42,686; Victory Container Corp., $39,927; Mallory, $31,926; Sessions Clock Co., $30,049; Sheldon Electric Co., $29,516; Radio Receptor Co., $27,084; RCA Victor, $24,799; Oak Mfg. Co., $23,272, Stanwyck Winding Co., $22,488; Hagen & Hagen Inc., $21,715; Sprague Electric Co., $20,502; Videocraft Mfg. Co., $17,612; Webster-Chicago, $15,264; Rogers Electronics Corp., $14,644; Modern Die & Machine Co., $11,870; Precision Plastic Products Inc., $11,388; U. S. Electronics Corp., $10,714; Manfredi Wood Products Co., $10,370; Standard Winding Co., $10,072.

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

Dividends: RCA, 25¢ payable May 24 to stockholders of record April 15; Emerson Radio, 10¢ quarterly & 5¢ extra April 15 to holders April 5; Webster-Chicago, 15¢ April 20 to holders April 8.
NETWORK TV and radio billings held steadily in Feb., despite short month — radio actually showing increase of more than $500,000 over Feb. 1953, though Jan.-Feb. aggregate is considerably under same 1953 period. TV billings for month were $23,089,609 as against $25,056,448 for Jan. and $15,840,989 for Feb. 1953. TV’s strong position thus far this year is indicated in $48,146,057 aggregate for Jan.-Feb. vs. $33,116,932 for same 2 months of 1953.

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

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th>Network</th>
<th>February 1954</th>
<th>January-February 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBC</td>
<td>$9,955,481</td>
<td>$11,013,029</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,905,372</td>
<td>$3,183,663</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,118,447</td>
<td>$1,638,075</td>
</tr>
<tr>
<td>MBS</td>
<td>$965,369</td>
<td>$1,301,576</td>
</tr>
<tr>
<td>DuMont</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$22,899,609</td>
<td>$28,146,057</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th>Network</th>
<th>February 1954</th>
<th>January-February 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$4,773,964</td>
<td>$5,470,033</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,494,737</td>
<td>$3,238,663</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,685,964</td>
<td>$2,367,075</td>
</tr>
<tr>
<td>MBS</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$8,955,635</td>
<td>$10,145,773</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION**—January-February 1954

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>MBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,780,574</td>
<td>$1,210,339</td>
<td>$1,144,957</td>
<td>$3,165,975</td>
<td>$1,610,309</td>
<td>$22,899,609</td>
</tr>
<tr>
<td>Feb.</td>
<td>2,505,372</td>
<td>9,955,481</td>
<td>1,118,447</td>
<td>9,953,309</td>
<td>5,325,391</td>
<td>28,146,057</td>
</tr>
<tr>
<td>Total</td>
<td>$5,285,946</td>
<td>$20,767,810</td>
<td>$2,564,055</td>
<td>$19,620,246</td>
<td>$14,646,057</td>
<td>$53,165,632</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**—January-February 1954

<table>
<thead>
<tr>
<th>Network</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$3,830,654</td>
<td>$5,192,906</td>
<td>$1,855,702</td>
<td>$3,391,872</td>
<td>$12,221,205</td>
</tr>
<tr>
<td>Feb.</td>
<td>2,494,737</td>
<td>4,773,564</td>
<td>1,695,564</td>
<td>1,695,576</td>
<td>12,125,954</td>
</tr>
<tr>
<td>Total</td>
<td>$5,325,391</td>
<td>$9,969,470</td>
<td>$3,501,576</td>
<td>$6,568,722</td>
<td>$25,364,159</td>
</tr>
</tbody>
</table>

* Revised to March 29, 1954.

**Telecasting Notes:** Lineup of big-budget shows has been proposed by DuMont program chief James Caddigan to win that network a long- overdue position — what Variety calls “the biggest bundle of quality shows on the camera ever gathered at one time in its sporadic history.” Flushed with success in landing The Goldbergs as summer replacement for Bishop-Sheen (Vol. 10:15), DuMont program and production braintrusts have added more top-grade but costly shows on tap, says Variety, and now seek “to convince the front office that sufficient coin outlay to carry the programs as sustainers until they're sold is the kind of gamble necessary to bring the network to eminence” — Money to gamble on nebulous program properties is one of keys to other networks’ success; lack of it one of DuMont’s drawbacks, just as it was one of reasons ABC had such tough going before joining up with UPT. For example, ABC-TV couldn’t stand Studio One sustaining overhead, though show had quickly proved it was Grade A, so dropped it only to see CBS-TV latch onto it, run it sustaining a few times, sell it to Westinghouse shortly thereafter . . . ABC Film Syndication Inc. now a separately incorporated, self-contained subsidiary of AB-PT, with George Shupert as pres.; Don Kearney, sales v.p.; Edward Graessle, treas.; Raphael Scobey, secy. . . . Unusual instance of feature film being presented on TV before release to theatres happens this week when Eros Studios (British) permits WNBNT, N.Y., to carry The Thirteenth Green on its midnight movie period March 27, acquired thru American-British TV Movies Inc. . . . TV car auction called Carnival, started March 31 on WMAL-TV, Washington, sponsored by Ourisman Chevrolet and Tom’s Auto Service; two announcers display and describe new and used cars, start bidding, sell to highest bidder (via telephone) who is permitted to inspect car in person before final purchase . . . Century Theatre, famed N.Y. Shubert playhouse on 7th Ave, where Al Jolson held forth, now being converted by NBC into TV studio . . . KACY, St. Louis (Festus) cuts base hour from $500 to $250, one-min. from $100 to $40 . . . More rate increases: WLW, Columbus, adds new Class AA with hour rate of $800, min. $140, Class A hour goes from $625 to $700; WLWD, Dayton, also adds new Class AA with $800 hour, $140 min., raises Class A hour from $675 to $750; WTVN, Columbus, raises base hour from $500 to $600, min. $80 to $100; WEEK-TV, Peoria, hour from $300 to $400, min. $60 to $80; WOSCTV, Charleston, S. C., hour from $200 to $300, min. $40 to $60; KROD-TV, El Paso, hour from $250 to $300, min. $50 to $60; KLAS-TV, Las Vegas, hour $150 to $200, min. $30 to $40; KIMA-TV, Yakima, Wash., hour from $150 to $200, min. $25 to $40 . . . WTVT, Bloomington, Ind., which recently shifted from Ch. 10 to 4 with 100-kw and new 1000-ft. antenna relocated at Choterdale, Ind., becomes NBC primary for Bloomington-Indianapolis-Terre Haute July 1, its Class A rate upped from $600 to $1000; WPFW- TV, Indianapolis (Ch. 6) is CBS basic.

In applying for power boost to 100-kw this week, KCMC-TV, Texarkana, Tex. (Ch. 6), reported to FCC that combined TV-AM operations resulted in net loss of $1165 in 1953; KCMC-TV started operating Aug. 16, 1953. In 1952, without TV, radio station had net profit of $5325 after taxes.

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

American Women in Radio & TV Inc. holds third annual convention in Muehlbach Hotel, Kansas City, April 22-25. Anne Hayes, KCMO, Kansas City, is chairman.
MORE EDITORIALIZING? McCarthy REPLY A DUD: Has CBS broken the dam, finally and permanently, and inaugurated a strong editorial policy that will be emulated by other networks and stations? Probably not, though there's important school of thought within the industry that says TV-radio station owners should take stands on public issues same as newspapers.

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

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

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

* * * *

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

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

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

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

"Caught with his charges showing," wrote N.Y. Times' Jack Gould, "the Senator wandered all over the lot and at the end of the program the casual listener must
have been amazed at what a guy Murrow was." Sloppy detective work was also apparent when McCarthy called Murrow a CBS v.p., which he isn't, and educational director of the network, which he hasn't been for 17 years.

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

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

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

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

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

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

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

KBMT, Beaumont, Tex. (Ch. 31) was to begin testing night of April 9, has not yet fixed commercial date, looks to good signal from GE 1-kw transmitter over entire rich Beaumont-Port Arthur-Orange area -- nearest other TV station being another uhf in Lake Charles, La., 65 mi. away. It's owned equally by Randolph C. Reed, oilman, who also heads Gulf-York Inc., Philco distributor, and N. D. Williams, oil & lumberman, who recently acquired Newborn-Josey holdings. John Rossiter, gen. mgr., ex-WJTV, Jackson, Miss., has option to acquire 25%. Frank Browne is commercial mgr., Frank Leins, chief engineer. Base rate is $200. Rep is Headley-Reed.
5 MORE CPs, ST. LOUIS VHF GRANT SOON: Way was cleared for Ch. 4 into St. Louis this week as FCC permitted KXOK and Missouri Valley TV Co. to dismiss, leaving KWK free for grant as result of merger agreement (for details, see p. 14). Also in the week's grants was CP for Buffalo's Ch. 2 to Niagara Frontier Amusement Corp., final disposition of affair involving charges of strike action, payoff, etc. (Vol. 10:8). Both St. Louis and Buffalo at present have only one vhf outlet.

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

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

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

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

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

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

* * * *

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

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

* * * *

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

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

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

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

Hearing examiners now have full calendars, with approximately 25 more hearings waiting for examiners. Latest scheduled is for Ch. 9, Dothan, Ala., May 7.
STORER SELLS TO SAN ANTONIO PUBLISHER: Newspapers and newspaper-broadcasters continue to be a dominant category of TV station ownership -- and this week’s $3,500,000 purchase by owners of San Antonio Express and News of George B. Storer’s KGBS-TV (Ch. 5), with radio KGBS (50-kw day, 10-kw night on 680 kc, CBS), further points up fact that publishing interests are determined to maintain the same identity with TV that they have gained over the years in radio.

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

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

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

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

* * * *

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

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

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

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

Decision actually set no important precedent -- other than to put Commission on its guard against too broad an interpretation of Criminal Code -- according to
communications attorneys who have studied case. However, one aspect of ruling which
was overlooked in press reports is that it affirmed FCC's right to deny licenses to
stations which it believes are violating Federal laws, even though Justice Dept. has
not taken action against stations for the alleged violations -- a right which was
questioned by the networks when they originally filed to upset FCC giveaway rule.

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

FCC promulgated "anti-giveaway" rule 5 years ago (Vol. 5:34-59), and it was
immediately challenged in court by ABC, CBS & NBC, which got stay order nullifying
rule pending disposition of case. Last year, New York Federal court upheld FCC rule
as it applied to contests of chance where participants are required to provide money
or anything of value, presumably including boxtops (Vol. 9:6). But it rejected --
as did the Supreme Court this week -- the idea that telephone-type contests can be
considered lotteries. FCC then appealed lower court decision.

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

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

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

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

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

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

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

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

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

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

Senators won't want for witnesses during 3-day hearings. Though subcommittee
hasn't yet compiled formal list, it already has received plenty of inquiries from stations, and from some manufacturers. Definitely due to testify are FCC, RETMA, the networks, UHF Assn., and several individual telecasters.

* * *

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

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

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

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

* * *

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

Five new stations with newspapers identified in their ownership can be added to those listed on pp. 39-41 of TV Factbook No. 18—and there are applications pending for transfers of 50% of WHYN-TV & WHYN, Springfield-Holyoke, to employ pension fund of Springfield News and Union, and 100% of KLZ-TV & KLZ, Denver, to Time Inc. About to be filed are transfers of WTVH-TV, Peoria, to Peoria Journal-Star, and KGBS-TV & KGBS, San Antonio, to San Antonio Express and News. The 5 that can now be added to the Factbook list, with their AM and newspaper affiliations: WDSM-TV (WDSM), 51% owned by Ridder brothers, publishers of Duluth Herald and News Tribune and St. Paul Dispatch and Pioneer Press; WJBP-TV (WWVW), Fairmont, W. Va. same ownership as Mannington (W. Va.) Times, weekly; KFBB-TV (KFBB), Great Falls, Mont., 50.5% owned by Fairmont Corp., publisher of Butte Montana Standard, Billings Gazette, Helena Independent-Record, Livingston Enterprise, Missoula Missoulian; KFBC-TV (KFBC), 47.66% owned by same interests (Tracy McCracken) publishing Cheyenne Wyoming Eagle and Wyoming State Tribune, Laramie Republican-Boomerang and Bulletin, Rawlins Times, Rock Springs Rocket, Worland Northern Wyoming News; WKAQ-TV (WKAQ), San Juan (P. R.) El Mundo.

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

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

Raising money for charities and political parties via subscription TV was visualized by Zenith publicist Millard Faught in address to convention of National Small Business Men's Assn. in Washington, April 6. He repeated his thesis that sponsored TV and fee TV can live side-byside; that pay-as-you-look will double number of stations, etc. Sen. Schoeppel (R-Kan.), member of communications subcommittee, was so impressed that he had 3-page speech reprinted in April 7 Congressional Record "notwithstanding the cost," which, he said, was $233,75. In New York this week, Skiatron stockholders approved agreement giving rights to its developments to Matty Fox (Vol. 10:13). The 99-year contract, Skiatron pres. Arthur Levey said, is good "so long as any Skiatron patents have any validity." Skiatron counsel James Landis said he's confident FCC will approve subscription TV.

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

Bill to exempt from FCC regulation some point-topoint carriers not interstate in nature (HR-6436) was passed by Senate April 5 and sent to White House. Senate passed over 2 other communications bills on calendar without taking action—S-1393, Sen. Johnson's bill to curb telecasting and broadcasting of pro baseball games, and S-2314 to prohibit transmission of gambling information.
TWO ALL-SPANISH TV stations are due to go into operation soon in the El Paso area— KELP-TV, El Paso (Ch. 13), and XELJ-TV, Juarez (Ch. 5). KELP-TV grantees Gordon McLendon, operating radio KELP there and onetime head of now defunct Liberty Broadcasting System, claims his station will be first all foreign-language TV station in the U. S., for he plans to program it 100% in Spanish. RCA equipment has been purchased from an unnamed Columbus (O.) station, construction of added facilities in radio building is under way, and plans for 352-ft. tower drawn up and it's planned to go on air around next June 15, McLendon reports. Rep will be Forjoe.

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

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

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

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

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

WSFA-TV, Montgomery, Ala. (Ch. 12), has tentative Oct. 1 target, reports v.p.-gen. mgr. Lionel F. Baxter. Its plans for new TV-radio center in Cleverdon section include outdoor studio. RCA transmitter has been ordered, with 750-ft. tower and 12-bay superturnstile RCA antenna, to be located on Mt. Carmel, 23-mi. south of city. C. B. Smith is technical director. Ownership interlocks with Montgomery Advertiser & Alabama Journal. It will be city's second outlet, WCOV-TV (Ch. 20) having begun April 17, 1953. Rep not yet chosen.

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

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

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

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

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

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

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

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

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

Technical description of RCA 19-in. color tube (Vol. 10:4) is included in April Tele-Tech Magazine.
Teletcasting Notes: "The Robert Montgomery influence," is simplest explanation of new easy-mannered and relaxed attitude President Eisenhower manifested in his April 5 talk on combined networks. Informal pose he struck, standing or leaning against desk, and use of cue-cards which he ignored more often than not, was exactly in the manner of the noted actor, who for some months has been unofficial and unpaid White House advisor on TV-radio. Fact is, Montgomery was in the room with the President and several dozen other visitors, though it was same night (Mon.) as his regular Robert Montgomery Presents (Lucky Strike) on NBC-TV. His own show used film strips for his narration ... Said UP, in describing the White House TV pickup: "President Eisenhower set a new standard for TV speakers last night. Although dealing with such tension-loaded subjects as the H-Bomb, Communism and depression, he was as relaxed as a neighbor leaning on his lawnmower, informal almost to the point of being chatty. [He] used no script and spoke with a sort of effortless simplicity and calm. Just as one of his predecessors, the late Franklin D. Roosevelt, was the first President to master the radio microphone, Mr. Eisenhower has progressed from his own early days of knuckle-cracking uneasiness on TV to the smooth job he did last night..." ... Mannie Sacks, RCA v.p. and RCA-NCB chairman Sarnoff's special troubleshooter, who heads RCA Record Div., has been called into action to help build up NBC's lagging radio business, reports Variety, with both Wm. Fineshriber and Ted Cott reporting to him ... Amos 'n' Andy and Range Rider film series have been purchased from CBS-TV film div. by BBC, thru its TV rep in N. Y., Aubrey Singer; BBC immediately got protest from National Assn. for the Advancement of Colored People brandind show as "gross caricature" of the Negro which has done harm in U. S. and may do more even in England—a protest CBS long ago rejected ... Delbert Mann, who directed Paddy Chayevsky's hit play Marty on Philco Playhouse, signed as one of first TV directors to be hired to direct a feature movie; he'll do film version of Marty for Hecht-Lancaster ... About 100 Hal Roach Our Gang shorts, owned by Clinton Pictures Corp. (Joseph Auerbach) to be released to TV thru Allied Artists' Interstate Television Inc. ... Enlarging TV studios on Wilmington Pike, WHIO-TV, Dayton, is adding 50x84-ft. studio, 3 large radio studios for WHO, consolidating all TV-radio operations in one building, designed and constructed by Austin Co. and due for completion early next year ... South Bend Tribune plans new ultra-modern downtown TV-radio building for its expanding WSBT-TV & WSTV, with one studio 50x80-ft.; architects are Pereira & Luckman ... Crosley's WLW and 4 TV stations soon to be represented by NBC Spot Sales in Detroit and on West Coast; Crosley will retain own N. Y. & Chicago branches, will represent NBC in its station cities: Cincinnat, Dayton, Columbus, Atlanta ... More new reps: KRCI-TV, Cedar Rapids, IA., to newly-organized Venard, Rintoul & McConnell; WOKY-TV, Madison, Wis., to Gill-Perna; WJMR-TV, New Orleans, to McGillivra; WCSH-TV, Portland, Me., which began last Dec. 1 with $250 base rate, will increase to $300 June 1 ... WCAU-TV, Philadelphia, sets new Class AA rate at $3240 an hour, increasing all other periods about 20%.

Station Accounts: Pittsburgh Pirates games will be televised on regular schedule for first season, with Atlantic Refining Co. buying 24 weekend away games on uhf WENS, thru N. W. Ayer; WENS pres. Thomas P. Johnson is also chief owner of Pirates ... Heavy schedules of baseball sponsorships, as reported in Vol. 10:11, are augmented by Borden Co. (Pioneer Ice Cream div.) purchase of half of 15-min. Happy Felton's Talk to the Stars after Brooklyn Dodgers' games on WOR-TV, thru Doherty, Clifford, Steers & Shenfeld; 20-sec. adjacencies to Dodgers' games were also sold to Hoffman Beverage Co., thru Warwick & Legler; Shell Oil Co., thru J. Walter Thompson; Household Finance Corp., thru Needham, Louis & Broby; Colgate-Palmolive Co. (Rapid shave cream), thru Wm. Esty Co. ... Esskay Meat Products, Schmidt Bakery & Sherwood Bros. (Betholine-Sinclair dealers) Bobo Newsom's Knothole Gang and Talk to the Stars before and after Baltimore Orioles' games on WAAM, thru Van Sant, Dugdale ... Jay Broiler Co. (Roto-Broil broilers) buy 15-min. segment across-the-board, for estimated $130,000 for year, as first sponsor of new Ernie Kovacs Show on WABD starting April 12, Mon.-thru-Fri. 11:15 p.m.-12:15 a.m., thru Product Services Inc. ... N. Y.-N. J. women's clubs, telling about their charities, provide basis for audience partic. show on WATV, Newark, titled Half Hour Holiday, Mon.-Wed.-Fri. 3:30-4 p.m.; sponsors already signed are Linda Foods Inc., Newark (Rice Cream); Viking Corp. (Mircaloth), thru C. Wendell Muench, Chicago; Louis L. Libby Inc. (frozen foods), thru Hicks & Greist, N. Y. ... Among other advertisers reported using or preparing to use TV: International Metal Products Corp., Phoenix, Ariz. (Arctic Cooler air conditioner), direct; Eskimo Pie Corp., Bloomfield, N. J. (ice cream), thru Buchanan & Co., N. Y.; R. T. Collier Corp., Los Angeles (Tap Sprite carbonated water filters), thru West-Marquis Inc., L. A.; Indian River Medeine Co., La Follette, Tenn. (Scall's Indian River Medicine, herb tonic), thru Claude Harrison & Co., Roanoke, Va.; Griesedieck Bros. Brewery Corp., St. Louis (GB beer), thru Kruptnick & Assoc., St. Louis; McKesson & Robbins Inc., Bridgeport, Conn. (Tartan suntan lotion), thru Ellington & Co., N. Y.; Safe-way Stores Inc., Oakland, Cal. (Sunnybank margarine), thru Erwin, Wasey, L. A.; Wm. Schwartz & Co. Inc., Philadelphia (Chips & Twigs apparel for boys), thru Feigenbaum & Wermers Adv. Agency, Philadelphia; Sales Afiliates Inc., New York City (Zotos shampoo, Inecto hair bleach), thru Picard, Marvin & Redfield, N. Y.; Devoe & Raynolds Co., New York City (paints, lacquers, enamels), thru J. Walter Thompson, N. Y.; Dr. Pepper Co., thru Ruthrauff & Ryan, N. Y.; Ad-Lab Products Inc., Columbus, O. ("Ex Static" fabric rinse), thru Munn, Mullay & Nichols Inc., Columbus; General Concrete Products Inc., Van Nuys, Cal. ("Flaggerete," "Slumstone," "Romancerete") thru Tilds & Cantz, Hollywood.

New $80,000 TV-radio set census gets under way May 3 under auspices of Advertising Research Foundation, 11 West 42nd St., N. Y., designed primarily for civil defense information, to be financed by networks and BAB, with field sampling by Alfred Politz Research Inc. On extremely modest basis and with emphasis on radio, survey calls for only 10,000 interviews nation-wide, with questions asking number of TV & radio sets in home, kind of sets (i.e., uhf-equipped, AM-only, etc.), rooms in which they're located, number of autos with radios, etc. Only one over-all national figure will be published for TVs (possibly in July) but it's planned to break down radio ownership by 6 geographic regions. Federal Civil Defense Administration has been urging project, headed within ARF by CBS radio research director Harper Carraine, others on committee being BAB pres. Kevin Sweeney, Biow research v.p. E. L. Deckinger & General Foods research director G. S. Brady.

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

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

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

Network Accounts: Kelly-Springfield Tire Co., in first network TV sponsorship, buys NBC-TV colorcast of National Open golf championship at Baltusrol, N. J. Mon. April 19, thru Compton Adv. ... Quaker Oats joins Philco as simulcast sponsor of Don McNeill's Breakfast Club on ABC-TV starting June 1, buying TV portion Tue. & Thu. 9:45-10 a.m. and dropping AM Mon.-Wed.-Fri. 9-9:15, thru J. Walter Thompson ... Packard Motor Co. to sponsor Packard Program Starring Martha Wright on ABC-TV starting April 18, Sun. 9:15-9:30 p.m., thru Maxon Inc. ... Old Gold to sponsor Truth or Consequences on NBC-TV starting May 18, Tue. 10:10-11 p.m. ... Ford Foundation disclosed Omnibus would return on CBS-TV Oct. 17, Sun. 5-6:30 p.m., with Scott and Greyhound Bus reportedly renewing as sponsors; Ford is dropping Excursion on NBC-TV ... ABC-TV drops The Mask Sun. 8-9 p.m., effective May 28, hoping to replace it with Paul Whiteman Show originating from Hanna Million-Dollar Pier in Atlantic City ... Steve Allen signs for 15 programs, Judy Holliday for 4, on Max Liebman's new edition of Your Show of Shows on NBC-TV in fall ... Aveset Corp. (Qwip cream product) and Florist Telegraph Delivery Assn. buy partic. on Morning Show on CBS-TV, Mon.-thru-Fri. 7-9 a.m., former thru Fletcher D. Richards, latter thru Grant Adv.

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

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

Printers' Ink index of advertising volume for Jan.-Feb. shows it was up 17% from same 1953 period, only network radio showing loss (8%). Gains: network TV, 50% (see Vol. 10:14 for detailed PIB figures); magazines, 12%; newspapers, 6%; outdoor, 5%; business papers, 4%.

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

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

Mark F. Ethridge, publisher of Louisville Courier-Journal and Times (WHAS-TV & WHAS) elected a trustee of Ford Foundation.
TV TRADE's FIRST-QUARTER REPORT CARD: TV-radio industry's first 1954 quarter, ended April 2, shows nicer balance between production, sales and inventory than in many years -- albeit considerably down from same 1953 period. RETMA estimates production at 1,445,000 TVs, factory sales, 1,586,000; distributor sales, 1,663,000; retail sales, 1,767,000. Inventories at all levels were about 1,600,000 at close of quarter.

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

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

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

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

* * *

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

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

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

Admiral's Joe Marty said it all depends on what happens to parts prices in next 60 days. If they stay at present levels, chances are TV prices won't go up, he said. But if they rise, set makers may well pass along increases, he declared.

Admiral pres. Ross Siragusa this week told annual stockholders meeting company's largest capital expansion program in its 20-year history would get under way this fall, with most of it going to TV, said details would be released in 2 or 3 weeks. He reported Admiral's first-quarter sales and profits were below the $3,056,878 earned on sales of $69,191,849 in first quarter of 1953.

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

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

Unknown factor in price situation is what effect Crosley's $140 Super V will exert on the market come June. It's apparently selling quite well, according to reports from markets where it has been introduced. Avco chairman Victor Emmanuel told stockholders meeting this week success of Super V had established the "salability of a so-called second set." Unverified trade reports had Crosley turning out more than 2500 per day, as against originally-planned total output of 40-50,000.
Topics & Trends of TV Trade: Wells-Gardner pres. Robert S. Alexander, speaking from experience, tells us the private-label set maker who specializes in higher-priced TVs is taking a beating in today's cut-price market. Wells-Gardner, he declared, is now getting ready to offer its chain store customers a cheaper 21-in. console as perhaps the first wedge to reduce prices generally and capture a share of the under-$200 market.

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

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

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

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

* * * * *

Picture tube sales in first 2 months totaled 1,203,396 valued at $26,050,401, down from 1,234,767 at $43,923,663 in first 2 months of 1953, reports Retma. Some 76% were 19-inch and larger. For Feb., alone, 645,715 picture tubes worth $13,916,478 were sold, compared to 557,681 at $12,173,923 in Jan. and $36,451 at $20,030,681 in Feb. 1953. Receiving tube sales in first 2 months totaled 47,322,494 worth $34,732,324, down from 77,367,566 at $52,976,840 in first 2 months year ago. Feb. sales were 25,189,147 at $18,319,819 vs. 22,133,347 at $16,412,505 in Jan. and 40,061,683 in Feb. 1953.

TV set sales by Canadian factories totaled 73,675 at average price of $370 in first 2 months of 1953, when production was 85,302, reports Canadian RTMA. Projected production estimate is that 129,875 more sets will be turned out next 3 months. Inventory at end of Feb. was 80,460, compared to 77,778 at start of month. Quebec led in sales with 27,988; Toronto second, 17,204; other Ontario, 7363; British Columbia, 6709; Ottawa & eastern Ontario, 5856; Hamilton-Niagara, 4191; Windsor, 2981; Maritime Provinces, 1016; Prairies, 367. For Feb. alone, sales were 38,785, production 41,467.

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

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

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


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

Westinghouse now has about 5½% of TV sales market, said v.p. Mark W. Cresap at stockholders' meeting in Sunnynvale, Cal., April 7. This is up from 3½-4% in 1953, keeps pace with improvement of 5% in general consumer products sales during first 2 months of 1954.
COLOR SITUATION remained little changed this week: Westinghouse feeling out public market-by-market, RCA preparing to launch commercial sales, most of rest of industry holding off because of "price, programming and picture size."

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

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

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

Though Admiral has lowered its sights on color production this year, it's more optimistic than most. Sales v.p. W. C. Johnson says he expects industry to build about 75,000 sets this year—and that Admiral will make 10,150,000 of them. RCA says it's aiming for 10,000 (Vol. 10:14).

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

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

Though Philco is silent now, presumably it will eventually seek to become strongly identified with color in public's mind and patent-wise. Philco has demonstrated developments to competitive manufacturers, asking them to refrain from public comment, even giving tube code name of "apple." It's obvious, however, that Philco's work is not now commercially ready, nor is there any indication when it will be ready. Tube itself is said to be simpler than shadow-mask type but to require "monstrously complicated" circuitry at present stage.

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

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

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

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

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

Financial & Trade Notes: Allen B. DuMont Laboratories Inc. reports record gross sales of $91,828,982 in 1953, compared with $76,166,782 in 1952 and $50,741,596 in 1951. Net profit after $1,549,000 Federal taxes was $1,544,782 (60c a share) in 1953 vs. $1,424,603 (55c) after taxes of $1,473,300 in 1952 and loss of $583,000 in 1951. TV receiver and broadcasting divisions operated at loss last year, reports Dr. DuMont, but CR tube, tube development, instrument, transmitter and gov't. divisions showed profit of 12.8% before taxes. CR tube div. alone increased sales by 33%, and gov't. contracts accounted for about 17% of total volume.

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

* * * *

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

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

Teleprompter Corp., cueing system which recently completed its largest assignment to date in handling more than 100 speeches during 4-day IRE convention, reports $17,281 net profit before provision of $9152 for taxes on gross rental business of $323,188 during 1953. This compares with $47,277 net profit before provision of $10,831 for taxes during 1952. Earned surplus on Dec. 31, 1953 was $26,586 as against $18,487 Dec. 31, 1952. Teleprompter renewed long-term contract with CBS, reports chairman Irving B. Kahn, and this month is being used for first time in making a full-length Hollywood production. Year has been period of "growing pains" and costly solution of manufacturing problems, Kahn states, but future holds "excellent prospects" and up to April 1 this year volume of business has run double that of same 1953 period.

Muter Co. reports net earnings of $447,463 (66c on 681,680 common shares) after taxes of $464,791 on sales of $15,190,100 in 1953, compared to profit of $3,455,573 (52c on 661,825 shares) after taxes of $432,445 on sales of $12,653,060 in 1952. Working capital at year's end was $2,972,283, compared to $3,077,975 at end of 1952. Pres. Leslie F. Muter predicted start of color production forefinger increased business in coming years because color sets require 3 times as many components as monochrome.

National Union Radio Corp. reports net profit of $1,666,458 (10c a share) on sales of $12,158,045 in 1953, compared to $139,920 (21c) on $14,464,694 in 1952 and $700,910 (21c) on $13,671,112 in 1952. Working capital was $1,713,297 at year's end, compared to $973,242 at end of 1952. In annual report, pres. C. Russell Feldmann attributed decline in sales to sharp drop in demand for picture tubes in last half of year.

Servomechanisms Inc. reports net profit of $305,689 (40c on 760,700 common shares outstanding) after taxes of $541,352 on sales of $13,332,746 in 1953, compared to $276,024 (36c on 758,000 shares) after taxes of $522,288 on sales of $10,151,589 in 1952.
Olympic Radio reports net profit of $62,187 (14¢ a share on 431,925 common shares outstanding) on sales of $17,667,485 in 1953, compared to $84,747 (20¢ on 429,925 shares) on $12,765,708 in 1952 and $426,514 ($1.11 on 383,593 shares) on sales of $14,467,072 in 1951, when company received tax credit of $235,000. Working capital at year's end amounted to $2,891,045, compared to $2,902,780 at end of 1952. Backlog of defense orders was $14,000,000. In annual report, pres. Morris Sobin blamed TV price-cutting and factory wage increase retroactive to July 1 as major reasons for profit decline. Color publicity, he added, also upset normal industry pattern of high sales in last quarter of year. Several experimental color sets have been built by Olympic and factory personnel and are being trained so "regular production may commence as soon as larger color picture tubes and components become available." Proxy notice for annual stockholders meeting April 26 in company's Long Island offices discloses these remunerations paid to officers & directors in 1953: Sobin, $33,099; Albert Friedman, sales v.p., $65,600; Dr. R. Bowling Barnes, research & development director, $31,100.

Wells-Gardner & Co. reports record 1953 sales of $22,572,069, net income of $772,939, compared with $16,301,043 & $459,976 for 1952. "We enter the new year with a large backlog of gov't work which should result in a substantial sales volume and a profit during 1954," says annual statement. "However at the outset, the reverse is true in the civilian field. Shipments of radio & TV receivers showed a marked drop during the last few months of the year, and our customers entered 1954 with high inventories [But] reduced production during the last quarter of 1953 and continuing into 1954 is bringing inventories back to normal."

Webster-Chicago Corp. reports profit of $927,162 ($1.87 a share) on sales of $27,757,899 in 1953, compared to loss of $408,951 on sales of $19,580,686 in 1952. Gov't. billings accounted for 17% of 1953 sales, with backlog of $13,000,000 at year's end, reports pres. R. F. Blash. He said all divisions—consumer products, laminations, govt. contracts—showed gains in 1953 and predicted 1954 sales of consumer products would be "as good as or better than 1953."

Reeves Soundcraft Corp. reports net earnings of $284,301 on sales of $8,566,054 in 1953, compared to $90,187 on $3,364,921 in 1952 and loss of $77,570 on $2,054,401 in 1951. In addition, Airdesign Inc., wholly-owned subsidiary of Tele-Video Corp. (owned 66% by Reeves), showed net profit of $30,755 on sales of $344,542. Company now owns 431,849 common shares of Cinerama Inc, and is contracting with several motion picture studios for use of its magnetic striping process for Cinemascope pictures, said annual report of pres. Hazard E. Reeves.

Stewart-Warner Corp. and subsidiaries report 1953 sales of $122,797,592, net income of $4,080,810 ($3.04 per share), compared with 1952 sales of $122,551,883, net income of $4,223,850 ($3.30). Annual report blames "larger than normal carryover of TV & radio sets" for bulk of $8,000,000 increase in inventories, but adds that shipments since first of year have substantially reduced this figure. Report says Stewart-Warner expects to build "modest quantity" of color sets this year.

RCA reports "increased" results, but notes that "the favorable effects of low production costs were offset by several adverse factors." Figures at 29 cents a share vs. 13.5 cents in 1953. In a comment on earnings, John C. Cahill, vice pres. & gen. counsel, observed that "the year 1954 was a period of transition in the electronics industry and a period of adaptation for RCA to the changing conditions of its environment."

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

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

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

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


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

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

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

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

Crosley's Canadian subsidiary doubling floor space of its West Toronto plant to 90,000 sq. ft.; estimated cost is $800,000 and payroll will be 600.
TALLEST TOWER authorized to date—1572-ft. structure to be used jointly by KWTV (Ch. 9) and educational KETA (Ch. 13), Oklahoma City (Vol. 9:32, 10:14)—was officially underway this week after ground-breaking ceremonies April 5. Wielding shovel and pickaxe were chairman John Griffin and pres. Roy Turner (ex-gov. of Okla., and announced candidate for U. S. Senate). Goal is completion by “late summer or early fall.”

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

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

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

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

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

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

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

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

Transfer papers in purchase deal whereby Time Inc. proposes to acquire KLZ-TV (Ch. 7) along with KLZ (Vol. 10:12), filed with FCC this week, disclosed that proposed purchaser, LTF Broadcasting Corp., will pay $3,553,760 for 100% of stock, which is owned by theatre men Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry (now convalessing in LaJolla, Cal. from serious illness but expected to continue in post), Theodore R. Gamble and J. Elroy McCaw. Replacement value of equipment was put at $1,273,200, depreciated to $923,952 since station went on air last Oct. 29. Balance sheets show KLZ (AM & FM) earned profit of $97,940 before taxes, $39,066 after taxes during 6 months ending Jan. 31, 1954, which compares with $135,073 & $31,598 in same period last year. KLZ-TV operating profit from its start last Oct. until Jan. 31 was $24,705, profit after taxes $9858. That the stations are doing increasingly better, especially the TV, is revealed in Jan. figures showing that TV profit before taxes was $32,839, after taxes $18,119, while AM-FM profit before taxes was $5183, after taxes $3273. Filed with FCC this week also were transfer papers for proposed sale of K0Y-TV, sharing Ch. 10 in Phoenix with Gene Autry’s KOOL-TV which proposes to consolidate it (Vol. 10:19). Purchase price is disclosed as $200,000, not $400,000 as previously reported. K0Y-AM will remain in present hands.

St. Louis Ch. 4 merger (p. 3) has following conditions: KXOK (Elzey Roberts) is to buy 14,145 shares of KWK Inc. (Robert Convey) at $14.64 a share (total: $207,082) and is to dispose of KXOK. KSTP Inc., St. Paul (Stanley Hubbard), owning 50% of Missouri Valley TV Co., is to buy same amount, and other 32 stockholders of Missouri Valley TV Co. to be buy 1848 shares. Ownership of proposed TV grantees, KWK Inc., is to end up with these percentages: Convey family, now majority stockholders of KWK, 27%; St. Louis Globe-Democrat, now minority of KWK, 22%; Elzey Roberts’ KXOK, 27%; Stanley Hubbard’s KSTP Inc., 23%; the 39 Missouri Valley stockholders, 3%.

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

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

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

Interconnected to network circuits this week were time-sharing KOOL-TV & K0Y-TV, Phoenix. Next on AT&T’s hookup schedule, probably next week, are KVAL-TV, Eugene, Ore.; KARK-TV, Little Rock, Ark.; WNIT, Providence; KWWL-TV, Waterloo, Ia.
LOG OF THE 1954 STARTERS TO DATE: So far this year, exactly 36 new TV stations have gone on the air, including the 3 reported for this week on p. 3. Two more started in Canada, and 7 in the U.S. quit operating. So many of you have asked for lists, since our last semi-annual TV Factbook came off the presses just 3 months ago, that we've compiled them for your convenience; you'll find the tabulation on p. 12. Note that detailed data on most of these stations has already been published in TV Factbook No. 18 of last Jan. 15, wherein you will find names of owners, executives, rate data, etc. Similar data on the 1954 starters not covered in the Factbook will be found in our Newsletters Vol. 10:1-16, for as regular readers of Television Digest know, each station gets a "sendoff" report the week it starts test patterns. Incidentally, we are about to start work on our mid-summer Factbook, which will detail all stations on the air to July 15 and as many of the autumn starters as report bona fide plans.

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

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

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

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

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

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

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

Also under the rule are "incidental radiation devices" -- defined as "electrical apparatus in which the generation of radio frequency energy is unintentional." No specific standards for these are proposed at this time, though FCC always claims power to stop "harmful radiation" of any device affecting communications.
Another class of radiation covered is "carrier current systems" such as voice and control signals induced on high-voltage power lines, campus radio, etc. New rules will hit some of these quite hard.

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

* * * *

The certification plan which FCC endorses is briefly as follows:

1. Establishment of an independent certification laboratory empowered to test all TV and FM sets for conformance to standards acceptable to FCC.
2. Authorizing manufacturers to affix laboratory seal of approval to their sets if they meet those standards.

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

* * * *

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

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

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

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

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

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

* * * *

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

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

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

Commission would also like to make "horrible example" of case, encouraging Congress to eliminate or change protest section -- which FCC never did like.
Comrs. Bartley, Doerfer and Lee dissented. Bartley: "I cannot believe that Congress intended that Sec. 309(c) be so subverted, in the light of the mandate contained in Sec. 1 of the Communications Act to make available to all the people of the U.S. an efficient and nationwide radio and TV system." Doerfer: "That the protestant has successfully asserted he is a party in interest within the intent of the law is an absurdity..." Lee: "I cannot conceive of Congress intending to stretch party in interest to ridiculous extremes for the very evident purpose of delay."

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

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

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

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

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

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

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

---

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

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

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

---

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

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

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

WHO-TV, Des Moines, Ia. (Ch. 13) went on 9 a.m.-noon, 1-4 p.m. & 7-8 p.m. daily test patterns April 15, begins commercial programming April 25 as basic NBC
affiliates. Col. B.J. Palmer, veteran broadcaster, heads project with Paul A. Loyet as v.p.-gen. mgr.; Harold Fulton, commercial mgr.; Jack Kerrigan, program mgr.; Reed Snyder, chief engineer. Owning 40% by reason of merger deal is Ralph Atlass' Independent Bostg. Co., which sold local KLOA but still owns WLOL, Minneapolis. Only TV competitor in immediate area is KGT, Des Moines (Ch. 17) and Iowa State College's WOI-TV, Ames (Ch. 5). WHO-TV uses 10-kw RCA transmitter with 700-ft. tower. Its RCA 12-section superturnstile had to be rebuilt after it fell in Feb., causing $40,000 damages and delaying start. Base hour rate is $550. Rep is Free & Peters.

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

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

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


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

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

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

BIGGEST TOWER project yet proposed is Selma, Ala. structure which would measure 1373 ft. from ground to tip of Ch. 8 antenna. Proposal by grantee WSLA (radio WBAM, Montgomery) is now on agenda of regional air-space subcommittee at Ft. Worth, and will be filed next week with FCC. Station received grant in Feb., hopes to get on air by end of 1954 with full power from 50-kw Standard Electronics transmitter.

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

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

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

First educational fold-up, State of New Jersey’s CP for 12-hour WTLV in New Brunswick is due to be surrendered next week, because of state legislature’s refusal to appropriate $229,000 for station’s operating expenses. Democratic Gov. Meyner had opposed appropriation, observing in budget message: “A 20-in. screen should never be allowed to come between teacher and pupil during school hours.” Ford Foundation grant of $100,000 and studio equipment valued at $150,000 loaned to station by commercial sources will be returned. Granted CP Dec. 3, 1952, station had been beaming closed-circuit telecasts into classrooms in nearby communities.

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

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

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

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

Official Films, named gen. & sales mgr. . . . Princeton Film Center producing 15-min. Rural Review series, aimed at farm audience and available for quadruple local sponsorships; narrator is Fred Bailey, ex-UP, Washington . . . NBC signs Boston Symphony for 1954-55 season to replace NBC Symphony, being dissolved with retirement of conductor Arturo Toscanini; NBC also announced 6th season starting in Oct. for its TV Opera Theatre . . . NBC-TV Burbank studios subject of 10-p. illustrated article in Progressive Architecture Magazine . . . Fourth Storer station to become primary basic CBS-TV affiliate is WSPD-TV, Toledo . . . “First revival ever to be presented over TV” offered by WGVL, Greenville, S. C. beginning Easter Sunday, with 30-min. service daily for week following, conducted by evangelist Dr. Bob Jones . . . Who’s got the ding dong? TV Merchandising Inc, owner of Ding Dong School (NBC), has filed suit against toy mfr. Milton Bradley Co. to restrain it from using the name . . . Good promotion idea: KOA-TV, Denver, holds “matchless menu” contest, with appliance prizes to viewers supplying best recipes for each course of “ideal” 6-course dinner . . .

WAYS-TV, Charlotte, N. C., cuts base hour from $300 to $200, min. from $60 to $40 . . . More rate increases: WTVR, Richmond, adds new Class AA hour of $875, raises Class A hour from $625 to $775, min. from $120 to $140; WKTU, Utica, base hour goes from $425 to $475, min. from $75 to $85; KATV, Pine Bluff, Ark., hour from $300 to $350, min. $60 to $70; KTVH, Hutchinson, Kan., on May 1 hour from $400 to $450, min. $80 to $100; WEHT, Henderson-Evansville (Ind.) hour from $150 to $200, min. $30 to $40 . . .

New reps: WAIM-TV, Anderson, S. C. to Headley-Reed; KOLN-TV, Lincoln, Neb., to Avery-Knodell; upcoming KSWM-TV, Joplin, Mo., to Venard, Rintoul & McConnell.
PROPOSAL to require uhf stations to start with at least 5-kw transmitters (Vol. 10:8-11, 15) drew scant and unfavorable response as FCC's deadline for comments on its proposed rule-making passed April 16—and it now appears virtually certain to be dropped or drastically modified.

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

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

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

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

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

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

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

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

Chronicle Publishing Co., San Francisco (KRON-TV) becomes 971/2% owner (instead of 49% as now) of KBAK-TV & KBAK, Bakersfield, Cal. (Ch. 29), formerly known as KAFY-TV, in transfer deal filed with FCC this week. It acquires the 375 shares of stock held by attorney John P. Hearne for $30,000 and 350 shares from Charles Theriot for $37,501. Theriot, gen. mgr. of KRON-TV, retains 1 1/2%; Harold P. See, KRON-TV station mgr., 1%. Founder Sheldon Anderson last Dec. sold his 8.3% interest to Theriot. Deal includes agreement that if radio KBAK is sold, Theriot and Hearne, jointly or individually get first refusal rights.

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

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

"World's smallest" commercial radio will be marketed by Emerson; it measures 3½x3x¾-in., weighs 7½-oz.
Network Accounts: Chrysler all but signed this week as sponsor of 13 NBC-TV color "spectaculars" this fall (Vol. 10:13), with its 4 makes of cars sharing promotion. High-budget "spectaculars" produced by Leland Hayward, are scheduled at rate of one every other week Sat. 9-10:30 p.m., Sun. 7:30-9 p.m., Mon. 8-9:30 p.m., Colgate-Palmolive renews Comedy Hour on NBC-TV starting Sept. 19, Sun. 8-9 p.m., thru Ted Bates & Co., leaving every 4th Sun. open for color "spectacular"... American Chicle Co. buys 20-min. of new Sid Caesar show on NBC-TV in fall, Mon. 8-9 p.m., thru Dancer, Fitzgerald & Sample; current sponsors of time, Block Drug Co. & Speidel (Name That Tune, 8-8:30) and Firestone (Voice of Firestone, 8:30-9) have been offered first chance at remaining 40 min. of Caesar show... Benrus, buying 10 min., became first sponsor of Max Liebman's new Show of Shows in fall on NBC-TV, Sat. 8-9:30 p.m., thru Ocell & Freabrey... E. I. duPont de Nemours Co., for its nylon products, buys 13 partic, on NBC-TV's Home, Mon.-thru-Fri. 11 a.m.-noon, thru BBDO... Paper-Mate Pen Co. to be alt. sponsor (with General Mills) of Stu Erwin Show on ABC-TV starting April 30, Fri. 7:30-8 p.m., thru Foote, Cone & Belding... Lincoln-Mercury Dealers Assn. to sponsor Toast of the Town thru summer, with m.c. Ed Sullivan taking 5-week vacation... GE sponsors Bing Crosby Show, featuring Bing's second star role on TV, on CBS-TV Sun. April 25, 9-9:30 p.m., thru BBDO... Dave Garroway's highly-successful 7-9 a.m. Today on NBC-TV is running well ahead of last year's time sales pace, is expected to gross $11,000,000 for year, compared to $5,000,000 in 1953 (Vol. 10:3)... With co-op sponsors, Mon. 9:30 p.m. boxing bouts from Eastern Parkway Arena, Brooklyn, move from DuMont to ABC May 17; DuMont will continue fights at that time from other site.

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

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

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

ABC-TV's Dr. I.Q., in first telephone quiz since Supreme Court overruled FCC ban on giveaways (Vol. 10:15), on Sun. April 25 and each week thereafter, will give $1000 to viewer identifying author of famed quotation.
EASTERNMOST North American TV station, nearest to Europe if ever a Transatlantic relay system is devised, will be CJCB-TV, Sydney, Nova Scotia (Ch. 4), whose DuMont studio equipment is due for shipment May 15, presumably coincident with an as yet unannounced 10-kw RCA transmitter & antenna. Owned by N. Nathanison, to be operated by sons Marvin and Norris, CJCB-TV has Aug. 15 target, will be represented by Weed and All-Canada. At present, farthest east station on continent is CSJIJ-TV, St. John, N.B. (Ch. 4), which began testing March 22 (Vol. 10:12).

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

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

* * * *

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

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

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

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

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

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

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

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

KHOP, Stockton, Cal. (Ch. 13) now has July 15 test target for 25-kw transmitter with 12-bay antenna on order from RCA, plans Aug. 1 programming, reports pres. H. L. Hoffman, TV manufacturer. He's given up plan to utilize Radio Diabo's KSBR building for TV studios, has leased former auto agency building with 15,000 sq. ft. Tower will be on 3840-ft. Mt. Diablo, from which good signal is expected into San Francisco area. Rep not yet chosen.

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

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

Production of TV transmitter filters for reduction of spurious and harmonic emissions (Vol. 9:24) has been started by RCA, shipments beginning in May. No charge will be made for filters for transmitters shipped since July 1, 1953. For others, prices are: Ch. 2-5, 10 kw, $560; Ch. 7-15, 10 kw, $750; Ch. 2-5, 50 kw, $1700; Ch. 7-15, 50 kw, $1350; Ch. 14-43, 15 kw, $525; Ch. 44-83, 15 kw, $825. Vhf transmitters require two filters, uhf stations one.

Community antenna systems are classified as public utilities, Wyoming Attorney General Howard B. Black advised Public Service Commission in case involving Community TV Systems of Wyoming Inc., Casper, Wyo. (Bill Daniels, pres.). Immediate effect is to require Casper system to charge 2% sales tax for service, as do other utilities.
21-in. CONSOLE STILL LEADS ALL SALES: Even while the low-cost 17-in. sets are enjoying resurgence of demand -- both as first and second sets in home (Vol. 10:14-15) -- fact remains that 21-in. receiver is still way out front as hottest seller. That's not as surprising as fact that both production and sales of 21-in. consoles are running far ahead of table models -- this despite enormous publicity surrounding current heavy sales of 17-in. tables retailing as low as $140.

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

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

* * * * *

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

Foreshadowing possible increased 24-in. output generally are reports of the tube makers indicating pickup in orders for that size from set manufacturers. Our projections of RETMA figures indicate 24-in. (virtually all consoles) thus far in 1954 accounted for 5% of total production, 5% of factory sales, 8% of distributor sales. It should be noted, however, that many of first quarter's 24-in. sales came out of inventory, for factory sales of 54,000 in the first 2 months were more than double the 25,000 produced. Distributor sales in same period were 64,000.

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

* * * * *

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

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

* * * * *

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

Radio production totaled 198,461, compared to 180,726 week ended April 2 and 191,149 week before. It brought 14-week production to approximately 2,785,000, as against 4,135,000 in same period year ago.
Topics & Trends of TV Trade: Admiral sales v.p. W. C. Johnson predicts sale of $5 billion worth of TVs as first sets in 14,000,000 homes during next 3 years. In speech titled "Changing Pattern in TV & Appliance Merchandising," delivered at this week's annual convention of Southern Wholesale Hardware Assn. in New Orleans, he also predicted:

(1) TV replacement market will amount to at least 7,000,000 sets a year by 1957, and 6,700,000 annually after that. (2) Within 5 years, 50% of all electrified homes will have either a freezer or combination refrigerator-freezer, and 25% will have an air conditioner. (3) Replacement market potential for refrigerators is about 3,250,000 units a year, representing almost $1 billion annually at retail.

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

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

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

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

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


TV shipments to dealers totaled 1,073,000 in first 2 months, when production was $47,504, according to RETMA state, county & territorial tables available on request. They compare with 1,348,178 shipped in first 2 months of 1953, when production was 1,449,831, New York led, with 98,203; Pennsylvania second, 72,083; Illinois third, 69,955. For Feb. alone, shipments were 460,378, compared to 611,118 in Jan. and 653,091 in Feb. 1953.

Video Products Corp., 370 Seventh Ave., N. Y. (Richard A. Marsen, pres.), was adjudged bankrupt April 13 after failing to post $25,000 indemnity bond in Chapter XI proceedings begun last Sept. (Vol. 9:38). It formerly made Sheraton TVs, its ownership interlocking with Sheraton Television Corp.
COLOR LEADOFF cities for RCA will be Washington and Oklahoma City, with full-page ads scheduled to break there Sun., April 25. Time schedule hasn't been released, but it's known that New York, Philadelphia and Baltimore promotions start May 2. All 38 cities equipped for color will have RCA sets by May 9.

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

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

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

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

How electronics is taking up slack in New England cities deserted by textile industry is detailed in April 11 Wall Street Journal. Article reports textile jobs in New England slumped from 275,000 before World War II to 221,000 last year, while "electrical machinery" jobs (including electronics) rose from 53,000 to 137,000. Specifically mentioned are new plants of Eastern Air Devices Inc. and Clarostat Mfg. Co. in Dover, N.H.; Sprague Electric Co. in Nashua, N.H., Western Electric in Lawrence, Mass.—among the "dozens" of electronics companies filling idle plant space and bringing jobs back to New England textile centers.

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

Radio Condenser Co. 1953 profit declined to $384,001 from 1952 earnings of $525,916, even though sales advanced from $14,745,068 to record $21,465,247. Pres. Russell E. Cramer blamed such "abnormal" factors as heavy initial production costs on new products and lower demand for TV & radio receivers last fall. In addition, annual report says company "was forced to share an industry setback attributable to the failure of uhf stations to commence broadcasting in the numbers and rate originally anticipated by set manufacturers."
Thirty-six new stations have gone on the air and 7 have quit since Jan. 1, 1954—and the list is printed herewith in response to requests by many subscribers. Two more can be added in Canada, too.

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

- KARK-TV, Little Rock, Ark. (Ch. 4) [Vol. 10:13]
- KHED-TV, Fresno, Cal. (Ch. 3)*
- KQED, San Francisco, Cal. (Ch. 9) [Vol. 10:15]
- KSAN-TV, San Francisco, Cal. (Ch. 32) [Vol. 10:10]
- WUNE-TV, Fort Myers, Fla. (Ch. 10)*
- WEAR-TV, Pensacola, Fla. (Ch. 3)*
- WLAB-TV, Albany, Ga. (Ch. 10) [Vol. 10:15]
- WBDW-TV, Augusta, Ga. (Ch. 12) [Vol. 10:7]
- WTOC-TV, Savannah, Ga. (Ch. 11)*
- WSJV, Elkhart, Ind. (Ch. 52)*
- WHO-TV, Des Moines, la. (Ch. 13) [Vol. 10:16]
- WNET, New York City, N.Y. (Ch. 74)*
- WNET-TV, Bay City, Mich. (Ch. 5)*
- WRAI-TV, East Lansing, Mich. (Ch. 60)*
- KDAL-TV, Duluth, Minn.-Superior, Wis. (Ch. 3) [Vol. 10:9]
- WDSM-TV, Duluth, Minn.-Superior, Wis. (Ch. 6) [Vol. 10:9]
- WISL-TV, Jackson, Miss. (Ch. 12) [Vol. 10:12]
- KPFB-TV, Great Falls, Mont. (Ch. 2)*
- WMUR-TV, Manchester, N. H. (Ch. 9)*
- WTRI, Schenectady, N. Y. (Ch. 35)*
- WMFD-TV, Wilmington, N. C. (Ch. 6) [Vol. 10:15]
- KCBS, Tulsa, Okla. (Ch. 24)*
- KVAL-TV, Eugene, Ore. (Ch. 13) [Vol. 10:13]
- WQED, Pittsburgh, Pa. (Ch. 13)*
- WARM-TV, Scranton, Pa. (Ch. 16)*
- WNRT, Providence, R. I. (Ch. 16)*
- WDEF-TV, Chattanooga, Tenn. (Ch. 12) [Vol. 10:16]
- KHTM-TV, Beaumont, Tex. (Ch. 5) [Vol. 10:15]
- KRGV-TV, Weslaco, Tex. (Ch. 5)*
- WBTM-TV, Danville, Va. (Ch. 24)*
- WJLPB-TV, Fairmont, W. Va. (Ch. 25)*
- WHA-TV, Madison, Wis. (Ch. 21) [Vol. 10:13]
- KFSC-TV, Cheyenne, Wyo. (Ch. 5)*
- KKLA-TV, Honolulu, Hawaii (Ch. 2) [Vol. 10:15]
- WAPA-TV, San Juan, Puerto Rico (Ch. 4)*
- WRAQ-TV, San Juan, Puerto Rico (Ch. 2)*

Canadian Starters

CKCO-TV, Kitchener, Ont. (Ch. 12) [Vol. 10:5]
CHSJ-TV, St. John, N. B. (Ch. 4)*

Stations Going Off Air in 1954

(with suspension dates)

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

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

† Dagger indicates non-commercial educational station.

Foreclosure suit against KETX, Tyler, Tex. (Ch. 19), to recover transmitter and other equipment, has been filed by General Electric in Federal Court in Tyler. Involved is $344,687 promissary note for equipment, and 3 rented klystron tubes. Suit followed filing of involuntary bankruptcy action against KETX and owner Jacob A. Newborn Jr. by Tyler Woodworks, Layton Engineering Co. and John A. McCullars Sheet Metal Works, which claim station owes them $11,000. Newborn also has been named defendant in $1736 civil action by local merchant for alleged unpaid balance on furniture. Station went off air for 2 days last month when most of staff left, is now being managed by owner Newborn (Vol. 10:14-15). Regular TV ownership audit (Vol. 10:4), one of industry's crying needs, looks no closer though NARTB this week appointed 2 subcommittees to "finalize and recommend specific plans" for circulation study. Date for start of study still hasn't been set. Paul Raibourn, KTLA, Los Angeles, heads committee on organization-implementation; Hugh Beville, NBC, is chairman of organization & finance.

 Biggest radio station sale deal in history was approved by FCC and completed this week—new owners being scheduled to take over New York's independent and fabulously successful WNEW (50-kw on 1150 kc) as of April 27 with Richard D. Buckley, ex-Blair pres., as pres., gen. mgr. & 25% stockholder. Total purchase price was $2,100,000, which included about $500,000 in net quick assets, so that the $1,600,000 net price exceeded by far the $1,000,000 net paid last winter for Cleveland's WGR (50-kw on 1220 kc, CBS) out of a total purchase price of $1,750,000 that included about $750,000 net quick (Vol. 9:50). Purchasers, along with Buckley, are Horace Lohnes, Washington attorney, secy.-treas. of new WNEW Broadcasting Co. Inc., also 25% (50,000 out of 200,000 authorized shares); Harry R. Playford, St. Petersburg banker, v.p., 33,334 shares; H. W. Holland, St. Petersburg attorney, director, 33,333; Ed C. Wright, financier, director, 33,333. Sellers are Wm. S. Cherry Jr. of Providence's big Cherry & Webb dept. store (WPRO), who owned 48%, and who with local associates controlled 95%; Bernice Judis, gen. mgr., and her husband Ira Herbert, sales mgr., whose stockholdings and options brought them $250,000 of the total sale price. This group bought WNEW in 1950 for $2,000,000, which included $500,000 net quick. Miss Judis and Mr. Herbert will return to the stations in consulting capacities after vacation. Profitability of WNEW is indicated by, as shown in FCC papers, that it had net profit after taxes of $109,204 during 3 months ended Jan. 31, 1954 (on gross sales of about $750,000). During 1953, it had record sales of $2,800,000, and as of Oct. 31, 1953 it had an earned surplus of $783,765. It's expected the new WNEW owners will drop application for New York City's uhf Ch. 31.

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

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

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

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

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

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

including

All TV and FM Receivers

Providing System of Equipment Certification to Insure Compliance


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

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

Docket No. 9288

NOTICE OF FURTHER PROPOSED RULE MAKING

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

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

3. The rules proposed in 1949 would have limited radiation from incidental radiation devices to 15 microvolts per meter at 100 feet or 15 microvolts per meter at a distance in feet equal to 157,000 divided by the frequency in kilocycles, whichever is greater. Comments addressed to this proposal expressed the opinion that comprehensive studies of the technical and economic aspects of regulation of incidental radiation devices were necessary before any rules governing this type of equipment were put into effect. Studies in this field directed to radio devices have developed limits which can be adopted at this time, where

as the studies of interference from electrical apparatus, such as power, lighting and ignition systems, are inconclusive. For this reason, the Commission proposes to classify radio receivers and some other forms of radio frequency generators as restricted radiation devices and to provide the class of incidental radiation devices for electrical apparatus in which the generation of radio frequency energy is unintentional. No specific radiation limits are proposed for incidental radiation devices but in the event that interference is caused to authorized radio services by operation of these devices, the operators of the devices will be required to take prompt action to eliminate the interference.

4. Subpart A of the attached proposed rules contains general provisions for the operation of restricted radiation devices. These provisions are in the form of minimum power and field intensity limitations, and will apply to all restricted radiation devices except insofar as specific provision for the operation of certain devices is contained in Subparts B and C. These limitations are set forth in terms of decibels above one microvolt per meter (dbu), and, merely for convenience, they are also set forth in terms of approximately equivalent microvolts per meter. Two sets of field intensity limitations are set forth in the proposed rules. The Commission proposes to place one set into effect as soon as these rules become effective, to be superseded by the second set on June 30, 1956. The limits to be placed in effect initially are based primarily on the Radio-Electronics Television Manufacturers Association's present radiation standards for television and FM receivers. Since it is not now known to what extent the RETMA standards can immediately be made applicable to all receivers, it is proposed to make the rules applicable now only to FM and TV receivers, and land mobile receivers above 25 mc, which have been the source of the most serious interference problems caused by receivers. The rules would become applicable to all receivers manufactured after January 30, 1956.

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

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

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

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

9. Subpart C of the proposed rules provides a procedure whereby restricted radiation devices which do not comply
with the provisions of Subpart A or B can be operated pursuant to a license issued by the Commission. Such licenses would be granted by the Commission only if it found that the device in question could not meet the requirements of the rules, but that its operation would serve the public interest, convenience and necessity.

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

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

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

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

APPENDIX

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

Subpart A—General

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

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

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

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

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

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

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

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

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

15.3 Operation of Incidental Radiation Devices: Until further order, all devices of this nature shall be governed solely by the requirements specified in Section 15.5 of this Part.

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

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

Prior to July 1, 1936, these limits shall not be applicable to radio receivers other than television and frequency modulation broadcast receivers and land mobile receivers above 25 mc.

### Frequency

<table>
<thead>
<tr>
<th>Frequency</th>
<th>db above 1 watt (dbw)</th>
<th>Power</th>
<th>Approximate Microwatts</th>
</tr>
</thead>
<tbody>
<tr>
<td>10 kc — 1600 kc</td>
<td>$20 \log_{10} \left( \frac{1600}{F_{kc}} \right) - 77$</td>
<td>$\left( \frac{1600}{F_{kc}} \right)^3 \times 20,000$</td>
<td>20,000</td>
</tr>
<tr>
<td>1.6 — 27.5 mc</td>
<td>$- 77$</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

or

(b) The device shall not create an electromagnetic field in excess of the values shown in the following table.
15.5 Information Concerning Apparatus: Upon request by the Commission the owner or operator of any device which is required by the provisions of this part to be certified, shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment, including a copy of any field intensity measurements performed by the owner. The determination of whether radiation complies with the limits specified in this part.

Subpart B—Operation of Restricted Radiation Devices That Require Certification

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

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

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

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

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

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

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

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

15.104 Carrier Current Systems Operating Above 425 kc:

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

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

(2) The carrier frequency on which the system operates shall be and odd multiple of 5 kc, and the system shall not deviate more than 10 cycles from the carrier frequency.

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

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

[Note: The table in the original document is not accurately reproduced here.]

\[ \text{E}_{\text{dub}} = 20 \log \left(\frac{F_{\text{kc}}}{10^5}\right) \]

\[ \text{For } F_{\text{kc}} \geq 10 \text{ mc} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

\[ \text{X} \]

[Note: The note regarding the certification process is not accurately reproduced here.]

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

(b) The owners and operators of receivers need not themselves comply with the certification requirements of subsection (a), provided that the manufacturers of such receivers or an appropriate certifying authority have certified that they are capable of operating within the radiation limits set forth in Sec. 15.4, and the manufacturers have marked or identified each receiver accordingly.

15.106 Information and Inspection.

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

Subpart C—Operation for Which a License Is Required

15.201 When a license is required:

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

15.202 Showing required:

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

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

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

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

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

15.203 Filing of Applications:

All applications for new station authorizations, or applications for modification or renewal of station authorizations shall be submitted to the Commission's offices at Washington, D. C. Each application shall be submitted in duplicate and one copy shall be signed under oath or affirmation by the applicant if the applicant be an individual, by any one of the partners if the applicant be a partnership, by an officer if the applicant be a corporation, or by a member who is an officer if the applicant be an unincorporated association. Each application shall contain full and complete information concerning the station location, proposed equipment, operating frequency, expected magnitude of the radiated field and all information required by Section 15.202 or other sections of this Part. (The precise form of the application will be specified at such time as these rules may be finalized.)

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

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

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

15.207 Information and Inspection: Upon request by the Commission the owner or operator of any restricted radiation device governed by this subpart of the Rules shall promptly furnish the Commission with such information as may be requested concerning the operation of such equipment. The premises on which such devices are operated, and any license required hereby shall be available for inspection by representatives of the Commission at all reasonable hours.
**TELEVISION ADVERTISING BUREAU PLANNED:** Success of ANFA's Bureau of Advertising (it was even host to President Eisenhower for his address during newspaper publishers convention this week) has prompted the managements of an imposing list of top-flight stations to plan a similar organization for TV. They envisage it as a "centrally-directed promotional and educational effort to educate new advertisers to the value of the TV medium" as well as a permanent liaison with advertisers, agencies, etc.

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

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

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

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

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

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

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

Most significant factor is the "merger" of share-time stations, the second involving post-freeze grantees. It has happened in radio through the years; it's
happening again in TV -- and this one won't be the last, either, for TV sharers are finding such operation as uneconomical and confusing as it has always been in radio. There are very few time-sharing radio stations left.

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

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

* * * *

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

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

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

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

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

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

Another applicant was readied for CP when the much-litigated Mansfield (0.) Journal dropped from hearing, leaving Fergum Theatres free to get Ch. 36.

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

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

WKNY-TV, Kingston, N.Y. (Ch. 66), 81 mi. up Hudson River from New York, began regular test patterns April 23, goes commercial May 15 with interconnections
with NBC, CBS & DuMont. It opens up new primary coverage area, being 51 mi. from
Albany, 60 mi. from Schenectady, 70 mi. from New Haven. It uses 1-kw RCA transmitter
with 600-ft. Stainless tower at Port Ewen, some 10 mi. from Poughkeepsie. Pres.
Joseph Close also controls WKNE-TV, Ch. 45 grantee for Keene, N.H. Robert Peebles
is v.p.-gen. mgr.; Robert Sabin, TV operations mgr.; Robert Perry, program mgr.;
Carl Egolf, chief engineer. Base rate is $100. Rep is Meeker.

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

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

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

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

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

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

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

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

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

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

To help uhf stations get more network programs, some commissioners are inter-
ested in plan to bar interconnected stations from carrying network shows on delayed
basis as long as another station in same area is available to carry them live.

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

* * * *

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

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

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

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

* * * *

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

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

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

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

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

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

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

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

FCC is more concerned with uhf, however, and the fillip that boosters might give to their coverage. Now experimenting in uhf is consulting engineer Ben Adler,
New Rochelle, N.Y., who recently obtained FCC experimental grant. This week, he reported good results with preliminary tests (for details, see p. 11). After further tests at labs, he plans to move to point within Grade B contour of WICC-TV, Bridgeport, and experiment with actually filling "holes" in station's coverage. Explaining his purpose to FCC, Adler said:

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

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

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

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

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

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

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

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

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

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

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

Bear in mind, too, that conversion is not a synonym for success -- it's mere-
ly a prerequisite. In uhf as in vhf -- or in any business -- other prerequisites include good management, aggressive promotion, wide-aware sales force. Of the 9 stations which have gone off air, several were in areas with over 70% conversion.

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


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

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


Associated Press, which gained 83 TV & radio station members last year to bring total to 1253 (as against 1788 newspaper members in U. S.), has TV-radio ownership prominently identified on its board of directors as constituted at this week's annual meeting. Robert McLean, Philadelphia Bulletin (WCAU-TV & WCAU), was reelection; pres. Clarence B. Hanson Jr., Birmingham News (WABT & WAPI), was elected first v.p. Re-elected to board were John C. Knight, Knight Newspapers (owning 45% of WAKR-TV & WAKR, Akron; applicant for Miami); James M. Cox Jr., Cox Newspapers (WHIO-TV & WHIO, Dayton; WSBN-TV & WSB, Atlanta); Mark Ethridge, Louisville Courier-Journal (WHAS-TV & WHAS). Newly elected to board was Bernard M. Ridder Jr., Duluth News Tribune (WDSM-TV & WDSM; WCCO-TV & WCCO, Minneapolis). On executive committee are Ben McKeilay, Washington Star (WMAL-TV & WMAL); Paul Miller, Gannett Newspapers (WHEC-TV & WHEC, Rochester, et al.).

Dr. David D. Henry, New York U, elected chairman of Joint Committee on Educational TV, succeeding Edgar Fuller, now vice-chairman; Ralph Steeble re-elected exec. director.
COLOR PROGRAMS won't cost much more than black-
white—averaging only 10% more—and advertisers
would be wise to climb aboard soon even though whole
color situation is temporarily locked on "dead center."
That was essence of telecasting-manufacturing industry's
advice to sponsors during symposium on color TV at
AAAA convention this week in White Sulphur Springs,
W. Va.

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

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

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

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

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

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

Color Trends & Briefs: First color efforts of individ-
ual stations are gradually developing. Following expa-

tion plan reported last week by WMAR-TV, Baltimore
(Vol. 10:16), first sale of a locally-originated live pro-
gram was announced by WKY-TV, Oklahoma City, the
first to get RCA camera. Second station to get cameras—
2 chains—is WBAP-TV, Ft. Worth. Next RCA cameras
go to CBS and NBC.

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

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

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

NBC-TV color network will comprise 54 stations by
year's end, 31 more than now carry colorcasts, engineering
v.p. O. B. Hanson reported this week. The 54 stations
will put color signals in reach of 27,100,000 homes and
22,000,000 set owners. The 31 additional stations that
will be able to broadcast signals obtained from AT&T
"color guaranteed" facilities are, according to NBC:
WBAP-TV, Ft. Worth; WFAA-TV, Dallas; WBRC-TV,
Birmingham; WFMJ-TV, Youngstown; KJMY-TV, Fresno;
WLWD, Dayton; WLMC, Columbus; WSAZ-TV, Huntington;
WRGB, Schenectady; WKTV, Utica; WSYR-TV,
Syracuse; KPRC-TV, Houston; WOAI-TV, San Antonio;
WSJS-TV, Winston-Salem; WMCT, Memphis; WDSU-
TV, New Orleans; WSB-TV, Atlanta; WOC-TV, Davenport;
WTIV, Bloomington; WAVE-TV, Louisville;
WOOD-TV, Grand Rapids; WTRF-TV, Wheeling; WSLS-
TV, Roanoake; KFSD-TV, San Diego; KPTV, Portland;
KOMO-TV, Seattle; WPTL-TV, Ft. Lauderdale; WLBV,
Jackson; WEEK-TV, Peoria. Some of these now get color
via their own microwave facilities or through unguar-
anteed AT&T facilities.

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

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

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

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

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

TV's role in mid-term political campaigns this fall is still to be thrashed out in detail by both parties—but thus far Republicans have much more ambitious plans than Democrats. National GOP publicity director James Bassett says “substantial” portion of its budget has been earmarked for TV, with additional funds to be raised by local committees. “At least one and probably more network programs” are planned, remainder of funds being allocated for spot purchases in politically-strategic areas. In addition, film strips of campaign issues will be provided GOP candidates. Campaign director Robert Hughes told recent Republican Women's Centennial Conference that TV might be deciding factor in doubtful states, adding “we have already had instances where a complete unknown has been put over because he had a TV personality.” Democratic National Committee may map TV plans at budget meeting in Washington May 6-8, but publicity director Sam Brightman says “very modest” use of TV is contemplated, with virtually all available funds channeled to local use. Nationally, Democrats will confine their contribution to providing film and scripts to local candidates. Very little network time will be bought, he said.

Telecasting Notes: TV-radio should be as free to discuss controversial topics as are newspapers and magazines, in the opinion of nearly 9 out of 10 of the respondents to Tide Magazine's survey of "the country's 2200 top marketing executives," as reported April 24. Citing recent TV & radio discussions of McCarthyism, touched off by Edward R. Murrow's widely praised See It Now telecast (Vol. 10:11, 15), Tide said 10% of those responding thought controversial subjects should be limited to sustaining time, but only 2 respondents wanted TV-radio industry to prohibit such discussion and only one wanted tighter FCC censorship—although "quite a few admens indicated they would hesitate to themselves to sponsor controversial programs" ... Big Music Corp. of America has been quietly seeking to unload its TV film production, chiefly handled by subsidiary Revue Productions, so as to restrict telefilm activities henceforth to representation and distribution, reports Hollywood Variety. Prerequisite to any takeover would be exclusive representation. Revue's network shows: Pride of the Family and Pepsi-Cola Playhouse, on ABC; Meet Mr. McNuttley, CBS. Spot shows: Adventures of Kit Carson, City Detective, The World and I (Joan Crawford), Affairs of War, Soldiers of Fortune. Survey of 273 TV and 1568 radio stations by Wallace A. Ross for Sponsor Magazine, published this week as 120-p. Program Guide, tabulates program specialties of individual stations, showing notably [in TV] that 47% of stations have farm service programs, 52% stressed play-by-play sports, 76% are equipped with kit sets for home economic shows, 10% program at least partly for specialized audience (foreign-language, Negro, etc.) ... "What's the big ID?" captions reply by rep Joe Weed to critics of excessive TV commercial ads who don't like station identifications and other forms of spots. He says: "Stations make no bones about it. The IDs are there to help make a profit in a business beset by high operational costs [and] are ethical, based on sound business practice and in good taste if the station adheres to its continuity acceptance principles. [They] can inform and entertain—and sell a sponsor's product or service. If the spot is in close proximity to network commercials, then network commercials are in close proximity to the spots. Both network and spot are essential for many stations' operations" ... More rate increases: KERO-TV, Bakersfield, which raised base hour by $50 on Jan. 1, now goes from $250 to $300 for Class A hour, $50 to $70 for 10 min.; WTV, Bloomington, Ind., hour from $60 to $800, min. from $120 to $150; KOIN-TV, Portland, Ore., hour from $50 to $600, min. $100 to $120; WCAN-TV, Milwaukee, hour from $400 to $500, min. $70 to $80; WKNB-TV, Youngstown, hour from $300 to $350, min. $60 to $70; KROC-TV, Rochester, Minn., hour from $150 to $200, min. $30 to $40. In addition, all raising hour from $250 to $300, min. from $50 to $60, are: WJG-TV, Ft. Wayne; KSLA, Shreveport; WATE, Knoxville (formerly WROL-TV). And KGNC-TV, Amarillo & KFDX-TV, Wichita Falls, both raise hour from $200 to $250, min. $40 to $50 ... Rep appointments: WMZ-TV, Macon, Ga., to Avery-Knodel; KIVA, Yuma, Ariz., to Hollinger; new WMSL-TV, Decatur, Ala., to Walker ... New rep offices: Adam Young TV on May 1 moves to 477 Madison Ave., N. Y. (phone Plaza 9-1810) and opens new Houston office, 520 Lovett Blvd. (phone Justin 1601); Forjoe-TV, now at 580 Fifth Ave., N. Y. (phone Judson 6-3100).

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

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

Herbert Bayard Swope Jr., NBC-TV executive producer-director, will direct Norman Brooks' all-male play, Fragile Fox, for Oct. premiere on Broadway.
OF ILLINOIS’ projected WCLT, Champaign-Urbana
(Ch. 12) got windfall this week when GE donated
demonstrator model water-cooled 5-kw transmitter, which
may make is possible for station to get on air before “late
1954” as last reported. GE this week got order for 20-kw
transmitter for WCNY-TV, Carthage, N. Y. (Ch. 7),
which will be shipped with 12-bay antenna and miscellaneous
studio equipment in mid-June.

Shipped by GE this week were 35-kw transmitter,
visual portion only, along with 6-bay antenna, to up-
coming WDBO-TV, Orlando, Fla. (Ch. 6); new 5-kw
transmitter with 12-bay antenna to KTNT-TV, Tacoma,
Wash. (Ch. 1); 35-kw amplifier to KCMC-TV, Tex-
arkana, Tex. (Ch. 6); 5-bay antenna to upcoming WINT,
Waterloo, Ind. (Ch. 15); 4-bay antenna to upcoming
CKCK-TV, Regina, Sask. (Ch. 2).

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

* * *

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

KGLO-TV, Mason City, Ia. (Ch. 3), plans test pat-
terns first week in May, programming May 15 from new
TV-radio building, reports exec. v.p.-gen. mgr. Herbert R.
Ohrt. Its 400-ft. Truscon tower, with 100-ft. RCA 6-bay
antenna, now is ready at Kensington (la.) site, 15-mi. north
of city, with 25-kw DuMont transmitter due to arrive
this week. Ownership interlocks with Mason City Globe-
Gazette, KHQA-TV, Hannibal, Mo., and radio WTAD,
Quincy, Ill. It will be interconnected CBS and DuMont
affiliate. Base hour will be $205. Rep will be Weed.

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

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

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

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

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

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

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

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

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

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

* * *

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

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

CHEX-TV, Peterborough, Ont. (Ch. 12), recommended
April 6 by CBC, equivalent to TV grant, hasn’t finalized
construction plans or ordered equipment and expects to
begin “sometime in Jan. 1955,” according to H. S. Free-
man, station supervisor for Northern Bestg. Co. Ltd.
Owners are Sen. W. R. Davies and R. H. Thompson, but
Northern Bestg., which operates their radio properties, is
building CHEX-TV along with CKWS-TV, Kingston, Ont.
(Ch. 11), which has fall target. Sen. Davies publishes
Peterborough Examiner and Kingston Whig-Standard;
Mr. Thompson is chain newspaper publisher. Canadian
rep will be All-Canada TV; U. S. rep not yet chosen.
MOST PARENTS approve of the TV programs their children watch. This was main finding of detailed survey made in New Haven for National Council of Churches of Christ in the USA by Yale Divinity School—and may come as refreshing surprise to those who have followed the surveys of "experts" which have consistently viewed-with-alarm the effects of kiddie shows.

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

Of parents expressing their attitude, 69% "generally favored children's programs as they are"; 26% generally disapproved; 5% "favored some aspects of children's broadcasting and opposed others, without apparent bias toward either side." Children averaged 12 hours a week of TV-viewing—about half the amount of time they spend in school.

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

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

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

Some 12,000 "public interest" programs occupying more than 3100 hours on air are carried weekly by TV stations, according to NARTB projection of survey conducted Jan. 11-17 by questionnaires. Only locally-origi- nated non-network programs were tabulated. "Public interest" programs amounted to 20.3% of all non-network programs; 62% were sustaining, 38% sponsored. About 52% were broadcast during Class A evening hours, 31% in afternoon, 17% morning. Radio survey starts April 26.

Demon rum rears its ugly head again on Capitol Hill May 19-21 when House Commerce Committee under Rep. Wolverton (R-N. J.) holds hearings on long-pending bill introduced by Rep. Bryson (D-S. C.) to curb advertising of alcoholic beverages, including beer. Drys have been bombarding congressmen with petitions to hold immediate hearings on bill. Companion measure was introduced in Senate by Sen. Langer (R-N. D.).
Financial & Trade Notes: Sylvania’s first quarter sales dropped to $66,994,451, net income to $2,121,487 (67¢ on 2,677,726 shares) compared with 1953’s record first quarter sales of $80,606,305 and net of $2,773,243 ($1.01 on 2,425,438). But pres. H. Ward Zimmer told stockholders at annual meeting April 21 that company feels 1954 will be at least as good as 1953. He said Sylvania’s TV sales to distributors were only slightly lower in units than in first quarter 1953, but dollar volume was considerably less because of intense price competition and shift in consumer demand to lower-priced sets. Sylvania’s lamp and photo-flash sales are well ahead of 1953 period.

Chairman Don G. Mitchell said company is in pilot production of 15-in. color tubes, but he couldn’t predict when the industry would begin producing 21-in. When that size screen can be sold for about $500, the mass color TV market will open up, he added—bringing a rush of business even greater than the early days of black-&-white. He estimated that probably fewer than 150,000 color sets will be built this year, selling from $800 to $1200.

Defense buying of electronic equipment this year, said Mitchell, may reach $2.9 billion, up from $2.8 billion in 1952—and assuming no hot war, it should reach annual rate of $3.1 billion in 1957-59.

American Broadcasting-Paramount Theatres Inc. reports estimated earnings of $1,100,000 ($26 a share) for first quarter, including $1,039,000 from operations and $71,000 capital gains. This compares with $3,732,000 ($1.42) same 1953 period, which included $1,480,000 from operations and $4,252,000 from capital gains—the 1953 results including earnings from $6,000,000 sale Feb. 9 of WBKB, Chicago, to CBS. Said pres. Leonard Goldenson: “Theatre grosses for the first quarter were close to 1952 levels for the same period. Theatre earnings, however, were off due primarily to continued high film rental costs and to the increase of approximately $325,000 in depreciation charges over the first quarter of 1953 [which] resulted from the installation of new screen and sound equipment in many of our theatres. In addition, theatres in many of the smaller cities and towns, particularly in the South and Midwest, are feeling the effects of TV for the first time and their grosses and earnings have been adversely affected. As we mentioned in our 1953 annual report [see Vol. 10:15], we feel that, based upon our experience in other areas, an upward trend will take place in these communities as the novelty of TV wears off.”

Storer Broadcasting Co. reports first quarter profits of $803,325 (76¢ a share) on 1,106,000 shares of common stock outstanding; profit before taxes was $1,653,455. This compares with $513,460 (44¢) after taxes and $1,328,460 before taxes same 1953 quarter. For whole of 1953, Storer showed profit after taxes of $1,985,977 ($1.70 a share after preferred dividends) and estimated Federal income and excess profits taxes at $3,947,578 (Vol. 10:11).

CBS business for first quarter ran ahead of same period last year, chairman Wm. Paley told stockholders meeting this week. He gave no specific figures, said they’d be issued next month. In first 1953 quarter, CBS earned $1.03 a share on 2,340,856 shares. Stockholders voted to authorize directors to declare stock dividends in Class A & B stock at their discretion.

WJR The Goodwill Station Inc., Detroit, reports gross sales of $750,271 during first quarter 1954 compared with $714,708 same 1953 period. Net profit after taxes was $118,075 (22¢ a share) vs. $133,209 (25¢).

Muter Co.’s net income for first quarter was $111,173 (16¢ a share on 694,784 shares outstanding) as against $117,588 (18¢ on 661,825) same 1953 quarter.

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

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

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

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

Stromberg-Carlson reports profit of $571,553 ($1.18 a share on 304,118 common shares outstanding) on sales of $18,285,006 in first quarter of 1954, compared to $576,500 ($1.55 on 333,283 shares) on sales of $19,395,206 same period year ago. Pres. Robert C. Stalker attributed lower earnings to delays in production caused by rescheduling of 2 large electronics contracts. He predicted sales this year will exceed 1953 record of $65,241,861.

General Electric stockholders approved 3-for-1 stock split at April 20 meeting in Senehecaty, increasing to 105,000,000 the number of common shares. GE’s first-quarter profits hit record $48,025,000 ($1.67 a share), 42% over $33,849,000 ($1.17) same period last year, while sales declined 9% to $715,860,000 from last year’s first-quarter record of $777,810,000. Big increase in earnings was attributed to expiration of excess profits tax.

IT&T records report 1953 consolidated net income of $22,377,611 ($3.12 a share) on all-time high sales of $392,193,214, compared with 1952 net of $22,147,753 ($3.09) and sales of $352,007,882.
FIRST BIG-SCALE PROMOTION OF COLOR: RCA launches its color merchandising program week of April 26 with full-page ads in Denver, St. Paul, Minneapolis & Washington newspapers inviting consumers to "see and order." These are first of introductory ads planned by May 15 in 38 cities equipped to receive color (full schedule on p. 15).

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

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

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

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

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

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

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

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

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

Other manufacturers were also active in color promotions. Westinghouse put color sets in Baltimore April 23 with 7-column ad bearing this message: "Be the first in Baltimore to own a color TV set. Trade in your black-&-white set now."

Motorola announced its first 100 color sets will be distributed by Colgate-Palmolive Co. as prizes in nationwide contest starting May 9, promoting Fab detergent.

Elliott predicted color demand would exceed supply in 1954 and 1955, in his talk to admen. And he appealed to fellow manufacturers to support color programming "either directly or indirectly" as means of assuring color's growth with same speed.
as black-&-white. Color success, he said, is entirely dependent on good programs. "The total of our production accomplishment is not yet in the millions," he said, "but I anticipate that the output of color sets will grow in the same proportion as did black-&-white." With advent of color, he said, "we start all over again, for every family in the nation is a potential for color receivers."

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

* * *

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

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

* * *

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

Trade Personals: Charles D. Hilles Jr., granted year's leave as IT&T gen. attorney, sworn in this week as special legal advisor to U. S. High Commissioner for Germany, Dr. James B. Conant... Benjamin R. Shute succeeds W. E. Miller, retired, as attorney in charge of Westinghouse legal dept... Bruce A. Coffin, ex-CBS v.p. and ex-pres. of CBS-Hytron, elected chairman of Victoreen Instrument Co., Cleveland manufacturer of radiation detection instruments and color TV & electronic components; elected to board were his brother, ex-CBS-Hytron treas. Lloyd H. Coffin, and ex-CBS-Columbia pres. David H. Cogan... James B. Conkling, CBS v.p. & pres. of Columbia Records Inc., elected to board of Louis Braille Music Institute of America; Carl Haverlin, BMI pres., and Stanley Adams, ASCAP pres., appointed to advisory council... Edward C. Bonia, ex-Bendix Radio, recently head of own TV-apparatus marketing firm, joins Emerson Radio as mgr. of dealer relations... Harry E. McCullough, ex-Crosley TV-radio sales mgr., named Magnavox merchandising consultant, specializing in radio & high-fidelity promotions with dept. stores... Francis D. Edes, administrative ass't. to Raytheon TV-radio v.p. Henry F. Argento, elected ass't. secy.-treas. of parent company, but will continue to headquarters in Chicago... J. Roy Costello appointed Sylvania international div. controller... Allan Straus named export director, Olympic Radio, succeeding late Ernest Beyer... Bruce Morehouse, ex-Avo, named national merchandise mgr., Addison Industries Ltd., Toronto, makers of own TVs and Norge appliances... Joseph Hatchwell, DuMont mid-Atlantic sales mgr., named TV service director, succeeding Harold Schuelman, now CBS-Columbia... Robert Starek promoted by Sylvania to asst. midwest sales mgr... H. J. Mitchell promoted to Crosley-Bendix market development mgr. for home appliances... J. Leonard Cohen resigns as DeWealt ass't. sales mgr. to become sales mgr. of Shuratone Products Inc., Brooklyn (phonographs), replacing Irving B. Shurack, resigned... Hugh L. Overbev Jr. appointed Channel Master district sales mgr. for South Carolina, Georgia & Chattanooga; Carlos L. Bailiff, for Alabama, Columbus, Ga. & Pensacola, Fla.; George McAlister, for rest of Florida... Don Larson resigns as Hoffman Radio merchandise mgr.... Joseph R. Horenstein, Nadine Electronics Co., N. Y. & ex-Motorola-N. Y., named managing director & head of new National Assn. of Discount Merchants, 551 Fifth Ave. ... David D. Coffin, mgr. of Raytheon missile of & director & was named, asst. v.p.

* * *


A. Mack Seybold, RCA tube div. chemical engineer, wins ARRl award, including $300 cash, for important contributions to elimination of TV interference caused by amateur radio signals; his selection was based on article "Harmonic Radiations from External Nonlinear Systems" in January, 1953 issue of QST. He's a "ham" himself (W2RYI), works in RCA Harrison plant.

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

Westinghouse centralizes showrooms in 9400-sq. ft. space on 11th floor of Chicago's Merchandise Mart, moving TV-radio & appliances from American Furniture Mart.
Topics & Trends of TV Trade: Summer plant shutdown schedules, released by RETMA this week after survey of its 373 members, include the following vacation periods thus far arranged with unions and employees in accordance with industry tradition:

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

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

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


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

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


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

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

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

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

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

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

Biggers’ forebodings notwithstanding, convention was told daily newspaper circulation and advertising broke records last year—circulation going to 54,472,286, national advertising to $634,000,000, retail advertising to $2,021 billion. In addition, some 70 representative publishers in the under-10,000 circulation category agreed unanimously that TV wasn’t hurting newspapers. Robert E. Malik, Shamokin (Pa.) News-Dispater, said “TV will no more usurp or displace newspapers than radio did.”

ANPA voted full cooperation with Justice Dept. in preliminary investigation of advertising commission practices in TV-radio-newspapers (Vol. 10:6). NARTE is also cooperating fully.

Implosion of picture tube in home of Joseph Zeleznak family, Cleveland, was reported this week by UP and widely pictured in newspapers. No one was hurt, though safety glass was shattered while group was watching program. In early days of TV, industry was on tenterhooks for long time, fearing that even a few widely publicized implosions might raise havoc with sales. But such accidents have been so rare as to be almost unheard of, and there hasn’t been a single case reported of home viewer injured by implosion.

Met opera’s opening night Nov. 8, to be carried on theatre TV (Vol. 10:5), will be “gala performance of great scenes from favorite operas.” The performance will be carried closed-circuit in theatres as joint benefit for Met Opera Assn. and local charities, and is first of 3 annual opening nights to be televised through Theatre Network TV Inc. Also via theatre TV, Ford Motor Co. will hold second nationwide sales meeting 11 a.m.-1 p.m. April 29, using theatres in 39 cities, via Box Office TV Inc.

Marciano-Charles heavyweight title fight June 17 in New York is latest to be sold exclusively to theatre TV, through Theatre Network TV—10th major bout carried in theatres, all through TNT.
J. WALTER THOMPSON Co has updated to Jan. 1, 1954 its last report (Sept. 1, 1953) on Where The Sets Are—but hasn’t made it available yet for distribution outside its own organization and clients. It’s the fourth such report since first was published Jan. 1, 1953, and undertakes to show the status of TV in the 312 top markets of the U. S., plus 27 others having TV stations but not among the 312, as delineated by JWT in the book Population and Its Distribution, published in 1951 by McGraw-Hill Book Co.

Like the earlier reports, this one tells only where the TV sets are, market by market, and does not purport to show total number of sets reached by individual stations — recognizing that station signals not only transcend market boundaries but in many instances overlap signals of other stations. The agency states that coverage information showing total sets that may be reached by the signal from any TV market is in preparation for use by its own TV timebuying depts.

We’ve secured permission from JWT to publish the Jan. 1, 1954 counts of TVs and percentages of households in the top 20 markets, omitting retail sales and other data in this as in previous reports (last one we published, for April 1, 1953, having been carried in our TV Factbook No. 17 of July 15, 1953). These are the figures — the areas being defined according to U. S. Census Bureau and not purporting to be coverage areas:

New York, 3,558,269 TV homes, or 83.6% saturation; Chicago, 1,531,197 (85.3%); Los Angeles, 1,372,029 (78.5%); Philadelphia, 1,027,488 (90.2%); Detroit, 776,869 (80.1%); Boston, 725,836 (83.6%); San Francisco-Oakland, 473,170 (56.4%); Pittsburgh, 554,182 (84.6%); St. Louis, 446,722 (79.7%); Cleveland, 420,521 (89.8%); Washington, 399,328 (83.8%); Baltimore, 360,461 (86.5%); Minneapolis-St. Paul, 252,791 (72.5%); Buffalo, 306,889 (89%); Cincinnati, 272,216 (88.9%); Milwaukee, 245,881 (89.5%); Kansas City, 192,223 (64.5%); Houston, 181,638 (61.6%); Providence, 189,088 (82%); Seattle, 158,722 (59%).

Of the 319 other markets tabulated, only these had 85% or better TV saturation: Indianapolis, Worcester, New Haven-Waterbury, Albany-Troy-Schenectady, Bridgeport, Columbus, Rochester, Dayton, Allentown-Bethlehem-Easton, Akron, Toledo, Omaha, Syracuse, Johnstown, Salt Lake City, Wilmingtont, Reading, Davenport-Rock Island-Moline, Trenton, Erie, York, Binghamton, Hamilton-Middletown, O., Pittsfield, Mass., Springfield, O., Anderson, Ind., Kokomo, Ind., Long Branch-Ashbury Park, N. J.

Highest saturation for any single town is for Rochester, N. Y., 94.2%; next Bridgeport, Conn., 90.2%; York, Pa., 91.3%. Runners-up, each with 91.1%; Indianapolis, New Haven-Waterbury, Columbus, Toledo, Syracuse, Reading, Trenton, Erie. Only others 90% or better: Davenport-Rock Island-Moline, 90.9%; Wilmingtont, 90.4%; Hamilton-Middletown, 90.4%; Philadelphia, 90.2%; Long Branch-Ashbury Park, 90%.

Note: More conservative than CBS-Nielsen report on TV Set Ownership by Counties, full text of which we published as a Special Report last Feb. 27, the JWT grand total of TVs in U. S. is estimated at 27,000,000, or 56.6% of all U. S. homes. The CBS-Nielsen survey, dated Nov. 1, 1953, put total at 27,506,600, or 58%. The JWT survey of 339 markets embraces 83.7% of all TV homes for a grand total of 22,602,380 TVs, or 69.3% of saturation.

ABC’s successful bid for NCAA college football games was that network’s second big TV programming coup within a month—first being its long-term contract with Walt Disney productions (Vol. 10:14). NCAA TV committee and ABC made joint announcement April 23 after committee considered bids of all 4 networks. Amount of successful bid wasn’t announced, but it was believed to be higher than the $2,000,000-$2,500,000 reputedly paid last year by NBC. ABC exec. v.p. Robert O’Brien said several sponsors are “interested,” and games will be carried by at least 150 stations at total cost which will probably be “in excess of $4,000,000.” Under NCAA’s 1954 rules, 13 games will be televised Sept. 18-Dec. 4, and schedule doesn’t have to be determined in advance. Since inception of NCAA’s “controlled TV” program, NBC-TV has been successful bidder for the games—with Westinghouse as sponsor in 1951, General Motors in 1952 & 1953.

Taking strong exception to examiner’s decision favoring Mobile TV Corp. over WKRG for Mobile’s Ch. 6 (Vol. 10:7), FCC’s Broadcast Bureau stated flatly that WKRG should have the grant. It said that newspaper connection of Mobile TV Corp. would increase monopoly in news; that applicant “has not used other Commission grants in the best interests of Mobile”; that it has a director “who is not primarily interested in promoting TV’s growth”; and that its dominant stockholders “are strangers to Mobile.” Mobile TV Corp. is 24% owned by Edgar Stern Jr., 10% by Robert Sweezy, both principals of WDSU-TV, New Orleans; Dwight Martin, pres. and 15% owner, is former v.p. of Crosley and General Teletadco.

One of last big hearings to be scheduled, for Pittsburgh’s Ch. 4 (allocated to Irwin, Pa.), is due to start May 21. Five applicants are seeking the channel—WCAE, KQV, WLOA, Irwin Community TV Co., Wespen TV Inc.

Interconnected by AT&T this week was WNET, Providence, R. I. Due April 25 are WHO-TV, Des Moines; WDEF-TV, Chattanooga; WSEE, Erie, Pa.

Televized McCarthy-Army hearings were exciting drama, drew widespread editorial praise as valuable public service. But at week’s end, after only 2 days of hearings, it began to look as if this show might run much longer than had been expected—and in view of fact TV audience was considerably smaller than had been anticipated, it won’t be surprising to see at least one other network drop live telecasts and follow CBS’s lead in filming hearing highlights for presentation in late evening. ABC, DuMont & NBC are carrying 10:30 a.m.-12:30 p.m. & 2:30-4:30 hearings live; CBS, with virtually a full daytime commercial schedule, carries 45 min. of filmed highlights at 11:30 p.m. Cost of live airings will run to many millions in pre-emptions, time, labor & equipment if hearings drag out. ABC & DuMont have virtually no pre-emption problems; between them, there is only one commercial network show during periods covered by hearings. NBC is losing most heavily, canceling good number of daytime shows. First Hooper ratings reported for TV hearings: In New York, 10 on first day, 12 second day, as compared for 32 for Kefauver crime hearings in 1951. Second day’s hearings had rating of 8 in Chicago, 14 in Washington.

Two new applications were filed with FCC this week, making total on file 260 (41 uhf). Week’s applications were for St. Louis, Ch. 4, by WTVI, Belleville-St. Louis (KWK received Ch. 4 grant this week), and for Mt. Cheaha, Ala., educational Ch. 7 (allocated to Munford), by Ala. Educational TV Assn. [For further details about these applications see TV Addenda 18-P herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18, with Addenda to date.]

Silence of President Eisenhower about FCC chairman-ship left everyone baffled as Rosel Hyde’s appointment for year expired April 18. In absence of official word, Commission followed provisions of Communications Act and unanimously voted Hyde acting chairman.
PRESENT STATUS & PROSPECTS OF COLOR: Important symposium on color TV, conducted by Assn. of American Advertising Agencies at White Sulphur Springs' Greenbrier April 23 didn't get full attention it deserved in trade press -- largely because of deadlines. Current "interim" period in color developments is so confusing that talks by NBC pres. Pat Weaver and CBS pres. Frank Stanton had unusual significance, merit the particular attention of everyone in telecasting, advertising and associated fields. What they said is so basic to the whole concept of colorcasting that we've reprinted the full texts of both talks as a Special Report herewith.

The talks on color set production and on network color rates -- by RCA's Joe Elliott and CBS's Jack Van Volkenburg, respectively -- were reported in essential detail last week (Vol. 10:17). Substance of Stanton's talk is that color may now be on "dead center" but the tube bottleneck will be broken before long; that the future of TV is color; that "the time is rapidly approaching when a substantial competitive advantage will attach to getting into color TV early." Essence of Weaver's remarks was that color is here now; that it will materially change advertising costs and concepts; and "the time [for advertisers] to start color TV is this fall."

UPTREND IN RATES: WCBS-TV's $6000 HOUR: Talk all they want about TV pricing itself out of market, admen face fact that station rates are constantly going up apace with increased coverage and sets-in-use. Boldest rate hike of them all was announced this week -- CBS's New York flagship WCBS-TV upping basic Class A hour (7-11 p.m. Mon.-Sat. & 6-11 p.m. Sun.) from $4800 to $6000. Other segments go even higher per-centagewise in Rate Card No. 14, effective May 15. For example, a 20-second station break (or 1-min. on sound film) goes from $1075 to $1500, and 10-second spots from $550 to $750. Current sponsors are given usual 6-month extensions at the old rates. (For digest of the new WCBS-TV rate card, see p. 7.)

This $6000 hour is highest in TV, likely will spark other network keys, to say nothing of other stations, to raise their rates for same reasons: more coverage, more sets-in-use, more viewing, lower cost-per-1000 viewers. With its time largely sold out even for summer months, WCBS-TV also claims larger share of audience, which its rivals undoubtedly will dispute. J. Walter Thompson Jan. 1 count shows New York market area with 3,558,269 TV sets in 4,256,400 households, or 83.6% saturation -- and that doesn't purport to embrace whole TV service area by any means.

NBC's New York key WNBT, whose $5500 Class AA rate (10:30-11 p.m. Mon.-Sat. & 6-7:30 p.m. Sun.) has been highest on record since last Dec. 1 (Vol. 9:48), can be expected to ponder another increase soon, as may other N.Y. stations. WNBT's Class A time (7-7:30 p.m. Mon.-Sat.) was then set at $4250 per hour, $750 for 20 seconds, $350 for 10 seconds. Other N.Y. stations' highest hour rates are: WABC-TV, $3100; WABD, $2200; WOR-TV, $1500; WPIX, $1500; WATV, $1000. (For digest of all U.S. and Canadian stations' rate cards, see our TV Factbook No. 18 of Jan. 15, 1954.)

Radio rates continue relatively static, by contrast, few changes being made and increases a rarity. None even approaches the rates of TV network flagships. The
highest radio rates on record are those of the networks' WCBS, New York, $1350 per Class A hour (7-11 p.m.) and WNBC, New York, $1200 (6-10:30 p.m.), with WOR at $1200 from 6-10:30 p.m. and WABC at flat $720 from 8 a.m.-10:30 p.m. Highest outside New York is Cincinnati's WLW at $1080 from 6-10:30 p.m.

DuMont Color Tube & Scanner Impressive: Dr. Allen B. DuMont's well-known skepticism about imminence of color TV seems to have been dispelled. This week, he called in newsmen, telecasters, network and film folk to show them 2 developments he believes will provide a practical foundation for color. These are a 19-in. color tube and a 16mm color film scanner.

Dr. DuMont foresees 19-in. color set at $500-$600 within 2-3 years, says it can be sold at $1000 this year (price of currently offered 15-in.). With scanner, he sees means for stations to begin local programming immediately and inexpensively. Though DuMont company is most eager to stress the scanner and its immediate availability, the interest of most observers inevitably gravitated to the tube. Tube will sell for $150-$200 initially, go under $100 eventually, Dr. DuMont said. Limited production is now underway and deliveries are scheduled for fall. He gave no indication of present or prospective rate of production. RCA hasn't fixed price for its 19-in. when commercial production starts; samples sell for $315. Reason he's finally getting hopeful about mass production of color, Dr. DuMont says, is that he believes there is now a method for making a large-screen set to sell at reasonable price eventually.

* * * *

Demonstrations were impressive. New devices were shown together -- scanner feeding signals to the tube. End results -- the pictures viewed -- were certainly as good as any we've seen. We're no experts in receiver production or scanner operation, but DuMont's presentation made it even clearer to us that color TV is going to flourish in an atmosphere of fierce, productive competition.

Tube is the shadow-mask type pioneered by RCA, modified by CBS-Hytron -- then further modified by DuMont. It employs 3 guns, triads of phosphor dots, and a pierced mask. Like CBS-Hytron, DuMont places dots on face of tube itself and puts a curved shadow mask behind it; dots are deposited photographically. RCA employs an assembly within tube, with a frame supporting flat screen and flat mask.

Where DuMont tube differs most significantly from the other 2 is in new gun. And an important feature of gun is close spacing between the 3 elements, plus electrostatic convergence -- making for simpler set circuitry, according to DuMont.

Specifications of tube: Round, glass, overall diameter 19 5/16-in., length 25½-in. The picture dimensions are 16 9/16-by-12 7/16, giving area of 185 sq. in. Deflection is 60 degrees. DuMont says RCA's 19-in. has 160 sq. in., is 26 15/16-in. long; it didn't compare sizes with CBS, which claims 205 sq. in., because it hasn't received any sample yet. Lawrence 21 & 22-in. tubes, it says, have 155 sq. in.

Tube has 1,300,000 dots, each .012-in. in diameter. Holes in mask are all same size rather than tapered out from center as in RCA tube (Vol. 10:4). The mask weighs 7½-oz. Overall weight wasn't given, but it's claimed to be less than RCA's.

Big picture is certainly desirable, no question about it. DuMont tube was also excellent in resolution, convergence and color fidelity. We haven't seen RCA's 19-in., which has as yet been shown only to licensees.

Much of result is attributed to new gun. "After all," says research v.p. Dr. T.T. Goldsmith, "we've had more experience with guns than any other organization in the world." A weakness of RCA flat-mask approach, he said, is that mask must be kept stretched, adding that a curved mask retains its shape without stretching. And distance between guns, he stated, has much to do with convergence problems.

Mask is made by etching holes, though DuMont is experimenting with method of building mask by electrolytic deposit. DuMont is also working on 21-in. rectangular color tube, both metal-coned and glass.

Tube created great industry interest, as expected, and DuMont is planning to show it to its patent licensees, others in the industry.
Interesting angle is Dr. DuMont's disparagement of Lawrence tube, despite Paramount Pictures' 26% ownership of DuMont and 50% ownership of Lawrence tube. Dr. Goldsmith says a major drawback of Lawrence tube is "complicated circuitry."

DuMont's film scanner didn't excite popular attention, but telecasters who have seen it are greatly enthused. DuMont has been working on it for years, came out with monochrome version first (Vol. 8:14, 9:18), but with color always in mind. Scanner uses principle of continuous motion, doesn't have shutter, sprockets, etc. It has flying-spot CR tube and photocells. It was so planned that monochrome versions (about 30 of them sold so far) can be converted to color.

Among many features claimed for scanner is new "masking" technique, the electronic equivalent of movie practice. Masking permits emphasis or de-emphasis of red, blue or green without otherwise affecting picture. As demonstrated, it is an extremely effective technique.

Scanner was shown with many kinds of film -- Kodachrome original, Kodachrome duplicate, Ansco, Eastman. To us, result was as good as any color movie. And network engineers and TV film folk on hand were definitely impressed.

Black-and-white version of scanner sells for $8000. Converting it to color runs $4500. Masking costs additional $2200. DuMont made 16mm first, is now developing a 35mm -- though it believes only about 25 stations in country will want 35mm.

NARTB convention May 23-28 will provide real battleground for scanners. All manufacturers will be pitching for all they're worth -- because film scanners will provide cheapest means of programming in color locally. Philco showed a 35mm continuous color film scanner last year, is due to have 16mm at convention this year. RCA has come out in favor of a 3-vidicon color camera, rejecting continuous-motion principle. GE and Motorola have announced continuous-motion scanners.

Announcement of DuMont scanner also brought first word of DuMont's start in colorcasting. It begins in September with film on WABD, New York.

**GRANTS DECREASE, SENATE UHF PROBE DEFERRED:** FCC failed to issue any CPs this week, second grantless week since end of freeze. It did manage to squeeze out an initial decision, however, favoring Ch. 5 to KWNN, Ft. Smith, Ark., after dropout of competing George T. Hernreich. Commission cancelled 3 uhf CPs, bringing total turned in to 60; there have been 12 vhf grants surrendered.

Much of FCC's work was in defense of its vhf grants against attacks by vhf stations and grantees. Uhf folk, in turn, were busy preparing for Senate hearing which was again postponed -- this time to May 19-21 (see p. 12).

Two uhf CPs were surrendered voluntarily -- WSGN-TV, Birmingham (Ch. 42) and WJRE, Indianapolis (Ch. 26) -- while Commission rescinded CP for WSJL, Bridgeport (Ch. 49) for lack of prosecution.

A grant for Ch. 9 was in the works for Minneapolis, KEYD being set up for initial decision with dropouts of WDGY and WLOL.

On the uhf vs. vhf front: (1) FCC granted move of WSPA-TV, Spartanburg, S.C. to Paris Mt.; uhf grantee WAIM-TV, Anderson, will promptly appeal that action to the courts. (2) WTVJ, Belleville, Ill. appealed to courts FCC's grant of Ch. 4 to KWK after merger (Vol. 10:17). (3) Still court-shy, FCC allowed WCAN-TV, Milwaukee, permission to intervene in hearing for Ch. 6 allocated to nearby Whitefish Bay.

FCC's hearing procedure got going over in oral argument April 29 over the wisdom of "points of reliance" system (Vol. 10:17). Counsel for applicants in Ch. 7 Miami case and Ch. 9 Charlotte case told commissioners that pre-hearing haggling over the points were sheer waste of time, that hearings could be over with, or nearly so, by now had it not been for such beating around the bush.

FCC Broadcast Bureau asst. chief Joseph Kittner pointed out that President, Congress, courts and govt. agencies have for years searched for means of shortening hearings and asserted that FCC's procedures, while not perfect by any means, would certainly work if attorneys wanted them to.
**XELD-TV & CMTV QUIT; NEW STARTER IN OKLA.:**  Only one new station went on air this week -- KTEN, Ada, Okla. (Ch. 10) -- as first of Mexican-licensed border stations closed down at Matamoros, across Rio Grande from Brownsville, Tex., and as Storer-owned CMTV, Havana (Ch. 11) suspended operations in preparation for liquidation.

Pre-freeze XELD-TV (Ch. 7), on air since Sept. 1951, formally announced cessation of operations on April 18 following "major breakdown" of its 100-kw diesel-powered main generator. The 44% devaluation of Mexican peso in relation to dollar, effective April 18, was final coup de grace because, as stated by mgr. Bert Metcaif, it brought "considerable trouble to clients on the Mexican side of the border and sufficient dollars could not be obtained" to enable continued operation.

Television del Caribe, as Storer station in Havana was known, began testing exactly year ago, managed by Al Shropshire of Storer staff, and is reputed to have been loser from start. Nominal license holder Manuel D. Autran, oldtime Cuban broadcaster, says new company will take over Ch. 11. Fact seems to be, however, that 5 stations in Havana are too many; competition was so keen that even Goar Mestre's CMQ-TV (Ch. 6) and CMBF-TV (Ch. 7) have been reported hard-pressed. Press reports say Cuban telecasters as whole are estimated losing more than $100,000 a month.

* * *

Economic woes of the Mexican border station, which headquartered in Brownsville, were first bruited last Feb. (Vol. 10:5) when it became certain that the rich Rio Grande Valley would have 2 U.S. outlets. They're KGBT-TV, Harlingen (Ch. 4) and KRGV-TV, Weslaco (Ch. 5), which took over basic network services XELD-TV had had to itself. **Onetime big earner,** XELD-TV declined gradually because it depends on American sponsors, who preferred to go on U.S. stations.

Founder Monte Kleban, ex-San Antonio radio executive, sold his interest in XELD-TV 2 years ago, continuing as consultant to new co-equal owners Romulo O'Farrill and Emilio Azcarraga, Mexico City TV-radio station owners and industrialists. Both have extensive plans for other TV stations in Mexico (see p. 177, TV Factbook No. 18) and O'Farrill is reported to have ordered equipment for Guanajuato (Ch. 12) and for Monterrey (Ch. 2) which presumably will now be delayed because the orders were in dollars and expected income would be in pesos.

**Note:** There are 2 other Mexican-licensed border stations now operating -- XETV, Tijuana (Ch. 6), deriving revenues from San Diego area, and new XEJ-TV, Juarez (Ch. 5), across from El Paso, projected as Spanish-language outlet (Vol. 10:17).

* * *

KTEN, Ada, Okla. (Ch. 10), though city's 1950 population was only 15,955, is in rich south central part of state, 67 mi. from Oklahoma City, and opens up new TV area with its 25-kw RCA transmitter, 750-ft. Stainless tower. It began testing April 28, this week also got STA for microwave relay over which it expects to carry operations in 2-3 weeks from studios it's renting from KTVQ, Oklahoma City. Heading the project is Rev. C.C. Morris, 32.3%, who operated local radio KADA for 30 years, also owning KWSH, Wewoka, Okla. Bill Hoover is v.p.-gen. mgr., 32.3%; Brown Morris, 32.3%. Base rate is $300, no network or rep yet reported. It's 387th station on air.

KTYL-TV, PHEONIX-Mesa (Ch. 12), which began just about year ago, was sold this week to owners of KTAR, Phoenix's longtime NBC radio outlet controlled by John J. Louis, of the Needham, Brorby & Louis ad agency, and headed by veteran broadcaster Richard O. Lewis. Consideration was assumption of $150,000 in bank loans and of unpaid balance of $101,242 owed DuMont. Studios will be leased from Harry L. Nace estate, but new owners will take over the rest of physical plant said to be valued at nearly $500,000. Sellers besides Harry L. Nace Jr. (53.72%) include gen. mgr. Dwight Harkins, 35.86%, and treas. Lorenzo K. Lisonbee, 10.42%. They are not selling their radio KYL.

In acquiring KTYL-TV, the Louis group presumably will withdraw from competitive hearing scheduled May 10 on applications for Phoenix's remaining Ch. 3. Other applicant, Arizona Television Co., is 40% owned by ex-U.S. Senator McFarland and 10% by Edward Cooper, ex-nide to Senate Interstate Commerce Committee, now with Motion Picture Assn. Presumably the channel will go to them by default, but KTAR pres. Richard Lewis states KTYL-TV will retain NBC affiliation.

Reason for buying was not only price but eagerness of KTAR group to get into TV more quickly. Mr. Harkins and staff of KTYL-TV will be retained by KTAR, which is expected to change call to KTAR-TV. The KTAR group is already in TV, owning KVOA-TV, Tucson (Ch. 4) as well as radio stations KYUM, Yuma, and KYCA, Prescott. Station would be Phoenix's fourth, though two (KOOL-TV & KKOY-TV) share time on Ch. 10 and are due to be merged shortly into one fulltime ABC outlet (Vol. 10:12,15). The CBS outlet is Meredith's KPHO-TV (Ch. 5).

Edward Lamb was high bidder for Tampa Bay area's first TV station, WSUN-TV (Ch. 38) along with radio WSUN (5-kw on 620 kc, ABC), when St. Petersburg City Council opened bids on city-owned commercial stations April 28—but whether he gets the stations may hinge on outcome of his current difficulties with FCC over alleged "communist" activity. He offered to pay flat $476,000 for 20-year lease and assume $390,000 in obligations, his bid with rentals adding up to $2,265,000 over 20 years; he placed 30-day limit on offer. Ted Mack's Original Amatuer Hour Inc. offered 25-year agreement adding up to $1,154,500 over 25 years. Third bid by Farris E. Rahall, pres. of WFEA, Manchester, N. H., and owner of AM stations in Allentown & Norristown, Pa. and Beckley, W. Va., was disqualified because it lacked $50,000 certified check required with each sealed bid; he offered $400,000 cash and agreed to assume the $390,000 obligations. Council meets May 6 to decide, its attorney still uncertain at week's end whether to advise city to await long-delayed FCC hearing on FCC charge against Mr. Lamb, who owns WNIC & WIKE, Erie; radio WTOD, Toledo; radio WHOU, Orlando; and holds CP for WMAC-TV, Massillon, O.—besides being publisher of Erie Dispatch and owner of various industrial enterprises.

FCC approved takeover of WTVH-TV, Peoria (Ch. 19), along with radio WTVH (1-kw on 1890 kc, MBS), by Peoria Journal Star this week, total consideration for 91% of stock being $55,000 cash plus assumption of notes and obligations totalling $155,000. Newspaper publisher, which recently merged morning Star and evening Journal, and headed by pres. Carl P. Slane, acquired the 52% of Hugh R. Norman, Davenport (Ia.) broadcaster, the 36% of L. W. Hicks, of Pittsburgh, and other holdings. Reason for selling is stated as transfersors' inability "to continue the obligation of supplying the license with the additional capital required for the operation of its stations." Difficulties facing the stations are shown in financial statements showing total liabilities of $324,770 ($174,478 current, $214,292 long-term). Assets include $250,125 net value of plant as of March 31 ($225,078 TV, $17,356 radio, $7691 land), $31,416 accounts receivable, $31,614 charged against costs of securing CP and license for TV. Stations' operating statement for first 3 months of 1954 shows net loss of $40,677, of which $31,331 is charged against TV, $9345 against radio.

Time Inc.'s proposed purchase of KLZ-TV & KLZ, Denver (Vol. 10:11, 15), is protested in petition filed this week by Denver Television Co., unsuccessful applicant for the Ch. 7 grant in FCC decision of June 23, 1953. Law firm of Arnold, Fortas & Porter (Harry Plotkin handling case) asks reinstatement of Ch. 7 application and grant to it in lieu of grantee Aladdin Radio & TV Inc. on grounds that TV station has been on the air only 4 months (it started Oct. 27, 1953) and was sold to a company which was never an applicant and which it claims could have defeated in competitive hearing. Unsuccessful applicant, Wofberg theatre interests, also asserts Aladdin net worth is stated as $650,000, whereas the stations are being sold for more than $3,500,000. Stockholder Harry Huffman's reason for selling, illness, was just as apparent last Oct. as now, it's claimed, and pres. Hugh B. Terry, also ill, has been asked to remain as gen. mgr. Stockholders J. Elroy McCaw and Theodore R. Gamble (20.36% each) are not connected with operation. Case is without direct precedent, may open FCC inquiry into whole question of TV-radio station sales deals made soon after grants.

Guy P. Gannett, 72, pres. & chief owner of WGAN-TV & WGAN, Portland, Me. and radio WGUY, Bangor, and publisher of Portland Press Herald and Evening Express, Kennebec Journal, Waterville Sentinel, died April 24 in N. Y. of heart ailment.

---

Strike against Philco was called for Mon. May 3 by 8000 workers represented by IUE-CIO, which would halt TV-radio-electronics production in Philadelphia, Croxden, Pa. & Sandusky, O. plants. Union demands include guaranteed annual wage, pay increases, extension of hospitalization benefits to include dependents. Company proposed one-year extension of contract, which expired at midnight April 30. No meetings of company and union officials were scheduled for weekend, and hopes of averting walkout appeared dim as we went to press.

Sen. Eva Bowing (R-Neb.) successor to late Sen. Dwight Griswold (Vol. 10:16), was named this week to fill his post on Senate Commerce Committee. Though Griswold was on communications subcommittee, that vacancy hasn't been filled by committee chairman Bricker (R-O.).

Power increases: KTTV, Los Angeles (Ch. 11), April 25 increased ERP from 31 to 110 kw from new 200-ft. tower atop Mt. Wilson. WHBQ-TV, Memphis (Ch. 6), April 26 boosted transmitter power from 10 to 50 kw.

Earliest network programming in history: Some stations in areas not observing Daylight Time now begin program day at 6 a.m. with NBC's Today or CBS's Morning Show.
MILLION-WATT UHP stations are still at least a year off—but that isn’t stopping operators and grantees from assuring themselves a good place in line by placing their orders for the high-power transmitters. Manufacturers aren’t soliciting the orders yet, because they can’t give definite answers to customers’ most important questions—when? and how much? General Electric has about half-dozen unsolicited orders for its projected “60-kw” uhf transmitter (Vol. 10:4), although the klystron tube that will probably power it is still in development stage. Orders are being accepted on contingent basis to establish priority. GE officials informally estimate complete 60-kw transmitter will cost about $225,000, won’t even make a guess at probable cost of 60-kw amplifier. As to timing, nobody expects first high-power unit before mid-1955 at the earliest—and GE isn’t due to get Varian Associates’ first 60-kw klystron until next fall or later.

No new-station shipments were reported by any of the manufacturers this week. However, RCA reported April 27 shipment of 50-kw amplifier to WNHC-TV, New Haven (Ch. 8) and April 28 shipment of 25-kw transmitter to WJIM-TV, Lansing (Ch. 6). GE had one new order—for delivery within 30 days of a 12-kw amplifier to KEDD, Wichita (Ch. 16).

* * *

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

WTHT, Wilmington, N.C. (Ch. 3) has ordered 5-kw DuMont transmitter, now plans tests about Aug. 15, programming in Sept., reports 25% owner Milton Hammer, who also produces TV show titled Washington Spotlight. Ninth floor of downtown TV Bldg. (formerly Trust Bldg.) is being remodeled for studios & transmitter. Its 143-ft. tower with RCA superturnstile antenna will be on roof, 104-ft. above street. Rep not yet chosen.

WDBO-TV, Orlando, Fla. (Ch. 6), with visual part of 35-kw GE transmitter & 6-bay antenna on hand, expects to begin tests in mid-May. It’s in process of side-mounting FM antenna on 584-ft. tower, which will also carry TV antenna and be used for AM daytime operation. AM directional operation at night will be from nearby 370-ft. tower. WDBO-TV will be CBS primary interconnected, will also feed from other 3 networks. Base rate will be $200. Blair will be rep.

WTIK-TV, Durham, N.C. (Ch. 11), call letters to be changed to WTOV (Vol. 10:14), has 500-ft. Kimco tower due for completion by July 24, or 100 days after signing contract. Klein Iron & Metal Co., tower manufacturer, has pledged liquidated damages of $100 daily for each day’s delay beyond completion. Station plans Sept. start with DuMont equipment. Rep will be Headley-Reed.

KFVS-TV, Cape Girardeau, Mo. (Ch. 12), has 808-ft. Truscon tower scheduled for delivery about June 18, is negotiating for 12-bay antenna, expects to get on air by Aug. 1, reports pres. Oscar C. Hirsch. Other equipment not reported. It will be primary interconnected CBS. Rep will be Pearson.

CFCM-TV, Quebec City, Que. (Ch. 4) now is shooting for tests during third week of May, plans 35 hours of programming weekly at the beginning of June, writes mgr. & program director Claude Garneau. It will use 500-watt DuMont transmitter in suburban Ste. Foye and 400-ft. tower manufactured by local Cobra Industries Inc. RCA 3-bay superturnstile antenna is scheduled to be ready around May 15. It’s jointly owned by Famous Players Canadian Corp. and AM stations CHRC, CJQX, CKCV. Famous Players also owns 50% of CKCO-TV, Kitchener, Ont., which began last Dec. CFCM-TV base rate will be $200. Reps will be Weed (for U.S.) and Jos. A. Hardy & Co.

**Network Accounts:** Oldsmobile signed this week to sponsor Academy Awards presentations again next March on NBC-TV, heading off movement for motion picture industry backing of 2-hour telecast due to criticism that Oldsmobile over-commercialized it this year. Meeting of top movie executives to consider sponsorship was cancelled after Oldsmobile notified NBC it was renewing option . . . Cudahy Packing Co. (Old Dutch cleanser), in first network sponsorship, buys 4 segments of NBC-TV’s Show of Shows starting May 8, and 15 weeks of Saturday Night Revue starting June 12, Sat. 9:10-10:30 p.m., thru Young & Rubicam . . . National Wholesale Jewelers Assn. sponsors Your Night of Jewels on DuMont starting in Sept., date & time not yet decided, thru Lewin, Williams & Saylor; program will have 6 partic. segments for non-competitive jewelry manufacturers . . . Best Foods Inc. to sponsor Wed. 4:45-5 portion of Robert Q. Lewis Show on CBS-TV starting May 5, Mon.-thru-Fri. 4:30-5 p.m., thru Dancer-Fitzgerald-Sample . . . Bymart-Tintair Inc. buys 1 partic. May 10 on NBC-TV’s 7-9 a.m. Today, thru Erwin, Wasey & Co. . . . United Steelworkers of America orders 93 stations on DuMont for speech by its pres. David J. McDonald Wed. May 5, 9:15-9:30 p.m., thru Willman & Callahan, Pittsburgh . . . Admiral renews sponsorship of Bishop Sheen’s Life Is Worth Living for 3rd season on DuMont starting Nov. 2, Tue. 8:5-9:30 p.m., thru Erwin, Wasey & Co. . . . Pepsi-Cola renews Pepsi-Cola Playhouse on ABC-TV, Fri. 8:30-9 p.m., thru Biow . . . NBC-TV planning to devote 3-5 p.m. to soap operas in fall, with Procter & Gamble reportedly signed for two 15-min. programs . . . DuMont starts boxing bouts from New York’s St. Nicholas Arena May 17, Mon. 9:30 p.m. to conclusion, on co-op sponsorship basis.

More professional football will be televised this year than last, as result of new agreement between National Football League and DuMont Network, which will carry the schedule for 4th consecutive year. Program for this fall: (1) Sun. afternoon “game of the week” to be carried nationally on 50-100 stations Sept. 25-Dec. 11. (2) National Sat. afternoon games Dec. 4 & 11. (3) Sat. night games on regional station lineups. More than 60 games will be shown either nationally or regionally, pattern being same as last year except for the 2 added Sat. afternoon games—with all games again blacked out in immediate area in which they are being played. DuMont sports director Thomas J. McMahon hailed last year’s telecasts as “boon to home game attendance,” pointing to 5% increase in attendance over 1952 for entire league. Meanwhile, Big Ten, which had opposed NCAA’s football control plan and even made veiled threats to go “on its own” in televising its games, this week “reluctantly accepted” NCAA program of televising selected national games over ABC network (Vol. 10:17). Neither ABC nor DuMont has yet announced football sponsors—although General Motors and Westinghouse are reported to be the leading contenders for $4,000,000-plus college football package.

Interconnected to AT&T network lines last week end: WDEF-TV, Chattanooga; WHO-TV, Des Moines; WSEE, Erie, Pa. Scheduled for May 1 hookup were WTTV, Bloomington, Ind. (replacing private microwave); WBFL-TV, Columbus, Ga. (replacing off-air pickup); WDAK-TV, Columbus, Ga. Canadian Bell this week announced construction is underway on 2,400-mile microwave route linking Toronto and Winnipeg, capable of handling TV, due for completion late in 1956.

Birmingham’s WABT (Ch. 13) and WBRC-TV (Ch. 6) swap network affiliations on or before next July 4 by arrangements concluded this week. Also switching are their AM counterparts, WAPI (10-kw day & 5-kw night on 1070 kc) and WBRC (5-kw on 960 kc). WBRC-TV thus becomes last of the 5 Storer stations to affiliate with CBS.
Teletexing Notes: Billboard, which covers the TV film trade quite authoritatively, seems to persist in belief that Howard Hughes’ RKO will soon release at least half of the 750 or more of its old feature films to TV, some maybe by the fall selling season. Reporter Sam Chase quotes “tradesters” as reasoning that Hughes might recoup nearly all the $23,000,000 evaluation of RKO stock by re-releasing, say, 350 of the films which it’s estimated could fetch $60,000 each over 3-year span ... Other Hollywood majors have kept vaults shut tight from TV because they felt they might get more out of re-releases to theatres and, more important, because of fear of offending theatre exhibitors. But Chase says these reasons are less applicable with the coming of CinemaScope, Vistorama and other big-screen techniques, so that “ordinary non-smash old-dimension pix no longer are in such big demand for reissue to theatres” ... If Hughes, with his reputation as a “maverick,” does pull the plug, he may well force the other majors to follow suit and release at least part of their backlog to TV. Live programming are going to way too give up on film shows to all 7 Los Angeles stations, more and more being axed in favor of the half-hour vidpix,” reports Hollywood’s Daily Variety; reason is “strictly economics.” Only station with as high as 75% live, survey shows, is KHJ-TV—but that’s now because of baseball; normally, it’s 51% film, and even CBS’s KNX runs 70-80% film if you count in kines ... Third edition of Directory of Free TV Film (416 pp.), listing thousands of “public relations films” available to TV stations, has been published by Broadcasting Information Bureau, 358 Fifth Ave., N. Y. (Judy Dupuy) ... Old Biograph studios on E. 175th St., New York, closed since 1929, will be reactivated in June by new Biograph Film Studios Inc. to produce TV and other films ... CBS-TV’s Studio One (Westhinghouse) wins Edgar Allen Poe Award of Mystery Writers of America for its production of “Crime at Blossoms,” adapted by Jerome Ross and adjudged best TV mystery of 1953 ... More honors for CBS advertising art: 6 posters, created for on-screen promotion of CBS-TV programs by graphic arts director, Georg Olden, selected for inclusion in 1954 International Poster Annual, published in Switzerland; 4 will go to permanent poster collection of Stedelijk Museum, Amsterdam ... Elaborate commercial: 6-room prefabricated house was constructed in ABC-TV’s New York studios in 6 hours for use in 6 minutes of commercials on U. S. Steel Hour April 27; the 1600 pieces were shipped from New Albany (Ind.) factory in 47 boxes, set up by stagehands with basic hand tools ... Golf tournaments, planned and conducted exclusively for TV, will be presented weekly on WNBQ, Chicago, Tue. 11-12 midnight, direct from Tam O’Shanter Country Club starting June 1, pitting 2 top pros and 2 amateurs against each other in 5-hole tourneys ... Golf lessons via TV is new weekly half-hour feature on WTRI, Albany, featuring area pros, filmed and live ... Free Class A time, 15-min. each, being given to all candidates for Senator, Governor or Congressmen on equal basis by Iowa State College’s commercially-operated WOI-TV, Ames ... DuMont signs 2-year contract with London Sporting Club Inc., paying $12,500 per bout, to put on its Mon. night fights from St. Nicholas Arena, N. Y. ... Rep appointments: upcomming WLOS-TV, Asheville, N. C. (Ch. 13) to Venard, Rintoul & McConnell; WGRB, Buffalo (Ch. 2), to Headley-Reed.

HIGHEST RATES in TV are those of CBS’s New York key WCBS-TV, whose Rate Card No. 14 becomes effective May 15 (see p. 1), exactly 8 months after last rate card was published. Gen. mgr. Craig Lawrence announces that discount structure remains same, namely, 5% on 26-week or longer program schedules, 10% on 52-week; 2½% on 26 or more announcements, 5% on 52. Current advertisers are given 6-month extensions at present rates (for digest of Rate Card No. 13, see p. 113, TV Factbook No. 18 of Jan. 15, 1954). This is a digest of the new rates:

**DIGEST OF RATE CARD NO. 14 — (May 15, 1954)**

<table>
<thead>
<tr>
<th>Time</th>
<th>Hour 30</th>
<th>Min. 15</th>
<th>Min. 10</th>
<th>Min. 5</th>
<th>Min. 10</th>
<th>Min. 10 Sec.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Group A</td>
<td>1-7:30</td>
<td>10:30 p.m.</td>
<td>Mon.-Sat.</td>
<td>6-11 p.m.</td>
<td>Sun.</td>
<td>$600.00</td>
</tr>
<tr>
<td>Group B</td>
<td>6-7</td>
<td>7-11:15 p.m.</td>
<td>Mon.-Sat.</td>
<td>11-11:15 p.m.</td>
<td>Mon.-Sat.</td>
<td>$3750.00</td>
</tr>
<tr>
<td>Group C</td>
<td>9 a.m.</td>
<td>11 p.m.</td>
<td>midnight</td>
<td>$1250.00</td>
<td>$750.00</td>
<td>$500.00</td>
</tr>
</tbody>
</table>

* Announcements are subdivided into Group I—1-7:59-10:30 p.m. Mon.-Sat.; 7-22-11 p.m. Sun.; Min. $1000, 10-sec. $500.
* Group II—6-7:59-7:59 p.m. Mon.-Sat., 10-30-11 p.m., Mon.-Sat.; $5-7:59 p.m. Mon.-Sat., $750.00.
* Mon. $1100, 10-sec. $500.
* Announcements only.
* After 11 p.m., 3-min. programs or longer, Class C rates prevail.
* Midnight announcements.
* Class D—nightly announced.
* Nightly announcements.

As Army-McCarthy hearings dragged on through seemingly interminable miasma of side issues and legal quibbling, more and more local stations began returning to regular daytime programming, even when hearings were available to them through ABC or DuMont. Despite "deluge of protests" committee Chairman Mundt (R-S. D.) said he received after NBC cancelled live coverage, that network stuck to its decision to carry only filmed highlights at 11:15 midnight, as did CBS from outset (Vol. 10:17). NBC said its 2 days of live coverage cost it more than $125,000 in commercial revenue. Despite declining public interest in hearings, some western TV stations were bitter about unavailability of live show via microwave or coaxial. In terms of showmanship, critics agreed hearings couldn’t be compared with 1951 Kaufman crime investigation, April 28 Variety headlining its critique "Army-McCarthy Spektacular; All-Star Cast Needs a Script." New York Times' Jack Gould advised Senators not to worry too much about their comparatively modest Hooper ratings: "With any new daytime drama on TV, the first few months are always the hardest." Live telecast of hearing Fri. April 30 got Hooper rating of 9 in New York, as opposed to 12 the preceding Friday (Vol. 10:17), 18 in Boston compared to 30 the week before. First rating announced for Milwaukee, in McCarthy's home state, was 7 on April 30—comparatively high considering live hearings were carried only on uhf WOKY-TV.

Rio de Janeiro gets its second TV outlet as result of final govt. grant March 26 of Ch. 13 to the Radio Record TV interests, headed by prominent broadcaster J. B. Amoral, who also operates Ch. 7 station in Sao Paulo, Brazil. Since GE equipment is already on hand, construction won't take long after final decree, reports technical director Charles G. Lacombe, onetime GE engineer in Schenectady. Ch. 13 previously had been assigned Radio Maua. According to Mr. Lacombe's report to Television Digest, President Vargas has also consented to construction of Ch. 4 outlet by Assis Chateaubriand's Radio Guarani (PRH-6) in Belo Horizonte, and the big TV-radio-newspaper magnate has secured authorization to spend equivalent of $362,000 U.S. dollars for equipment. Senator Chateaubriand also owns the only station in Rio, Radio Televisao Tupi (Ch. 6), and one of the 3 outlets in Sao Paulo, Radio Difusora de Sao Paulo (Ch. 3, due to shift to Ch. 4). [For other CP holders in Brazil, see Vol. 10:12.]

New Mississippi libel law, in advance of political campaign, relieves TV-radio stations of responsibility for defamatory remarks made on air by anyone other than station owner or employee.
PRICE TREND VAGUE, COLOR MOVING SLOWLY: Raytheon broke with 17-in. metal table at $140, $150 & $160 this weekend, matching prices of Crosley's "Super V" which stirred market recently (Vol.10:7,13). Raytheon also went below general industry level with 21-in. table at $170. Both sizes embody vertical chassis, come in 8 colors.

Thus the industry's over-all price trend, only month or so before marts and conventions where new models are to be introduced, seems to have no pattern at all -- few willing to say whether trend will be up or down, or both ways.

Trade remains full of contradictions. For example, even as Raytheon followed Crosley in bringing out the cheaper sets, Emerson raised its 21-in. table this week from $180 to $200. Pres. Benjamin Abrams told us no significance should be read into the increase other than fact that "this particular set was underpriced, so we took steps to correct it." But some thought Emerson was testing market to find out if it could absorb higher prices before introducing new line in June.

Both new Raytheon sets are called "Challenger." The 17-in. contains almost same features claimed for Crosley's. Raytheon, like Crosley, stresses portability, says set weighs only 46 lbs. (vs. Crosley's 53). Raytheon cabinet is only 17%4-in. wide, or a mere half-inch wider than picture tube. Controls are on top of the set. Doubled audio power is claimed. "Slip-on" jackets in various colors can be had to cover sets to fit in with decor of room.

If Raytheon sets sell as well as Crosley's are reported to be selling, and if there's profit in them that Crosley claims for itself and its distributor-dealers (Vol. 10:13), other manufacturers may well decide to bring out lower-cost price leaders in June lines. Most manufacturers are uncommunicative about plans these days, awaiting distributor showings. It's reported Philco will announce a few new models in week or so -- some priced lower than comparable sets, others higher.

* * * * *

RCA's first week of color merchandising, in leadoff of 4 of 38 cities which will get color sets by May 15, produced no startling results -- RCA spokesman saying movement was "up to expectations, better than we thought in some areas, not as good in others." Of about 100 sets shipped to dealers, at least 15 were reported sold (at $1000 list) in first 4 days in Washington, Minneapolis, St. Paul & Denver -- and dealers in those cities reported many more prospects were lined up, with more sales likely to be made when network color programming resumes next week. Lack of color programs was chief complaint of dealers in the 4 cities.

Minneapolis-St. Paul distributor F.C. Heyer reported: "We didn't do a big sales volume from dealer to consumer, but at least we were able to answer the oft-repeated question: 'When will color be available?' We showed it to 'em this week." He said appliance stores, most of them open evenings, attracted far greater traffic than dept. stores, most of which close at 6 p.m. He described himself as "pleased" with initial sales effort, looked for greater volume next week.

A Washington dept. store reported sale of 3 sets first 2 days to "folks who just wanted to be among the first in town to have a color set -- big entertainers who are planning to have parties on nights when they program in color."

Sets aroused lots of questions from customers as to when price would come down, when screens would be larger, etc. However, dealers we spoke to differed on whether black-&-white sales were stimulated. A few said it was difficult to trace black-&-white sales to traffic induced by curiosity about color.

Twenty-one more cities got RCA color sets week of May 2, heralded by institutional & dealer ads, as in first 4 cities (Vol. 10:17). [New schedule on p. 10.]

Westinghouse reports 50-60 color sets sold to consumers in 15 major markets where they've been offered since March 1. First 2 weeks of March were devoted to N.Y. market, where 100 sets were shipped. Westinghouse was first to put color set
on market. TV-radio mgr. T.J. Newcomb commented: "The color merchandising problem now revolves around color programming. When more programs are shown, more color sets will be sold. It's as simple as that."

Crosley v.p. Leonard F. Cramer said color production start has been delayed beyond Aug., added Lawrence one-gun tube has been drastically improved but radiation problem is yet to be solved. Stromberg-Carlson gen. mgr. C.J. Hunt said color output would begin May 1 on "very limited schedule," its set also retailing at about $1000. Emerson's Ben Abrams admitted very few color sets have been leased under his rental plan in last 6 weeks (Vol. 10:11) but said he would continue rentals until a larger size is in mass production. And Zenith pres. E.F. McDonald said his company will not market color set until one-gun tube is perfected (see p. 11).

TV production totaled 109,619 week ended April 23, compared to 108,752 units preceding week and 124,771 week ended April 9. It was year's 16th week and brought production for year to date to about 1,790,000, compared to approximately 2,705,000 turned out in corresponding period of 1953.

Radio production totaled 178,752, compared to 182,685 week ended April 16 and 198,461 in week before. It brought 16-week production to about 3,145,000 vs. about 4,628,000 turned out in same period year ago.

Final first-quarter TV output figure was 1,447,110, of which 337,429 (23.3%) were uhf-equipped, according to RETMA report. This compared with 2,259,943 sets in first quarter of 1953 and 1,324,831 in 1952. For March alone, TV production was 599,606, of which 124,855 (20.8%) were uhf-equipped. Total factory output of uhf sets for 1953 and first 3 months of 1954 was 1,796,904 out of total of 8,661,897. Uhf sets turned out in 1952 bring total uhf to well over 1,800,000 units to date.

Radio production in first quarter of 1954 totaled 2,581,565 units, compared to 3,824,784 in first 1953 quarter and 2,668,197 in 1952. For March alone, radio output totaled 940,352. Here's RETMA final monthly breakdown for quarter:

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th>RADIO PRODUCTION BY TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total TV</td>
<td>Total Radio</td>
</tr>
<tr>
<td>January</td>
<td>420,571</td>
</tr>
<tr>
<td>February</td>
<td>426,933</td>
</tr>
<tr>
<td>March (5 wks)</td>
<td>599,606</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,447,110</td>
</tr>
</tbody>
</table>

Trade Personal: Norman C. Owen, Webster-Chicago sales v.p., elected pres., succeeding R. F. Blash, who remains as chairman; Peter Jensen, chairman of Jensen Industries, elected Webcor director ... Frank Folsom, RCA pres., flies to Rome May 21 to inspect TV-radio-phono operations, returns about June 1. ... Benjamin Abrams, pres. of Emerson Radio, addresses Sales Executive Club of N. Y. on "New Miracles in Electronics" at Hotel Roosevelt, May 4 ... Raymond B. George, Philco v.p. of merchandising, assumes charge of all Philco advertising, sales promotion & merchandising campaign, with new gen. adv. mgr. Morgan Greenwood reporting to him ... Wm. B. Anderson named asst. to Westinghouse consumer products v.p. J. M. McKibbin ... Robert L. Klabin, gen. mgr. of General Instrument Co.'s F. W. Sickles div., elected v.p. & gen. mgr. of new Elizabeth div. ... Ben Z. Kaplan resigns as CBS-Columbia national sales coordinator to become v.p. & gen. mgr. of House of Louis Feder Inc., N. Y. (theatrical costumes) ... C. M. Granger promoted to Bendix Radio gen. factory mgr. in charge of all mgf. depts., replacing H. C. Harr, resigned; Kenneth Brown promoted to TV service mgr., replacing L. D. Shiplett, resigned ... John V. Deacon promoted to mgf. of adv. & sales promotion, Westinghouse Electric International Co. ... Ted Martin Jr. gets unspecified special sales assignment for RCA tube div., succeeded as southeastern sales mgf. by Lyle O. Shanafelt ... J. B. Anger, Motorola sales training mgf., appointed asst. sales mgf. for radios, succeeded by George Halsted ... Ralph C. Seiler, ex-West Coast Electronics Corp., named asst. sales mgf., Triad Transformer Corp., Venice, Cal. ... Elliott H. Ruttenberg, ex-Raytheon, named price administrator of National Co., Malden, Mass. ... Herbert B. Nichols, ex-Christian Science Monitor, named mgr. of public information, GE research lab, Schenectady ... Judson S. Sayre, ex-Aveco, RCA & Montgomery Ward, now pres. of Norge div., Borg-Warner Corp.

Robert C. Sprague, Sprague Electric Co., chairman of RETMA, was selected this week to receive RETMA's annual Medal of Honor at convention June 17 in Chicago's Palmer House. Meeting jointly with Canadian RTMA at Niagara Falls, Ont., RETMA board also set up policy committees for guidance on tax and uhf problems, with personnel not yet chosen. RETMA engineering dept. was authorized to set up independent certification laboratory for testing receivers to conform to FCC standards on spurious radiation. GE's Dr. W. R. G. Baker was authorized to report to FCC on those manufacturers who were complying with spurious radiation standards (for full text of standards, see Television Digest's Special Report of April 17).

Mort Farr, NARDA chairman & owner of retail appliance stores bearing his name in Upper Darby, Pa., wins Brand Names Foundation's retailer-of-the-year award in electrical appliance store category.
Topics & Trends of TV Trade: New shorter picture tubes, making possible more compact cabinets, will show up in fall lines of some TV makers—including at least one of the top four. The new type 17 & 21-in. tubes, due to be made by all tube makers, use 90-degree deflection angle, as opposed to 70 degrees in current models, and will be 2-3 inches shorter. Current 24 & 27-in. tubes also have 90-degree deflection.

There's nothing like unanimous agreement among set makers as to the role the new tubes will play next fall. All are studying them, but there are disadvantages along with the obvious advantages. Associated components for new tubes will cost somewhat more than for conventional tubes—and, as one big manufacturer said: “The big problem is engineering-wise whether it's good business to change over our production lines to the new circuitry at this time.” Corning Glass says it is ready to supply tube makers with production quantities of bulbs for the 90-degree tubes.


Color Trends & Briefs: NBC-TV is stepping up color programming schedule little by little, this week announced more summer shows. Most interesting is 13-city tour by mobile unit, starting first or second week of June and running 13 weeks. Goal is to feed Today and Home programs three 10 or 15-min. segments from each city. NBC crew is out now, scouting cities to determine best spots for remotes in each.

Ten of the 13 cities have been disclosed: New York, Chicago, Milwaukee, St. Louis, Cleveland, Dayton, Columbus, Pittsburgh, Baltimore, Washington.

Additional programs, not previously reported, are Ding Dong School across-the-board May 17-21 and Martin Kane May 20.

A substantial increase in summer schedule is in works, should be announced shortly. A big reason for it is growing of RCA dealers and distributors that paucity of programming makes demonstrations of color sets almost impossible.

Fall series of 90-min. "spectaculars" (Vol. 10:13) gains momentum—but with ultimate weight to be determined by extent of sponsorship. Max Liebman, famed producer of Show of Shows, is now assigned 20 of the big shows, and Leland Hayward is set for 13. Plan is to have 3 a month, add a fourth if sold.

Delivery of its first color tube to a distributor—American TV Inc., New Haven—was reported by Raytheon. Tube is 15-in. model 15GP22, built in Quincy plant.

Indicted in alleged $2,000,000 coin-operated TV swindle April 27 were Preview Television Corp. and United States Sign Corp., Chicago, and American Institute of TV Manufacturers, Washington, along with 14 individuals. The 13-count mail fraud indictment was returned before Chicago Federal grand jury after U. S. attorney Robert Tieken said postal Inspectors had received about 400 complaints from alleged victims. Operators of "Preview" scheme, according to indictment, contacted motels and hotels, offering to install coin-operated TV sets with Preview device to give guests 4 minutes of free viewing as inducement to deposit $25 to see remainder of half-hour show (Vol. 8:40). U. S. attorneys said that while more than $2,000,000 worth of franchises and equipment were sold, very few Previewers and sets were delivered, hardly any Previewers worked, and no investor got any return for his money. Preview TV Co. is now bankrupt (Vol. 9:26), as is Transvision Inc., New Rochelle, N. Y., which made Previewer equipment but wasn't involved in indictment (Vol. 9:39, 41). American Institute of TV Manufacturers is organization which set itself up 2 years ago as "new TV trade organization" (Vol. 8:24) and quietly folded up about a year later. It claimed to own Preview patents. Individuals indicted—each facing maximum of 65 years in prison and $22,000 fine if convicted: Preview pres. Bruce Hantover, Houston; American Institute pres. Wm. F. Robichaud, Washington; U. S. Sign pres. Nathan James Elliott, Chicago (also known as J. Matt Thompson and reportedly held in New York on another mail fraud count). Also indicted were these former Preview officials and salesmen: Dana J. Maxim, Blanchel A. Murrelle, Earl C. Raphael, Milton G. Severinghaus (onetime Preview pres.), Cyrus Simmons, Lyman B. Jones and Edward C. MacReady, all of Chicago; Eugene R. Flitcrah, Oak Park, Ill.; Dell W. Kettering, Monmouth, Ill.; John Ponsaing, Oakland, Cal.; Herman J. Rodnick, Los Angeles.

Capheart Argentina S.I.A.C. has been formed in Buenos Aires to manufacture TV & radio receivers, phonographs, CR & other tubes, its capital supplied 50% by IT&T and 50% by Argentine industrialists.

RCA's schedule for introduction of color sets between now and May 15, as revised (see story p. 8): May 2—Baltimore, Chicago, Cincinnati, Cleveland, Detroit, Grand Rapids, Huntington & Charleston, W. Va., Kansas City, Milwaukee, New York, Omaha, South Bend, St. Louis. May 3—Houston, Newark, Jersey City, Oklahoma City, Trenton. May 7—Salt Lake City, San Francisco-Oakland. May 9—Boston, Bridgeport, Dallas, Ft. Worth, Harrisburg, Pa., Hartford, Los Angeles, New Haven, Providence, Springfield, Mass., Stamford, Conn., Waterbury, Conn. Dates are still to be set for Johnstown & Lancaster, Pa., Philadelphia-Camden, Tulsa, Wilkes-Barre, Wilmington, Youngstown.

Color kines were shown by NBC-TV for first time when color coordinator Barry Wood demonstrated them to convention of American Women in Radio & TV in Kansas City April 23. They were recorded on 35mm color negative film, prints made by optical reduction onto 16mm color positive film. Quality was termed excellent; drawback is cost.

With daily hour color show (Vol. 10:17), WKY-TV, Oklahoma City, is now carrying more color than all networks combined—and mgr. P. A. Sugg plans to add even more soon. Only other non-network-owned station with live cameras—WBAP-TV, Ft. Worth—is busy installing them, will announce program schedule shortly.

Fourth hospital to get CBS closed-circuit color system is St. Francis, Long Island. Other 3 are Universities of Pennsylvania, Kansas, Chicago. More are scheduled.
Full Texts of Speeches

Color Television Appraised by Network Presidents

Present Status and Immediate Prospects

Symposium Talks by CBS President Frank Stanton and NBC President Sylvester L. Weaver Jr.


“How It Looks to Me”

By FRANK STANTON, President, CBS

THE DRAMATIC VALUES and greater impact of color television are such as to tempt me to repeat what others have already said about this exciting new medium of mass communication. Great as television is today, and I believe it has already demonstrated its amazing powers to inform and entertain, the fact is that we see the world on the end of the picture tube solely in the gray scale of values from black to white. I am told this is also the way a dog sees the world — in only black and white. I don’t think this should happen, even to a dog.

With respect to television, at least, we have been living in a dog’s world. As a series of printed letters or as an articulated sound on the radio or as a combination of the two on black-&-white television, blue, for example, is nothing more than a word. On the color tube, blue is precisely the blue it is — and the blue you see. Color television wholly eliminates the complex process by which you take a black-&-white image into the dark room of the brain and print the true color picture which the eye actually sees. Thus color television adds speed and clarity, greater impact and more information, to every image. And curiously enough, color adds a lifelike third-dimensional depth quality to television. Putting it another way, color tells more in less space.

You have heard each of the previous speakers present a specific analysis of the component factors involved in color television, namely, the economics of color broadcasting, the problems of programming and production, and the manufacture of tubes and receivers. I have been given the assignment of summarizing the present situation...

Key to the Lock Is Color Tube

Right now it looks to me as though it is on dead center. Color television is in a locked-in situation because of the interdependence of the problems of the manufacturer, the broadcaster, and the advertiser.

In my judgment, the key to the lock is the color tube. Insofar as the set is concerned, today’s television market is conditioned by two things: size and efficiency of the picture tube and the price of the receiver. Despite the far more compelling aspects of color, it is unrealistic, I think, to expect today’s viewer or potential viewer to be satisfied with anything less than these standards in an instrument which sells at a price much higher than he has been accustomed to pay. The receiver manufacturer is clearly alert to this condition, and in the absence of a color picture tube of size and price comparable to the 17 & 21-inch black-&-white tube, he will be slow to get production rolling. Production schedules for color receivers have had to be revised downward pending the development of larger tubes.

It may be interesting to examine why the cost of a color receiver is so high. There are two elements involved. (Continued on Page 3)

“The Time to Start Is This Fall”

By SYLVESTER L. WEAVER JR., President, NBC

THIS IS A GREAT occasion, because it is the birth of another revolution. This one is named color television, and most of you know something about it already. At least, some 36 agencies have already held color clinics, and demonstrations, and testing periods with NBC during our introductory year. We have produced with most of you most of the shows on the NBC schedule, from simple ones like Ding Dong School to complex ones like the 90-minute Show of Shows. We have tested and done commercials with something over 200 products advertised on NBC. We have learned that the only difficult thing about color is the black-&-white picture, which most viewers will be watching, and NBC has had long experience in compatible color.

Information about what we have learned is available to all of you ... all we know is available to all of you. This includes production experience, designing and costuming and all other staging and lighting lore. It includes all we have learned about kinescoping, film characteristics for color filming needs. I do not wish to waste all of your time with specifics which each of you can get from NBC, nor do I wish to summarize that type of knowledge that we now have.

In the few minutes available, I would like to make you think about color as a new force in television and in selling, because the advertising agencies of our economy have more influence than any other factor in the shaping of its future.

Color in television brings reality to every home, creates a magic door out into the real world and the world of entertainment that is exactly the same as physically viewing the event in person. The power of television, and of color television, is so great that it creates a need for the whole new sense of dedication by all of us concerned with communications in modern society.

Color, and the millions of homes that will add both color and black-&-white television, cannot help but mean increasing costs to use national television.

Costs and Changing Advertising Concepts

Five years ago, I stood in this very room to make my first talk to NBC affiliates, having just come from your business—the agency field. I evaluated the future of television from my client and agency experience, essentially as an advertising and marketing man. I told the stations that the patterns which had made them rich in radio broadcasting would fail in television, that they must unlearn their broadcast ritual if they were to develop television properly, for television was a communications instrument more important to mankind than the invention of type.

This morning we again have a new force in our hands—color television. But my 1949 questions and answers are good again for color television. These were the principal 1949 Greenbrier questions and I quote:

(Continued on Next Page)
Weaver—(Continued)

"First, how are our smaller clients going to afford to enter, and all our clients afford to stay in, television? How many advertisers are there who can pick up a tab for several million dollars on one advertising operation?"

"Next, how can the small advertiser get into attractive, glamorous nighttime television that will reach virtually everyone with a set and their thirsty friends?"

"How can we take the circulation risk out of television for agencies and clients? It was bad enough in radio to lay an egg, and have to settle for an under ten rating with a high cost show, but how can our backers survive the much higher cost of picking up a neat 2 Nielsen in television?"

Will not the cost rise for color and more circulation necessarily change the pattern that has served so many so well in black-&-white television? Will not the insert-type programs, like Today and Home, be more attractive to more buyers? Is it not obvious that costs will rule out the alternate week sponsorship device for a whole category of budgets just as black-&-white TV costs ruled out the radio pattern of single sponsorships?

**The Facts of Economic Life**

And these changes are not being forced on the medium, except by the facts of economic life. If you want a great national television service, its costs must be broadly distributed, and the programming must be sold in a way that responds to the many different needs of the many different advertisers. This need not rule out program sponsorship for those large companies who can divide up the time among their own products, but it does mean that the network must serve the same role for smaller advertisers. All-night speculators, 5-second billboards, 365-day continuity, once-a-year explosion—you name it and we'll have it, in color.

The reason this subject is vital to you is simple. It is true today, and will be truer in the future with color, that the television campaign of an advertiser will determine his share of market in television homes. The so-called magazine concept merely means that one does not sponsor one program with all one's funds, but spends for those values one needs—whether personal selling, blue chip association, highly visible advertising, tremendous frequency, or tremendous conversation-piece quality. Whatever an advertiser wants for his program, that he can get on a national basis in color from NBC, no matter how big or how small his budget.

From my first days at NBC, as my 1949 questions indicated, we built advertising values aimed at the whole range of national advertisers, even though we set up discounts and other incentives to make the big advertisers as happy in television as in radio. We also built an operation in which no time would be sold in the old radio franchise sense, because we knew that programming had to be a far more incisive factor than in radio, for the simple reason that the great facilities advantages of 50-kw clear channels did not exist.

All major shows on NBC were multiple sponsored, the key pivots of the program schedule which reassured NBC program leadership.

**Color on a National Basis**

We started at NBC on the basis that any national advertiser should be our potential client, that we should devise patterns to take care of any and all advertising needs. We started also on the basis that every human being was our viewer, and that in addition to finding hits in the great entertainment categories of drama and comedy and extravaganza, etc., and in news and information shows, we should devise special television attractions to offer inducements for non-viewers to view.

Because all advertisers must have it, and because it is equitable that they do have it, color television on a national basis will be available to them.

Because it is vital that the power and influence of television be extended to our society, in all its segments, and with all its varied interests, so color television will be developed in a form that enables a network to offer program innovation, specialized programming and right-of-way scheduling. Only thus can we be sure that the instrument is not depressed to a toy status, a feeder of pale carbon copies, offensive to no one, and fighting for the larger share of the sets which a half of our people surrender themselves to, moving from channel to channel to find escape.

**Advice to Advertisers: Be Ready This Fall**

When it comes to color television, this year, I have this counsel:

First, the color television campaign will determine the share of market of most consumer goods in color television homes and this will start within this coming year. To those companies which need effective advertising to survive—all package goods trademark brand items—I say the time to start color television is this fall. And the place to get the money is from management as extra money to insure that the company learns how to use the most vital new force in its history, and at once.

Second, if you have any clients whose success is largely dependent on theelan and spirit of its selling, dealer and distributor organization, then color television can make new leaders before the year is out. For even the few thousand sets now coming into the market are still enough to permit dealer color television demonstration meetings, and prospect color television parties, and other obvious demonstrations. This kind of color power to sell goods NOW is part of the broader power of color as the new thing, the new-talked-about, exciting, all-interest-focusing conversation piece of the American color. There are many companies who will need color because they are expected to lead and they must lead; and therefore they must be in color or suffer grave loss of standing and prestige within their own trade groups. There are many more companies who will see in color a way to excite their own overall organizations . . . to give them a chance at leadership which may have slipped out of their hands.

**"Go to Color With Present Shows"**

So, I recommend that all major advertisers go to color with their present shows if they can get the facilities, this fall, to learn and to insure their prestige as leaders. And I recommend using new selling punch right now—selling with color even before color is a circulation factor—for those with new programming developed especially for color, and for the promotion possibilities of such special programming.

We hope to have at least one such program a week from NBC, programmed on a once-a-month basis, replacing regular programming on a right-of-way premise.

Television is too great and too powerful to be shackled with chains of custom and usage from radio. We must serve all segments and all interests in our population, and there must be an overall program control that makes the rules in the interest of public service and all-segment population service. This is the business of the networks. If our service dwindles, you will use less of it, or pay less for it. That's the end of your responsibility. If we cater to the heavy viewers with a flood of trivia, as accused in some quarters, we cannot look to you, or to the advertisers large or small, for your jobs are rightly defined by your interest—the sale of the goods and services of your clients. It is not for you to take the blame if the mission of television is reduced from revolutionizing the individual's understanding of his world, as I believe color television should hold as its mission, to becoming a living room toy to keep the kids quiet.

The kind of programming we will do in color this fall will sell color sets just as our program innovations in 1949 and 1950 sold black-&-white sets. Color is here to stay, and it's very much later than you think.
Stanton—(Continued)

The first is the higher cost always encountered with the development of a new product. New types of components are required and these must be expensive until they are produced in great quantities.

The second expense factor is the inherent complexity of the circuits involved in color television. The black-&-white broadcast standards set up by the Federal Communications Commission were designed for the most efficient possible use of the limited spectrum space required by the type of information to be transmitted—namely, the black-&-white signal. In order to provide a color signal, it was necessary to fit and squeeze additional information into the nooks and crannies of the standard black and white signal in such a way as not to disturb reception on black-&-white sets. This great engineering achievement was accomplished at the expense of adding considerable complexity to the circuitry. As a result, we now have a color television system capable of delivering an excellent color picture that can be received in color on color sets and in black-&-white on ordinary receivers; but the equipment, both transmitting and receiving, is complex and expensive.

Present color sets require a minimum of 35 tubes compared with about 20 tubes for black-&-white sets. The color set also involves twice as much hand work in assembly, and uses components, some of which cost ten times as much as their black-&-white counterparts. However, the history of black-&-white television affords an encouraging example of the possibility of simplification of circuitry and the reduction in the cost of the components. Once the initial hurdle of consumer acceptance is overcome, we shall be well on the way to a reduction of the costs of television receivers.

Present Hogtie: Few Sets, Limited Programming

In the absence of a substantial set population, the broadcaster finds it practical to undertake only limited programming. And finally, for the same reason the advertiser who is primarily interested in circulation is reluctant to experiment with color television advertising.

This essentially is the nature of the present hogtie, with each group looking to the other to loosen it. Although I have indicated that, in my opinion, the development of a satisfactory picture tube lies at the heart of the problem, I should say that there are presently in the process of development and production various tubes which, according to their proponents, promise to fulfill the necessary conditions of size, performance and price. I can tell you of at least one such tube—the CBS-Colortron "205"—so named because its picture area is 205 sq. in. This is contrasted with the 99-sq.-in. picture area of the color sets now being offered commercially. Because of the simplicity of construction of the "205," it offers not only a larger picture than has been commercially available up to now, but also presents the opportunity for more economic production.

I am persuaded that the commercial availability of the CBS-Colortron "205" in large numbers in the second half of this year will get the production of color sets off dead center and initiate the process of consumer acceptance and cost reduction that will rapidly lead to mass output. The importance of the "205" is that it is superior in performance and economy of construction to other tubes potentially available this year.

With our new CBS-Hytron picture tube plant at Kalamazoo nearing completion, we are in an excellent position to proceed on a large scale manufacture of color picture tubes. That plant will be the world's most modern facility for the production of picture tubes, both color and black-&-white. It will double our picture tube production capacity.

However, I would like to emphasize at this point that in holding out the merits of the CBS-Colortron "205," I do not wish to imply that we will not go along with any other tube that fulfills the requirements of size, picture quality and price. Our relationship to the problem of the color tube is the same as our relationship was to the problem of a satisfactory color television system. CBS fundamental position, stated publicly in 1949, was that we would "support any system which best suits the problem, no matter by whom invented, no matter by whom suggested." This position applies equally to the color tube.

Uncertainty Among Manufacturers

At the same time, the mere appearance of such a tube is not sufficient in itself to enable the set manufacturer to go full steam ahead. What is primarily required is the settlement of the question facing the manufacturer as to which tube will be generally adopted by the industry. At this moment the leading tube manufacturers, including our own tube division as I have indicated, are engaged in the development of various color picture tubes holding out this promise. It is therefore understandable, I think, that a certain degree of confusion should exist among the receiver manufacturers concerning which of these tubes they should commit their investment to. Nor should we minimize the cost of this investment to the set manufacturer. Tooling-up and getting production started on a mass level can run to several millions of dollars.

The uncertainty which receiver manufacturers face was articulated recently by Dr. W. R. G. Baker, chairman of the National Television System Committee, who declared: "If the proponents of each type of tube takes the position that he can lead the industry out of the wilderness of confusion, then perhaps we have too many leaders . . . A half dozen or more manufacturers are well on the way in developing other tubes using different principles or variations, each claiming points of superiority in performance or cost. The net result is a 'technological dilemma,' with corresponding confusion among the set makers as to which way to head their future set design."

A variant of this reaction was expressed by William Balderston, president of the Philo Corp., who stated that before mass production can be achieved in color television, a vastly simplified color tube eliminating complicated internal assembly has to be developed. As contrasted with Dr. Baker, Mr. Balderston suggested that there were at the present time no leaders in the field rather than too many, and went on to predict how confidence in the ultimate development of the type of color tube he had in mind.

Color Needs Coordinated Industry

The major implication that flows from these circumstances seems to me obvious. Once a tube is developed which satisfies the criteria of size, efficiency and price, there is a clear need for coordinated action among the different branches of industry involved if further deadlocks in color television are to be avoided. This cooperative action is mandatory if only out of self-interest, since it is these three groups—the set manufacturer, the broadcaster and the advertising and production of picture tubes who, having achieved the tremendous potential which color television offers.

Once the manufacturers are in a position to produce sets, it is of the utmost importance for them to get together on a comprehensive campaign to promote the sale of color television receivers. We know that there is a tremendous public interest in color television. The explosive growth of black-&-white television speaks for the public's appetite for television per se. And the public has been pre-sold on color for a long time through the movies, through photography, through the 4-color content of magazines, which all reflect the world of color in which we live.

Selling color television to the public, as you well know, not only involves telling them about it through advertising messages, but actually demonstrating it to them through programs. This is where the broadcaster must come in and expand his production and programming

(Continued on Next Page)
efforts. I would think such an effort would look forward in the near future to an over-all color schedule which would provide an even distribution of color programs throughout the week.

This programming would include both daytime and nighttime broadcasts scheduled in such a manner as to minimize duplication in order to achieve the maximum possible audience for each color program. The existence of such a schedule should be of great benefit not only to the consumer, but to the dealer and service man as well. It should give considerable momentum to public interest in color and provide reassurance to the agencies and advertisers that color is being launched in the most systematic and effective manner.

It is clearly to the advertiser’s long-term interest to supplement the efforts of the manufacturer and broadcaster during this transitional period by getting his programs into color wherever and whenever possible. Even now, the advertiser’s interest will be served by the lead in knowledge and skills to be gained through such participation. The time is rapidly approaching when a substantial competitive advantage will attach to getting into color television early.

**Burden on the Broadcasters**

I recognize that for the present the main burden of color programming must fall on the shoulders of the broadcaster. The heads of the two leading television networks have already outlined their plans for spearheading this exciting new service. By fall of this year, over 100 stations will be equipped and ready to carry these programs. I also recognize that my proposal for coordinated action on the part of the set manufacturers does not resolve the fundamental problem of producing a type of color tube which will earn the support of a substantial part of the industry. I believe this is still the primary knot that has to be untied. Precisely how much longer it will take to unil it I am unable to say, but I expect it will be sooner than most people think.

In short, this is how it looks to me: we have gone through a long and expensive period of technological development and have brought out of the laboratories a workable television system capable of delivering color pictures of exceptional quality, while still permitting 30,000,000 sets now in the homes of the American people to receive a high quality black & white picture. And I am particularly proud of the hand CBS has had in this joint achievement.

This development has opened the way to the greatest and most revealing medium of entertainment and information the world has known—a prospect which in turn leads to what Jack Van Volkenburg has previously described as "the ultimate in advertising value."

Let me say categorically that there is no doubt in my mind that the time will come when all television will be in color. I have been asked to give you a timetable for its arrival. I regret to say there is no timetable, since there is no inexorable rate of progression toward the moment that I regard as certain. You don’t invent by the clock or calendar.

The history of invention reveals that for those developments which have had broad social importance, two stages can be recognized. The first, or laboratory stage, includes that group of inventions which enable the machine to function. The second, or commercial stage, involves that group of inventions which transforms the machine from its primitive, rudimentary form into an efficient, high-performance, and universally employed device.

The automobile is an example of this type of evolution. The first, or laboratory stage at the turn of the century, brought forth an internal combustion engine installed in a buggy. Today the automobile is still an engine and a buggy, but with certain notable differences—the pneumatic tire, the four-cycle engine, the self-starter, the shock absorber, the geared hydraulic drive, and the automatic transmission. All of these differences emerged during the second, or commercial stage of development.

It is well to remember that color television is right now only on its way out of the laboratory. It has probably been carried farther in the laboratory than any invention of comparable significance. It can now be expected to enter the same process of improvement and cost reduction that has historically characterized such devices as the automobile and radio after they entered the commercial stage.

**Commercialization Apace With Improvement**

It is for these reasons, therefore, that I have emphasized the necessity for coordinated activity on the part of the various branches of the television industry. For it is through the interaction of these forces—the commercial as well as the technological—that color television can reach its full maturity. And by its full maturity, I mean its maturity as an electronic mechanism, as a medium of entertainment, information and commerce, and as an essential feature in the life of the family.

As I have previously said, because the universal adoption of color television by the American public still awaits further technical development there is a natural human tendency to suspend action until perfection is achieved. This implies a misunderstanding of the process of technical improvement. At this stage this process becomes concurrent with the commercialization of color television. The one feeds upon the other. And as commercialization emerges the process of technological improvement becomes self-propelling.

We cannot expect to bring forth color television in its ultimate stage of perfection at one fell swoop, like Athena sprung full-grown from the forehead of Jupiter. What we can hope for, and what we are on the threshold of achieving, is a degree of performance and reliability that makes the widespread acceptance of color television inescapable. The acceleration of this end-result is likewise inevitable if only because of the inherent appetite of the public for color television, the technical probability of satisfying that appetite, and the contribution which color television will make to our national economy.
Electronics Reports: Another offspring of the transistor, a "solar battery," has made its debut, introduced by Bell Labs, originator of the transistor. New device is extremely simple looking—consisting of thin strips of silicon measuring about 3-in. by ½-in. Operation is simple, too: shine any light source on it and electric current begins to flow.

Bell Labs officials wouldn't predict when, if ever, solar batteries would be useful for the home. However, they'll soon be employed usefully with transistorized phone system in America, Ga. (Vol. 10:11), may eventually be used with low-power mobile transmitters and receivers. They were demonstrated powering tiny 100-me FM transmitter.

Unit demonstrated at Murray Hill, N. J. labs and at Washington's National Academy of Sciences had 10 silicon strips. Rate of power delivery is about 50 watts per sq. yd. of silicon surface. Bell engineers state battery with area equivalent to roof of average house could probably supply enough electricity for the home.

Disadvantage of solar battery is its dependence on sunlight. It's expected, however, that it will be employed economically for some purposes in conjunction with storage batteries and other conventional sources of current.

Battery converts 6% of light energy into current, is believed to have potential of 10%—figures which compare favorably with efficiency of gas and steam engines. Previous photoelectric devices achieved up to 1%.

Heart of Bell's contribution is development of gas diffusion technique for introducing exact amounts of impurities, such as boron, into surface of silicon wafers.

At this stage of development, device produces several million times as much current as does RCA's "atomic battery" which develops one-millionth of a watt (Vol. 10:5). Another difference is that the RCA battery has a "half life" of 20 years (i.e., loses half its power in 20 years of use) whereas life of Bell battery has no predictable limit. An obvious advantage of the "atomic" approach is that it would be round-the-clock, independent of sunlight.

Radar-Radio Industries of Chicago Inc., association formed during World War II and reactivated during Korean war for liaison between govt. agencies and Chicago area electronics makers, goes on "standby" basis. Leslie Muter continues as president, and group's directors will serve as "emergency committee."

Raytheon's new $2,000,000 electronics lab at Bedford, Mass., for advanced development of military equipment, was formally opened this week.

Westinghouse closes Sunbury, Pa. TV-radio assembly plant Aug. 27, all production now consolidated at Metuchen, N. J.

Sylvania Electric (Canada) Ltd. starts TV production May 15 in temporary quarters at Dunnville, Ont. pending completion of 60,000-sq. ft. factory there about Aug. 1.

Armed Forces Communications Assn. convention will be held in Washington, May 6-8.

Even while DuMont was hailing new 3-gun color tube (see p. 2), Zenith president E. F. McDonald was telling annual stockholders meeting in Chicago that 3-gun tube is a "Rube Goldberg contraption" and that Zenith would wait for 1-gun tube before offering color sets to public. McDonald said RCA is "attempting to strong-arm the introduction of color" quickly because it's having trouble signing up manufacturers for patent renewals. This week, RCA distributed brochure designed to emphasize importance of its patents, listing specific ones of significance to tubes, radio receivers, monochrome & color picture tubes and receivers, transistors, transmitters, etc. RCA and Zenith have been litigating since 1948 over latter's refusal to pay patent royalties.

Financial & Trade Notes: Zenith Radio reports first-quarter profit and sales way down from comparable period of 1955, pres. E. F. McDonald blaming "narrow margins" on low-priced TVs. He said he hoped fall prices will be come "firm", and demand for higher-priced TVs & radios will increase. Earnings were $827,521 ($1.68 a share) on sales of $29,335,190, compared to $2,109,461 ($4.28) on $47,898,773 in first quarter of 1954 and $1,083,242 ($2.20) on $25,755,332 in 1955. For all of 1955, Zenith profit was $5,631,701 ($11.44) on record sales of $166,733,276 (Vol. 10:12). At annual stockholders meeting, gen. counsel Joseph S. Wright was elected director, succeeding late Irving Herriott.

Standard Coil Products Co. reports 1955 sales of $89,270,964, new record, and net profit of $2,972,481 ($2.02 a share on 1,470,000 shares of common) after $4,790,000 in income and excess profits taxes. This compares with $65,990,177 sales, $2,861,290 ($1.95) net profit, $4,275,000 taxes in 1952. Production of TV transistors last year totaled 2,900,000 units, annual report claiming more than 40% of sets-in-use now utilize Standard Coil tuner. Backlog of orders at end of 1955 totaled $39,200,000.

Hoffman Radio reports net profit of $470,258 (81c a share) on record sales of $14,147,872 in first quarter, compared to $476,647 (82c) on $13,849,974 in first quarter of 1953. Pres. H. L. Hoffman noted that dollar value of TV deliveries in first quarter was 11% below year ago, though unit sales showed virtually no decline. He said first color sets, being shipped this month, are for display purposes only.

Olympic Radio reports profit of $58,072 (13c per share) on sales of $4,860,015 in first quarter of 1954. Company didn't issue quarterly reports last year but profit in first 6 months of 1953 was $21,115 (5c) on sales of $7,628,352. Pres. Morris Sobin attributed improvement to more stabilized market, concentration on lower-priced TVs, expansion of radio & air conditioner production.

Packard-Bell reports sharp decline in profit & sales for months ended March 31—earnings being $328,647 ($40 a share on 88,000 common shares outstanding) on sales of $111,188,097, compared to $965,748 ($1.64 on 588,000 shares) on sales of $19,467,477 in comparable period year ago. Regular 25c quarterly dividend was omitted.

General Precision Equipment Corp. reports first-quarter profit of $1,055,648 ($4.18 a share on 688,000 common shares outstanding) on sales of $23,489,132, compared to $664,910 ($1.01 on 646,087 shares) on $20,116,987 in first quarter of 1953.

P. R. Mallory & Co. reports net income of $390,998 (50c a share) on sales of $16,664,955 in first quarter, compared to $907,588 ($1.49) on $19,479,600 in first 1953 quarter.

Webster-Chicago Corp. reports profit of $205,945 (41c a share) on sales of $6,899,586 in first quarter, compared to $184,773 (37c) on $6,945,058 in same 1953 period.

Erie Resistor Corp. reports net income of $595,511 ($2.02 a share) on sales of $12,845,735 in 1953, compared to $450,333 ($1.02) on $10,750,936 in 1952.

ClaroStat Mfg. Co. net income for 1953 was $247,555 ($54c a share) vs. $235,282 ($56c) in 1952.

Dividends: Zenith Radio, 50c payable June 30 to stockholders of record June 11; Magnavox, 371/2c payable June 15 to holders May 25; P. R. Mallory, 50c June 10 to holders May 19; Standard Coil Products Co., 25c May 18 to holders May 5; Servomechanisms, 10c May 17 to holders May 3; Howard W. Sams & Co., 10c May 10 to holders April 29; Westinghouse, 50c June 1 to holders May 10; Stewart-Warner, 40c June 14 to holders June 5; Aircraft Radio, 10c May 24 to holders May 7.
Network TV-Radio Billings
March 1954 and January-March 1954
(For February report see Television Digest, Vol. 10:14)

First quarter network TV billings dropped sharply—from $32,090,629 in 1952 to $30,412,322 in 1953.

In TV, CBS retains its lead, having edged out NBC in March as in preceding 2 months of this year. Its March billings were $11,379,631 vs. NBC's $11,058,748, ABC's $2,696,244, DuMont's $1,185,586—all of which were down from $15,218,246 in 1953. For quarter, CBS total is $32,056,441 vs. NBC's $30,678,994, ABC's $7,979,190, DuMont's $3,739,351.

In radio, only MBS showed March ahead of 1953—but declines of others were slight. CBS continued lead, with $5,471,773. For quarter, the 4 radio networks were down from $14,662,394 in 1953 to $13,907,103 in 1954. The full PIB report:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$12,790,574</td>
<td>$7,739,512</td>
<td>$23,555,441</td>
</tr>
<tr>
<td>NBC</td>
<td>$11,058,748</td>
<td>$7,998,131</td>
<td>$24,787,798</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,696,244</td>
<td>$1,723,486</td>
<td>$2,814,370</td>
</tr>
<tr>
<td>DuMont</td>
<td>$1,185,586</td>
<td>$1,738,351</td>
<td>$2,589,930</td>
</tr>
<tr>
<td>Total</td>
<td>$26,220,209</td>
<td>$18,252,246</td>
<td>$51,638,178</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$5,471,773</td>
<td>$5,527,290</td>
<td>$5,402,702</td>
</tr>
<tr>
<td>NBC</td>
<td>$3,699,267</td>
<td>$3,492,282</td>
<td>$3,408,600</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,784,547</td>
<td>$2,797,444</td>
<td>$2,805,823</td>
</tr>
<tr>
<td>MBS</td>
<td>$2,032,502</td>
<td>$1,094,876</td>
<td>$1,511,592</td>
</tr>
<tr>
<td>Total</td>
<td>$13,907,003</td>
<td>$9,434,223</td>
<td>$9,202,602</td>
</tr>
</tbody>
</table>

| NETWORK TELEVISION | January-March 1954 | | |
|--------------------|---------------------| | |
| ABC                | CBS                 | DuMont | NBC |
| Jan.               | $2,640,574          | $10,712,329 | $4,456,000 | $10,116,037 | $25,006,448 |
| Feb.               | $2,502,372          | $9,985,481 | $1,063,207 | $9,303,301 | $23,079,310 |
| Mar.               | $2,696,244          | $11,379,631 | $1,185,586 | $10,058,745 | $26,330,249 |
| Total              | $7,379,190          | $32,056,441 | $3,739,351 | $30,678,994 | $74,455,976 |

| NETWORK RADIO      | January-March 1954 | | |
|--------------------|---------------------| | |
| ABC                | CBS                 | MBS   | NBC |
| Feb.               | $2,484,377          | $4,727,172 | $1,624,502 | $1,624,502 | $12,312,210 |
| Mar.               | $2,784,547          | $5,471,773 | $2,031,505 | $3,639,278 | $13,907,103 |
| Total              | $10,893,012         | $15,402,702 | $5,711,882 | $10,208,000 | $39,412,522 |

* Revised to April 26, 1954.

Television Advertising Bureau being projected as counterpart of highly effective ANPA Bureau of Advertising got 8 more supporters this week, all of whom were immediately added to organizing committee named last week under KTTV's Richard A. Moore, temporary chairman (Vol. 10:17). Purpose is to set up agency for intensive sales, advertising & promotion effort, to develop new source of revenue and new sales techniques, to service agencies & advertisers. New members: James H. Bone, WNEM-TV, Saginaw, Mich.; James C. Hanrahan, WEWS, Cleveland; Stanley E. Hubbard, KSTP-TV, St. Paul; Vernon A. Nolte, WHIZ-TV, Zanesville, O.; L. H. Rogers, WSAT-TV, Huntington, W. Va.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Henry W. Slavick, WMCT, Memphis; Victor A. Sholis, WHAS-TV, Louisville.

Two applications for New York City's Ch. 31 are out of running, leaving city-owned WNYC free to get grant if it still wants channel. New WNEW owners (Vol. 10:16) have indicated they will drop uhf application, and this week WIOV-TV Inc., formed by Ralph Weil's WOV and Fortune Pope's WHOM, have stated they are pulling out because of "insurmountable" economic problems involved in starting a uhf station in N.Y.

Senate UHF hearings were postponed this week to May 19-21, while uhf stations' "operation united front" (Vol. 10:16) gained further support from uhf operators. Second postponement, like the first (from Apr. 27 to May 4) was due to length of Army-McCarthy hearings, currently occupying most of the time of subcommittee Chairman Potter (R-Mich.). No further postponement is likely—even if McCarthy dispute drags on beyond May 19.

Two of the 3 groups preparing testimony for uhf hearings got together this week, when Leon Green of KNZU-TV, Houston, joined UHF Industry Coordinating Committee, headed by Harold Thomas, WISE-TV, Asheville, N. C. (Vol. 10:16-17). Green had previously called meeting of uhf operators in Washington for day before the scheduled hearings.

Coordinating Committee now has some 50 station members, is shooting for at least 75 before start of hearings. This week it engaged economic consultant Melvin Goldberg, onetime exec. secy. of UHF TV Assn., to help prepare testimony—and called mass meeting of uhf operators for May 18 in Washington. UHF TV Assn. still plans to appear before subcommittee as separate entity, though most of its members have joined Coordinating Committee.

Meanwhile, the search for measures to help uhf continues. Beverly Hills (Cal.) attorney Joseph Brenner submitted 4 petitions to FCC: (1) To require networks to have one-third of their affiliates in uhf band after one year, one-half within 2-year period. (2) To authorize subscription TV, for uhf stations only. (3) To permit stereophonic sound transmission, for uhf stations only, by authorizing multiplexing of sound channels. (4) To permit uhf stations to provide music along with test patterns, slides or other unrelated video signals.

FCC this week turned down petition by uhf WITV, Ft. Lauderdale, Fla., to permit it to broadcast audio of McCarthy-Army hearings while carrying test pattern. Comr. Sterling dissented and voted for approval.

■

Bill to ban newspaper control of TV-radio stations in cities of 100,000 or more (S-3350) was introduced this week by Sen. Johnson (D-Colo.) and referred to communications subcommittee of Senate Commerce Committee. Measure would prohibit TV or radio station ownership by "any person who publishes or has a substantial interest in or exercises control over a newspaper of general circulation published in a city of 100,000 or more population [and by] any corporation of which any of the capital stock is owned of record or voted by a person who publishes or has a substantial interest in or exercises control" over such a newspaper. Its chances of passage are regarded as virtually nil.

Week's only TV application was for Parma-Onondaga, Mich., Ch. 10, by Booth Radio & TV Stations Inc. (John L. Booth, pres. & principal owner), grantee of Battle Creek's WBKZ-TV, which went off air last week (Vol. 10:17), and Saginaw's WSBM-TV, and owner of AM stations in Flint, Detroit & Saginaw. Booth has contracted to buy WIBM, Jackson, Mich., also applicant for Parma Ch. 10. Applications pending now total 256 (40 uhf). [For further details see TV Addenda 18-Q herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18, with Addenda to date.]

Deadline for comments on FCC's 5-kw uhf transmitter "floor" proposal (Vol. 10:10-11, 15-17) has been extended from April 16 to May 17, on request of NARTB. Deadline for countercomments is now May 27.

H. Gifford Irion, FCC hearing examiner, is author of a novel titled Windward of Reason, being published May 15, 2020.
FEW NOW HURRYING; WEEK'S SOLE STARTER: Only 41 new stations have gone on air in the 15 weeks of 1954 to date and an even dozen have quit -- and we're now more convinced than ever that 100 for all this year is liberal estimate. In other words, only about 60 more 1954 starters; and no telling how many more giving up the ghost.

Even 60 is stretching prospects a bit, as we see them at this writing, for the simple facts are that (a) very few one-station markets of any size remain; (b) without network affiliations in view, many enterprisers are taking a second longer look; (c) uhf CP holders aren't hurrying -- indeed, more have adopted a wait-see policy than are building or have even ordered equipment; (d) The economics of TV, as evidenced by number still in red or quitting, simply do not conduce to low overhead and easy pickings (as in smalltime radio) or getting-rich-quick (as in earlier TV).

The 100 new stations for this year would compare with 231 last year, 17 in 1952 (after midyear lifting of freeze) and 108 pre-freeze. They would come from the 196 commercial & 24 educational CPs presently outstanding plus those the FCC grants rest of year. As of now we count only 252 applications pending, mostly in conflict and many to be dropped -- the residue of a peak of 777 in Dec. 1952. New applications are a rarity nowadays; mergers or dropouts are more commonplace.

Our own carefully kept records show that of the 220 CPs outstanding, only about 80 have reported target dates within the year. Yet only 18 are known to have equipment on hand while 45 have stated they ordered equipment. That would indicate at least 62 building or preparing to build -- but the fact is that 31 are uhf and a mere 5 of these actually have equipment on hand.

List of the CPs reporting 1954 targets will be found on p. 4.

KGLO-TV, Mason City, Ia. (Ch. 3) was the only new starter this week, bringing total to 384 now on air -- after subtracting 3 more uhf stations (see p. 2) and taking into account merger of 2 halftime stations in Phoenix (see p. 14). KGLO-TV began testing May 5, begins programming May 15 with CBS & DuMont affiliations. It's second outlet in rich farm area, first having been KMKT, Austin, Minn. (Ch. 6), 37 mi. away, which began last July. DuMont 25-kw transmitter and 400-ft. Truscon tower are 15 mi. north of city so as to cover "Golden Triangle Area" formed with Austin & Albert Lea, Minn. Ownership (Lee Radio) interlocks with Mason City Globe-Gazette and KHQA-TV, Hannibal, Mo. Herbert R. Ohrt is exec. v.p. & gen. mgr.; Walter Rothschild, national sales mgr.; Roger Sawyer, chief engineer. Base rate is $200. Rep is Weed.

FIRST ROUND OF TV PROCESSING ALMOST OVER: The granting of uncontested applications and scheduling of hearings has progressed so far at FCC that mere 32 applications in 2 cities remain to be set for hearing.

The trickle of grants nowadays comes almost solely from hearings that are cut short after competitors drop out, usually after merger agreements. This week's sole CP, Ch. 2 to Murray Carpenter & Associates in Bangor, Me. was achieved that way. The
same goes for initial decision for Ch. 36 to Fergum Theatres in Mansfield, 0. And another CP is in the works for Ch. 5 in Hastings, Neb. to ex-Sen. Fred Seaton's Seaton Publishing Co. after the dropout of Strand Amusement Co.

Preponderance of applications pending are vhf -- 214 currently on file, compared with mere 38 uhf. Greatest interest is in the fiercely competitive vhf hearings which have been completed and await final decisions. With addition of more experienced attorneys to group preparing decisions -- Office of Opinions & Review -- Commission promises results soon. Major decisions are expected in next few weeks.

The 9 cities to be set for hearings are: Beckley & Bluefield, W.Va., Parma, Mich., San Francisco-Oakland, Boston, Orlando, Toledo, Washington, Los Angeles.

Hassle over hearing procedures, involving how much detail parties must submit in their pre-hearing "points of reliance" (Vol.10:18), was settled by FCC this week when it ruled substantially in favor of contestants and against its Broadcast Bureau, saying that matter will be left to discretion of examiners. Comr. Hennock issued separate concurring opinion stating that decision so relaxes rule that the points of reliance should be abolished altogether.

On allocations front, Commission finally assigned Ch. 21 to Huntington, Ind.; reserved Ch. 5 for education in Weston, W.Va.; substituted Ch. 53 for Ch. 23 in Fitzgerald, Ga. Little or no objection to the proposals had been filed.

15th STATION OFF AIR, 72nd CP RETURNED: You can expect quite a few more of today's 126 uhf stations to leave air next few months -- and perhaps a few more vhf. That is, unless some near-miracle occurs to alter the economic climate around many of them.

We know of a dozen or more uhf stations struggling with fateful decisions -- but we must add hastily that we know of many successful uhf operations. Latter go their way quietly, some even reluctant to tell their "success stories" to upcoming Senate committee hearings. But the limelight now seems to be on "casualties."

Atlantic City's WFFG-TV (Ch. 46), second oldest uhf station, this week became latest casualty, following close on suspension of operations of WTAC-TV, Flint, Mich. (Ch. 16) and KFAZ, Monroe, La. (Ch. 43), both of which went off air May 1.

To date, 15 stations have gone off air or announced they will go off -- 13 of them uhf, 2 vhf -- not counting those which suspended and later returned. Twelve of the 15 left air since March 1, but only 5 surrendered their CPs -- the others hoping to return if conditions become more favorable.

Total of 72 grantees have surrendered CPs since freeze -- 60 uhf, 12 vhf -- including the 5 which were on air. Latest to ask cancellation of grant is WCBI-TV, Columbus, Miss., which relinquished Ch. 28 CP to apply for Ch. 4 there.

Atlantic City station decided to give up the ghost after 17-month struggle against inroads of Philadelphia's 3 pre-freeze vhf stations in resort community 56 mi. from Quaker City. WFFG-TV began Dec. 21, 1952 with 4-network interconnection. But pres. Fred Weber says it lost 33 half-hour programs since last summer, the most crushing blow being power increases of his vhf rivals. WFFG-TV signs off May 17.

Flint's WTAC-TV had competition from Detroit's 3 vhf outlets 57 mi. away, and went off air May 1 after losing minimum of $10,000 a month since it began operation Oct. 28, 1953, according to veteran broadcaster v.p.-gen. mgr. H. Allen Campbell.

Monroe's KFAZ also suspended May 1, gen. mgr. John Ferguson telling FCC it lost "well over $100,000" since Aug. 11, 1953 debut. KFAZ has petitioned Commission to substitute Ch. 13 for 43 in Monroe, so it can "compete effectively" with local competitor vhf KNOE-TV (Vol. 10:16).

* * * * *

Stations which have left air permanently, relinquishing CPs (in chronological order): WROV-TV, Roanoke, Va. (Ch. 27), July 18, 1953 (station's owners are now in hearing for Roanoke's Ch. 7); WBES-TV, Buffalo, N.Y. (Ch. 59), Dec. 18, 1953; KCTY, Kansas City (Ch. 25), March 1, 1953; WOSH-TV, Oshkosh, Wis. (Ch. 48), March 22, 1954; KRTV, Little Rock, Ark. (Ch. 17), March 31, 1954.

Those which suspended, but still hold CPs (in addition to the 3 reported this week): KFXD-TV, Nampa, Ida. (Ch. 6), Aug. 12, 1953 (station sold and call letters
changed to KTVI, Boise); KFOR-TV, Lincoln, Neb. (Ch. 10), March 13, 1954 (owner John Petzer planning to switch his KOLN-TV to Ch. 10 and dispose of KOLN-TV's Ch. 12 equipment); WIFE, Dayton, O. (Ch. 22), March 13; WACH, Newport News, Va. (Ch. 33), March 26; KACY, Festus-St. Louie (Ch. 14), April 2; WKLO-TV, Louisville (Ch. 21), April 20; WKBZ-TV, Battle Creek, Mich. (Ch. 64), April 23.

DuMont's APPROACH TO PROBLEMS OF UHF: Greatly dependent on uhf, DuMont Network is likely to make one of most vigorous presentations at Senate hearing now set for May 19-21. This week, Dr. Allen DuMont summed up for us his views on status of uhf and what should be done about it -- a preview of his Senate testimony.

"If uhf isn't taken care of," he said, "we won't have 4 networks." Basic error, he stated, was in FCC's allocation plan which intermixed vhf and uhf channels in same cities. "What could have been accomplished by allocation," he said, "must now be done by regulation. The allocation plan we submitted to FCC in 1949 would have prevented what has happened. The situation has developed just as we warned it would if vhf and uhf weren't separated. However, it's too late to try to change the allocation plan now."

What regulation can now cure the problem? "Since the answer is 90% in programs and in networks," Dr. DuMont said, "the FCC should require stations to share the networks equally." A formula should be adopted, he said, whereby no station can carry more than one network in any market with 4 or more stations; at other extreme, stations in one-station markets should be prohibited from carrying any network more than 25% of the time. Two-station and 3-station markets would be in proportion.

DuMont's proposal isn't new. During 1948-52 freeze, FCC began rule-making along those lines, supported by both ABC and DuMont, in attempt to distribute equally among the 4 networks the few stations and limited cable facilities. Opposition was too strong, however, and Commission quietly pigeonholed idea.

Casting about for means of helping uhf, FCC has again been giving thought to the idea. Among many proposals considered, Commission seems to regard this one as about half-way between the impossible (e.g., move everyone to uhf) and the insignificant (e.g., require uhf stations to use 5-kw transmitter as minimum).

"There's too much talk about technical aspects -- about receivers and transmitters," Dr. DuMont said, "but those problems are minor. Programs are the thing." He believes there are 4 basic facts of station-network economic life:

(1) Networks are essential to all stations, whether vhf or uhf.

(2) Number of networks is determined by number of stations per city. Top 100 markets can support 4 stations each.

(3) Stations have at least 100,000 population for support.

(4) Networks must have "competitive clearances" and 5 stations of their own.

With only 2 strong networks, Dr. DuMont said, competitive situation in other businesses is also affected because CBS and NBC are sold out while ABC and DuMont can't clear sufficient stations. Thus, he stated, sponsors who climbed aboard NBC or CBS at an early date have decided advantage over competitors now seeking TV time. Dr. DuMont said that one advertiser cancelled plans to spend $40,000 weekly on TV because of inability to get clearance on enough stations.

There's no telling what will come of proposal: It failed to get through FCC when Commission was headed by Wayne Coy and was much more inclined to regulate. On the other hand, there weren't a lot of desperate uhf stations then.

MICROWAVE CP SPARKS COMMUNITY ANTENNAS: Accelerated expansion of community antenna systems was foreshadowed by FCC's action this week in granting specialized microwave to J.E. Balknap & Associates, Poplar Bluff, Mo., to feed TV station signals from Memphis to community systems to be built in Poplar Bluff and Kennett, Mo.

Situation became complicated immediately in Memphis case when city's 2 stations served notice that they wouldn't consent to use of their signals by community systems. In other places, however, where stations regard systems as tools for extending their service areas, Commission's action opens new towns to community sys-
tems — because microwave can supply adequate signal from long distances, whereas out-of-the-air pickups had been too weak to be useful.

Community operators say they're little concerned with stations' objections. Ever since Belknap first filed with Commission 2 years ago, many have marked time waiting for FCC action, and National Community TV Assn. pushed vigorously for approval. It's expected that applications similar to Belknap's will begin to flow in from now on. At least half dozen are in preparation.

Two systems are now fed by Bell System microwave — in Casper, Wyo. and Reno, Nev. (Vol.10:3) — but Belknap's is first to be made to anyone but Bell. Initially, Belknap proposes to feed one channel, via 2-hop microwave using regular common carrier frequencies in 6000-mc band. Later, it's expected Belknap can get more frequencies to supply more channels simultaneously.

Belknap told FCC its tentative rates are $2500 per community system per month. It estimates cost of microwave, plus working capital, at $143,000.

Whether or not Memphis stations can stop Belknap microwave, when built, from serving community systems, is in the laps of the courts — if stations choose to take it there. Presumably, objections will be made to FCC first. WMCT counsel Paul Segal stated: "Stations can't allow that kind of pirating of programs."

Position taken by Memphis stations is that they have no authority to grant anyone else right to distribute and charge for their programs. Whole matter gets into the never-never land of property rights, union contracts, talent arrangements, etc. — and there are no clear-cut court rulings as yet.

FCC said that approval would hurt no one, in making the grant, and that no other common carrier had objected to it. It warned against fly-by-nights entering the business, however, by stating:

"The Commission is concerned about the expenditures of the individual members of the public who may purchase TV sets in reliance upon an expectation of continuity of the contemplated service. We deem it our duty to see that these users are assured of such continuity of service for a reasonable period of time sufficient, at least, to guard against an early obsolescence of their sets."

Commission was also cautious about whole question of its authority over systems, noting: "The Commission is not making any express or implied decision as to the existence or extent of any jurisdiction it may have with respect to the installation and operation of any [community TV] systems." FCC approval was unanimous.

MORE CPS for new TV stations will inevitably be granted by FCC — but, as of now, only 78 of the 220 CPS outstanding having reported in response to questionnaires that they expect to go on the air sometime during 1954. Yet a checkup with equipment makers shows only 18 of these have transmitter equipment already on hand and only 45 others have reported they have actually placed orders for equipment. Hence our conclusion that not more than 60 will reach the air during the remainder of the year (see p. 1) — though it's possible this number might increase through more grants to enterprisers really eager to get going, and perhaps a few "sleepers" among the non-reporting grantees. These CP holders have thus far reported 1954 target dates; as usual, we caution you to discount dates given by a month or more and realize that in some cases the stations probably won't ever be built:

- WLOS-TV, Asheville, N. C. (Ch. 13), Aug.*
- WUNC-TV, Chapel Hill, N. C. (Ch. 4), Sept.*
- WTKV-TV, Durham, N. C. (Ch. 11), Sept.*
- WNNS-TV, Gastonia, N. C. (Ch. 48), Summer 1954
- WOAA-TV, Greensboro, N. C. (Ch. 37), Dec.*
- WHTI, Wilmington, N. C. (Ch. 3), Aug.*
- KXWV, Valley City, N. D. (Ch. 4), July.*
- WCET, Cincinnati, O. (Ch. 48), June.*
- WHK-TV, Cleveland, O. (Ch. 19), Summer
- WEMA-TLV, Athens, Tenn. (Ch. 8), Summer
- KOEO-TV, Enid, Okla. (Ch. 5), June.*
- KVTV, Muskogee, Okla. (Ch. 8), Summer.*
- WFMV-TV, Allentown, Pa. (Ch. 67), By sum-
m-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
-
Telecasting Notes: That profound student of affairs and formulator of public opinion, Walter Winchell, in his newspaper column this week quotes "west coasters" who were "robbed" of the "live" versions of the Army-McCarthy hearings as making these keenly apperceptive observations: "One major network which dropped the show after 2 days (except in editing highspot films) is headed by a General!" "Another major network is headed by a Colonel"... But, says Winchell on his own: "ABC, which carries the live drama farce on its basic network to Omaha, has no landlords with high Army or Navy stripes. The main reason the Coast was dropped by ABC: 'Not enough folks get up at 7:30 a.m. to hear or see the thing. And the cost to Los Angeles (ABC alone) was $8000 daily, just for the cable over the mountains. This does not include cost of crews, etc.'... For more on Army-McCary telecasts, see below... Reasons stated by NBC Chairman Sarnoff in refusing to accept oilman H. L. Hunt-underwritten Facts Forum: "The NBC has consistently maintained the policy of retaining supervision and responsibility for the production of all programs of news, news analysis and commentary broadcasts over its facilities"... Lack of vision, not television" was blamed for declining business in nation's taverns by Continental Distilling Corp. v. R. Robert Smith, addressing recent convention of National Licensed Beverage Assn. He assailed tendency to blame troubles on TV, and National Distillers Corp. v. B. C. O'hlandt suggested: "You can't ignore TV but you can fight it [by offering] your customers a counter-attraction to win their patronage back" just as the movie industry is trying to combat inroads of TV with new techniques... Bar owner in Philadelphia is quoted in Wall Street Journal May 5: "TV hurts us; it takes people's minds off their drinking." He was contrasted with Dallas barman who said "we're selling more beer" as result of noontide crowds coming to watch Army-McCarthy hearings... Nielsen reports TV viewing up to 5 hours, 46 minutes daily in U. S. homes in Sept.-Jan. survey period. Radio listening in TV homes: 1 hour, 46 minutes daily... More surveys: National Nielsen ratings rank CBS-TV's I Love Lucy No. 1, NBC-TV Draget No. 2 for 2 weeks ending April 10, reaching 16,304,000 & 15,321,000 homes, respectively. But American Research Bureau's April report rates Draget at top, Lucy second... New WHO-TV, Des Moines, which began operating April 15 (claims with probable justification) that it's first station ever to operate on 18-hour-a-day schedule from very start... WMTV, Cedar Rapids, raises base hour from $300 to $400, min. from $60 to $80.

Personal Notes: Richard W. Miller appointed asst. v.p., AT&T Long Lines Dept., handling revenues and regulatory matters... John W. Davis, mgr. of Chicago office of Blair-TV Inc., elected v.p. ... Albert G. Hartigan, from Ted Steele Show, appointed asst. program mgr., WPIX, N. Y.... Don L. Chapin, ex-WLW & WKRC-TV, Cincinnati, appointed director of national sales of Tri-State Network comprising WKRC-TV; WHO-TV, Dayton; WTVN, Columbus— with headquarters in N. Y. ... Joe Fisher, ex-ABC Chicago & Free & Peters, on May 17 joins upcoming KHOP, Stockton, Cal. (Ch. 13), as sales mgr.; station is due on air in July, is controlled by H. Leslie Hoffman, the TV-radio manufacturer, has A. E. Joscelyn as operations mgr.... Howard W. Maschmeier, ex-gen. mgr. of WPTR, Albany, named exec. asst. to Roger W. Clipp, gen. mgr., WPIL-TV & WFIL, Philadelphia ... Bert Hauser, Joanne v.p. in charge of cooperative program dept., also heads new development div. for exploring new fields of subsidiary rights & activities of TV-radio properties... Don Rosenquest, ex-CBS-TV Hollywood, named operations & traffic mgr., KNXT, Los Angeles, replacing George Faust ... Harry B. Shaw, sales mgr. of WSJS-TV, Winston-Salem, elected chairman of management board for TV-radio and associated Gordon Gray newspapers ... Robert Rierson promoted from radio WBT to program-production director of upcoming WBTW, Florence, S. C. (Ch. 8) ... J. Elroy McCaw elected pres., Washington State Broadcasters Assn. ... Charles M. Kebbe, ex-NBC, appointed TV-radio casting director, Ted Bates & Co. ... Jerry Lee resigns as commercial mgr. of KBTV, Denver, to join KABC-Tv, Los Angeles ... Norman Mathews, TV-radio commercial production mgr. of Dancer-Fitzgerald-Sample Inc., named v.p.

Edward Lamb intensified fight against allegations that he falsely denied alleged past pro-communist affiliations (Vol. 10:13, 15) by taking ads in newspapers and magazines, offering $10,000 to anyone—"whether stooges or unscrupulous competitors, persons on or off a government payroll"—who can prove he made any such false statements. At stake are his licenses for TV station WICU, Erie, and several AM stations. FCC had sent Lamb letter informing him license renewal couldn't be made because of the allegations and that hearing appeared necessary. Lamb answered with detailed denial, now waits for Commission to schedule hearing or drop case. Ad reads, in part: "We all realize that in these troubled days, there is abrad in our beloved land a growing list of persons who may be induced to bear false witness against their neighbors. These character assassins, informers, professional witnesses, purveyors of evil, all seem to function best when financial rewards are dangled before them." Lamb's counsel and exec. v.p., former Attorney General J. Howard McGrath, issued statement suggesting that "legal action" may be started against "certain persons on the FCC" if it refuses to identify the "anonymous accusers" or to give Lamb public hearing. At FCC, there's perceptible reluctance to talk about case or indicate when hearing may be held; it's understood proceeding has been sparked by Comr. Doerfer.

Emblem for 30 years service with FCC and its predecessors will be awarded Comr. George Sterling at presentation May 10 by chairman Hyde. Three staff members will also get 30-year pins (James A. Pearson, Kenneth G. Clark, Anna L. Poloske) while 41 will receive 10-year pins.

Wm. D. L. Starbuck, 68, who served on old Federal Radio Commission from 1929-34, died at his home in New York May 2. He had been practicing patent law since he failed of reappointment when President Roosevelt set up FCC in 1934.
Network Accounts: Impressive commercial start for NBC-TV's women's-angle Home series (Mon.-thru-Fri. 11 a.m.-noon) is reflected in network's tally of $2,112,000 gross time sales chalked up in 2 months program has been on air. Average gross for Home commercial is $6250 ($2450 for program-production; $3800 for time). Latest Home sponsor is H. J. Heinz Co., which ordered 78 partic. at rate of 3 a week, beginning in Sept., representing $500,- 000 volume ... Hazel Bishop Co. buys first NBC-TV color "spectacular" Sept. 12, Sun. 7:30-9 p.m., thru Raymond Spector Co. ... American Chicle Co. buys 20 min. of new Sid Caesar Show on NBC-TV in fall, Mon. 8 p.m., thru Dancer-Fitzgerald-Sample ... Scott Paper Co. for 3rd straight season, to be one of sponsors of Omnibus Corn CBS-TV starting Oct. 17, Sun. 5:6-30 p.m., thru J. Walter Thompson ... Van Camp Sea Food Co. (White Star tuna) to be alt. sponsor (with Swanson's frozen foods) of Namee's the Same on ABC-TV starting June 1, Tue. 10:30-11 p.m., thru Brisacher, Wheeler & Staff, San Francisco ... Procter & Gamble buys two 15-min. serials on NEC-TV starting July 5, 3:15:30:30 & 3:45-4 p.m. on alt.-day basis; also continues to sponsor Three Steps to Heaven on NBC-TV 10:45-11 a.m., thru Benton & Bowles ... Simoniz Co. buys Tue. 2:15-2:30 p.m. portion of Garry Moore Show on CBS-TV starting June 1, will sponsor Fri. 10:10-15 a.m. portion starting July 6, when show moves to Mon.-thru-Thu. 10-10:30 & Fri. 10-11:30 a.m., thru Tatham-Laidv Inc. ... Pall Mall drops alt. sponsorship (with Sherwin-Williams Paint Co.) of Ray Bolger Show on ABC-TV, will be alt. sponsor (with Dodge) of Danny Thomas Show on ABC-TV starting July 18, Sun. 6:30-7 p.m., thru BBD0 ... Army drops Stars on Parade on 67 DuMont stations & Talent Parade on 119 ABC-TV outlets after House reduced its recruiting appropriation by $200,000; though time was donated by stations, Army paid estimated $340,000 production costs ... Gillette to sponsor Frenkness Sat. May 22, 5:30-6 p.m., and Wood Memorial from Belmont Park Sat. June 12, 4:30-5 p.m., on CBS-TV, thru Maxon.

FCC Comr. Robert E. Lee, speaking to Industrial Communications Assn. Conference in Washington May 5, gave his philosophy of regulation: "Once the determination of the radio licensee has been made, I believe that gov't. interference must be kept to the utter minimum and the true economic forces be permitted to solve the day-by-day problems as they arise. In my concept of free enterprise I do not have any double standard. By that I mean that just as you reap the benefit from good judgment and good operation so must you take the risks of bad judgment and bad operation. In my experience with the appropriations committees of Congress I was frustrated from time to time when the proponents of free enterprise, balanced budgets and low taxes would importune Congress to make an exception for something they were personally interested in. We used to refer to this as 'economy in Gov't. at the expense of the other fellow.'"

Six more major station executives have joined organization committee for projected new Television Advertising Bureau (Vol. 10:17-18), which plans first meeting in Chicago's Palmer House May 14 with newly selected legal counsel, Neville Miller, onetime NAB president. New members, bringing total to 30: Chris Witting, Westinghouse stations; Don Davis, WHB-TV, Kansas City; Charles Crutchfield, WBT-TV, Charlotte; Jack Harris, KPDC-TV, Houston; Edwin K. Wheeler, WWJ-TV, Detroit; Joe Higgins, WTHI-TV, Terre Haute (due on air in June). Final organization is expected to be set up at meeting during NARTB convention in Chicago, May 23-27.

Jack R. Poppele, TV consultant & ex-engineering v.p. of WOR-TV & WOR, appointed to $14,800 job as Voice of America director, headquartered temporarily in N. Y.; he takes office May 10.

Station Accounts: Do-it-yourself craze has real local program possibilities, if artisans or hobbyists can be enlisted to do their stuff. Cleveland's WNKB already has local lumber company and savings & loan bank sponsoring new Walt's Workshop, Thu. 7-7:30 p.m., conducted by vocational instructor Walter Durbahn ... Toy Guidance Council, whose 79 major toy-maker members have set up $1,300,000 public relations program, including TV show on 40 stations from Sept. to Xmas, to be backed up by additional $10,000,000 worth of advertising by manufacturers, wholesalers & retailers; Council's agency is Friend-Reiss-McGlone, N. Y. ... Emerson Radio, plugging "install-it-yourself" theme, will use TV-radio spots in national drive for its new air conditioners, thru Grey Adv. ... American Bakers Assn. has had Keep Your Balance filmed by Kling Studios, Chicago, as first of series ... Among other advertisers reported using or preparing to use TV: Turner Hall Corp., New York (Admiracion shampoo), thru Kieswetter, Baker, Hagedorn & Smith, N. Y.; Chester H. Roth Co., New York (Esquire Expando socks), thru Ross Roy, N. Y.; Cities Service Co., New York (gas & oil), thru Ellington & Co., N. Y.; Williamson-Dickie Mfg. Co., Ft. Worth (Dickie work clothes), thru Evans & Associates Adv., Ft. Worth; Solarinic Co., Baltimore (floor wax & polishes), thru Courtland D. Ferguson, Baltimore; Potato Advisory Board, Bakersfield, Cal. (California white summer potatoes), thru McCarty Co., Los Angeles; Roselux Chemical Co., Brooklyn (Rose-X bleach), thru Lawrence C. Gumbinner Adv., N. Y.; Grimshaw Nurseries, Hayward, Cal. (mail order nursery), thru Ad Fried Adv. Agency, Oakland, Cal.; Douglas Labs Inc., Miami (Copperstone sun tan oil), thru Flakenhainer Adv. Agency, Beverly Hills, Cal.; Wolco Products Inc., Hartford, Conn. (Hi-Shine wax shoe polish), thru Hicks & Greist, N. Y.; Yardley of London Inc., N. Y. (perfume & cosmetics), thru N. W. Ayer, N. Y.; Taylor-Reed Corp., Glenbrook, Conn. (Spandy disinfectant), thru Lewin, Williams & Baylor, N. Y.; B. Cantor, Philadelphia (personalized license tags for bicycles & toys), thru Solis S. Cantor Adv. Agency, Philadelphia; Good Grooming Products Co., Detroit (Wisp stick hair dressing), thru Lawrence C. Gumbinner Adv., N. Y.; Diced Cream Co. of America, Los Angeles (licensors of package ice cream), thru Factor-Breyer, L. A.; Beverich Products Inc., Philadelphia (beverages), thru Sullivan, Stauffer, Colwell & Bayles, N. Y.; Frozen Food Factors Inc., Atlanta (Thrift-T-Pak & Sweet Frost frozen foods), thru Thompson-Frankel Adv., Atlanta; Harco Pharmaceutical Co., Newark (Leopard spot remover), thru BBD0, N. Y.; Oswego Soy Products Corp., Oswego, N. Y. (Penlon plant food), thru Wagar Assoc., Oswego.

Gannett Newspapers purchased J. P. McKinney & Son Inc., newspaper representatives, effective April 22—but that does not in any way affect Everett-McKinney Inc., the TV-radio rep, whose president is Max M. Everett. TV-radio firm is offshoot of J. P. McKinney & Son, but became independent in 1949. It was half owned by Ray McKinney; after his death a year ago, Mr. Everett purchased his stock to become 100% owner. The Everett-McKinney list comprises 28 radio stations, 10 TV stations and 2 CP holders for TV, including all Gannett outlets. Powell Ensign is exec. v.p.

Standard Oil of Indiana, heavily in TV-radio spots, moves its account from McCann-Erickson to D'Arcey Adv. end of Oct. in switch involving estimated $5,000,000 in annual billings. It ends Esso's 25-year association with McCann-Erickson.

Documentary film summary (16mm, 45-min.) of Morrow-McCarthy controversy has been released by Freedom House for rental through Association Films, 347 Madison Ave., N. Y.
ALL TRANSMITTER makers will have exhibits at NARTB convention in Chicago's Palmer House, May 23-27. None reported any shipments or orders this week, some saying they were too busy with preparations for convention. Transmitter manufacturers exhibiting in Chicago: Continental Electronics (whose transmitters are marketed by General Precision Laboratory), DuMont, Federal, Gates, GE, RCA, Standard Electronics, Willys Motors (new electronics div.).


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

KETC, St. Louis (Ch. 9, educational) has its 5-kw RCA transmitter on hand, but still has only tentative June target, reports gen. mgr. Richard J. Goggin. Ideno tower has been dismantled and moved to new site between St. Louis U High and Oakland Stadium, where foundation work begins soon. With completion of tower & antenna installation expected about mid-June, specific target won't be announced until "we are very certain there will be no substantial delay," Victor Duncan will be film supervisor; Vincent Park, producer-director; Wesley Eckhart, stage mgr. WTLC, Champaign-Urbana, Ill. (Ch. 12, educational), first planning late 1954 start, hasn't ordered antenna yet, now hasn't a target date, reports director Frank E. Schooley. The 5-kw transmitter donated by GE (Vol. 10:17) has arrived and will be temporarily installed atop Memorial Stadium in Champaign. The Blaw-Knox FM tower purchased last year from WTMJ, Milwaukee, will not be used until permanent transmitter site is chosen.

Nashville's WLAC-TV (Ch. 5), last reported due in June but probably delayed, will be 50% owned by Casualty Insurance Co. of Tennessee, 25% by Tom Baker Jr. and 25% by Alvin Beaman as result of $312,000 sale by latter 2 of their radio WKDA, Nashville (250-watts on 1240 kc) completed last week by Blackburn-Hamilton. This enables them to exercise option on half of WLAC-TV under consolidated application granted by FCC last Aug. They will not, however, own any of radio WLAC. They sold WKDA to John Kluge group, who also own stations in St. Louis, Orlando, Fla. & Silver Spring, Md. WLAC-TV has had transmitter since last Feb., expects to have Ideno tower ready by May 15. Baker and Beaman, with Roy V. Whisnant, recently also sold their WCOF, Boston (5-kw on 1150 kc) to financier John Fox, publisher of Boston Post (Vol. 10:13).

Hearing between CBS and Zenith for Chicago's Ch. 2 opened officially with conference May 7 before examiner Herbert Sharffman. June 4 was set for exchange of points of reliance. June 7 for continuation of hearing conference. Gerald Hadlock participated in conference for FCC Broadcast Bureau: Leon Brooks, for CBS; Robert Seaks, of Wheeler & Wheeler, for Zenith.

GE is now selling 12-kw uhf kilovolt power tubes, at $10,000 list. The telecasting tubes formerly were available only on a rental basis. Stations now may either lease them or buy them outright—as initial equipment or for replacement. Six types cover uhf band.

WQXL-TV, Louisville (Ch. 41), will be delayed from expected start this spring, reports owner Robert W. Roun- saville, who states he's now building WQXL-TV, Atlanta (Ch. 36). He also holds CP for WQXN-TV, Cincinnati (Ch. 54). Earlier in year, he ordered 3 complete uhf station packages, with Continental 1-kw transmitters, from GPL (Vol. 10:7) but deliveries have not been reported. Targets then announced were early summer for Cincinnati, October for Atlanta. Forjoe is to be rep for WQXL-TV & WQXN-TV; rep for WQXL-TV not reported.

WSBM-TV, Saginaw, Mich. (Ch. 51), now has "winter of 1954" as tentative target, reports pres. John L. Booth, operator of radio stations WJLB, Detroit, and WBBB, Flint. His WBKZ-TV, Battle Creek (Ch. 64), went dark last April 23, but hopes to resume on June 1 after increasing power and height (Vol. 10:17). WSBM-TV rep will be Pearson.

CBWT, Winnipeg, Man. (Ch. 4), with 10-kW RCA transmitter on hand, plans tests during latter May, programming as non-interconnected affiliate on May 31, reports regional information representative J. S. Brickenden. Dominion Bridge built 240-ft. tower, now is installing RCA 6-bay superturnstile antenna. CBWT will be CBC's fifth on air, first outlet for projected Prairie Region network which later will include privately-owned stations in Regina, Saskatoon, Calgary, Edmonton. Base hour rate will be $200.

CKWS-TV, Kingston, Ont. (Ch. 11), plans early fall start, has 10-kW transmitter and other RCA equipment ordered for July delivery, according to J. M. David- son, asst. to pres. of Northern Bestg. Co. Ltd. Transmitter in Bath, 12 mi. west of Kingston studios, will connect via microwave. Its 400-ft. RCA tower will be topped with 12-slot Wavestack antenna. Northern Bestg. operates radio CKWS, also will operate TV for owner Brookland Co. Ltd., also owners of CHEX, Peterborough, Ont., which got green light for TV on April 5 from CBC. Brookland is 51% owned by Senator W. Rupert Davies (Kingston Whig-Standard), 49% by Roy Thomson, chain newspaper publisher. Canadian rep will be All-Canada TV; U. S. rep not yet chosen.

Of 9 civilian aircraft crashes with TV-radio towers in last 4 years, only 2 involved towers over 500-ft. tall. CAB made this report May 7 at first working meeting of ad hoc study group on marking & lighting of high towers, appointed by Air Coordinating Committee's sub-committee on airdromes, air routes & ground aids (AGA). Meeting with group, in addition to governmental representatives, were NARTB engineering mgr. A. Prose Walker & attorney Robert Church, and Robert Kennedy for Assn. of Federal Communications Consulting Engineers, as well as representatives of aviation trade groups. Group also heard report from National Bureau of Standards indicating virtual impossibility of marking high towers in daylight to give adequate warning to pilots under adverse weather conditions. They meet again May 20 or 21 to continue initial phase of engineering study—whether present lighting and marking standards are adequate.

North Dakota will get live network service next fall when AT&T completes new microwave route from Minneapolis to Fargo. Long Lines Dept. filed application with FCC this week to construct the 227-mi. route. Meanwhile, AT&T added to its list of interconnected stations this week by hooking up WRBL-TV & WDAK-TV, Columbus, Ga.; WTV, Bloomington, Ind. (replacing private link); KNUZ-TV, Houston. Scheduled for interconnection next week end are WBTM-TV, Danville, Va.; KGLO-TV, Mason City, Ia.; WDBO-TV, Orlando, Fla.; WGAN-TV, Portland, Me.; WKNY-TV, Kingston, N. Y.
LABOR AND PRICE ENIGMAS WORRY TRADE: Pressure from labor, even while public has become accustomed to lower prices for TV-radio receivers, have trade leaders full of worries as they prepare for fall-winter market clouded with uncertainties. While some, like RCA's Gen. Sarnoff, continue to pound away at theme that this is merely a transition period before color gives trade "surest promise for prosperity," hard-headed merchandisers are concerned about immediate problems -- not the least being how to keep black-&-white set sales up, while earning reasonable profit thereon.

Intensely price conscious, the industry continued to feel its way cautiously toward hazy horizons this week -- studying market reports closer than ever before, scrutinizing all information about competitors' plans, watching what Philco pres. Wm. Balderston called an "unjustified" strike at his 10 TV-radio-electronics plants (see p. 11) and its possible impact on themselves. Spokesman for one company (not Philco) epitomized thinking of many manufacturers with this observation:

"The public is demanding lower prices but the pressures in the industry are for wage increases, and this is not a high-gross business we're in. We've already scratched the bottom on our prices and with labor demanding 5-8¢ more an hour, it would be like squeezing blood out of a turnip."

* * * * *

Seasonal trade slump has begun to set in, though first reports indicate it won't be as bad as last year, due largely to planned production & lower inventories. On basis of preliminary reports, RETMA spokesman says April factory sales were less than the 560,000 sold in March but more than the 410,000 sold in April 1953. Likewise, distributor sales in April were less than the 580,000 in March but more than the 390,000 in April 1953. End-of-April TV inventories at all levels were about 1,600,000, compared to about 1,900,000 at end of April 1953 -- regarded as "quite healthy" by some and "too low" by a few others.

Retail sales for first 3 months (13 weeks) totaled 1,780,795, or almost identical to 1,780,899 in first quarter of 1953, though production in first quarter this year was only 1,447,110 compared to 2,705,000 in first quarter of 1953.

Chief virtue of first quarter was clearance of inventories, even though the profit in many cases didn't come up to expectations. Motorola's Paul Galvin stated whole industry's end-of-quarter position quite well in May 3 letter to stockholders:

"We were very cautious going into the first of the year on production of TV receivers because of the inventory position of the industry and not knowing the specific effect of the color TV situation on black-&-white. Consequently, our sales of TV receivers were considerably less than the first quarter of last year. Quite a number of the other manufacturers did the same thing to the end that there were about 400,000 more sets sold at the retail level than were made at manufacturer's level.

"Apparently, the public is becoming more familiar with the actual situation relative to color TV receivers going to be very small in quantity, small in picture size and high in price and have, consequently, gone on to enjoy more black-&-white TV. At the same time, we have reduced our projection of color TV production for 1954. Apparently, until a satisfactory large color TV picture tube is made available at a reasonable price, production of color TV sets will be very limited."

* * * * *

Only thing definite about price policies thus far seems to be their utter indefiniteness. If they have definite plans, all companies are keeping them closely guarded. Nearly all would like to raise prices, especially those who blame lower profit margins for first-quarter earnings decline. But dare they risk upping prices now? That question underscores all present uncertainty in the trade. And being uncertain themselves, manufacturers are exercising great caution in their comments.

Note of caution was manifest in all replies to our queries to manufacturers,
large and small -- though an RCA spokesman forecast "a darn good second half" for that company. He based this on low inventories and what he called a "minimum of confusion now about color" in view of fact consumer curiosity is being satisfied by the color sets now being shown on dealer floors.

RCA plans to show full line to field reps at Atlantic City meeting June 7. No public statement could be extracted as to what models line will contain or at what price. But it won't be surprising to see RCA back with 17-in. and some 24-in. models and with a diversified line that includes plenty of furniture choices.

Admiral spokesman also foresees price rises, but emphasizes that its plans won't be finalized until just before mid-June distributors convention in Chicago. He said Admiral's line probably would contain 17, 21, 24 & 27-in. models.

Philco officials couldn't be reached for comment due to strike. Tight-lipped even when in full production, Philco is even more of an enigma now -- but last word was that it planned to introduce several new models before its June convention.

Motorola has a tentative 2-point price program. It wants to keep its 17-in. price leaders "competitive" -- i.e., around $170 -- while raising lists on step-up models offering greater profit margins. But sales v.p. Ed Taylor says this program "can be upset by the prices and discounts of our competitors." Motorola plans to resume output of 24-in. on limited scale, will show them at marts.

Emerson's Ben Abrams, who has heretofore put great stock in low-priced 17-in. models (with leader selling for $150), tells us he's considering raising prices down the line in new models to be introduced in month or so. And he's also studying the possibility of dropping or sharply reducing production of 17-in. models, which he says "don't amount to a great percentage of our business any more." Like others, he stresses fact he's playing it by ear and plans could change from day to day.

DuMont plans some lower-priced receivers in new line. W.H. Kelley, marketing v.p., says new models "won't be lowest in industry by any means but they'll be a little more competitive. After all, we're about $60 higher than our competitors on many models." He emphasized wood quality won't be sacrificed in cheaper sets.

GE's Dr. W.R.G. Baker said he looked for price line to hold firm, with strong possibility prices will be raised before year is out. And H.L. Hoffman, pres. of Hoffman Radio, said demand for "quality" models has held up nicely, but that low-end offerings like Crosley's have started to cut in. He didn't indicate his future plans, merely said: "It's as you stated last week -- a market without pattern."

Crosley is reported to be bringing out 21-in. version of "Super V" in June, price unknown. Crosley spokesman says only that "no full line" is planned, hinted that conventional models will be shown. He said plans for 21-in "Super V" were only temporarily shelved in March, added that market for 17-in. is still very good and is still requiring double shifts at plant. However, cutback in production is planned toward end of May, for reasons unexplained. It's no secret that the 17-in. "Super V," selling for $140-$160 (Vol.10:13) had some set makers quite uneasy for a time.

Zenith will introduce line in latter July, meanwhile has simply informed its distributors it won't compete with very lowest prices in industry.

* * * * *

TV production totaled 120,687 week ended April 30, compared to 109,619 units preceeding week and 108,752 week ended April 16. It was year's 17th week and brought production for year to date to about 1,910,000, compared to about 2,840,000 in same period of 1953. April output was about 460,000 vs. 567,878 in April 1953. Output of radios, excluding auto radios, totaled 86,461 week ended April 30. RETMA said auto radio data was incomplete, will be reported next week.

Fast-growing Canadian TV market should find 1,040,-000 homes with sets by end of 1954, representing 25% of total wired homes in Dominion and 32% of wired homes in areas where TV reception will be available. So predicted John D. Campbell, Canadian Westinghouse consumer products v.p., in address this week to Assn. of Canadian Advertisers in Toronto. He said stations due to go on air this year will open up potential market of 762,000 additional wired homes in which "satisfactory" signal is received and 1,600,000 more homes in "fringe" areas. Sets-in-use by end of 1954 will represent consumer investment of over $350,000,000, he said. In a longer-range prediction, James P. Gilmore, CBC national TV coordinator, estimated 80-90% of all Canadian homes will have sets in 5-10 years. He spoke to annual meeting of Canadian Retail Federation at Scarborough, Ont.
Topics & Trends of TV Trade: TV and automobiles, whose production curves have followed striking parallels in past (Vol. 8:45, 9:2, 10:10), continue to run relatively close in first 4 months of 1954. TV production for the period is estimated by RETMA at about 1,900,000; auto-truck output for first 4 months is estimated at about 2,300,000 by Automobile Manufacturers Assn.

Though auto-truck output is running ahead of TV in units produced, it’s explained that second quarter of year is usually busiest for autos, rather slow for TVs; former depends on good spring weather, latter banks heavily on Xmas season. However, it’s estimated by economists that each industry will turn out 6,650,000 units this year.

Both industries show parallels in retail sales for first 3 months—TVs 1,780,755, auto-trucks estimated at 1,920,-

Both industries also report appreciable declines in inventories during first quarter.

Economists offer no generally acceptable explanation of the curious phenomenon, and neither do we. But there’s consideration that TV has become as essential in home as automobile. And for the future, there’s added consideration that 2 sets in home are bound to become much more common than 2 cars. Here’s latest month-by-month breakdown of both industries:

<table>
<thead>
<tr>
<th></th>
<th>TV</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan</td>
<td>420,571</td>
<td>554,210</td>
</tr>
<tr>
<td>Feb</td>
<td>426,933</td>
<td>529,121</td>
</tr>
<tr>
<td>March</td>
<td>599,606</td>
<td>628,687</td>
</tr>
<tr>
<td>April (est.)</td>
<td>460,000</td>
<td>529,000</td>
</tr>
<tr>
<td>Totals (est.)</td>
<td>1,900,000</td>
<td>2,300,000</td>
</tr>
</tbody>
</table>


TV prices for equivalent screen size have dropped 84.5% in last 7 years, says Telc-Tech, which notes that in 1947 a 10-in. set sold for $357 whereas a brand-name 21-in. now sells for under $225 (several under $180). Thus, it’s reasoned, the consumer paid $5.95 per sq. in. of picture in 1947, now (at $225 price) pays only 92¢.

On basis of investment in initial equipment, Telc-Tech figures a TV set gives entire family a full week of entertainment & education for trifling 50¢.

U. S. Census of Manufacturers reports manufacturers’ sales of home TVs amounted to $1,188,000,000 in 1953, with home TVs accounting for 74% of all sales of TVs, auto radios, phonographs, record players. Total sales of TV and radio sets, along with phonos, came to $1,599,634,000.

Capeshart-Farnsworth is out with 17-in. table in wood cabinet with mahogany finish to retail at $160. Called “Trenton,” it’s available with uhf at $200. Conventions are at Ft. Wayne June 7, San Francisco June 28.

BOOM IN TV in West Germany finds Philips, Telefunken and Siemens in there pitching for market, as in South America (Vol. 10:12), with U. S. receiving sets practically non-existent except as they’re occasionally brought in by Americans. With stations now on the air in Berlin, Frankfort, Hamburg, Hannover, Cologne, Langenbur and Mannheim-Heidelberg out of 27 projected (see TV Factbook No. 18), no less than 19 domestic TV-radio manufacturers are already in the field.

During 1953, they produced 54,475 sets as against 4664 in 1952. During the first quarter of this year, it’s estimated nearly 30,000 will be produced, and for the whole year approximately 200,000. Adoption of mass production methods means also that the Germans are looking to the export market, including other countries of Europe, South America and possibly the U.S.

The German companies now reported making TVs: Grundig Radio Werke, Furth, Bayern (said to be the leader); Deutsche Philips, Hamburg; Telefunken, Hanover; Siemens & Halske, Karlsruhe; Balupunkt Elektronik, Berlin-Wilmersdorf; Continental Rundfunk, Osterode Harz; Graetz Radio, Altena, Westf.; Korting Radio Werke, Grassau, Chiemgau; W. Krefft, Gevelsberg, Westf.; Loewe Opta, Frankenwald; Lorenz-Radio, Stuttgart; Metz Apparatfabrik, Furth, Bayern; Norra-Radio, Charlottenburg; Norddeutsche Mende Rundfunk, Bremen; Scharzwald Apparate Apparate bau Anstalt, Villingen Schwarzwald; G. Schaub, Pforzheim; Tekade Radio, Nurnberg; Tun fuk, Karsruhe; Wego-Werke, Freiburg.

Note: Colombian Govt., which has ordered $300,000 worth of equipment for new Ch. 7 Radio Difusa National in Bogota from DuMont and $90,000 worth from Siemens (Vol. 10:12), has just closed bids on 400 receivers, of which 300 are to be 21-in. and 100 to be 17-in. types. They’re to be placed in public places, schools and educational centers. U. S. firms entered bids but Philips of Holland, which has projected new 27,000-sq. ft. TV-radio and communications apparatus factory in Bogota, was the successful bidder. Govt. has decreed unrestricted importation of receivers, free from customs duties.

Why not require all color sets to include uhf tuners? This question, propounded editorially in April 30 TV Guide, was seconded by Sen. Bridges (R-N. H.) in letter to FCC Chairman Hyde, who placed in Congressional Record May 5 along with text of editorial. Only one major manufacturer specifies uhf-tuners for all its color sets, editorial notes, adding: “This is a golden opportunity, perhaps the only one that ever will arise, to put over uhf TV.” Bridges told Hyde the suggestions seemed to be “worth consideration by your Commission” and bound to benefit viewing public. Sources close to Senate Commerce Committee predicted issue of uhf-equipped color sets would come up in communications subcommittee’s hearings on uhf beginning May 19.

Zenith pres. E. F. McDonald and Chicago adman Hays MacFarland listed among those attending Chicago meeting June 5, called by Chicago Tribune publisher Col. Robt. R. McCormick, to found organization called “For America” to combat “supernationalism and interventionism”—interpreted by some as a third party movement. Gen. Robt. E. Wood, ex-Sears Roeback, and Clarence Manion, dean of Notre Dame Law School, were named co-chairmen, with ex-Sen. Burton K. Wheeler on organizing committee.

Los Angeles chapter of Representatives Inc. has released new 36-p. directory of membership, along with list of some 500 manufacturers represented and product index; it’s primarily for use by manufacturers, govt. agencies, purchasing agents, jobbers. Copies are available without charge from Dr. Ralph Power, exec. secy., 767 Castellar St., Los Angeles 12, Cal.

Maurice S. Despres, 53, Admiral director & founder-president of Dale Distributing Co., its former N. Y. & New Haven distributor, died May 2 in N. Y. after long illness. When Admiral was founded in 1934, Mr. Despres became its N. Y. distributor, remaining until factory branch was established in 1932. During World War II he was War Production Board's national director of consumer durable goods and before that was N. Y. regional director of OPS consumer durable goods section.

SOME PATENT license extensions have already been signed by RCA licensees, Chairman Sarnoff reported at annual stockholders meeting May 4 where he expressed confidence that "substantially" all others will be extended for the usual 5 years beyond 1954. Before distributing new booklet detailing RCA research, inventions and patent policies, Gen. Sarnoff stated:

"RCA has previously granted to others several hundred patent licenses and the majority of them run to the end of 1954. By mutual agreement, these licenses can be extended for a further period of years. A substantial number of the agreements have been signed and extended for a period of 5 years beyond 1954. In view of the great value to our licensees of their right to use the inventions covered by these licenses, we feel confident that by the end of this year, substantially all of the remainder will also extend their agreements."

To a stockholder inquiring about Zenith pres. E. F. McDonald's widely publicized description of the RCA 3-gun color tube as a "Rube Goldberg" (Vol. 10:18), Gen. Sarnoff observed that Mr. McDonald is in error in stating he intends to wait for a one-gun tube as nonexistent. Said Sarnoff: "Some like to take the ride after the wagon starts rolling. When color TV is rolling, you'll see McDonald join the bandwagon just as he did in black-and-white, except that he doesn't want to pay RCA royalties on its inventions." He referred to fact that Zenith has been only major company consistently holding out against payment of patent royalties to RCA, subject of protracted litigation still pending adjudication in the Federal courts.

About $5 billion retail sales in home appliances are forecast in 1960 by R. H. Huston, Frigidaire asst. sales mgr.—representing 50% increase over last year's volume. Addressing retail sales conference in Dayton, he predicted retail sales of clothes dryers in 1960 would be up 192% over 1953, food freezers up 55%, electric ranges 49%, refrigerators 34%, automatic washers 22%.

STRIKE at Philco's 10 TV-radio-electronics plants in Philadelphia, Croyden, Pa. & Sandusky, O. entered second week as we went to press, with likelihood negotiations with Local 101 (IUE-CIO) will be resumed this week. Philco was granted court injunction May 7 to prevent mass picketing by some 8000 production workers, thus enabling unorganized administrative & supervisory personnel to enter plants.

No meetings of company and union have been scheduled, but pres. Wm. Balderston offered to resume talks after injunction was granted. Union seeks guaranteed annual wage, unspecified wage increases & extension of fringes benefits. Philco offered extension of current one-year contract without change.

On another labor front, some 8700 members of IUE Locals 103 & 110 staged mass meeting May 4 to enforce their demands for undisclosed wage increases at RCA's Camden plant, producing govt. & communications equipment, broadcast equipment, TV apparatus, etc. RCA reportedly offers no wage increase.

GE, also in wage negotiations with IUE, rejected guaranteed annual wage proposal because "it would Federalize or wreck the state unemployment compensation system." Company said union proposal is simply means of asking company to provide "private supplement" to state unemployment compensation, and that any workers laid off had access to unemployment rights.

**Color Trends & Briefs:** Color film seems destined to play much more important role in early stages of color-casting than monochrome film did to black-&-white telecasting. That's impression gleaned from this week's convention of Society of Motion Picture & TV Engineers in Washington where RCA exec. v.p. W. Walter Watts, electronics products div., reported that RCA's 3-vidicon color camera will be delivered late this year and that it held out these prospects:

"For exhibitors, its use in bringing color trailers into the home will offer an unbeatable form of exploitation. To the broadcasters, it will make available what we think is the best and most efficient method of handling the film subjects which will constitute a very substantial part of color program schedules."

Thomas G. Veal, Eastman Kodak, chairman of SMPTE's TV committee, is equally sold on color film. He told us: "I'm thoroughly convinced that color film will be easier to use than live pickups. And it will provide better definition than live."

Mr. Veal said he based his views on "problems inherent in the use of a 3-tube camera." He stated that "the registration requirements of the live camera are extremely precise" compared with continuous-motion motion-spot scanner—a version of which Eastman has developed. Eastman scanner was described at convention by developer Otto Wittel. It will be demonstrated at NARTB convention in Chicago May 23-28, offered to telecasters at that time. Mr. Veal didn't indicate price.

Mr. Veal said, "I'm not quarreling with RCA's approach"—the 3-vidicon setup—and "it's up to the telecasters to weigh economics and performance," inasmuch as RCA camera can be used with existing projectors after slight modification.

So important is color film considered that Mr. Veal's committee acted to develop a color test reel for stations, manufacturers, etc., incorporating film processes of Technicolor, Anso, Eastman and DuPont. Each will supply film and SMPTE will put it together, offer it to industry at a fee—its customary practice with test reels.

SMPTe is working with RETMA group under CBS's W. B. Whalley. A joint committee will be established and goal is to have film ready this fall. Both 16mm and 35mm will be available.

NARTB convention certainly shapes up as color feast, technically. Color will dominate both sessions and exhibits (Vol. 10:14). Just this week, RCA reported it will demonstrate "a complete color station" feeding shows to a viewing room.

**DuMont's** 19-in. color tube has aroused intense interest all through the industry since first revealed last week (Vol. 10:18), will be shown to set manufacturers and tube licenses May 10-11 at Clifton, N. J. plant, sampled to customers shortly thereafter. Production will be geared to demand, said Dr. DuMont, but regardless of demand it will go into DuMont's own sets starting in fall. It's called the "Chroma-Sync Teletron," will sell for $150-$200 initially, go under $100 eventually.

First RCA color sets, selling at $1000 (with dealer markup disclosed at about 53%), were reported moving slowly in the 25 markets where introduced (Vol. 10:18). Sales figures weren't divulged, but Chairman Sarnoff told May 4 stockholders meeting that 4000 had been delivered thus far; that on basis of orders from distributors RCA expects to be oversold on its first production run of 15-in., originally reported at 5000; that RCA has been making color tubes at rate of 2000 per month since Feb. and will have 19-in. sets on market this fall.

He reiterated previous color output predictions, estimated about 60,000 color sets this year, several hundred thousand in 1955, about 1,750,000 in 1956, 3,000,000 in 1957, 5,000,000 in 1958.

Emerson's Ben Abrams told N. Y. Sales Executives Club this week that in about 5 years 30-40% of all production will be in color, with output of 2,000,000 of them annually by then. And illustrating great interest in color, RCA's Wm. E. Boss revealed his company has sponsored 67 color service clinics since Jan., attended by some 40,000 servicemen, and promised more of them.

**Picture tube sales in first 3 months** totaled 1,962,864 units, valued at $41,995,088, down from 2,798,921 at $67,696,464 sold in first 3 months of 1953, reports RETMA. Some 76% were 19-in. and larger. In March alone, 759,468 picture tubes worth $15,904,687 were sold, compared to 645,715 at $13,916,478 in Feb. and 974,154 at $23,772,801 in March 1953. Receiving tube sales in first 3 months totaled 76,385,978 worth $56,862,951, down from 122,058,756 at $82,955,567 in first 3 months year ago. March sales were 29,063,484 at $22,130,627 vs. 25,189,147 at $18,319,819 in Feb. and 44,691,200 at $29,978,827 in March 1953.
**Electronics Reports:** Military electronics might run $50-100 billion a year in event of an all-out war—or 10-20 times today's military & civilian electronics production combined. So said Brig. Gen. Preston Corderman, chief of Signal Corps engineering & technical div., at opening session of this week's Electronics Components Symposium in Washington, sponsored by AIEE, IRE, RETMA & WCEMA. He pointed out that electronics production base expanded by $500,000,000 in 1940 to $4.5 billion in 1944 and nearly $6 billion today, and added: "Reliance on electronics is now so great that it has reached the stature of a weapon and takes its place with men, food and ammunition as a factor determining the capabilities and effectiveness of our forces." He urged the 1200-plus engineers & executives attending conference to develop new technical approaches to electronics systems through basic research, to strive for simplicity and cost reduction in equipment, and to aim at automatic production of equipment, using minimum of critical materials.

Two military applications of TV were demonstrated this week at Armed Forces Communications Assn. convention in Washington. Navy unveiled its Instructional TV System (I-TV-S)—a complete audio-video-lighting system designed by Office of Naval Research's Special Devices Center at Sands Point, L. I. Portable by means of large casters, I-TV-S is specifically designed for maximum utility in training servicemen. The pilot model demonstrated had specially designed image orthicon camera, consoles and monitors assembled into single 400-lb. unit, can accommodate more than 100 TV receivers connected by cable, gives pictures of "broadcast quality." A Navy spokesman said system could be mass-produced for $15,000-$20,000. Signal Corps demonstrated "tactical TV" using Dage vidicon cameras, and displayed dioramas demonstrating use of portable TV cameras and transmitters carried "peepee-creepie" style by patrols scouting enemy territory, beaming picture to command post.

Bell Labs' long range planning is subject of article in May Fortune, covering color transmission, long-distance dialing, etc. Regarding a telephone with TV, it says: "Dr. Ralph B. Boyd, r.p., of Bell Labs, feels that the use of vision on the phone is not greatly anticipated today and the use of speech was when Bell invented the thing three-quarters of a century ago. 'People used to ask who'd want to talk into a tin box,' he says. 'Today they can hardly get along without it, but they ask who needs TV with his telephone. But in today's world, sight & sound go together. Some form of vision with the phone is inevitable.'"

Pushing industrial TV as mass item, RCA has had 3 teams comprising engineer and salesmen on month-long barnstorming tour of 40 cities, where they are presenting clinics on use of $995 "TV Eye" system for parts distributors. Among uses suggested to distributors for low-volume industrial training & instruction, property protection, merchandising & promotion display, accommodation of overflow crowds, TV & stage rehearsals, tie-in use with community and other multiple antenna systems.

General Precision Equipment Corp. has acquired 95% of stock of Link Aviation Inc., Binghamton, N. Y. manufacturer of aircraft trainers (Vol. 10:12). Link's sales last year were $20,749,000, net profit $553,000.

Stanley Warner Corp., the Fabian chain of about 300 movie theatres acquired early in 1953 from Warner Brothers Pictures Inc., has purchased International Latex Corp. (rubber products) in move to diversify that began recently when charter was altered to permit 50% acquisition of WTRI, Schenectady. Stanley Warner paid $15,000,000 cash for 100% of International Latex, financed by 6-year loan from group of 6 banks headed by First National of Boston.

**Financial & Trade Notes:** "A good volume of business for the year 1954 as a whole" was forecast for RCA by Chairman Sarnoff at annual stockholders meeting May 4, attended by 916 stockholders, at which he reported record sales and earnings for first quarter 1954. Total volume was $226,600,000, net profit $10,606,000 (66c a share), which compare with $208,007,553 sales and $9,593,141 net profit (61c) for same 1953 period. The 1954 quarter thus was up 9% in sales, 8% in profit.

Gen. Sarnoff pinned RCA's expectation of $1 billion volume on color TV, which he said offers the industry its "greatest stimulus for progress and the most promise for prosperity." He noted that over the last 10 years RCA's volume of business has jumped from $295,000,000 a year to $63,000,000, its net profit after taxes going from $10,192,000 to $35,022,000 a year, its net working capital from $115,336,000 to $228,941,000.

TV accounted for nearly 50% of RCA's total volume in last 7 years, was 54% over last year, he said. Govt. sales were about $55,000,000 first quarter, or about 24% of total volume; international business continued to increase; sales of home appliances (air conditioners & ranges) were 75% ahead and profits nearly double. Summary of the RCA quarterly report for quarter ended March 31:

<table>
<thead>
<tr>
<th></th>
<th>1954</th>
<th>1953</th>
<th>1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>Products &amp; services sold</td>
<td>$226,600,000</td>
<td>$208,007,553</td>
<td>$163,671,331</td>
</tr>
<tr>
<td>Net before income taxes</td>
<td>20,470,000</td>
<td>20,456,141</td>
<td>14,841,520</td>
</tr>
<tr>
<td>Net profit after taxes</td>
<td>10,060,000</td>
<td>9,293,141</td>
<td>7,678,530</td>
</tr>
<tr>
<td>Number common shares</td>
<td>14,031,016</td>
<td>14,031,903</td>
<td>13,881,016</td>
</tr>
<tr>
<td>*Earned per common share</td>
<td>.66</td>
<td>.61</td>
<td>.45</td>
</tr>
</tbody>
</table>

*After preferred dividend requirements.

Motorola first-quarter profit & sales declined sharply from first quarter of 1953—earnings being $1,644,084 (85c a share) on sales of $48,006,800, compared to $3,174,208 ($1.64) on $64,859,867 year ago and $2,238,135 ($1.16) on $38,858,096 in first quarter of 1952. Pres. Paul V. Galvin said first-quarter results do not reflect Motorola's expectations for rest of year and second half of 1954 should be "relatively more satisfactory." Industry spent first quarter working off excess inventory, he said, citing fact that retail TV sales exceeded production by 400,000, thus creating "a much healthier situation." He increased his estimate of black-white retail sales this year from 5 to 6 million and reduced by unspecified amount his earlier estimate of 150,000 color production.

Allen B. DuMont Laboratories Inc. earned net profit of $508,000 (20c a share on 2,361,054 shares outstanding) on gross income of $19,770,000 for first 12 weeks of this year, down from $945,000 (39c) on gross of $24,187,000 for same 1953 period. Results for remaining 3 periods, Dr. DuMont told stockholders meeting May 3, should compare more favorably with 1953 though next few years may mean rough going because of transition to color TV. He predicted mass production of color TV sets within 2 years, citing advantages of own new 19-in. tube and prospect of 21-in. rectangulairs (Vol. 10:18). For all 1954 he estimated sales would be 10% plus-or-minus record $91,828,982 achieved in 1953 (Vol. 10:15).

Dividends: Packard-Bell, 25c payable April 25 to stockholders of record April 12; International Resistance Co., 5c June 1 to holders May 17; Tung-Sol, 25c June 2 to holders May 17; Indiana Steel Products Co., 371/2c June 10 to holders May 25; Globe-Union, 30c June 20 to holders June 2.

Tung-Sol Electric Inc. earned net income of $450,304 (78c a share on 554,926 outstanding) on net sales of $9,518,073 in 13 weeks to April 3 vs. $552,318 (97c on 455,656 shares) on sales of $10,745,129 in same 1953 quarter.

American Phenolic Corp. reports earnings of $801,223 ($2.50 per share) on sales of $32,032,107 in 1953 vs. $1,279,290 ($3.19) on $36,726,812 in 1952.
ARMED FORCES TV “network” is definitely in the planning stage now, with initial batch of 12 U. S.-owned low-power TV stations projected at isolated foreign bases. Project is being handled by Office of Armed Forces Information & Education (AFIE), which also directs and controls Armed Forces Radio Service.

Experimental prototype of the foreign TV installation is Ch. 8 operation at lonely Limestone Air Force Base near Caribou, Me. (Vol. 9:52), now nearing end of 6-month trial period. Station was built at cost of $33,143 with money from PX sales and movie receipts. Basic installation was by RCA—including 10-watt transmitter and vidicon camera in small studio. Operating on shoestring, station now programs 45 hours weekly, using kinescopes and films obtained through cooperation of networks, advertising agencies, TV film distributors—in addition to live newscasts and talks by chaplains. Armed forces agreed to take station off air if any commercial station should be authorized in area.

Following successful trial period, Limestone station gets formal dedication next July 4. The other armed forces stations won’t be located in continental U. S. or in any areas reached by Armed Forces Radio Service or existing TV stations. It’s policy of Defense Dept. to utilize existing facilities wherever possible; for example, in Japan, Germany and French Morocco, arrangements are with existing TV stations to present American film programs especially for U. S. troops. Headng up armed forces TV project is Lt. Col. Mel Williamson, chief of AFIE’s TV section.

The 12 TV stations now contemplated would be located at isolated Pacific island bases, Greenland, Labrador, etc. Funds aren’t yet available, and legislation is needed to establish beyond any doubt the Defense Dept’s authority to build such stations. Bill (S-3401) introduced this week at request of Defense Dept. by Chairman Saltonstall (R-Mass.) of Senate Armed Services Committee, would do this. Committee is slated to hold hearings on it soon, possibly next week.

Westinghouse acquires station whose gross revenues jumped from less than $600,000 in 1950 to more than $3,000,000 in 1953, profit after taxes from about $30,000 to nearly $300,000, in proposed purchase of KPIX, San Francisco (Ch. 5) for which transfer papers were filed this week. Sale price is approximately $6,000,000 in Westinghouse stock (Vol. 10:11), with gen. mgr. Philip G. Laskey, who disposes of his 14%, continuing with the station. Balance sheets filed this week show that in 1950 gross revenues were $572,460, Federal taxes $13,647, net income $29,741; in 1951, gross was $1,385,683, taxes $281,203, net $140,418; in 1952, gross was $1,962,857, taxes $153,589, net $78,601; in 1953, gross was $3,030,210, taxes $812,017, net $292,198.

Merger of Phoenix’s half-time KTOY-TV & KOLV-TV, sharing Ch. 10 since they began operating last Oct. (Vol. 10:12) was approved by FCC this week. They combine as KOOL-TV, controlled by Gene Autry, with mgr. Charles Garland owning 5%. Autry group also owns KOPO-TV, Tucson. Purchase price of KTOY-TV was $200,000, gen. mgr. and 20% stockholder Albert D. Johnson continuing to operate radio KOLV which wasn’t involved in deal. Transfer papers showed KTOY-TV had lost about $45,000 up to last Jan. 31, KOOL-TV about $30,000 up to Dec. 31.

FCC approved $76,612 sale of assets of grantee WUTF, Youngstown (Polan Industries) to WFMJ-TV, Youngstown (Ch. 73), so that latter can take over WUTF’s Ch. 21 (Vol. 10:10:14). At same time it rejected petition of Valley TV Co., onetime applicant for Ch. 21, which asked hearing on transfer.

Change in network affiliation rules regarding “territorial exclusivity,” proposed by FCC (Vol. 10:14), brought lively pro and con comments this week. Commission proposed to prevent any station from signing agreement with a network to prohibit the network from feeding programs to other stations in same community or in cities within 15 miles. Of the networks, only CBS and NBC commented, both opposed. Stations opposed are: Meredith stations; WNHC-TV, New Haven; WTVR, Richmond. In favor of change: WAKR-TV, Akron; WLBR-TV, Lebanon, Pa.; KNUZ-TV, Houston; WFRV-TV, Green Bay, Wis. Said CBS: “Whether or not the section is revised . . . it would be the general practice of CBS-TV to provide its network affiliates, insofar as possible, with unduplicated service.” NBC commented: “It would substitute artificial political boundaries as the measure of protection for a station’s signal in lieu of the common sense standard of whether the signal strength is adequate.” Those favoring change, mostly uhf stations, stated it wouldn’t be cure-all but would help. Several went further and argued that Commission should stop applicants from getting grants in smaller communities then placing transmitters near big cities; examples given were Houston-Galveston, Muskegon-Grand Rapids, Spartanburg-Greenville, Hutchinson-Wichita, Marinette-Green Bay. In same vein, KCEB, Tulsa, this week protested Ch. 8 grant to Tulsa Broadcasting Co. in Muskogee (KTVX) stating that grantee is really aiming at Tulsa, not Muskogee.

Newspaper ownership of TV stations got second Senate slap in 2 weeks when Sen. Kilgore (D-W. Va.), continuing his TV-radio “anti-monopoly” crusade, inserted in May 5 Congressional Record a list of 112 TV stations with newspaper ownership connections—which he viewed with “serious concern.” Last week, Sen. Johnson (D-Colo.) introduced bill (S-3550) to ban 10% or greater ownership of TV-radio stations by newspapers in cities of 100,000 population or more (Vol. 10:15). The 2 Senators are known to have conferred informally on the matter. Kilgore recently assailed radio ownership of TV stations (Vol. 10:10) and asked Senate probe of alleged TV-radio monopolies (Vol. 10:11). Senate Judiciary Committee’s monopoly & anti-trust subcommittee under Sen. Langer (R-N. D.)—of which Kilgore is member—has such an inquiry under consideration, but isn’t expected to get to it for a long time, if at all.

In order to exercise option to purchase one-third interest in KFSD-TV (Ch. 10) and KFSD, San Diego, Charles E. Salik this week sold his radio KCBQ, San Diego (1-kw night, 5-kw day on 1170 kc, ABC) for $250,000. Purchasers are Stanley N. Schultz, Phoenix, and Timothy D. Parkinson, Tucson, co-owners of radio KEUX, Phoenix. Salik hasn’t indicated when he will buy into the Tom Sharp stations, which it’s reported may soon be sold to new interests.

City Council of St. Petersburg, Fla. voted unanimously May 6 to reject both the Edward Lamb and Ted Mack bids (Vol. 10:18) to take over its WSUN-TV (Ch. 38) and radio WSUN (5-kw on 620 kc, ABC), and then by 5-2 decision decided to continue TV-radio operations as a city function. Actions definitely mean, they said, that the stations are no longer on the market.


FM panel May 24 at NARTB convention in Chicago’s Palmer House will have FCC Comr. Sterling and 4 broadcasters, moderated by Ben Strouse, WWDC, Washington.
THE MAGIC WORD IS 'ELECTRONICS': As magical as TV, which is its commercial keystone, electronics during recent years has attracted many companies which never before had anything remotely to do with it -- some in such a big way that the tail now wags the dog. Hardly a week passes nowadays without word of new ventures, expansions, acquisitions or mergers in various fields of electronics. By and large, the main factor motivating non-electronic companies into the field is the desire to diversify.

Everybody in the industry knows the names of the various big TV-radio-electronics manufacturers who pioneered the field, many of them still doing great work for the military services as well as for commercial markets. (For lists of TV set & tube manufacturers, see our TV Factbook No. 18.)

Virtually all the aircraft manufacturers have gone into electronics research, design and manufacture inasmuch as electronics items are integral to flying. And so have a great many office equipment and coin machine manufacturers.

But there are others with businesses seemingly remote from electronics now important factors in the field. To get a sizeup of what these "newcomers" are doing, we asked Chicago financial consultant Edgar Greenbaum Jr. to furnish us with information about unusual entries into electronics fields. He's the specialist in electronics securities who, while with Television Shares Management Corp. from 1948-53, helped set up highly successful Television-Electronics Fund Inc., investment trust. You will find a summary of his data on pp. 12-13.

BRICKER'S NETWORK-REGULATION BOMBSHELL: Triggered by complaints of uhf grantees -- but with implications far beyond immediate problems of uhf -- a bill to put networks under FCC regulation took the industry completely by surprise when introduced May 13 by Senator Bricker (R-Ohio), chairman of the powerful Interstate Commerce Committee whose chairmen (Wheeler, Johnson, Tobey, et al.) have traditionally kept the FCC and the industry hopping to do their bidding.

No believer in the governmental big stick, the conservative Ohioan goes further in his bill (S-3456) than did any New Deal lawmakers in the days when networks and stations, always fair game, were more alert to encroachments by "Big Government." Bricker bill defines "network" as "any person who operates a system which, for the purpose of simultaneous or delayed broadcasting of identical programs, in any way interconnects or affiliates any 2 or more broadcasting stations."

Bricker means business: bill's intent was to bring whole network affiliation issue to a head. As chairman of committee which has authority over all TV, radio and communications matters, he told Senate he has already "requested the FCC and
other govt. agencies to submit comments as soon as practicable on the bill preparatory to exploration of the matter by the committee."

Measure is bound to be discussed at next week's uhf hearings before Commerce Committee's communications subcommittee (see story, p. 3), where most uhf grantees are expected to endorse it -- since their most widely expressed complaint has been inability to get satisfactory network affiliation. However, Sen. Bricker is due to be out of town next week, won't attend sessions.

Reasons for Bricker's drastic proposal were made clear in speech May 13. "In recent weeks," he said, "the committee has received many complaints from all parts of the country, and also from several Senators, outlining the difficulties encountered by certain broadcast stations in negotiating affiliations with the various networks."

The Senator is known to have been deeply impressed by the one uhf casualty in his home state -- WIFE, Dayton (Ch. 22), which gave up March 13 after impressive and well-financed start (Vol. 10:11). Pres. Ronald E. Woodyard came to Washington at the time, got sympathetic reception from Bricker.

"The ability of an individual station to obtain network programming too often determines whether that station lives or dies," Bricker told Senate. "The FCC has the full responsibility of making available, so far as possible, to all the people of the United States a nationwide, efficient radio and television service...

"If the FCC is unable or is hampered in carrying out this objective because of the lack of authority," he continued, "then Congress must act accordingly."

He pointed out that 72 grants had been dropped -- including 60 uhf -- and he added: "We have reason to believe that many of these failures are due to the fact that the stations were denied programs by the various operating networks. It is that field which, through this bill, we seek to explore."

**FLINT Ch. 12 CP BREAKS DECISION LOGJAM:** With its decision-making processes in gear, at long last, FCC got one of the tough ones out of its system by granting Ch. 12 in Flint, Mich. to WJR, Detroit -- denying Bitner family's WFDF and application of the Butterfield Theatres and reversing an examiner's initial decision of more than year ago. Examiner Benito Gague, since resigned, had chosen WFDF.

FCC was on a granting spree for these days, issuing 4 other CPs, including uhf Ch. 31 to City of New York after its competitors dismissed. Other 3 CPs were: Ardmore, Okla., KVSO, Ch. 12; San Antonio, Tex., KCOR, Ch. 41; Wausau, Wis., Wisconsin Valley TV Corp., Ch. 7. Set up for Ch. 3 grant soon in Phoenix was ex-Sen. McFarland's Arizona TV Co., now that KTLR is dropping out, having purchased KTYL-TV in nearby Mesa (Vol. 10:18). A CP was returned -- WSCV, Spartanburg, S.C. (Ch.17).

* * *

It's everyone's hope that Flint decision, which in effect gives Detroit area its 4th station, indicates logjam is broken. The portents are that decisions will continue at fair rate from here on.

Commission's main reasons for preferring WJR (Hennock dissenting) were that it proposes more elaborate facilities, more local programs; that it has no other TV stations while Bitners already have WOOD-TV, Grand Rapids & WFBM-TV, Indianapolis; that it has broadcast experience while Butterfield has none; that its officials (John J. Patt, pres.) would take more active part in station's management.

Just how elaborate WJR's plans are is indicated by its proposed construction costs -- $1,852,000 vs. WFDF's $551,000, Butterfield's $838,000 -- which includes studios in Flint and Detroit, plus remote unit.

WJR is controlled by widow of G.A. Richards, now Mrs. Walton Parker. The station's earned surplus is $2,200,000, of which $2,000,000 is reserved for TV.

Commission dwelt at length on coverage question, reiterated its stand that as long as all applicants meet minimum signal standards none is superior.

New York City has $379,000 set aside for station construction, but fight is anticipated over appropriation for operations. Mayor Wagner was particularly happy about grant because he fought for applying when he was pres. of Manhattan Borough. The city now operates AM station WNYC, whose mgr. Seymour Seigel said engineers are now studying practicability of starting out in color.
COLORADO VHF GIVES UP THE GHOST: Another "economic casualty" -- this one a vhf -- again emphasizes the inescapable necessity of basic market conditions favorable to TV and the vital importance of network affiliation. In a week marked by no new station starters, the 14-month-old KDZA-TV, Pueblo, Colo. (Ch. 3) allowed its STA to expire without asking FCC for renewal. Owner Dee B. Crouch was negotiating to dispose of the equipment, even while hoping to find a way to resume perhaps as a satellite. Outlet had signed off May 7 ostensibly for equipment repairs, but it was an open secret he couldn't keep it going. He also owns independent AM local KDZA.

KDZA-TV was first in city, got network service at outset via 104-mi. relay from Denver's pioneer KEFL-TV, whose owner Gene O'Fallon had in fact contracted to buy it for $350,000 (Vol. 9:31). But he gave up deal (Vol. 9:47) after losing own major network affiliations when KLZ-TV (CBS) started in Oct. and KOA-TV (NBC) in Dec. and continued relays to Pueblo were found uneconomical. Pueblo's other station, KCSJ-TV (Ch. 5), which started late last June, has an NBC affiliation.

KDZA-TV is second mountain area station and the third vhf to quit the air for lack of economic support. Its condition reportedly was aggravated by fact that both Colorado Springs stations come into its area. KFXD-TV, Nampa, Ida. (Ch. 6) had to drop out last Aug. (Vol. 9:34) mainly due to underfinancing for it was contiguous to Boise where another CP holder quickly grabbed up its channel. Its former transmitter, incidentally, will soon go into operation for new KFXJ-TV, Grand Junction, Colo. (Ch. 6), first outlet in western part of state and midway between Denver and Salt Lake City. Except for last week's KOY-TV time-sharing merger into K00L-TV, Phoenix, the only other vhf to sign off permanently was KFOR-TV, Lincoln, Neb., which quit last March (Vol. 10:11) because of competition from nearby Omaha.

Note: Signoff of KDZA-TV brings count of stations now on air to 383.

TAX-EXEMPT UHF SETS? SENATE PROBE IS ON: So many witnesses have lined up to present their recipes for saving uhf that the Senate communications subcommittee has decided that 3 days of morning and afternoon hearings -- now definitely scheduled to begin next Wednesday, May 19 -- won't be enough. It now plans still more hearings in June.

Action on uhf problems erupted meanwhile on 2 other Congressional fronts. In addition to Sen. Bricker's network regulation bill (see p. 1), there's a new proposal by Sen. Johnson (D-Colo.), ex-chairman of the committee, to exempt from 10% excise tax all TV sets with built-in uhf tuners -- a move which could cut down or eliminate the price disadvantages of combination vhf-uhf sets.

Johnson's proposal is certain to get enthusiastic response in telecasting and manufacturing industries. It would help boost set sales, increase set circulation, hurt no one. In addition to being ranking minority member of Senate Commerce Committee, he's on Finance Committee, now pondering House-passed revision of internal revenue laws (HR-8300). He'll offer his amendment within next 10 days, he told us. It would exempt from the tax uhf converters as well as receivers.

Measure would make it possible to manufacture black-&-white vhf-uhf sets as cheaply as vhf-only, hasten the day when all new sets have uhf tuners. Color sets equipped for uhf would be cheaper than their vhf-only counterparts which would still be subject to manufacturers' tax. RETMA, which has spearheaded several unsuccessful drives to reduce the excises on black-&-white sets and eliminate them on color, will endorse Johnson amendment -- in fact, RETMA chairman Glen McDaniel had intended to make similar proposal in his appearance before subcommittee next week.

"It's now or never," Johnson warns. He told us he had postponed introducing his excise tax amendment in hopes Senators would become more impressed with uhf problems. Its fate, he said, depends on extent and speed with which industry and consumers buttonhole their Senators to dramatize necessity of helping uhf.

* * * *

Importance attached to uhf hearings by subcommittee Chairman Potter (R-Mich.) is indicated by his refusal to postpone them a third time, despite fact that he's still needed for McCarthy hearings -- and that even his temporary absence from the televised hearings will certainly be noticed by his constituents on their TV screens.

Hearings begin Wednesday at unusually early hour of 9 a.m., will run through May 21, then recess until early June -- after NARTB convention. Potter will attempt
to attend most of uhf hearings, though he also will have to put in some time at the McCarthy airings -- particularly if things get hot there.

More than 40 witnesses are tentatively slated to appear before subcommittee, and requests are continuing to pile up at subcommittee office daily. FCC chairman Rosel Hyde will be leadoff witness May 19, followed by UHF Industry Coordinating Committee, RETMA and transmitter manufacturers. (For unofficial list of those due to appear, see p. 16.) Networks won't be heard until June session. In addition to probing uhf problems, hearing also will consider Johnson multiple ownership bill.

Mass presentation for uhf operators and grantees -- although many will also appear individually -- will be made by new UHF Industry Coordinating Committee, now boasting more than 65 station-members. Headed by Harold Thomas, WISE-TV, Asheville, N.C., and with ex-FCC general counsel Ben Cottone as attorney, group will hold membership meeting May 19 at Washington's Statler Hotel.

Complete re-allocation to reduce or eliminate vhf-uhf intermixture is one of main planks of Coordinating Committee's platform. Though group was formed primarily to represent stations at hearing, it now plans to become permanent organization and will hold meetings and have suite at Chicago's Palmer House during NARTF convention.

The other uhf organization, Ultra High Frequency TV Assn., headed by Lou Poller of WCAN-TV, Milwaukee, appears to be on verge of dissolving, though it has announced meeting for May 17 in Washington. Virtually all of its members are also on Coordinating Committee, and on May 14 its general counsel and Washington representative Wm. A. Roberts tendered resignation, said to have been indirectly due to objections raised by some uhf operators because of his connection with DuMont.

* * * *

Defending FCC's intermixture of vhf & uhf allocations, Comr. Sterling this week told Washington IRE meeting that Commission felt: (1) It was only way to provide adequate number of stations. (2) It would assure availability of vhf-uhf sets, which would have been required even in a so-called "non-intermixed" allocation, because many people would reside in areas where vhf and uhf service overlap.

He also urged manufacturers to include uhf tuners in all color sets, and dashed cold water on hopes of those seeking to wangle more vhf channels by using the 72-76 mc and FM bands. The former frequencies will be needed by CAA at least until 1963, he said, and latter would require "hearing of some proportions," running into opposition from FM licensees, prospective storecasters, hi-fi fans, and the fixed and mobile services which also would like to grab off part of FM band.

Imminence of hearing has had impact on other fronts. For example: FCC for several weeks has passed up action on petitions to add vhf channels -- such as Monroe, La. and Princess Anne (Norfolk), Va. It has also deferred action on requests by Buffalo's WBEN-TV and Huntington's WSAZ-TV that Zone I power-height ceilings be lifted to same levels as in Zones II & III. Commission could have acted on these petitions by now if it had wanted to.

FCC DEFINES FEE-TV AS 'BROADCASTING': FCC's initial discussion of subscription TV -- the first of any official significance, at least -- was good news to proponents of pay-as-you-look TV. Giving its views to Congress on pending Hinshaw bill (HR-6451), Commission stated its opinion that fee-TV, if ever authorized commercially, should be classified as "broadcasting" rather than "common carrier".

Subscription TV proponents have been horrified at Hinshaw bill's provision that their systems be regulated as are telephone and telegraph -- meaning that FCC would control rates and limit operators to "fair return" on their investments rather than permitting them to charge what traffic will bear under competition. General opinion is that no one would start fee-TV if Hinshaw bill is adopted.

FCC made it clear it hasn't decided whether or not to authorize pay TV. It noted merely that it has pending several petitions requesting commercialization and that "the entire problem is now being actively studied."

Commission didn't commit itself flatly on matter of rate regulation, however. In one place it said: "Although it might be felt desirable to subject subscription services to regulations as a public utility, the Commission does not believe that
classification of these services as 'common carriers' would be appropriate." But in conclusion it stated:

"Any subscription service which might be authorized will be likely to be faced with the natural forces of competition from other subscription operations (including 'closed circuit' operations by wire of the type now utilized in 'theatre television'), and from conventional broadcasts received by the public without direct charge. In the absence of experience in this field, we cannot now foretell the effect of these natural competitive forces and whether additional regulatory authority would be required in the future."

Commission thus doesn't rule out the "public utility" classification, which could mean controls as stringent as those applied to common carrier, but it prefers leaving economics up to competition if at all possible.

FCC opined that it now has adequate authority to institute a pay-as-you-look service and determine "the number and type of hours during which subscription programs could be broadcast by any station, the number of stations in any community which could engage in subscription operations at any one time, or the approved transmission standards for such operations."

History of "broadcasting" definition occupied much of the FCC's comments and conclusion is this: "The reliance of the broadcasting industry upon advertising revenue, rather than upon direct charges to the public as its principal source of revenue, has not been the result of any action by either Congress or the Commission, but rather the result of the natural development of the industry."

Though FCC's comments shed more light on subject, neither the Commission nor Congress is likely to hold hearings soon. FCC considers its hands quite full of other matters, notably uhf problem (see p. 3) and House Commerce Committee is up to its ears in hearings on health legislation and on Bryson bill to restrict liquor ads (HR-1227). Hearing on latter is set for May 19-21.

No Congressman other than Hinshaw seems excited about matter, but Hinshaw vows he'll get hearing on it if he has to tack it on as a rider to some other bill.

NARTB CONVENTION AGAIN DOMINANTLY TV: Even the sideshows at annual NARTB convention -- in Chicago's Palmer House, May 23-27 -- will be dominantly TV with a record turnout expected from the 255 TV station and the 4 TV network members, to say nothing of the 1128 AMs, 329 FMs, 114 associates. Fact is, NARTB's total membership of 1838 is a growth of 8% over last year's roster at this time.

Most noteworthy of the peripheral activities, aside from the usual big array of exhibits (heavily TV) and the many individual company parleys, is the organization meeting Monday of the well-backed Television Advertising Bureau, projected as a non-NARTB business group, with headquarters in N.Y., for purpose of promoting spot sales and for closer liaison with sponsors and agencies (Vol.10:17-19). Unique, too, will be the Sunday evening reception and dinner (May 23) which Sponsor Magazine is tendering the 108 pre-freeze stations, presenting each with a commemorative plaque in recognition of its pioneering, with Harold Hough, WABP-TV, Ft. Worth, as m.c.

Monday is really leadoff day, devoted entirely to side meetings: NARTB's TV board meeting to elect 5 directors, including possibly one being sought by uhf folk; also, the BAB board luncheon and meetings of CBS affiliates, NARTB sports committee, Daytime Broadcasters Assn., Clear Channel Broadcasting Service, Council on Radio Journalism, presidents of the state broadcasting associations, et al.

Big meetings start Tuesday morning, with CBS chairman William S. Paley delivering the keynote address. Same day, the joint management-engineering conference & workshop has GE's W.J. Purcell discussing "Economy in Technical Operations Through Organization and Management"; Eastman Kodak's Ralph Evans, "Seeing Light and Color"; NBC's Robert E. Shelby, "Results of Experience to Date in Color TV Operations." Also panels on labor relations and film buying, latter headed by KRON-TV's Harold See.

These mainspots for conventioneers most interested in TV problems will be followed Wednesday by various other sessions and a luncheon address by FCC chairman Rosel Hyde. Thursday morning's piece de resistance will be a roundtable discussion with all FCC commissioners except E.M. Webster on hand.

New FCC asst. gen. counsel in charge of litigation is J. Smith Henley, attorney from Harrison, Ark. He succeeds J. Roger Wollenberg, who had resigned some months ago to join Haley, Doty & Schellenberg. Henley served as city attorney of Harrison 1944-47, was referee in bankruptcy for Federal district court 1944-45. He's 37, married, has 2 children.

John Meagher, KYSM, Mankato, Minn., elected NARTB v.p. for radio (AM-FM), new post created by board at Jan. meeting in Phoenix.

J. H. Whitney & Co.'s $4,000,000 purchase of KOTV, Tulsa (Ch. 6) was approved by FCC this week, the big N. Y. venture capital concern acquiring property (Vol. 10:14) whose total assets as of last Dec. 31 were listed as $788,678, liabilities $665,003, with surplus of $11,762. It's one of biggest station deals on record, leading Conr. Lee, without dissenting, to issue statement expressing "growing concern" and stating that "large transactions such as this give me cause for alarm." He said: "The Commission transfer processes do not provide for the possibility of competing applications or comparative consideration of applicants as in the case of requests for original use of a channel. I am aware that this may be due to statutory limitations, and I do not suggest that this is inappropriate. But I am concerned because the transfer processing does not answer for me the question as to how the prospective purchaser would have fared in a comparative hearing." Sellers are Mrs. Helen Maria Alvarez, who founded the station in 1949, owned 50%; Jack Wrather, Okla. oil heir, 25%, his mother Mrs. Mazie Wrather, 25%. It was stated at time of deal that no personnel changes are planned. Mrs. Alvarez and Mr. Wrather, who also own 38.89% each of KFMB-TV & KFMB, San Diego (along with Edward F. Petry & Co., 22.22%), remain on stations' board along with Whitney partners C. Wrede Petersmeyer, Wm. H. Jackson & Robert F. Ryan.

Arthur B. Church's Midland Broadcasting Co., Kansas City, which Cook Paint & Varnish Co. proposes to acquire in deal involving $1,750,000 cash, plus assumption of about $865,000 in obligations and other considerations (Vol. 10:17), shows these original costs of various properties as of March 31, 1954 in transfer papers filed recently with FCC: KMBC-TV, $372,652; KMBC, $351,194; KFMB, Concordia, Kan., $129,679. Though depreciated costs are given, papers say that in nearly every instance replacement cost would exceed original cost. Midland's assets on Feb. 28 totaled $1,502,693. Fixed liabilities total $671,011, current liabilities $139,743, capital stock & surplus $691,938 (earned surplus account $283,748 as of Jan. 31, 1953). Purchaser's WHB Broadcasting Inc. balance sheet shows $380,141 assets & liabilities, latter including earned surplus of $482,669. HIB-TV shares time and ownership of transmitter with KMBG-TV and it's proposed to merge them into one basic CBS-TV outlet.

Transfer of Ch. 12 facilities of old KOLN-TV, Lincoln, Neb. from Fetzer family to trustee Byron J. Dunn acting for U of Nebraska (Vol. 10:14) can't be approved without hearing, FCC told John Fetzer. Commission said it looks as if Fetzer "would be in position to exercise a substantial influence in two TV stations in the same community if we were to approve [the transfer]." FCC letter says that Fetzer would own transmitter, operate it and "has agreed to reimburse the Trustee for reasonable expenses necessarily incurred in carrying out the trust, if donated funds are not available for that purpose." Commission notes that there's no commitment from the university and that application wasn't signed by its representative. Fetzers first bought KOLN-TV (Vol. 9:30,34), then KFOR-TV (Vol. 10:13), swapping channels and silencing the latter.

At FCC and in court, uhf stations continue attempts to block vhf grants or participate in vhf hearings. This week, WAIM-TV, Anderson, S. C., said it would appeal FCC's latest action in venerable Spartanburg site grant—granting of regular modification to WSPA-TV to build at Paris Mt. WENS, Pittsburgh, petitioned to intervene in suburban Irwin Ch. 4 hearing. Grantee KSPG, Tulsa, joined KCEB in protesting vhf grant in Muskogee (Vol. 10:19); surprisingly, vhf KOTV is also protesting.
Network Accounts: Firestone and NBC came to parting of ways this week when latter announced its Voice of Firestone, carried on the radio network Mon. 8:30-9 p.m. for last 25 years and simulcast with TV for last 5 years, would quit the network June 7 and be heard on "another network" next season. Company withdrew after NBC decided to make period available for new Sid Caesar show next season. Strained relations weren't mollified, apparently, when NBC pointed out that it was never contemplated that radio show should be changed since it's held its high ratings but that TV show has suffered drastic drop in ratings as Mon. night TV audience showed preference for light entertainment and melodrama, pointing to "opposition" of Arthur Godfrey Talent Scouts on CBS-TV at 8:30, followed by I Love Lucy at 9. NBC offered unavailingly to move TV show to Sun. 5:30 p.m., between Hallmark's Hall of Fame and Meet the Press—"both of which bear a cultural and educational imprint" and thereby "capture an increased all-family audience and arrest the downward trend of its rating"... Texas Co. (Texaco) buys Sat. 9:30-10 p.m. time segment on NBC-TV 3 out of 4 weeks for new comedy show featuring Jimmy Durante, starting in fall, thru Cunningham & Walsh... Florida Citrus Commission to sponsor Twenty Questions, which shifts from DuMont to ABC-TV starting June 29, Tue. 8:30-9 p.m., thru J. Walter Thompson... Toni to sponsor Kay Kyser's Colleage of Musical Knowledge on CBS-TV starting July 11, Sun. 7-7:30 p.m., thru Weiss & Geller... Bristol-Myers Co. (Bufferin & Vitalis) sponsors 10-10:30 a.m. segment of Arthur Godfrey Time simulcast on CBS-TV on alt.-day basis, starting May 11, thru Young & Rubicam... Lucky Strikes to sponsor Jack Benny Show in fall on alt. Sun. 7:30-8 p.m. instead of every 3rd Sun. on CBS-TV, thru BBDO... Pall Mall renews alt.-week sponsorship (with Dodge) of Danny Thomas in Make Room for Daddy on ABC-TV, Tue. 9-9:30 p.m., thru Sullivan, Stauffer, Calwell & Bayles... Sherwin-Williams Co. shifts Ray Bolger Show from Thu. 8:30-9 p.m. to Fri. 8:30-9 p.m. on ABC-TV in place of Pepsi-Cola Playhouse, which moves to Sun. 7:30-8 p.m., effective July 9.

New TV camera, image orthicon and flying-spot scanner have been announced by British Marconi. Camera chain, known as Mark III, was specifically designed for new 4½-in. image orthicon, which is claimed to provide "far better picture than any existing TV system is capable of transmitting." The 16mm film scanner is built around new Marconi fast pull-down mechanism. All equipment is available for use on British, European or American standards.

Tremendous pulling power of kiddie programs is shown in new Advertiser survey of 6 popular children's show in N. Y. area, based on 750-family sample. About 75% of parents interviewed reported they had been asked by their children to buy at least one product advertised on the programs; more than 93% of this group said they actually purchased one or more products as result.

McCann-Erickson on June 1 merges Wilkinson, Schiweitz & Tips Inc., Houston agency handling Humble Oil, Texas Rice Promotion Ass'n, Anderson Clayton & Co., among 28 other accounts. Joseph Wilkinson, pres. of Houston agency, will be v.p. & mgr. of new Houston office of McCann-Erickson; Kern Tips, exec. v.p.

Britain's record mile runner Roger Bannister flew to U. S. this week to appear on CBS-TV's I've Got a Secret and other TV shows, but appearances were cancelled when British Information Office decided he shouldn't come within a mile of commercial TV—to safeguard his amateur status.

Dr. Melvin Brodshau named dean of School of Public Relations & Communications, Boston U, which includes TV, radio & motion picture depts.

First sponsor of Army-McCarthy hearings, so far as known up to press time, is St. Louis Post-Dispatch, which bought the live show in full, as carried on DuMont by uhf WTVI. Its own station KSD-TV is on NBC, which isn't carrying the daytime proceedings and, moreover, its daytime is entirely committed. Newspaper thus performs good public service, gets good advertising, helps build up uhf audience. In Chicago, the Sun-Times, not listed as a sponsor, has been defraying costs of the hearings as carried on ABC's WKBK. The day-long hearings were opened to commercial sponsorship this week after Senate subcommittee voted to permit sponsors "in recognition of the value and service of live coverage to these committee hearings, as we have observed the results." Chairman Mundt (R-S. D.) explained he had received several calls from networks and stations complaining about cost of carrying hearings in full. Subcommittee authorized commercial sponsorship of the live telecasts only if they're carried in full and not interrupted for commentary; names of sponsors would be permitted only at beginning & end of hearings and during recesses. It said it was hoped networks will use "good judgment in the types of sponsorship which they secure since these televised hearings will be going into homes and some school classrooms." ABC-TV & DuMont, which have been carrying full hearings live, said they're now negotiating with several prospective sponsors. CBS-TV & NBC-TV declared they won't alter their present coverage of late-evening filmed highlights only.

Dept. store use of TV can be made very profitable with minimum of money and maximum of ingenuity, says man who is both telecaster & dept. store owner. George Gable, pres. of Wm. Gable Co.'s WFBG-TV & WFBG, Altoona, Pa., told Washington conference of National Retail Dry Goods Assn. this week his store had achieved "great merchandising success" with 1-min. films made in store, showing sales techniques, and he offered to make them available at print cost to other stations & stores. Films are carried with live commentaries and slides which can be superimposed to show prices, store name & locations, other pertinent information. Other speakers supporting Gable's thesis that more dept. stores should use TV were Armand Grant, WAAM, Baltimore; Ted Nicholaf, WFBM-TV, Indianapolis, and TV consultant Sam Cuff. Gimbels, big Philadelphia dept. store, tests effectiveness of merchandising via TV week of May 17 in 2-way tie-in with WPTZ & NBC-TV's Home (11 a.m.-noon). Store is buying series of spots on WPTZ to boost promotion, will arrange window displays featuring "as advertised on Home." Nineteen minutes of Home will originate from Gimbels May 20 via WPTZ.

Canadian professional football will be televised by NBC this fall in direct competition with NCAA college "game of the week" on ABC-TV. NBC for last 3 years has carried NCAA games, now will telecast 13-game Sat. afternoon series Aug. 28-Nov. 20 featuring Eastern Big Four teams and East-West playoffs. Canadian football, a rugged game somewhat different from the American variety, has attracted many former U. S. college and professional stars. CBC will supply NBC with video pickups via Buffalo, NBC providing own sportscasters. Financial terms of deal and sponsor not yet announced.

Newspapers outrank TV & radio in importance as news media, Catholic Press Ass'n. convention was told this week by Samuel Cardinal Stritch, Roman Catholic Archbishop of Chicago. "The public square of today is the daily newspaper," he said. "We should also add the radio and TV, but however great the importance of radio and TV may be in our times, the printed word is more important." The Cardinal added, however, that prestige of press has fallen because "it has failed in the responsibility which its very freedom imposes."
Telecasting Notes: Walt Disney TV show Disneyland, which starts on ABC next Oct. as part of new modus operandi signed by the network and the film producer (Vol. 10:14), will probably be slotted Wed. 8-9 p.m., opposite Arthur Godfrey (CBS). Filmed programs will be introduced by Disney personally, will run for at least 8 years under the contract—and many of them will be slated as promotion for Disney theatrical films and other Disney properties. Exclusive of time charges, the hour-long films reportedly will cost sponsor (as yet unsigned) $65,000 each for first runs, $39,000 for re-runs ... "Disneyland" project near Anaheim, Cal. will be workshop and locale for TV films as well as tourist attraction, and is described as "combination world fair, playground, community center, museum of living facts and showplace of beauty & magic." To be completed by mid-1955 at cost of $9,000,000 on 150-acre tract, project will employ more than 500, will be built and operated by Walt Disney Productions "in association with" ABC and Western Printing & Lithographing Co., Racine, Wis., which prints all Disney publications ... Officers of Disneyland Inc., elected May 13: Walt Disney, pres. & board chairman; ABC v.p. Earl Hudson, vice chairman; Disneyland gen. mgr. C. V. Wood Jr. (ex-Stanford Research) & Sidney Markley, v.p.'s; Disney Productions' George D. Kilmer & O. V. Melton, secy. & asst. secy. Also on board are Wood, Markley, Western Printing's Robert S. Callendar, Disney Productions treas. Paul L. Pease and American Bar Assn. pres. Lloyd Wright ... Significant quote from income report of Charles S. Skouras, pres. of National Theatres Inc., for half year ended March 27 (net income: $1,307,050 vs. $1,458,529 in 1953 period): "In the cities in the Midwestern, Rocky Mountain, Pacific Northwest and Northern California areas where TV competition has recently developed, there has been a substantial decline in attendance. However, the continued satisfactory operations in localities where TV competition has been intense for a number of years is most encouraging" ... TV may hurt at first, said chairman Alfred Starr of Theatre Owners of America at Arkansas theatremen's convention last week, its adverse effect on the movie business is only temporary and "there's no basic conflict between TV and movies." But, reports Motion Picture Herald, his optimism wasn't shared by all of the 350 Arkansas theatre owners who blamed declining receipts on TV, which became an important factor in their state only during last year ... "When a family gets its TV set paid for," said Mr. Starr, "then they can spend a couple of dollars a week going to the movies—and they will" ... More blame: CIO Textile Workers Union, at recent Atlantic City convention, heard its researchers report that TV is contributing to the decline of the clothing industry because homebodies prefer to loll around home and avoid dressing up to go out. Wherefore Variety comments that "one man's meat is another man's poison" and notes that TV must be "upheaving the furniture, log, electric bulb, soft & hard drink—and even the virtual industries "since video viewers are the hungriest people at the oddest moments" and suggests, "If textiles can't beat TV, why not join it?" ... Nielsen reports Rodgers & Hammerstein 4-network show March 28 for General Foods' 25th anniversary (Vol. 10:11) was seen in 21,060,000 homes, or 91.7% of total sets in-use ... KOA-TV, Denver, which lost tower in raging windstorm Dec. 6 but went on air few days later with temporary pole, has started erecting new 300-ft. Emco tower on Lookout Mt., with 6-bay 84-ft. RCA antenna due to be hoisted June 1; new tower gives 1030-ft. height above average terrain ... Arthur Godfrey, who represents some $10,000,000 or more of CBS's TV-radio billings, announced on air this week he must undergo another hip operation, presumably will go into hospital during his summer vacation ... DuMont's WABD and Elroy McCaw group's radio WINS have made deal to cross-promote their programs and personalities, WABD getting plugs on the radio station for its night programs, WINS on the TV for its morning shows ... New rep: KXLY-TV, Spokane, to Avery-Knodel ... Rep appointments for upcoming stations: WLAC-TV, Nashville (Ch. 5), to Katz; WTVW, Bangor, Me. (Ch. 2), to Venard, Rountoul & McConnell; WOSA-TV, Wausau, Wis. (Ch. 16), to Rambeau; WUSN-TV, Charleston, S. C. (Ch. 2), to H-R Television.

Educational TV was to dedicate its 6 stations and formally open its program center at Ann Arbor, Mich., Sun. May 16, with hour-long filmed telecast, Vision, containing excerpts of sample programs to be available. All 6 stations will carry program: KUHT, Houston; KTHE, Los Angeles; WKAR-TV, E. Lansing; WHA-TV, Madison; WQED, Pittsburgh; KQED, San Francisco. Program includes excerpts from The Exceptional Child, produced by N. Y. City Board of Higher Education; Stuttering from the Horse's Mouth, film on stuttering produced by U of Iowa; Independent Mr. Jefferson, produced by National Assn. of Educational Broadcasters; Baby Knows Best, produced by N. Y. municipal radio WNYC; Dept. of Defense film on Communism, moderated by George Kennan, ex-U. S. Ambassador to Russia; film on anthropology, featuring American Indian. In addition, problems involved in preparation of an educational telecast will be illustrated by excerpts from Adventure in Art, produced by U of Iowa.

Experimental boosters for Hawaii are proposed in application filed by IRESCO Inc. (International Research Associates, 2221 Warwick Ave, Santa Monica, Cal.). Pres. Lewis E. Brown says that units with output of 15 watts could be built for $5000 per channel, plus $1500 for power supply, and re-radiate Honolulu's signals into areas now shadowed. Organization had grant for KM2XFA, Palm Springs, Cal., but said it didn't build there because of "public relations and financial difficulties."

Next to be interconnected by AT&T Long Lines Dept.: KGLO-TV, Mason City, Ia. and WBTM-TV, Danville, Va., scheduled May 15; WGAN-TV, Portland, Me., May 16; WKNY-TV, Kingston, N. Y., May 23.

A 213-mi. 12-hop microwave costing $250,000 is sought by KXJB-TV, Valley City, N. D., in application filed with FCC this week. AT&T is building microwave to Fargo for WDAY-TV but KXJB-TV chose to seek own link rather than share single channel half-time. AT&T plans call for second channel by June, 1955. KXJB-TV says that AT&T service would cost $104,796 yearly for 8 hours a day, whereas its own link would cost $5000 monthly to run after being amortized by 1960. AT&T will undoubtedly oppose grant because private link would parallel own facilities from Minneapolis.

First closed-circuit TV political rally may be undertaken by Democrats for national meeting in Sept., provided money can be raised by local party committees. Proposed by WSB-TV's J. Leonard Reinsch, TV-radio consultant to Democratic National Committee, plan is to use facilities of Nate Halpern's Theatre Network TV, envisioning 100 theatres in more than 60 cities, with potential seating capacity of at least 100,000. Entertainers would alternate with political speakers in 90-min. rally. Tickets are expected to sell for about $100.

Closed-circuit TV sales conference will be held by Chrysler Corp. May 27 in 20 theatres and 6 hotels in 26 cities. Ford Motor Co. last week had 39-city theatre telecast, following successful 33-theatre show in January. The 3 productions were handled by Box Office TV Inc. Chrysler's Dodge div. also had 15-city dealer presentation in January, produced by ABC-TV and viewed in TV station studios as well as theatres lined up by Theatre Network TV Inc.
DELAYS in construction, and in some cases an apparent lack of determination to go ahead, are more and more manifest in replies to our questionnaires to CP holders asking for information on station plans. This supports our report last week that fewer CP holders are now hurrying to get on the air (Vol. 10:19), particularly uhf who are awaiting upcoming Senate hearings before deciding whether to go ahead at all. Four of the latter reported to us this week, quite frankly, that they haven't yet ordered equipment, have no construction plans as yet, no target dates in view—albeit 3 of them have held their CPs since last Dec., one since July 1953.

Shipments continue slow. RCA reports 25-kw transmitters shipped May 11 to upcoming KHOF, Stockton, Cal. (Ch. 5), and May 14 to KKW-TV, St. Louis (Ch. 4). GE's only reported shipment for week was 12-kw amplifier to KEDD, Wichita (Ch. 16), but it also had order for 5-kw transmitter, with antenna and studio equipment, from Denver Public School's projected KRMA-TV (Ch. 6, educational), which has indicated Dec. 6 target.

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

WUSN-TV, Charleston, S. C. (Ch. 2), plans Sept. 26 commercial start as NBC & DuMont affiliate, reports pres.-gen. mgr. J. Drayton Hastie. It will be second station there. WCSC-TV (Ch. 5), which began last June 16, has CBS & ABC. Philip D. Porterfield named gen. sales mgr. H-R Television will be rep.

WTWO, Bangor, Me. (Ch. 2), with tentative order for RCA equipment, is working on construction plans, but hasn't set target, reports pres. Murray Carpenter. Plans are to build own 50-ft. tower atop Riders Peak, Holden, Me. Rep will be Venard, Rintoul & McComb.

WBGH-TV, Boston, Mass. (Ch. 2, educational), is installing RCA 10-kw transmitter in building on Blue Hill and plans Aug. test patterns, Oct. programming, reports gen. mgr. Parker Wheatley. It has leased 11,000-sq. ft. for studios opposite M.I.T. in Cambridge. Make of 132-ft. tower not determined yet, but 101-ft. RCA 6-bay antenna will be used.

WMVT, Montpelier, Vt. (Ch. 3), planning September start, now is building half mile of mountain road to transmitter site, and within few weeks expects to begin work on transmitter house atop Mt. Mansfield, state's highest peak, reports sales mgr. John A. Dobson. Building will house 5-kw GE transmitter, two 50-kw power generators, and living quarters for 2 engineers. Its 4-bay General Electric antenna on fifty-foot Blaw-Knox tower will be 2720-ft. above average terrain, and signal is expected to reach as far north as Montreal as well as neighboring New York and New Hampshire. Montpelier studio facilities are being arranged with WSKJ; Burlington studios will be in new TV-radio building going up on eastern outskirts of city. Signed as primary CBS affiliate, but also expecting to use programs from other 3 networks, it hopes to get AT&T microwave connection with Albany. Weed will be rep.

WMBV-TV, Marinette, Wis. (Ch. 11), transmitter house scheduled to be ready May 20 for 10-kw RCA transmitter due this month, still plans July 14 test patterns and Aug. 1 programming as Marinette-Green Bay area's NBC affiliate, reports gen. mgr. Joseph D. Mackin. It will build 500-ft. tower with RCA 12-bay antenna at original CP site, plans to have it completed by end of June. Decision not to build at new location midway between Marinette and Green Bay was made after WFRV-TV, Green Bay (Ch. 5)—which got CP week before FCC approved site change for WMBV-TV—wrote that it intended to protest change to new location. George W. Clark will be rep.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), 25-kw RCA transmitter ordered for delivery in June or July and RCA 6-bay antenna due in Aug., plans Oct. 1 test patterns and Oct. 6 programming, writes TV director Robert F. Schenkkan. It's taking bids on construction of 800-ft. tower, wants it ready in Aug. Facilities will include mobile unit and studios at Chapel Hill, State College, Raleigh and N. C. Women's College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter.

WLAC-TV, Nashville, Tenn. (Ch. 5), now plans June 15 test patterns, July 1 programming, reports T. B. Baker Jr., who will be 25% owner, with Al Beaman owning 25% and Casualty Insurance Co. of Tennessee owning 50% (Vol. 10:19). Its RCA 10-kw transmitter is 90% installed, and 1000-ft. Idecu guyed tower with RCA 12-bay antenna is scheduled to be ready by June 15. It will be CBS affiliate. Rep will be Katz.

WBTW, Florence, S. C. (Ch. 8), has 50-kw RCA transmitter due in July, plans Sept. 15 test patterns, programming "on or before Sept. 26," reports gen. mgr. J. William Quinn. Its 750-ft. Kimco tower with RCA 12-bay superturnstile antenna are scheduled for completion in June. Owner Jefferson Standard Bstg. Co. also operates WBTV, Charlotte, and owns 16.5% of WFMV-TV, Greensboro, N. C. WBTW will be basic CBS, will also carry pro-WBTV origination. Rep will be CBS-TV Spot Sales.

WTHT-TV, Terre Haute, Ind. (Ch. 10), its 548-ft. Beasley tower and RCA antenna about ready, has reported June 15 test pattern target, July 1 programming, primary non-interconnected CBS affiliations. Joe Higgins is gen. mgr. of both TV & radio; Ben Falber Jr., WTHI-TV station mgr.; Pat Murphy, technical director; Louis Froeb, continuity director; Don Petit, chief engineer; Russ Arnold, asst. chief engineer. Base hour will be $400. Bolling will be rep.

WOSA-TV, Wausau, Wis. (Ch. 16), is still negotiating for transmitter & tower but hopes to get going next Sept., reports owner Congressman Alvin E. O'Konski. It has approval of CAA for tower on Rib Mt., but local planning board is delaying site approval. Rep will be Rambeau.

WQXI-TV, Atlanta, Ga. (Ch. 36), hopes to be on the air with test pattern in early Aug., reports owner Robert W. Rounasville, who also holds CPs for WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54). Earlier in year, he ordered 3 complete uhf station packages, with Continental 1-kw transmitters, from GPL (Vol. 10:7) but deliveries have not been reported. WQXI-TV rep will be Hollingbery.

CHCH-TV, Hamilton, Ont. (Ch. 11) has completed installation of 10-kw RCA transmitter, tentatively plans June 5 test patterns, reports asst. mgr. S. J. Bibby. Dominion Bridge Co. has completed 300 ft. of 540-ft. tower which will have RCA-designed wavestack antenna. Joint owners are radio stations CKOC, CHML & CJSH-FM, with CHML's Ken Solee as gen. mgr. Base rate will be $300. Reps will be Adam Young (for U. S.) & All-Canada Television.

WIIR are new call letters for originally-licensed WBLB, Bloomingdale, N. Y. (Ch. 5), near Lake Placid, to be operated by owners of radio WIRY, Plattsburgh. Gen. mgr. Joel Scheier reports no equipment ordered yet, no target date, but request for modification of CP to locate transmitter to Terry Ml., near North Pole, N. Y., with higher power, was filed with FCC last week.

Tips to broadcasters on hiring staff are contained in NARTB's new 8-chapter Employment Handbook, mailed this week to all members.
'TUBE PRICES ARE ALL OVER THE MAP': Cheap or expensive, all TV sets require picture tubes -- and so the tube makers say their orders have held up quite nicely for this time of year. But, like set makers, they complain they would like to make some money.

As in the present receiver market, there seems to be no pattern to the price structure of the highly competitive picture tube business. Just when it seemed that prices might be ready to stabilize, Sylvania surprised the industry this week by cutting about 75c off the manufacturers' cost of the popular 21-in. types. This happened shortly after GE had increased prices of its aluminized tubes.

Most of the industry sat tight, although CBS-Hytron followed Sylvania with lower prices. As a large independent tubes maker put it, "Prices are all over the map. No two manufacturers have the same prices, and there isn't one that can't be bargained with. Sure, we're busy with orders, but we can't even break even on them."

One of the biggest OR tube manufacturers called the price picture "extremely confusing" and added: "Nobody is getting rich in this business now. We're just trying to live. And we're not going to cut prices any more if we can help it."

Firming up by fall, at latest, is generally expected in the industry, particularly if today's big swing to aluminized tubes continues. Aluminization process, which is supposed to produce brighter pictures, is so difficult and touchy that some tube makers think they'll have trouble keeping up with orders for aluminized tubes next fall, by which time the law of supply & demand should dictate stable levels.

Aluminized tubes sell for about 50c more than non-aluminized today, despite fact they cost some $2 more to make. Hence large portion of tube industry is hailing GE boost as step in right direction -- many complaining it didn't go far enough.

PHILCO STRIKE ACCENTS SEASONAL DIP: Effects of the Philco strike, on top of normal seasonal decline, are reflected in RETMA report for week ended May 7 -- which shows output of 103,563 TV units as against 120,687 week before. Oddly enough, radio output actually went up -- to 167,445 for week (including auto radios) from 163,289.

May 7 week's TV factory & distributor sales were about 75,000 each, down from 100,000 & 90,000 respectively for preceding week. The 75,000 totals were about same as in like week of 1953, when output was 126,905. Retail figures weren't available.

It's presumed factory output was down again in week ended May 14, for which RETMA will report May 21, because the Philco strike was still on. There was no sign of early settlement as it went into third week. A 4-hour session of company, union and Federal mediator this week proved fruitless -- although executive and salaried personnel finally got into their offices in struck Philadelphia plants with police escorts after union defied court injunction against mass picketing for 3 days. Rest of 10 TV-radio-electronics plants in Croyden, Pa. & Sandusky, O., where injunctions were not sought, remained completely shut down.

Other set makers said strike has had no noticeable effect on their business. One major Philco distributor told us sales were continuing as usual, but inventory is going down fast. He would not forecast what the weeks ahead would bring.

The industry's TV inventory position at all levels is still considered good, though it has been rising slowly at factory level during last 3 weeks. Most recent figure is said to be around 1,650,000 -- well below last year at this time and still regarded as "comfortable" -- even described by some as too low.

Radio inventories, on the other hand, have soared to about 3,500,000, not counting auto radios, up about 1,000,000 from this time year ago -- regarded as way too high for comfort and in some quarters as a cause of genuine alarm. Radio sales have been down at all levels this year from 2 preceding years. Radio output this year has shown increases over preceding weeks in only 4 of 18 weeks.
April TV sales held up better than the industry anticipated, indicating that second quarter may not be too bad if May & June don’t dip below seasonal expectation. April factory sales totaled about 450,000 (as against production of nearly 500,000) and ran about same as April 1953. April distributor sales were about 440,000 (also about same as April year ago). A preliminary tabulation on retail sales indicates around 400,000 TVs were sold, compared to some 320,000 a year ago.

TV production aggregated about 2,020,000 for 13 weeks through May 7, compared to about 2,950,000 same period 1953; radios, 3,480,000 vs. 5,000,000.

Price situation continues as uncertain as reported here last few weeks, with most set makers bidding against June-July marts and conventions. There was still inclination to believe prices would have to firm up against the lowering trend of recent months, especially in view of relatively poor first-quarter financial statements of most manufacturers. On the other hand, demand for cheaper items won’t down — and it’s learned that Hallcrafters, already out with 17-in. table at $150, will shortly introduce 21-in. table at $180, or $20 below its lowest current 21-in.

Color’s effect on market certainly isn’t discernible at this time. Actually, RCA and a few others are saying color sets are building store traffic, even accounting for some black & white sales. RCA spokesmen express themselves as “satisfied” with sales of the 4000 sets they put on market over last few weeks, but the company declines to estimate retail sales total, claims it doesn’t know yet.

Westinghouse recently conducted survey of N.Y. dealers with its color sets on their floors, came up with these findings: (1) Customers listed lack of sufficient color programming as biggest obstacle to purchase of color set now; second factor was small screen, third was high price. (2) More than half of dealers said they were trying hard to sell color but would switch to monochrome at first sign of consumer resistance. (3) Only half of dealers thought traffic was stimulated by color.


Sen. Russell Long (D-La.) said this week he’d offer amendment to general tax bill (HR-8300) to give excise tax relief to TV-radio manufacturers (Vol. 10:13,16) only if it appeared Senate was going to defeat amendment by Sen. George (D-Ga.) to raise personal income tax exemptions. If George amendment is adopted, he said he wouldn’t propose excise tax amendment.

Sylvania laid off 200 TV assembly workers and eliminated 2 production lines this week at Buffalo plant in anticipation of transfer of most TV production to new Batavia, N. Y. plant, expected to be in full operation by July. Quarterly report discloses that picture tube div. is concentrating on aluminized tubes to extent of about 70% of production, also on 21 & 24-in. sizes.

RCA and IUE-CIO reached agreement May 14 on wage increases for more than 12,000 workers in 4 plants, including 8800 in Camden and others in Moorestown, N. J., Cincinnati & Santa Monica, Cal. Terms weren’t divulged, though agreement was under wage-reopening clause in 2-year contract running to June 1, 1955.
**Topics & Trends of TV Trade:** Annual distributor conventions for introduction of fall TV lines get under way in June, continue through July. Most lines which have been introduced by then will be shown to dealers week of June 27 at American Furniture Mart and Merchandise Mart in Chicago. These manufacturers have thus far announced distributor conventions as follows:

Admiral, second week in June at unidentified Chicago hotel; Arvin, July 18 at Grove Park Inn, Asheville, N. C.; Capehart-Farnsworth, June 7 at Ft. Wayne’s Hotel Van Orman & June 28 at San Francisco’s Hotel St. Francis; DuMont, June 15 at New York’s Hotel Statler; Hoffman Radio, July 7 at Los Angeles’ Huntington Hotel; RCA, annual meeting of field reps June 7 at Atlantic City’s Haddon Hall Hotel; Raytheon, June 17 at Chicago’s Sheraton Hotel; Stromberg-Carlson, July 26 at Rochester plant; Sylvania, July 14 at Buffalo’s Hotel Statler & Erlanger Theatre; Zenith, July 15 at Chicago’s Drake Hotel.

Philco’s convention, scheduled originally for latter June, is an uncertainty as result of strike at TV-radio-electronics plants in Philadelphia, Croyden, Pa. & Sandusky, O.

Business failures among TV-radio-appliance retailers in first quarter of 1954 ran somewhat ahead of corresponding period year ago, while failures among distributors were about even with 1953, reports Dun & Bradstreet. Some 128 retail failures were recorded in first 3 months this year, compared to 82 last year. Thirteen distributors failed vs. 12 in 1953. Report didn’t indicate what percentage of the total these business failures represented. It defines a failed business as one that “ceased operations as a result of assignment to creditors, bankruptcy, or resulted in loss to creditors.”

DuMont may start production of radio sets by fall if present plans of marketing v.p. W. H. Kelley are approved by Dr. DuMont. Despite current softness of radio market, Kelley is anxious to round out DuMont line with a few home & portable radios. Final decision is expected within several weeks.

New RETMA brochure, TV & Radio Service Instruction in Your Community, outlining recommended course for training technicians, was mailed this week to industrial & trade schools. Prepared in cooperation with N. Y. Trade School, it’s available free from RETMA.

**Electronics** has attracted quite a few companies not even remotely connected with it originally—and Chicago financial consultant Edgar Greenebaum Jr., specialist in TV-radio-electronics fields, cites as prime example of this “swing” the 72-year-old Westinghouse Air Brake Co. in the study he has just completed for Television Digest (see p. 1). Its complex control equipment was improved with electronic applications, and a subsidiary Union Switch & Signal Co. manufactured electronic control equipment for guided missiles during World War II. Thereafter it acquired Melpar Inc., now its research & development subsidiary specializing in electronics.

American Machine & Metals Inc. was primarily a manufacturer of heavy industrial equipment, including laundry machinery, when in March 1944 it bought United States Gauge Co., designers & manufacturers of electronics instruments. Fairbanks, Morse & Co., known for scales, internal combustion engines and other heavy equipment, announced last month it was setting up an electronics division for various products. And Crane Co., which had acquired Hydro-Aire Inc. in 1951, is now working on transistors as well as electro-mechanical actuators and other aircraft equipment—a far cry from plumbing fixtures & valves.


First big record company to put its record on tape is RCA Victor, which has teamed up with Magnecord Inc., Chicago tape recorder manufacturer, to provide recorded music service for industry, hotels, etc. Music from RCA’s record library will be put on magnetic tape and delivered by Magnecord to subscribers on 8-hour reels designed to play automatically on special tape-player designed for the functional music system. Webster-Chicago this week entered recorded music business, shipping first 6 reels of high-fidelity music on magnetic tape.

**N. Y. Better Business Bureau,** strengthening its campaign for more ethical advertising by TV-radio-appliance retailers, last week issued new regulations requiring that prices listed in ads cover all charges a customer must pay and that tube sizes should be listed whenever size is mentioned. Also, ads claiming special sales or reductions should not be used unless claim applies to all items in ad. Major TV chains & dept. stores pledged compliance.

Radio shipments to dealers, excluding auto radios, totaled 565,770 in first 2 months (when production was 915,810), according to state-by-state & county-by-county breakdown available from RETMA. Shipments in February alone were 291,294, compared to 274,336 in Jan.

“Raytheon: Learning New Markets for Electronics” is cover story in May 15 Business Week, with particular emphasis on Radarange, electronic computer, which makes consumer debut next fall when it will be built into stove made by Tappan Stove Co.

The TV-radio patent situation is subject of series of 5 articles by TV-radio editor Martin Rosenblum starting in Retailing Daily, May 17.

Textron Inc. is a vivid example of “diversification into electronics.” Big textile firm last Jan. acquired Dalmo Victor Co., specializing in airborne antennas for the military. Another example might be in the making: Elgin National Watch Co. pres. J. G. Sherman recently announced: “In building an expanded and diversified future, it is natural that Elgin should select for exploitation certain frontier fields in which its technology can be applied most effectively. From among these we have chosen 2—miniature electronics and precision production instruments.” About 2 years ago, New Haven Clock Co. acquired Condenser Products Co., medium-sized maker of capacitors. Bulova Watch Co. makes quartz crystals, has other diverse activities in electronics.

Gabriel Co., maker of shock absorbers, went into the antenna field in 1946 by acquiring Ward Products Corp., and 5 years later added Workshop Associates Inc., antenna experts. General Mills Inc. a few years ago set up an electronics division to turn out involved radar and other gear, is keeping it going even though it’s selling out its appliance business. Goodyear Tire & Rubber Co. has done considerable work on electronic computers. General Motor’s AC Spark Plug Div. made electronic gear during the war, still is doing so. Willys Motors has set up an
electronic div., is making passes at the TV-radio-communications transmitter field, does military electronics work.

American Car & Foundry Co. (railway cars) also owns Avion Instrument Corp., recently set up ACF Electronics div. under Robert Henry, developer of "project tinkertoy" for Bureau of Standards, to manufacture printed-circuit & automatic-production components for military & civilian applications, including TV (Vol. 9:38 & 10:12). American Machine & Foundry Co., originally set up to make machinery for the tobacco industry, acquired Transducer Corp. in 1948, has been increasing its work in electronics ever since.

Daystrom Inc., once called American Type Founders Inc., has gone a long way from the manufacture of printing equipment since the war when it first produced electronic devices; its instrument division is still an important supplier of electronic gunfire control systems for the Navy, and its Daystrom Electric Corp. makes film, wire & magnetic tape recorders. And the Margenthaler Linotype Co., it's rumored, will shortly introduce an electronic photo-composition machine.

California Eastern Airways Inc. was primarily in air transportation until it acquired Wireway Corp of America and Land-Aire Inc., the former specializing in tape recorders, the latter in range instrumentation operations and electronic engine analyzers.

General Precision Equipment Corp. originally made items for the movie industry; 13 years ago it acquired Librascope Inc. (computers, etc.) and then it kept on diversifying until now it has the Kearfott Co., Ampco Corp. and Link Aviation Inc. Cleveland Graphite Bronze Co. changed its name to Clevite Corp. in 1962, shorty after acquiring Brush Development Co., now Brush Electronic Corp., and early last year it added Transistor Products Inc. Also in Cleveland, Thompson Products Inc. owns 49% of Ramo-Wooldridge Corp., specialist in advanced electronics research, and all of Bell Sound Systems Inc. and Dage Electronics (TV cameras).

Minnesota Mining & Mfg. Co., besides working on magnetic tapes, got further into the electronics field last year by buying American Lava Corp., component maker, and Irvington Varnish & Insulator Co. Bell & Gossett Co., specialist in hot water heating equipment, has developed a new electronic communications & control device. Carnation Co. was so successful in designing its own electronically-controlled automatic milk handling equipment that it's now selling it to others.

Dowser Inc., maker of equipment ranging from gas pumps to beverage filters, in 1951 took over National Scientific Laboratories Inc. (electronics engineering) and Gudeman Co. (capacitors). Carburation Co. makes resistors in its Globar Div. Thor Corp. (washing machines) last year bought Phillips Control Corp. (relays). Claude Neon Inc.'s primary activity today is electronics. Permutit Co., basically in the water softening business, makes electronic controls through subsidiary Simplex Valve & Meter Co.

* * *

Both Paramount Pictures Corp., which owns a TV station in Los Angeles, and its offshore American Broadcasting-Paramount Theatres Inc., which owns a TV network with 5 stations and a radio network with 5 stations, are up to their ears in electronics. The former owns about 75% of DuMont, half of Chromatic Television Laboratories (color tubes); 54% of International Telemeter Corp. Latter does research on electronic computers as well as experiments in pay-as-you-look TV. AB-PT owns 50% of Microwave Associates Inc., researchers. Storer Broadcasting Co. will take over Empire Coil Co. as part of big TV station deal (Vol. 10:2).

Electronics Reports: Electronic psychologists, factories and supermarkets—these may be products of the "electronic revolution" of the next 25 years, as foreseen by Hallicrafters pres. Wm. J. Halligan in May 12 address to National Conference on Airborne Electronics at Dayton. Some of the "new electronic applications which will reach into practically every phase of our living": Electronic retailing—the push-button supermarket—which already has made a beginning with self-answering telephones, revolving turntables and closed-circuit TV in some stores. Air conditioners, ranges, auto headlights and brakes, controlled electronically are already in stages of research & development. In the field of medicine, $1 billion worth of electronic equipment is already in use; GE is now testing "robot psychologist, which quickly computes problems in statistical psychology" for Army personnel placement; "scientists believe that it is not inconceivable that we will have electronic devices that act as substitutes for heart and lungs while these organs are being operated on."

World's most powerful electron microscope—with twice as great magnification as any now in use—was presented to Sweden's Karolinska Institute at ceremonies May 11 at United Nations. Built by RCA and purchased under Rockefeller Foundation grant, it permits study of particles smaller than 1/10,000,000-in. diameter. Automatic camera in instrument takes photographs which can be enlarged up to 200,000 times size of the specimen—scale at which a dime would measure more than 2 mi. across. Introduction of new microscope coincides with 15th anniversary of development of first electron microscope, produced by RCA in 1939, said RCA v.p. Theodore A. Smith at the UN ceremonies.

Symposium on Global Communications, sponsored by IRE in Washington, June 23-25, will feature addresses and papers by Haraden Pratt, former telecommunications advisor to the President; Brig. Gen. R. V. D. Corput Jr., director of communications-electronics for Joint Chiefs of Staff; Wm. D. Porter, asst. administrator for telecommunications, Office of Defense Mobilization; Francis Colt DeWolfe, telecommunications chief, State Dept.; Edward W. Allen Jr., FCC chief engineer; George W. Gilman, systems engineering director, Bell Labs.

Daystrom Inc., Elizabeth, N. J. manufacturers of printing equipment, furniture and electronic equipment, has offered to buy 50,000 shares of Weston Electrical Instrument Corp. stock at $25 a share, and has requested Weston holders to submit tenders to Chase National Bank by May 24. Only shares purchased before May 1 will be considered. Weston stock closed at 22 1/2 May 1, day of the Daystrom announcement.

Electronic clinical thermometer which takes temperatures in 5-7 seconds was demonstrated this week by Army Surgeon General's office in Washington. Invented by Army dentist Col. George T. Perkins, it's called "Swifterm" and is being manufactured under Army contract by Burlington Instrument Co., Burlington, Ia. Presently available models for doctors cost $60-$70, company spokesman said. Household model at $15-$25 is being developed.

Transistorized audio amplifier to provide practical plug-in emergency service in airborne communications in event of failure of aircraft intercom amplifier or power supply, has been developed by RCA, engineer D. E. Shumaker told National Conference on Airborne Electronics in Dayton May 11.

New supersonic guided missile, "The Sparrow," under development for 7 years, is now being produced for Navy by Sperry Rand Act Corp., Bristol, Tenn. Performance details of rocket-powered missile are secret, but reportedly it's launched from jet fighter planes while in flight, can be guided accurately to destroy target aircraft.
Color Trends & Briefs: Ad agencies look at color in hard terms of set circulation and little else, Advertising Age found in poll of top agencies, following up NBC pres. Pat Weaver’s adjuration to recent convention of American Assn. of Advertising Agencies (Vol. 10:18 and Special Report, May 1).

Magazine surveyed TV-radio heads of 10 major agencies, said it found only one “in the proper frame of mind to be sold on the idea of having the client spend extra money to sponsor color casts within the next few months.” Asking for reactions to NBC-TV’s projected “spectaculars” scheduled this fall (Vol. 10:13), Advertising Age noted that agencies “have been weighing them not so much for the color plus as for their potential effectiveness as monochrome TV vehicles.” It noted, however, that Chrysler is about to announce sponsorship of 13 Monday spect-aculars. Sample reactions:

C. Terence Clyne, Biow: “They tell us there’ll be a couple thousand color sets by fall. That’s not very important to an advertiser.” Has experimented with color film spots, working with NBC, but isn’t satisfied yet.

John U. Reber, J. Walter Thompson: Experimenting, but has had no demand from clients for color this fall.


Robert Foreman, BBDO: “Dickering on a lot of things for fall,” but no one rushing to order time on spectaculars. “It’s inevitable with the number of clients we’ve got that some of them will be in color this fall. But color per se doesn’t bulk large in our thinking. Whether or not we buy these programs will depend on the audience they reach for the money. I can’t conceive of anyone buying a show just because it’s in color.”

L. T. Steele, Benton & Bowles: “We hear that NBC plans to televise Home in color on a regular basis in the fall. We have participants on the show. If such is the case, we’ll be doing color in the fall, but we don’t expect to pay more for it.”

F. C. Barton Jr., Lennen & Newell: If spectaculars are sold, it will be because they are excellent black-&-white shows. “The color part will be inconsequential.”

Dan Seymour, Young & Rubicam: “We have several clients who want to get into TV. The color show will be in good time and this might be one way to get them into TV. But we need to know more about the shows.”

F. M. Gillham, Cunningham & Walsh: Present attitude is “wait-and-see.”

Two agencies asked not to be identified. One of them “may well be one of the first agencies to place an advertiser in the NBC-TV spectaculars for fall.” Other said it has tested all its clients’ products in color but isn’t yet ready to advise them to buy color.

NBC announced, meanwhile, that its first color spectacular is scheduled Sept. 12, starring Betty Hutton in a musical comedy with an original book commissioned by producer Max Liebman. Liebman will produce 20 of the 90-min. shows next season, the second on Sept. 25.

Complete color studios will be displayed by both GE and RCA at NARTB convention in Chicago’s Palmer House, May 23-27. GE will show CBS-developed field-sequential camera with its “Chromacoder,” continuous-motion 16mm film scanner, slide scanner. RCA will have its regular color camera, plus 3-vidicon film and slide camera. Both will demonstrate closed-circuit pictures. Both will also show 50-kw vhf and 12½-kw uhf transmitters, black-&-white cameras, control equipment, microphones, etc. RCA also announced this week that its image orthicon specially developed for color camera (type 6474/1854) is now commercially available.

DuMont tri-color tube was shown to set makers and DuMont’s tube licensees May 10-11, and viewers were generally impressed, as were network engineers, film producers, newsmen and others at earlier showings (Vol. 10:18). A typical reaction was that of west coast receiver manufacturer H. L. Hoffman who said, after attending demonstration: “It’s a step in the right direction. The larger picture and better convergence are quite desirable. This was a progress report, and I’d have to see it in production, but I was favorably impressed. Our objective is a 21-in. rectangular tube at about $100.” Samples were promised in 30-60 days, with regular production plans to be indicated later. Dr. Allen DuMont said production rate will be able to handle “a reasonable demand,” and tube sales mgr. Bill Scales said deliveries will come in time for pre-Christmas set sales. Dr. DuMont says he can’t visualize any type of color tube likely to be less costly to produce. “The blank and the gun cost about the same for all tubes,” he says. “The difference is in the mask and screen. RCA charges $100 for its assembly; Lawrence assembly costs $125. We pay $20 for ours, and I think it will go down to about $8. It looks as if the cost of color tubes will get down to about double that of black &-white or a little more.” FCC commissioners and top staff members attended demonstration in Passaic May 14. All commissioners except Webster attended, with these of staff: Curtis Plummer, Joseph Kittner, James Barr, Edward Chaplin.

Metropolitan Museum of Art colorcast May 8 by NBC-TV’s mobile unit prompted unanimous huzzahs by critics and led Museum director Francis Henry Taylor to state that he expects color TV to “revolutionize” appreciation of art just as radio did for music. As we viewed program, it epitomized what color TV can do and showed how color is opening completely new areas of programming. Variety’s Abel Green conjectured that program “may well have set the pattern for a new type of tinted TV showmanship.” New York Times’ Jack Gould wrote: “For the viewer, sitting in the familiar surroundings of his own home, the experience of looking across the room and seeing a masterpiece in color was almost uncannily exciting and absorbing.” Mr. Taylor conceded that art “purists” might consider color TV’s fidelity slightly lacking but he noted that early Caruso recordings had to precede today’s high fidelity reproduction. Scripps-Howard columnist Fred Othman, reporting experience viewing program at home with set on loan from GE, called it “downright gorgeous.” Shown on program were paintings by Pieter Breughel, El Greco, Rembrandt, Van Meer, Manet, Cezanne and Van Gogh, plus 4000-year-old Egyptian ceramic hippopotamus, 2500-year-old Arabian bronze bull, Greek bronze horse.

Leasing plan for color sets, started April 1 by Emerson (Vol. 10:10, 12), has produced little public acceptance, pres. Benjamin Abrams stated this week. Without disclosing number of sets leased, he said, “It cannot be denied that consumers have little desire for color TV with small screens and infrequent programming.” Plan was offered in New York, Philadelphia, Chicago, Los Angeles. Rates are $200 for first month, $75 monthly thereafter.

Further development of Lawrence color tube is reported by Chromatic TV Labs, pres. Richard Hodgson stating that grid is now “radiation-suppressed” and that picture area is true rectangle 14½x11-in. Tube is 25-in. long, uses glass envelope. Delivery of samples to set and tube makers is due in 60 days.

Color set census started by WSAZ-TV, Huntington, W. Va., shows 29 receivers in area as of May 1.
Financial & Trade Notes: Columbia Broadcasting System Inc. achieved remarkably good first quarter volume and earnings to large extent by reason of huge upsurge in TV network & station time sales and strong record business. CBS also had advantage of continued leading position in network radio time sales (for latest PIB figures for network TV and network radio, see Vol. 10:18) and, though its quarterly report isn’t broken down, presumably enjoyed good business at manufacturing subsidiaries, too.

Consolidated CBS gross income rose to $90,974,553 for quarter from $76,454,815 for corresponding 3 months of 1953. Earnings before taxes were $6,466,955, after taxes $2,566,955 ($1.22 a share), which compares with $5,758,149 & $2,393,148 ($1) for first 1953 period. It’s noteworthy that the CBS volume for first 1954 quarter alone approached the $98,377,258 for all of 1948, when it wasn’t in the set & tube manufacturing business and when net profit was $5,041,682 ($2.94 a share). Since 1948, the CBS rise has been impressive:

<table>
<thead>
<tr>
<th>Year</th>
<th>Gross Income</th>
<th>Net Profit</th>
<th>Per Common Share</th>
</tr>
</thead>
<tbody>
<tr>
<td>1949</td>
<td>105,307,980</td>
<td>$4,184,079</td>
<td>$2.44</td>
</tr>
<tr>
<td>1950</td>
<td>124,105,488</td>
<td>4,105,289</td>
<td>2.99</td>
</tr>
<tr>
<td>1951</td>
<td>192,584,808</td>
<td>6,260,907</td>
<td>3.10</td>
</tr>
<tr>
<td>1952</td>
<td>251,594,490</td>
<td>6,445,506</td>
<td>2.75</td>
</tr>
<tr>
<td>1953</td>
<td>313,908,771</td>
<td>8,894,642</td>
<td>3.80</td>
</tr>
</tbody>
</table>

Admiral Corp.’s first quarter sales dropped 19% to $55,977,652, net earnings 51% to $1,504,044 (64¢ a share), according to May 11 report by exec. v.p. John B. Huarisa. These compared with $69,191,849 & $3,056,878 ($1.30) in same 1953 quarter. Bottom of current readjustment period has been reached, said Huarisa, and sales and earnings should improve during rest of year. During quarter, TV dealers sold as many receivers as in first 1953 quarter but large share moved from inventories, now at low level.

Appliance sales and international sales were at higher level, Huarisa reported, and company’s new 125,000-sq. ft. fiberglass div. plant in West Chicago is shortly going into production of a droppable fuel tank developed for the Air Force. Fiberglass div. also has developed new lightweight insulating freezer chest liner. Admiral had scheduled more than 3000 of the 15-in. color TV sets for first quarter but slashed this to a few hundred in favor of 19-in. schedule next fall.

Among officers’ and directors’ stock transactions reported by SEC for March: Frank H. Sparks sold 200 Arvin, holds 7050; Malcolm Ferguson bought 300 Bendix, holds 1263; Lloyd H. Coffin sold 700 CBS last Dec., 1000 in Feb., holds 9090; Louis Abrams trusts bought 500 Emerson, he personally holds 47,663, trusts hold 1050; Paul R. Doezl bought 1100 Indiana Steel Products, holds 1800 personally, 3080 through trusts; Harry A. Ehle sold 1000 International Resistance, holds 17,500; Bruce R. Tuttle bought 100 Olympic Radio, holds 100; Arthur L. Chapman bought 147 Sylvania, holds 503.

Fundamental Inventors Inc., big mutual investment company headquartered in Elizabeth, N. J., discloses in current prospectus that as of last Dec. 31 it held 17,000 shares of CBS “A” purchased at $903,050; 16,000 CBS “B,” $569,304; 39,000 GE, $2,059,249; 32,000 Motorola, $842,975; 70,000 RCA, $1,317,294; 45,000 Westinghouse, $1,396,720; 18,000 Zenith, $1,162,980. Total cost was $8,091,602, market value as of Dec. 31, $10,987,875.

Reeves-Ely Laboratories consolidated sales were $39,630,155 and net income $1,823,174 ($1.71 per share) in 1953 vs. $34,986,297 sales & $1,262,281 profit ($1.18) in 1952, with unfilled orders at year-end in excess of $62,000,000, reports pres. David T. Honner. Working capital at end of year was $12,244,152, up from $10,671,963 year before.

Paramount Pictures consolidated net income for 1953 was $6,779,563 ($3.06 a share), compared to 1952 net of $5,540,584 ($2.28) not including non-recurring profit of $559,287 from sale of real property, or $5,599,871 ($2.52) including this profit. Estimated net for first quarter ended April 3 is $1,404,000 (56¢) as against $1,374,000 (59¢) for 1953 quarter. Pres. Barney Balaban, in annual report, hailed progress of 50% subsidiary Chromatic TV Laboratories on Lawrence color tube, which he said has been “tremendously strengthened as the only practical and economical answer to the problem of getting popular-size color receivers to the public in the very near future.”

Trav-Ler Radio sales for first quarter 1954 were down about $20,000 from 1953 first quarter’s $4,800,000, pres. Joe Friedman told recent annual meeting. Profits were also down from same period, he said, because of the “highly competitive market.” In first quarter 1953, Trav-Ler reported profit of $270,000 (35¢ a share). Company’s TV sales were up about 15% from year ago, radio sales about the same, he added, with defense business accounting for 21-22% of first quarter sales compared with 35% year ago. By May, company will have completed its defense contracts.

Howard W. Sams & Co. reports $856,782 sales for quarter ending March 31, up 29% from $664,153 for same 1953 period. For first 3 quarters of present fiscal year, sales were $2,121,228, up 22% from $1,740,967 for same 1953 period. Firm reports 36 manufacturers of 49 products now participating in its services, is constructing new Indianapolis plant, has offered for sale 431 shares of its $100 par 5% preferred stock.

Gabriel Co. net income dropped to $63,348 (11¢ a share) in first quarter from $131,184 (22¢) same 1953 period. Sales were $5,002,087 vs. $5,578,960. Decline in Ward Products Div. antenna sales and profits was reported greater than decline in rest of Gabriel operations.

Cornell-Dubiller earned $847,953 ($1.59 a share) on sales of $21,564,445 in 6 months ended March 31, compared to $895,204 ($1.68) on $22,732,082 in corresponding period year ago.

Globe-Union Inc. net income for first 1954 quarter dropped to $118,740 (17¢ a share) from $150,997 (71¢) for same 1953 quarter.

Dividends: Television-Electronics Fund Inc., 7¢ payable May 29 to stockholders of record May 14; Standard Radio Ltd. “A,” 15¢ July 9 to holders June 18; National Co., 2% stock June 30 to holders June 25, also 2% stock Dec. 30 to holders Dec. 5; CBS “A” & “B,” 40¢ June 11 to holders May 28; Canadian GE, $1 July 1 to holders June 15.

Sentinel Radio Corp. for second consecutive quarter deferred action on common dividend; last payment was 7½¢ on Nov. 30, 1953.

Packard-Bell paid regular quarterly dividend of 25¢ April 25 to stockholders of record April 12; we erred in reporting that it had omitted the dividend (Vol. 10:18).

General Mills, world’s largest miller and big package food manufacturer, sold its small appliance business this week for undisclosed sum to Illinois McGraw Electric Co., Elgin, Ill. Since 1946 General Mills had been making irons, toasters, food mixers & other kitchen appliances. General Mills pres. C. H. Bell said purchase included capital equipment, tooling & inventory. It will continue to manufacture electronic instruments.

“U. S. Govt. Purchasing Directory,” first complete guide to govt.’s military and civilian purchasing activities, has just been published by Small Business Administration and is available for 50¢ from Supt. of Documents, Washington 25, D. C.
Telerama Advertising Bureau (Vol. 10:17-19) took a different form at preliminary organization meeting in Chicago May 14, where budget of $850,000 was tentatively approved, by-laws proposed, unanimous decision voted to devote organization to promotion of spot & local business at local station levels rather than to sell TV at large. Plan is to pattern Bureau after ANPA Bureau of Advertising, Magazine Advertising Bureau and, to lesser extent, BAB. Final organization meeting will be held during NARTB convention in Palmer House, Chicago, at 9 a.m., May 24.

In belief that networks have done splendid job of selling network TV, TAB will urge value of "local TV" and seek to develop more and new spot business. Networks can't join, though their owned stations are invited along with all other stations. Tentative budget for office in N.Y. has been fixed at $500,000, to be derived from monthly dues amounting to each member station's highest quarter hour rate. One-third of board's members will be selected from communities of 150,000 or less, one-third from 150,000-500,000, one-third from 500,000 and upward.

Temporary chairman is Richard A. Moore, KKTV, Los Angeles, who initiated the project with aid of Richard P. Doherty, ex-NARTB employee-employer relations v.p., now an independent consultant, who has made it clear he does not expect to join the TAB setup. At this week's Chicago meeting, it was decided to meet with NARTB committee that had been formed to set up similar agency and seek to avoid duplication of effort. TAB will function entirely apart from NARTB.

Attending this week's Chicago session with counsel Neville Miller, consultants Doherty and Robert Purcell and acting chairman Moore: Jules Herbeuvaux, WNBQ, Chicago; Sterling Quinlan & Elliott Henry, WBKB & ABC stations; Frank Schreiber, WGN-TV, Chicago; Toni Harker & Robert Wood, Storer stations; Frank Fogarty, WOW-TV & Meredith stations; Harold See, KRON-TV, San Francisco; Roger Clipp, WFIL-TV, Philadelphia; Norman Gittelsohn, WJAR-TV, Providence; John Bone, WNEM-TV, Bay City; Joe Higgins, WTHI-TV, Terre Haute (CP); Robert Covington, WBTW, Charlotte; Neil Cline, WHAS-TV, Louisville; W. B. Parmalee, WWJ-TV, Detroit; Wm. Quarton, WMT-TV, Cedar Rapids; Vernon Nolte, WHIZ-TV, Zanesville, O.; James C. Hanrahan, WEWS, Cleveland; Don Davis, WHB-TV, Kansas City; Dub Rogers, KDUB, Lubbock, Tex.; Wm. F. Kiley, WFMF-TV, Indianapolis; Lawrence Rogers, WSAZ-TV, Huntington, W. Va.

Long-awaited NARTB TV ownership audit (Vol. 10:4) moved small step closer this week with disclosure that 4-month "pre-testing of field methods" would begin immediately to determine measurement techniques to be used in census. This will be followed by pilot study in undefined markets. Though census was thought of set ownership & circulation is one of industry's crying needs, NARTB and networks have only recently gotten together on project. Members of organization-implementation committee supervising study: Robert D. Swezey, WDSU-TV, New Orleans, chairman; Hugh Bevile, NBC; Donald Coyle, ABC; Oscar Katz, CBS; Edward Eadeh, DuMont; Ward Quaal, Crosley Bscpt. Corp.; Paul Raibourn, KTLA, Los Angeles; Harold V. Hough, WBAP-TV, Ft. Worth; Clair R. McCollough, WGAL-TV, Lancaster, Pa.; J. Leonard Reinsch, WSB-TV, Atlanta; Donald Thornburgh, WCAU-TV, Philadelphia; Lee Wailes, Storer stations.

Paving way for Armed Forces TV stations overseas (Vol. 10:19), Senate Armed Services Committee May 13 approved enabling legislation (S-3401) introduced by Chairman Saltonstall (R-Mass.) for Defense Dept.

Australian Royal Commission has urged early inauguration of TV with first stations in Sydney and Melbourne.

Tentative schedule of order of appearances in first phase of Senate uhf probe, May 19-21, Room G-16, U. S. Capitol (see p. 3): FCC (Chairman Hyde); UHF Industry Coordinating Committee (7 witnesses); RETMA (pres. Glen McDaniel); DuMont (Dr. Allen B. DuMont, others); GE (Dr. W. R. G. Baker); RCA (W. W. Watts); General Precision Laboratory (Blair Foulds); Washington attorney Wm. A. Roberts; Lou Poller, WCAN-TV, Milwaukee; Ronald Woodward, WIFE, Dayton (now of air); Donald Burton & Wm. Craig, WLBC-TV, Muncie, Ind.; Comdr. Mortimer Loewi, WITV, Ft. Lauderdale, Fla.; N. Y. engineer Morris Berman; manufacturer-telecaster Sarkes Tarzian, WTTV, Bloomington, Ind.; Vincent Lutz, Assn. of TV Service Companies, St. Louis; Larry Israel, WENS, Pittsburgh; Thomas Martin, WEEU-TV, Reading, Pa.; J. P. Beacom, WPJB-TV, Fairmont, W. Va.; Philip Merryman, WICC-TV, Bridgeport; John Esau, KTVQ, Oklahoma City; Wm. J. Scripps, Detroit; Gordon Brown, WSAY, Rochester, N. Y.; Robert Mullin, National Citizens Committee for Educational TV; S. W. Townsend, WKST-TV, New Castle, Pa.; Eldred Beck, KCEB, Tulsa. At least 11 more individuals and groups will be heard when hearings resume in June.

"Territorial exclusivity" change in network rules, proposed by FCC (Vol. 10:14, 19) brought more comments and countercomments. WAKR-TV, Akron, charged that NBC is actually practicing duplication in adjoining cities except where its own stations (such as WNKB, Cleveland) are involved. WAKR-TV pointed to NBC affiliates in Boston & Providence, Detroit & Toledo, New Haven & Hartford. WICC-TV, Bridgeport, said it has had orders from network sponsors but couldn't get their programs from CBS because latter claimed WCBS-TV, New York, covered Bridgeport adequately. A vhf grantee, KQXI, San Jose, Cal. also favored FCC's proposal, stating that San Jose is 50 mi. from San Francisco and can hardly be called a "suburb." WTVR, Richmond, opposed rule, said it would weaken affiliates' bargaining power with networks.

Edward Lamb appealed to courts this week for temporary and permanent injunctions to stop FCC from going ahead with hearing on allegations that he lied when he said he had no past pro-Communist affiliations (Vol. 10:19). He charged that FCC is proceeding illegally and unconstitutionally in putting burden of proof on him and in continuing to bring up allegations it threw out 6 times previously. In addition, he said that 3 Commission investigators tried unsuccessfully to induce people of Toledo and Erie to give false testimony, and in at least one instance, offered a bribe. He claimed that investigators said: "We are going to get Lamb and take WICU away from him." FCC has 8 days in which to answer charges; court will hold hearing shortly thereafter.

Big night for freak reception was May 13: Scores of set owners in Providence, R. I. picked up good picture from KYTV, Springfield, Mo. (Ch. 3), 1400 mi. away. Some baseball fans in Washington, trying to tune in Baltimore Orioles game on WMAR-TV, Baltimore (Ch. 2), got WMT-TV, Cedar Rapids, IA. (800 mi.) instead.

FCC's 20th birthday is June 19 on which date in 1934 it succeeded old Federal Radio Commission. It started with 233 employees and $1,888,176 budget, now has staff of 1100 and $7,400,000 budget.

Television Digest's exhibit at NARTB convention in Chicago, May 23-27, will be Room 830, Palmer House. Visitors are welcome to come up and get copies of current Newsletter and our other published material.
WHERE THE SETS ARE—AS OF JAN. 1, 1954: J. Walter Thompson Co. has released to us, for industry distribution, its latest report on TV households in the United States -- and we're happy to make it available to our subscribers as a Special Report herewith. It's titled "Where the TV Sets Are" and provides estimates as of Jan. 1, 1954 for 340 top markets in alphabetical order, indicating (1) total households in the U.S., (2) TV households, (3) ratio of TV households to total households, (4) percent of U.S. total TV households in each market.

We've printed 2 of the preceding reports by this big advertising agency -- first in our January 1953 Factbook covering estimates as of Jan. 1, 1953, second as a Special Report of April 3, 1953 covering projections to April 1, 1953. Those had the markets arranged in order of size, but JWT researchers departed from that format this time, list them alphabetically, because rankings of many markets have changed and there's no Census Bureau rearrangement as yet. The new report does, however, identify each market as A, B, C, D' or D, according to population groupings.

It should be emphasized that these figures, only ones of their kind, do not purport to show any station's coverage but simply estimate the number of TV homes in market areas (usually metropolitan areas) delineated by U.S. Census Bureau. Local and nearby station coverage areas invariably embrace many more receivers. But these are "hard core" figures -- only ones of their kind from such a high-level source.

Last previous count was that of Nov. 1, 1953 (TV Ownership by Counties) prepared for CBS-TV by A.C. Nielsen Co. and published by us as Special Report of Feb. 27, 1954.

Note: It's interesting that the CBS-Nielsen report, dated Nov. 1, showed 27,506,500 TV families out of U.S. total of 47,191,500, or 58%. The JWT report of Jan. 1 showed 27,000,000 TV households out of 47,560,000, or 56.8% -- slightly less though dated 2 months later! And this week NBC research dept. reported that there were 29,495,000 TV sets-in-use as of April 1, 1954.

MANY LOST MONEY—YET 1953 INCOME WAY UP: What stands out in revenue-expense-income report on telecasting for 1953, submitted by FCC Chairman Hyde at Senate uhf hearing this week, is the continued remarkable climb over 1952 (Vol. 9:31) -- despite very substantial losses suffered by most post-freeze stations. Official 1953 figures:

Total revenues up 32.8% to $430,800,000, expenses up 34.8% to $362,400,000, income before taxes up 23.2% to $68,400,000. This for all stations and the networks -- and all this in the face of post-freeze stations' net losses of $10,100,000.

Matter of fact, though FCC figures don't provide that particular breakdown, it looks as though about half of the 323 stations covered in the report lost money during year. Tremendous gains of the networks and older stations accounted mainly for the enormous upsurge, which appears to be continuing into this year.

Because the statistics were prepared for the hearing, most of the report's 25 tables are devoted to non-financial data comparing vhf & uhf -- such as distribution
of stations, uhf set saturation, hours of network programs carried (by vhf & uhf and by city) and other data. There is, however, considerable information on post-freeze stations' financial behavior for first 3 months of this year (see story below).

Perhaps most remarkable figures on 1953 telecasting are those on pre-freeze stations, showing that revenues increased faster than expenses and produced whopping 40.8% increase in net income before taxes. Of that pre-freeze group, networks and their 16 owned stations almost doubled net -- rising 81.7%. High points of study:

1. Networks and their 16 stations had revenues of $231,700,000 vs. $180,200,000 in 1952, netted $18,000,000 vs. $9,900,000 in 1952. The other 92 pre-freeze stations' revenue was $174,500,000 vs. $143,400,000 in 1952 -- with net going up to $60,500,000 from $45,800,000 in 1952.

2. The 113 post-freeze vhf stations operating during 1953 had revenues of only $15,800,000, lost $4,200,000. The 102 uhf took in $8,800,000, lost $5,900,000. Both revenue and loss figures are somewhat misleading, however, because very few of the stations operated full year. Many got on air late in year.

3. Average pre-freeze station (other than the 16 network owned) enjoyed a revenue of $1,896,457 and a net income of $657,609 before taxes. These compare with 1952 figures of $1,541,825 and $492,357. Of revenues, average of $1,648,811 came from time sales, $492,357 from "sundry", $97,989 from talent sales.

4. Average pre-freeze station's revenues from time sales breaks down as follows: $49,130 network, $847,859 national & regional spot, $619,576 local. Commissions took $268,054 from average station.

5. Profits were achieved by 97 of the 108 pre-freeze stations. Of these, 26 had net of $1,500,000 or more each. Seven had less than $100,000. Of the 11 with losses (there were 14 the previous year), three lost less than $100,000, three lost $100-200,000, one lost $200-400,000, four lost $400-800,000.

6. "Tangible broadcast property" cost average uhf station $300,493, average vhf station $376,125. Two vhf's and one uhf reported spending under $100,000. One vhf reported over $1,000,000. Rest were between. Figures are for post-freeze only.

Report is skeleton of the full study to be released at future date. Tabulation of AM-FM, delayed by this study, is scheduled for late in summer. This week's report is identified from Mimeo. 6148, available from FCC -- or we'll get you copy.

DISPELLING THE TV 'GOLD MINE' MYTH: Only 25% of all post-freeze stations made money during first quarter of this year. While a good number were approaching break-even point, a substantial 45% continued to pile up heavy losses each month.

These figures, covering both vhf and uhf stations, highlight FCC's comprehensive second survey of post-freeze TV station economics, prepared by its economic div. and inserted by Chairman Hyde into record of Senate uhf probe. As anticipated, the study shows gloomy financial picture for most uhf stations -- but it also indicates that a vhf grant is far from the financial equivalent of striking a vein of uranium.

It must be borne in mind that these stations are all quite new -- and that the pioneer pre-freeze stations went through far longer period of tremendous losses before seeing even a glimmer of hope of a profit. But there's no gainsaying that post-freeze telecasters faced entirely different set of circumstances than those faced now by their newly-arrived brethren.

FCC study is based on data supplied by 175 of the 192 post-freeze stations on air as of November 1953 -- with 88 vhf and 87 uhf stations reporting. Using figures for first-quarter 1954 only, Commission economists found:

Only 46 of the 175 vhf & uhf stations made profit for the period. Just 33 vhf stations (37%) and 13 uhf outlets (15%) were in the black. The average monthly profit of money-making vhf and uhf stations was about same -- $10,735 for vhf and $10,214 for uhf. But monthly losses of unprofitable uhf stations averaged $10,614 as opposed to $6795 for vhf.

Breaking down stations which lost money, survey showed "continuing substantial monthly losses" by 53 uhf stations (60%), as opposed to 23 vhf (25%) -- includ-
ing 1 vhf and 8 uhf stations which have gone off air since period covered by study. Of the remaining red-ink stations, 20 vhf and 10 uhf reported profit during 1 or 2 months of the quarter, and another 12 vhf & 11 uhf were approaching break-even point.

The money-losers aren’t necessarily the newest stations. Unprofitable vhf and uhf stations were same average age as profitable vhf stations -- 9 months old -- and only one month younger than average profitable uhf station.

Importance of network programs is illustrated by table showing relationship between network hours and profits: Average profitable uhf station carried 30 hours weekly, average unprofitable uhf only half as many. The average profitable vhf had 32 hours, unprofitable vhf only 13 hours.

Perhaps most revealing tables in FCC’s 43-page study are those relating to network programming comparisons between vhf and uhf stations. Taking typical week, Commission found post-freeze vhf stations in cities of 250,000 population and over carried median of 37 hours of network programming, while uhf in same category had only 19. In cities under 250,000, however, post-freeze vhf appeared to be suffering under same handicap as uhf -- median figure being 15 hours for vhf, 14 for uhf.

Paucity of top-notch programs on uhf is graphically indicated by table showing distribution of "top ten" network shows between vhf and uhf stations in same cities. The "top ten" actually are 16 programs totaling 11 program hours -- the 10 most popular shows listed in March 1 Nielsen, Trendex and ARB reports. For the 34 cities listed, average vhf station carried nearly 5 hours of the most popular programs, while average uhf had less than one hour.

Other tables in the definitive study relate to profit & loss as a function of set saturation, city population, number of vhf signals received in uhf markets; and lists of communities with both vhf & uhf stations, number of network hours carried by vhf and uhf stations in intermixed cities (broken down by networks and stations), as well as regular annual financial data on all TV stations (see p. 1).

SENATORS LEAN TO DRASTIC UHF REMEDIES: So impressed were Senate communications subcommittee members by the pleas of uhf operators for urgent action to alleviate their economic plight, that as of now they seem inclined to use strong measures -- possibly drastic enough to cut across the whole fabric of the TV structure.

Three solid days of testimony went into the record this week, mostly reflecting virtual unanimity among uhf grantees that revolutionary changes must be made in the allocations and in TV regulation. The uhf group would appear to have reason for their assurance they have a majority of the Interstate Commerce Committee on their side -- albeit only that side has been heard and the hearings are in recess until June 3-4 when vhf & network spokesmen will be heard, along with more uhf operators.

Hanging over the entire proceeding, too, is the Bricker Bill (S-3456) to give FCC complete authority to regulate the networks (Vol. 10:20) -- also spurred by uhf representatives. Time militates against securing its passage in few months of the Congressional session remaining -- but the impressive presentation by uhf telecasters this week indicates it could win appreciable support. Networks will oppose it vigorously, but it could continue to plague them into the next session.

Network representatives and old-line station operators -- the few who had bothered to pay attention -- were taken aback at the way things were going. They looked at each other in disbelief, seemed to find it incredible that Senators -- Republican Senators, including the ultra-conservative Bricker, of all people -- could actually seriously consider such strong remedies for uhf's ills.

* * * * *

Uhf protagonists were inclined to convey impression that their case was in the proverbial bag after noting the sympathetic reaction of the Senators. They also seemed to labor under the misapprehension that a Senatorial dictum would be the end-all of their woes. But the networks have yet to bring up their guns, the well-heeled vhf operators will inevitably fight back -- and all of them muster strong lobbies and command Senatorial ears, too.

Sen. Potter (R-Mich.), chairman of the subcommittee, did say that his group may meet in executive session next week "to discuss testimony already heard" -- but
he also told a packed hearing room at the conclusion of this week's hearings when it was suggested that action should come immediately:

"I want you to know it is very unusual for a committee to take any action before all the testimony has been presented." In an interview afterward, he told us he hopes his committee will act "immediately after the June hearings are over." His own sympathy for the underdog uhf seemed pretty clear, and it should be remembered the subcommittee's 5 members are part of the all-powerful Committee on Interstate Commerce, which rules TV-radio and in past has put plenty of pressures on the FCC.

Sen. Bricker heads the main committee, with Colorado's Ed Johnson, ex-chairman -- the same who threw plenty of weight around during the color imbroglio -- as ranking minority member until he retires from the Senate at the end of this session. The Potter subcommittee includes Senators Schoeppel (R-Kan.), Bowring (R-Neb.), Hunt (D-Wyo.), Pastore (D-R.I.). Sen. Johnson sat in and spoke up occasionally, too.

**WHAT ACTION DO THE UHF SPOKESMEN WANT?**

Proposals at the 3-day Senate uhf hearings varied all over the lot -- but the 3-part plan having strongest endorsement of the overwhelming majority of those testifying was this:

1. Require FCC to move all stations into the uhf band, giving vhf stations an "adjustment period" of up to 5 years (or until equipment investments can be amortized) during which they could operate simultaneously on both vhf & uhf.

2. Declare an immediate freeze -- or "chill", as some put it -- suspending all new-station grants and existing-station modifications pending evolution of new all-uhf allocation plan.

3. Limit color broadcasting to uhf channels only -- immediately.

These weren't the only save-uhf ideas advanced, by any means -- but by Friday they had gathered the most adherents. Among other reallocations strongly espoused:

1. Move all TV into vhf band by adding channels from FM band and possibly from govt. vhf band, with directional transmitting antennas to permit closer separations;

2. Eliminate vhf-uhf intermixture by rearranging allocations -- either as permanent or interim measure -- until all-vhf or all-uhf allocation can be worked out.

Virtually everybody endorsed Sen. Johnson's proposal to remove excise tax from sets with uhf tuners (see p. 6). And majority favored forcing vhf stations to keep their transmitters in immediate area of principal cities served; cutting powers and antenna heights of vhf stations; extending govt. loans to uhf owners.

* * * *

There were plenty of proposals short of reallocation, too. Most uhf witnesses endorsed the Bricker Bill -- and Senators as well as spectators were absorbed by an impressive 2%-hour presentation of the DuMont plan (Vol. 10:19) by Dr. Allen B. DuMont, his research v.p. Dr. Thomas T. Goldsmith, his network director Ted Bergmann. The DuMont proposal actually comprises 3 alternative "plans":

**Plan A:** Parcel out affiliates so that all 4 networks end up with same number of vhf and uhf stations in top 100 markets.

**Plan B:** Parcel out network programs so that all stations are assured same amount of strong and weak network fare, and all networks have equal access to both vhf and uhf stations in top 100 markets.

**Plan C:** Allow networks to own up to 11 stations each, provided that they affiliate 7 uhf stations for each additional station they acquire above the present limit of 5. When plan is completely implemented, all networks would have same number of vhf and uhf affiliates in top 100 markets.

"Wouldn't rate regulation result from such plans?" Sen. Schoeppel asked Dr. DuMont. He replied, "Possibly, ultimately." Sen. Hunt then wondered whether TV "is approaching the status of telephone and other utilities." And Sen. Pastore questioned wisdom of Plan C, saying: "We'd create a new monopoly to break up an old one."

DuMont scored strongly when network director Ted Bergmann said that demise of DuMont and ABC would leave concentration of control in few hands. To illustrate, he pointed out that Army-McCarthy hearings are being carried live only by ABC and DuMont, and only in those states "where station facilities exist in numbers necessary to the existence of 4 networks."
Commission won't act drastically to help uhf -- not unless Congress says so. FCC chairman Rosel Hyde made that clear in his testimony at outset of the hearings. Reviewing history of TV allocations, he defended intermixture of vhf & uhf stations as only way to achieve nationwide competitive service. He presented no new plans to rescue uhf stations, but outlined all measures proposed to FCC to date.

He was questioned sharply by Sen. Pastore, who accused Commission of "building inequity on inequity" through heavy allocation of vhf stations to the biggest cities, particularly New York and Los Angeles. "Why can't the Govt. condemn some of them and put them where they're really needed?" he demanded.

Recriminations against FCC for its allocation plan were held to minimum by the witnesses. Most looked at intermixture as an "honest mistake." But they did sharply criticize Commission for "changing the rules in the middle of the game" by dropping new vhf channels into allocation plan, permitting vhf transmitter sites far from main city, making unexpectedly quick grants as result of mergers and dropouts.

The word "monopoly" came into frequent use to describe the major networks and high-powered vhf stations -- not only by witnesses but by Sens. Pastore & Johnson.

The really hot session came on final day of hearings Friday, when most uhf operators -- and ex-operators -- told their stories, dwelling on cold shoulders they got from major networks and from Madison Ave.; on "super-power" vhf stations nearby; on quick vhf grants; on high interconnection charges.

Senators listened with particular attention to 2 operators who told how they were forced to take their stations off the air -- Ronald Woodyard, WIFE, Dayton and Jack Garrison, KACY, Festus-St. Louis -- as they had listened 2 days before to similar story by Fred Weber, WFPG-TV, Atlantic City. And they were moved by Lou Poller of Milwaukee, who said his successful WCAN-TV is "threatened with extinction."

All FCC commissioners were present on final day, sitting on dais with the Senators. Hearing erupted dramatically just after attorney Wm. A. Roberts of UHF TV Assn. proposed reallocation of all TV into uhf band. Sen. Hunt (D-Wyo.) asked Hyde if 70 uhf channels could provide nationwide service without vhf. Hyde replied it would be difficult to provide "adequate coverage for congested areas" under such a plan, and denied that vhf stations enjoy a "monopoly."

Then Sen. Johnson boomed: "There's a very serious monopoly in vhf and I'm sure the chairman of the Commission knows there is...Uhf is about to be blanked out and completely eliminated and that's what this hearing is for." Sen. Pastore chimed in: "The 2 big networks have the programs sewed up on vhf."

To which Chairman Potter added, with apparent great feeling of urgency: "If all TV should be in uhf, we should start taking the first steps now."

Comrs. Sterling, Webster and Lee were questioned in turn -- all agreeing that the 70 uhf channels alone probably weren't enough for nationwide competitive service. Then came Comr. Hennock's hysterical outburst, widely reported in press:

"I'm going to take my hair down and blame the Senate as much as the Commission," she shouted, her voice strident, her face growing bright red. Bursting into sobs, she blurted: "I blame the Senate because of Senatorial pressure -- when you Senators call up and tell us 'hurry up and give us quick grants for our communities and do it by the most disreputable manner known to man.'"

Accusation went unanswered for the moment, but later Potter said he realized FCC "has been under great pressure from Congress and others to expedite grants," and this has contributed to plight of uhf stations. "The average member of Congress," he confided, "acts as the wind blows." Comr. Hennock, now calmer, hastened to say he appreciated Senators were merely acting on behalf of their constituents.

"Both the Congress and possibly the FCC are to blame," put in Sen. Hunt. "We have been very negligent in not knowing their [uhf stations'] problems."

"There's been a great deal of effort on the part of many to get quick action on applications," said Potter. "I hope that through these hearings some action can be taken which will save the uhf band as a medium for TV operation."

Keynoting the urgency which uhf operators attach to need for first aid were
the many pleas for the subcommittee to go into executive session before hearings are over and request immediate freeze pending further study -- and such statements as the one by Jack Garrison (KACY) that unless there's quick action by Govt. "within less than 150 days there will be no uhf TV in the St. Louis area." Some owners of operating stations told subcommittee they couldn't hold out much longer.

This set stage for mass presentation by combined UHF Industry Coordinating Committee (70 members) and Poller's UHF TV Assn. which had finally gotten together on a united program the night before hearing.

Program called for immediate freeze, followed by reallocation of all stations to uhf band. Presentation was made by attorney Benedict Cottone, ex-FCC gen. counsel, who said that uhf stations would be permitted to operate for several years while they also operate uhf. They should not be allowed to broadcast same programs on vhf and uhf, would gradually shift best programs to uhf and fold up vhf station.

The big uhf group also gave limited endorsement to the Bricker Bill, felt it should be passed only to provide "reserve power" for FCC. Cottone said he would have FCC "enforce the laws" with particular attention to "networks' understandings with stations." Networks should have to offer programs to all comers, letting the "give-and-take of the marketplace" replace current affiliation contracts, he said.

All but forgotten by uhf spokesmen was FCC's "5 & 2" multiple ownership idea and Sen. Johnson's substitute (Vol. 10:11) -- which was opposed by FCC in comments filed May 18; Sen. Johnson himself has dropped it.

* * * *

Week's hearings would have been solely a uhf presentation -- nothing from vhf or network side -- had it not been for merest happenstance. Sarkes Tarzian, electronic equipment maker who built and operates highly successful vhf WTTV, Bloomington, Ind. (Ch. 10), attended hearing to describe his new uhf tuner (see p. 8). As a vhf pioneer who started when there was little assurance TV would pay, he was ready to explode when he reached the stand.

He accused uhf operators of "trying to take something away from the people who were foresighted enough to go into TV in the first place," and added: "It's not the function of the Govt. to guarantee a profit to everyone; the pioneers didn't have anyone to guarantee their profits." Then he really warmed up:

"It's just like the Russians," he said. "Push everyone into uhf and make everybody poor and we'll all be better off."

Tarzian ventured that all stations would never be equal, even in an all-uhf allocation. "Uhf stations with 2000-ft. towers and 1000-kw transmitters will still be blanketing everybody else." Pointing to long losses of the pioneers, he told uhf operators to forget their "5-year-plan" to move everyone to uhf -- and instead work on a "5-year-plan to sell converters and sets and build up your audience."

That's a preview of testimony you can expect from others when the hearings resume June 3-4, though Tarzian is more outspoken than most. For list of this week's witnesses and those submitting written proposals, see p. 9.

SETS & TRANSMITTERS NOT BLAMED FOR UHF WOES: Few uhf telecasters claimed technical performance of uhf transmitters or receivers was primarily at fault -- nor did they generally put onus on manufacturers -- during testimony this week before Senate subcommittee investigating uhf problems.

There were scattered complaints that receivers weren't sufficiently sensitive or stable, or that higher-powered transmitters have been too slow in coming -- but general theme of testimony was that equipment is adequate if it only has the right kind of programs to deliver.

Senators seemed convinced by manufacturing witnesses' testimony that their stake in uhf is substantial; that there is a cost differential in making vhf-only and uhf-uhf sets; that uhf-uhf set production has been geared to demand and even beyond; that transmitter development has been pushed to the hilt by competition.

With Senators so conditioned, chances of Sen. Johnson's ingenious measure for encouraging uhf set production and sales by eliminating the excise tax on them (Vol. 10:20) are far brighter than they had been prior to hearing. Uhf witnesses
and manufacturers have endorsed it vigorously, pleading urgency. Rest of telecasting industry, including NARTB, is solidly behind it. Subcommittee Chairman Potter himself stated flatly: "As one member of this committee, I heartily endorse this effort to have the excise tax removed from uhf receivers."

Sen. Johnson is more optimistic, too, but he warns that there are merely 10 days left for everyone to get behind the proposal and urge Sen. Millikin's finance committee to approve the Johnson Amendment.

* * *

RETMA pres. Glen McDaniel offered convincing figures to show industry hasn't been lax in production of vhf-uhf sets. He reported production of 1,459,475 vhf-equipped sets in 1953, some 20% of the 7,214,787 total. For the first 1954 quarter, 412,913 uhf's have been produced, 21.6% of the 1,910,939 total. But, he stated --

"The present situation in a nutshell is that during the first 4 months of 1954 our factory inventories were 32% vhf-uhf sets but only 22% of our sales were vhf-uhf sets. We have been making more vhf-uhf sets than we can sell."

Since cost differential between vhf-uhf and vhf-only can never be eliminated at factory, McDaniel said, elimination of excise on vhf-uhf is the only answer. In medium and high-priced sets, he said, manufacturing differential would be eliminated entirely; in cheaper sets, most of the differential would be erased.

Turning to uhf in color sets, McDaniel predicted that set makers wouldn't arbitrarily include uhf in all color sets because competition would force them to use every means to cut costs. Removal of excise on uhf would do much, he stated, to insure inclusion of uhf in all color sets.

Transmitter makers' investment in uhf was made quite clear by GE and RCA witnesses. GE's Paul Chamberlain reported that GE has shipped $10,000,000 worth of uhf equipment, of which $7,000,000 is still owed to GE. He said that GE has invested 360,000 engineering man hours and $3,600,000 in uhf research and development.

GE has shipped 44 uhf transmitters, 34 of them 12-kw, Chamberlain stated. He said that 60-kw transmitter employing 75-kw klystron is expected early in 1956.

RCA's W.W. Watts stated that 1,800,000 engineering hours and $16,000,000 have been spent on uhf by RCA. He reported 75 RCA 1-kw transmitters in use, with orders for 29 more on the books. As for new 12-kw transmitters, he said that orders for 47 are on hand and that shipments will start soon. He also disclosed development of new 50-gain antenna which will give ERP of 400-600 kw with 12-kw transmitter.

General Precision Laboratory Inc. announced development of GPL-Continental 50-kw uhf transmitter, first model due for delivery in July 1955. It will use Eimac klystron. TV mgr. E.A. Hungerford Jr. indicated uhf development was outgrowth of Continental's work making transmitters up to 1000-kw for Voice of America.

* * *

On receiver end, GE's Dr. L.R. Fink reported improvement in uhf design, said that extra cost for uhf in GE's current line is as low as half what it was in early sets and that performance has been improved several-fold. He noted that 22% of GE's 1953 production was vhf-uhf, compared with whole industry's 20%.

Detailing uhf performance, Dr. Fink stated that GE sets had noise level of 16-20 db last year, now have 12-16 db -- compared with 6 db for good vhf sets. He concluded: "The result of our work has been that the customer has found continuously available a choice of uhf receivers capable of performance up to the limits of our known technology. The receiver is not a real limitation to the growth of uhf."

Watts reported that RCA has put uhf in 23% of its sets vs. 20% for industry. Furthermore, he said, uhf is included in all the 4000 color sets RCA has built. To sum up, he stated: "In our shipments of various types of receivers, we are and must be governed by what the public is willing to buy. Naturally, we hope that the public will continue to buy a substantial number of receivers uhf-equipped at the factory. The fact that we have shipped a greater proportion of factory equipped uhf receivers than the industry average shows that our promotion of this type of receiver has been hard hitting and successful."

Tuner maker Sarkes Tarzian came up with what he believes is an answer to the
price differential between vhf-uhf and vhf-only sets -- a new vhf-uhf 82-channel tuner which he says can be built for only $6.25 more than vhf-only. He offered it at cost, urged that set makers not mark up the $6.25, so that it will be possible for consumers to buy vhf-uhf sets for only $6.25 more than vhf-only.

Regarding performance, Tarzian claimed tuner has noise level of only 10 db. No other manufacturer claims such performance in its commercial uhf tuners.

Plumping for removal of excise on uhf sets, Tarzian took crack at manufacturers making turret tuners with strip uhf inserts. Tax removal should apply only to "full range" sets, he said, "not to makeshift strip arrangements which have been a delusion." He reported Westinghouse and Capehart are using his new tuner.

**VHF GRANTS SOON IN MILWAUKEE & MINNEAPOLIS:** FCC granted no CPs this week, but it issued 3 substantial initial decisions which will soon mature into final vhf grants, while another vhf grant was gestating as result of dropout. The initial decisions:

1. Milwaukee, KEYD, Ch. 9; Jefferson City, Mo., KWOS, Ch. 13; Milwaukee, Milwaukee Area Telecasting Corp., Ch. 12. The initial decision due shortly will go to WMFJ, Daytona Beach, Fla. for Ch. 2.

Six uhf CPs were cancelled this week, most in any single week -- one voluntarily and other 5 simply allowing their CPs to lapse. Turning in its CP was WDHN, New Brunswick, N.J. The 5 who didn't pursue grants: KMER, Merced, Cal. (Ch. 34); WTLK, Paducah, Ky. (Ch. 43); WTTM-TV, Trenton, N.J. (Ch. 41); KMSL, Marshall, Tex. (Ch. 16); WBEY, Beckley, W.Va. (Ch. 21) -- making 67 uhf CPs given up to date.

* * * *

Initial decision favoring KEYD in Minneapolis resulted when WLLOL and WDGO dismissed -- no merger, no payment for expenses. Notice to KWOS in Jefferson City came after dropouts of Capitol TV Corp., headed by ex-Gov. Forrest Smith, and L.H.P. Co., owned by Durwood Theatres -- former to get $14,472 for expenses, latter $7500.

Milwaukee deal was 4-way merger, designed to expedite first post-freeze vhf into that city. When Milwaukee Area Telecasting Corp. gets CP, new Televion Corp. will be formed, Milwaukee Area getting 30%, WEMP 30%, WFOX 30%, Kolero Telecasting Corp. 10% plus up to $30,000 expenses. WFOX will be sold. Milwaukee Area application is 50% owned by Gran theatre interests, part owners of WREX-TV, Rockford, Ill. (Ch. 13) and of CP for WFRV-TV, Green Bay, Wis. (Ch. 5).

[For further details about principals in all the aforementioned grantees and applicants, see TV application list in TV Factbook No. 18.]

**ODD OR UNUSUAL approaches to uhf problem were advanced by several witnesses at Senate subcommittee hearings this week (see pp. 3-6). There was owner S. H. Patterson of uhf KSAN-TV, San Francisco, for example, one of 2 objectors to Sen. Johnson's proposal to exempt uhf sets from excise taxes. He excoriated set makers for "asking for a handout," and suggested that excise taxes from tv sets be distributed as a subsidy "to the dying patient, the uhf telecaster."

Then there was Morris Berman, who lists himself as "pres., N. Y. Society of Engineers," whose panacea is construction of 75 mile-high towers across the U. S. He listed as the No. 1 "advantage" of his system "the elimination of all but 150 of the 2053 stations predicted for the near future by the FCC."

More seriously heeded was stirring statement of veteran broadcaster Ronald B. Woodyard, who was forced to abandon his uhf station WIFE, Dayton (Vol. 10:11). His proposals included complete ban on ownership of more than one TV and/or radio station by any entity, and on ownership of stations by networks and by newspapers. He opposed Johnson excise tax bill because “the tax reduction on theatre tickets didn’t reduce admission prices and there’s no reason to believe it will cut TV set prices.”

Two vhf station operators filed written comments. Ed Craney, KXLF-TV, Butte, Mont., said plighted of small-town vhf stations is as serious as uhf, urged subcommittee to do something about both. Gerald J. Morey, WNHC-TV, New Haven, indicated he’d welcome his uhf colleagues into vhf band, urged Congress to find more vhf channels through use of other vhf frequencies and directional antennas.

Uhf success story was related by Donald A. Burton & Wm. F. Craig of WLBC-TV, Munice, Ind., who told how they wooed and won local viewers as well as the 4 networks, and “found no prejudice against uhf on Madison Ave.”

Community antennas also underwent attack this week, during Senate uhf hearing, when J. P. Beacom, operator of uhf station WJPB-TV, Fairmont, W. Va., said stations’ "very existence" is threatened by the "accelerated expansion of the unregulated and uncontrollable community antenna systems." He said that J. H. Whitney-owned system in Fairmont misled public into not converting to uhf, promising system would feed WJPB-TV to homes—but station’s signals were carried only 2 days. Beacom also attacked FCC’s recent microwave grant for community system service (Vol. 10:19), and said: "The action of the FCC opens new towns and areas to community cable systems at the expense of the uhf ‘home town grass roots’ TV stations." He advised passing law to control community systems.

Quip overheard as Senate uhf probe, jam-packed, had to move from Capitol to larger Senate Caucus Room, which happens also to be place of recessed Army-McCarthy hearings: "Is this a scene change from The Cohn Munity to The UHF Scrutiny?"
PRESIDENTING ORAL testimony at uhf hearing before communications subcommittee of Senate Commerce Committee May 19-21 (see pp. 3-6) in order of appearance: FCC Chairman Rosel Hyde; Conr. Frieda Hennock; Glen McDaniel, RETMA; ex-Sen. Scott Lucas (D-Ill.); Harold Thoms, WISE-TV, Asheville, N.C.; Fred Weber, WFPG-TV, Atlantic City & Ben McKinnon, WVGL, Green- ville, S.C., for UHF Industry Coordination Committee; Dr. Allen B. DuMont, Thomas T. Goldsmith & Ted Berg- mann, DuMont; Paul Chamberlain, L. R. Fink & Allen P. Haase, GE; Wm. A. Roberts, UHF TV Assn.; Lou Poller, WCAN-TV, Milwaukee; Jack Garrison, KACY, Festus-St. Louis; Ronald Woodward, WIFE, Dayton; Robert J. Campbell, Dayton Education Foundation; Mortimer Loewi, WITV, Ft. Lauderdale, Fla.; Morris Berman, N.Y. Society of Engineers; Sarkes Tarzian, WTTV, Bloomington, Ind.; Vincent J. Lutz, Assn. of TV Service Companies, St. Louis; Philip Merryman, WICC-TV, Bridgeport, Conn.; S. W. Townsend, WKST-TV, Newcastle, Pa.; Benedict Cottone, UHF Industry Coordination Committee & UHF TV Assn.; Donald Burton & Wm. Craig, WLBC-TV, Muncie, Ind.; J. P. Beacon, WJJP-TV, Fairmont, W. Va.; Larry H. Israel, WENS, Pittsburgh; Rev. S. H. Patterson, KSAN- TV, San Francisco.


Why do so many uhf CP holders turn back their grants? Before this week's Senate subcommittee hearing, Chairman Potter wrote all grantees and stations which had given up the ghost to ask that question. Forty-seven re- pied and their answers were inserted in hearing record. We tabulated the reasons (most of them giving more than one) with this result: 20 couldn't get network affiliation, "good network" affiliation, permanent affiliation, or affiliation on good financial terms; 17 saw little chance of success because of uhf competition; 8 couldn't get national and/or local advertisers; 7 blamed set manufacturers or technical shortcomings of receivers; 7 said area couldn't support another TV station, even if it were uhf; 4 said transmitters were inadequate or too costly; 3 blamed lack of uhf ac- ceptance by public; 2 discounted "general economics" of uhf; 2 couldn't get good programming; 2 gave up uhf to apply for vhf; 5 gave no reasons or unrelated reasons.

Walter Reade Jr., theatre-operator of uhf WRTV, Ashbury Park, N.J., has suggested to ASCAP that it accept "token" license payments from uhf stations "to indicate ASCAP's confidence" until such time as they become eco- nomically successful.

Biggest theatre-TV hookup in history is in prospect for Maricano-Charles heavyweight title bout June 17. Theatre Network TV Inc. has signed 63 theatres, including 12 drive- ins, to carry closed-circuit telecast.

Personal Notes: Frank Stanton, CBS press, due back week of May 24 from quick flying trip to Europe . . . Nor- man Hawkins, recently mgr. of KXLY-TV, Spokane, one- time sales mgr. of WWJ-TV, Detroit, returns to Detroit area to join CKLW, Windsor, whose Ch. 5 tv adjunct is due on air in July . . . Bob Strube named sales mgr. of KXLY-TV, Spokane . . . Frank H. McIntosh elected pres. of Assn. of Federal Communications Consulting Engineers, succeeding Frank G. Kear; T. A. M. Craven elected v.p.; Everett L. Dillard, secy.; Robt. Kennedy, treas. . . . Cecil C. Bidlack, ex-NBC Cleveland, joins National Assn. of Educational Broadcasters as its first TV engineer, following grant for that purpose by Ford Foundation . . . Lester H. Bowman, technical director, takes new title of director of physical operations, CBS Hollywood, with James V. Melick now director of production administration . . . Howard F. Barnick, ex-Eagle-Lion Studios, named business mgr., KNXT, Los Angeles, replacing Harry Zipper, now CBS Hollywood . . . John R. Overall, eastern sales mgr., and Dorothy Kemble, director of continuity acceptance & education, have resigned from MBS staff . . . G. W. (Johnny) Johnstone, TV-radio director, National Assn. of Manufacturers, leaves immediately after NARTB con- vention on auto tour of Pacific Coast and Northwest, visiting NAM regional offices and TV stations on behalf of its weekly Industry on Parade film . . . Wm. E. Eckstein named program mgr. of WITS-K, Knoxville . . . Carl Tibbetts, ex-WSB-TV, Atlanta, named production mgr. of WATE, Knoxville . . . Ed Boghosian promoted to national sales mgr., WJR-TV, Providence . . . James E. Conley, ex-Bolling, Chicago, named regional sales mgr. and Steve Briggs to be program mgr. of upcoming WISH-TV, In- dianapolis (Ch. 8) . . . Bill Hickey, ex-WABT, Birmingham, joins WCBS-TV in charge of late-evening sports show, Sports of the Night . . . Gordon D. Walker, ex-KNXT, Los Angeles, joins Hollywood office of Kenyon & Eckhardt . . . Melvin L. Gold, ex-National Screen Service, has set up Mel Gold Productions, 1639 Broadway, N. Y., as producer of TV, industrial & other films . . . Reggie Schuebel has set up Reggie Schuebel Inc., 7 E. 47th St., N. Y., taking over Wyatt & Schuebel agency after partnership with John Wyatt was severed.


Roosevelt College Assn., Chicago, has selected CBS's Edward R. Murrow and ABC's Elmer Davis as co-winners of its annual award for "distinguished service to Ameri- can democracy." Oberlin College conference's honorary degree on Murrow June 14.
Teletcasting Notes: Charting growth of 95 of the 105 pre-free TV stations, Sponsor Magazine (which incidentally is playing host to these pioneer teletesters at a commemorative dinner in Chicago May 23), tabulates statistics in special layout in May 17 edition that pretty well epitomize the fantastic march of the teletesting industry:

(a) From serving average of 27,800 sets when they went on the air, the 95 last Jan. 1 served average of 617,500. (b) Average base hourly time rate of $250 has risen to $920.

(c) Average sources of business at outset were 57.5% local, 21.8% national spot, 17.5% network; now it’s 23.8% local, 40.8% national spot, 27.8% network. (d) Originally, they averaged 32.5% network shows, but now 24% live, 26.9% film; now it’s 50.8% network, 24% live, 26.9% film.

(e) Average of 5.8 hours on air per day has gone up to 16.2. (f) From average of 41 employees per station, it’s now 98... Re-runs of TV films are profitable not only to sponsors and stations—they may prove gold mine to actors.

New Screen Actors Guild contract, which provides for residual payments to actors for 3rd & 4th showings of films made since March 1952, is just beginning to pay off: 375 actors have shared $30,074 in re-run payments to date—$26,440 of it in last 3 months... "See Ya in TV, Say the Funny Papers" headlines May 22 Billboard story reporting more comic strips being converted to TV film shows for fall, among them Steve Canyon, Blondie, Dixie Dugan, Tailspin Tommy, Heart of Juliet Jones. Already on air: Dick Tracy, Fearless Fodwick, Terry & the Pirates, Superman, Flash Gordon... "Everybody scouts actors, but nobody scouts writers," says Cy Howard, producer of CBS-TV’s That’s My Boy. After returning from visit to his alma mater, U of Wisconsin, he told Hollywood Variety reporter: "We’re overlooking a great potential in these college kids. We should send scouts [and] bring to Hollywood their best writers. The networks should put them under contract, to write with the pros..." Seventh Video-town survey started by Cunningham & Walsh in New Brunswick, N. J. . . . WJHK-TV, Detroit (Storer) raises Class AA hour (10-10:30 p.m. daily) from $1700 to $2000, min. from $350 to $400. Other classes remaining unchanged—including Class AA’s to 7-7 p.m. & 10-11 p.m. at $1500 & $320. WNBW, Washington, raises Class AA hour from $900 to $1000, and 10-sec. from $95 to $135... Newly-merged KOY-TV, Phoenix (which absorbed time-sharing KOY-TV) hikes base hour rate from $250 to $355, min. from $50 to $70. New XEJ-TV, Juarez (Ch. 5, opposite El Paso) reports $120 hour, $22 min. KCJB-TV, Minot, N. D., with $150 hour rate, and upcoming KXJB-TV, Valley City, N. D., at $200, to offer combination hour at $300... More rate increases: WSM-TV, Nashville, hour from $500 to $600, min. $100 to $120; WENS, Pittsburgh, from $350 to $450 & $70 to $90; WKZO-TV, Kalamazoo, $700 to $800 & $135 to $150; KXYL-TV, Spokane, $300 to $400 & $60 to $80; KOLN-TV, Lincoln, Neb., $20 to $25 & $34 to $50; KJMJ-TV, Fresno, $300 to $350 & $60 to $70; KTSM-TV, El Paso, $200 to $250 & $40 to $50.

Network Accounts: Oldsmobile, in biggest single purchase of NBC-TV color “spectaculars” so far, this week bought full run of 13 shows every 4th Sat. 9-10:30 p.m., thru D. P. Brother & Co., Detroit. RCA bought alt. sponsorship of all 13 spectaculars every Mon. 8-9:30 p.m., thru Kenyon & Eckhardt; leading candidates for other sponsor are Ford & Nash. Hazel Bishop (cosmetics) has signed as one sponsor every 4th Sun. 7:30-9:9 p.m., with others likely to be Reynolds Metals & General Mills... Chrysler to sponsor series of dramas by “foremost authors” 3 out of 4 weeks, with 4th week devoted to top-level musical variety programs, on CBS-TV in fall, Thu. 8:30-9:30 p.m., thru McCann-Erickson... Elgin Watch Co. replaces Motorola as alt.-week sponsor with U. S. Steel, buying Elgin Hour on ABC-TV starting in Oct., Tue. 9:30-10:30 p.m., thru Young & Rubicam; U. S. Steel renews its sponsorship for coming year, thru BBDO ... RCA buys 20 min. of new Sid Caesar Show on NBC-TV in fall, Mon. 8-9 p.m., thru Kenyon & Eckhardt... Crosley-Bendix signing to sponsor 8 shows featuring Martha Raye on NBC-TV in fall Tue. 8-9 p.m.; Buick to sponsor Milton Berle in that time for 20 programs, General Foods backs Bob Hope in 6 programs... Campbell Soup Co. switches Abbott & Costello film series from NBC-TV to CBS-TV starting June 5, Sat. 11:30 a.m.-noon, thru BBDO; it replaces Red Brown of the Rocket Rangers... Continental Mfg. Corp., Los Angeles (motor oil) sponsors Indianapolis Thrills of a Lifetime, film recap of Indianapolis Speedway classics, on ABC-TV Mon. May 31, 8:30-9 p.m., thru W. H. Hunt Adv.

BMI has question-marked TV stations whether they want another series of TV clinics, proposed in N. Y. Aug. 2-3; Chicago, Aug. 6-7; Los Angeles, Aug. 9-10.

Clem Randau, onetime UP business mgr., has purchased Litchfield (Conn.) Times, state’s oldest weekly. He’s also co-publisher of New Middletown (Conn.) Times.

ABC & CBS both made overtures to Firestone this week following its break-up with NBC (Vol. 10:20), but no contracts were signed. ABC offered old Mon. 8-9 p.m. time segment for simulcast of Voice of Firestone; CBS offered another "choice" time segment, being unwilling to shift Arthur Godfrey’s Talent Scouts. Decision is expected in month or so.

Army-McCarthy hearings had local sponsors on at least 4 stations, as reported up to press time—possibly more. Besides St. Louis Post-Dispatch sponsorship of show piped to local uhf WTVI from DuMont (Vol. 10:20), unidentified local sponsors were reported on WENS, Pittsburgh; WTVP, Deatur, Ill.; WWLP, Springfield, Mass.—all 3 fed by ABC-TV. Only ABC-TV & DuMont are carrying program live in full, hence alone are affected by Senate subcommittee’s ruling permitting sponsorship (Vol. 10:20). Networks and stations say uncertainty of duration, limitations on commercials, high costs, etc. have made it tough to attract sponsors. But both networks say they’ll continue to carry hearings fully, ABC-TV with 51 stations linked, DuMont 16. NBC-TV & CBS-TV are continuing with late-evening filmed highlights only (30 or 45 minutes). Not everyone on Capitol Hill is happy about lifting of initial ban on sponsorship; this week, Sen. Bennett (R-Utah) proposed rule forbidding commercial sponsorship of any televised Senate hearings, asserting McCarthy example “opens the door to a whole new range of possible improper relationships and subtle means for influencing legislation.” Quip of the week: Newsweek quotes wag who suggests ideal sponsors for McCarthy hearings would be Army Reserve and Schine Hotels.

CBS-TV paid Sen. McCarthy this week for the $6336 it cost to film his April 6 reply to Ed Murrow’s attack on See It Now. Network said “policy of fairness and balance” required it to pay McCarthy, but only because expenses involved program it produced and controlled. CBS spokes- man previously had said payment was guaranteed by “someone outside the TV industry.” Sponsor Alcoa had refused to pay on grounds its contract with CBS covered all costs. McCarthy’s reply was filmed by Fox Movietone.

Bucking for food sponsors, NBC-TV originates segment of Home (11 a.m.-noon) May 26 from Cleveland’s Convention Hall during Supermarket Institute convention, with 4000 delegates to see it in big screen demonstration in auditorium.

The 300th station getting network service will be WKNY-TV, Kingston, N. Y. starting May 25. It’s 55th added by AT&T this year, and 60 more are expected by year’s end.
LOS ANGELES has a second uhf in irregular operation—but its formal test debut and its commercial debut are still undecided, and so it isn't listed as an on-the-air station as yet. It's John Poole Broadcasting Co.'s KBIC-TV (Ch. 22), originally having call letters KPIK, with GE 12-kw plant and antenna atop Mt. Wilson, from which test signals have been reported as far away as San Diego (110 mi.), according to engineering director Thornton Chew. For some weeks, it has transmitted "on loose schedule" at 3-4 p.m. each weekday. It has no plans yet for regularly scheduled tests and hasn't published any rate card. Other Los Angeles uhfs is KTHE (Ch. 28, educational) which began last Aug., operating non-commercially with backing of Allan Hancock Foundation from UCLa campus. John Poole's KBRD-TV, Fresno (Ch. 55), has been on air since last Feb. 13 with GE equipment (Vol. 10:7), and he holds CP for KBIE-TV, Sacramento (Ch. 46).

RCA shipped 10-kw transmitter May 19 to WMBV-TV, Marinette, Wis. (Ch. 11), due in July, and 2-kw to CFQF-TV, Saskatoon, Sask. (Ch. 2), due in Aug. or Sept. This week, it also shipped 50-kw amplifier to KLZ-TV, Denver (Ch. 7), and 25-kw amplifier to WIS-TV, Columbus, S. C. (Ch. 10).

GE ships 12-kw transmitter and 4-bay antenna week of May 24, to WGTH-TV, Hartford, Conn. (Ch. 18); this week, it shipped 6-bay antennas to KALB-TV, Alexandria, La. (Ch. 5), and KGVO-TV, Missoula, Mont. (Ch. 13), both of which got 8-kw transmitters in latter March and are now completing construction. This week, also, it shipped 3-bay to now-operating KIEM-TV, Eureka, Cal. (Ch. 3).

GPL delivered Continental 1-kw transmitter with studio equipment this week to WQXI-TV, Atlanta (Ch. 36).

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

WGR-TV, Buffalo (Ch. 2), has 25-kw RCA transmitter & 6-bay antenna due June 1, now plans late July test patterns and commercial debut sometime in Aug. as basic NBC affiliate. Studios and offices will be at 184 Barton St., now being remodeled, and WGR radio moves in June to Hotel Lafayette penthouse where TV transmitter and 456-ft. Emsco TV tower will also be located. Last week, FCC approved name change to WGR Corp. under merger by which Niagara Frontier Amusement Corp. acquired radio WGR and Niagara Falls Gazette has option to buy 25% after disposing of interest in WHLD (Vol. 10:16). Headley-Reed will be rep.

KEGO-TV, Enid, Okla. (Ch. 5), now planning test patterns about June 15, expects to complete installation of 10-kw RCA transmitter and 12-bay antenna on 660-ft. Emsco tower by June 10, reports commercial mgr. Tom Belcher. Only 66 mi. from Oklahoma City, it plans to begin programming July 1 as ABC interconnected. Owner is local appliance dealer Streets Electronics Inc. Base rate will be $225. Pearson will be rep.

WKBT, La Crosse, Wis. (Ch. 8), with 10-kw RCA transmitter installed and 500-ft. Stainless tower & 12-bay RCA antenna ready, expects to meet June 21 test pattern target. reports pres-gen. mgr. Howard Dahl. It plans Aug. 1 commercial start as primary NBC affiliate, will also carry CBS & DuMont programs. La Crosse Tribune has sold its WKTY to Herbert H. Lee group (KDFH, Fairhout, Minn.) in order to buy 41% of WKBT. Base hour will be $200. Raymer will be rep.

WINT, Waterloo-Fl. Wayne, Ind. (Ch. 15), with 12-kw GE transmitter due for shipment as soon as transmitter house is ready, expected in about 2 weeks; now plans July tests, reports pres. R. Morris Pierce, who operates radio WDOK, Cleveland. With GE 5-bay antenna on hand

SHIFTS to new channels were required of 30 stations by FCC as part of its end-of-freeze decision in April 1952, and all have moved except WHAM-TV, Rochester, which is due to go soon from Ch. 6 to Ch. 5. Coming up soon is first uhf station to shift—WFMJ-TV, Youngstown, aiming to switch from Ch. 73 to Ch. 21 on or about May 29.

Owned by Youngstown Vindicator, this NBC station had troubles galore on Ch. 73, finally acquired CP for Ch. 21 from Polan Industries for $76,612 (Vol. 10:19) when that company decided not to build. Station was particularly bedevilled with poor performance of receivers at top of uhf band, blaming sensitivity, transmission-line losses, unstable oscillators, short-lived receiving tubes, etc. (Vol. 10:10).

WFMJ-TV chief engineer Frank Dieringer reports that one parts distributor has been selling certain oscillator tube at rate of about 700 weekly.

WFMJ-TV shift includes move from temporary 300-ft. tower to new 1000-ft. structure 200-ft. away. Present 1-kw RCA transmitter is being converted to new channel by employing new crystals, coils, capacitors, cavity parts, etc. A 12½-kw amplifier is due in latter June; ERP will then go to 175 kw.

Another interesting shift is that of WTTV, Bloomington, Ind., from Ch. 10 to Ch. 4. In doing so, it also moved nearer Indianapolis, raised power to 100 kw and height to 1000 ft. above average terrain.

Combination of changes produced trouble for some points in Indianapolis. WTTV thereupon set up own organization there to install simple outside vhf antenna at $125.95 complete, with money-back guarantee. As result, mgr. Bob Lemon writes:

"We are getting orders and putting up several hundred per day ... Of course, it may be a little unorthodox, but we figured other media have circulation departments, and we decided we'd help viewers and ourselves too."

WTTV's entry into installation didn't hurt other servicing organizations. Indianapolis News business editor Gerald Dreyer, reporting on small business activity in first quarter, wrote: "The TV and electric service firms, still enjoying the benefits of WTTV's switch to Ch. 4, topped the increases with 18.1%.

at site 16 mi. north of Ft. Wayne, its 800-ft. Stainless tower was nearly up this week. Other area outlet, WKJG-TV, got on air last Nov. WINT rep not yet chosen.

WGTH-TV, Hartford, Conn. (Ch. 18), last reporting spring target, now plans July 12 test patterns, July 15 programming, according to gen. mgr. Fred Wagenvoord. GE 12-kw transmitter is en route, buildings are ready, and 250-ft. of 400-ft. Leligh tower has been built. June 15 is completion date for tower with GE 4-bay helical antenna. Co-owners are General Teleradio and Hartford Times. It will be second in area, WKBN-TV having begun in Feb. 1953. Rep will be H-R Television.

NBC-Northern University Television Institute fulltime 6-week course in advanced training for TV management, directing & production starts June 18, will be conducted in Chicago Merchandise Mart studios. Co-directors are Donley F. Fedderson, chairman of school's dept. of radio & TV, and Miss Judith Waller, NBC Chicago.

Minimum of 5-kw uhf transmitter, proposed by FCC (Vol. 10:16), was opposed this week by NARTB, which reported poll of members showed them unanimously against idea. NARTB pointed out that 5-kw transmitter is unnecessary and uneconomical for many small communities.

DuMont's new 50-kw uhf transmitter for Ch. 7-13, introduced at NARTB convention, employs two water-cooled tetrodes in final amplifier, is claimed to occupy 40% less floor space than competitive high-power units.
PARTS PRICES DOWN, MAKERS SEE TV UPBEAT: Some clues to the future plans of TV set makers came to light this week from those in good position to know -- parts manufacturers who, by supplying components, frequently hold the key to their next moves.

Several important parts makers told us at Chicago Electronic Parts Show this week they looked for a sizeable increase in TV production in last 6 months of year, on basis of orders for parts now on their books. All noted increases in orders last 3 weeks or so -- a welcome reaction to fact that the set makers had reduced their huge inventory of parts, a condition which prevented parts manufacturers from sharing in high TV unit sales for first quarter (Vol. 10:15).

Decreases in parts prices appear to be in offering -- but there's no guarantee that they will. Nor is there any assurance that the set makers will take advantage of any cuts to bring down their prices, in face of their complaints of low profits.

Labor is giving set makers increasingly valid reason for raising prices, any parts reductions notwithstanding. Philco strike at 10 TV-radio-electronics plants in Philadelphia, Croydon, Pa. & Sandusky, 0. enters its 4th week as we go to press, with little sign of early settlement. Meeting of Federal mediator, management and union proved unproductive, with neither side budging from original positions.

RCA this week settled accounts with labor, granting average 9-10c hourly wage increases to 29,000 at plants in Bloomington & Marion, Ind., Canonsburg & Lancaster, Pa., Cambridge, 0., Camden & Moorestown, N.J., Hollywood & Santa Monica, Cal. Whole industry wonders whether RCA will pass along wage increases in form of higher prices on new TVs to be shown field reps at Atlantic City's Haddon Hall June 7. If so, it could inspire similar moves by others -- even those without labor problems.

Guessing game on the direction of prices continued this week, with everyone admittedly fishing for information, asking more questions than they're answering on the subject. Spokesman for one major manufacturer advanced theory this week that prices probably will not go up on industry-wide basis, but that greater promotional effort would be concentrated on higher end of lines. This was doubted by another major set maker, who said trade would continue advertising leaders, then trying to "sell up" more expensive models on which profit margins are greater. He said this was only practical way of merchandising.

Atmosphere at parts show was generally bearish. Harry Ehle, show president & International Resistance Co. sales v.p., estimated industry-wide electronic parts business at factory level about 30% below first quarter of 1953 -- most of it blamed on high TV inventories, which kept parts orders at a minimum. Parts makers in hotel rooms & booths were openly expressing their anxiety, shopping prices & special deals and hopefully looking to high-fidelity to take up some of the volume gone from TV. Some 279 exhibitors, 7 more than year ago, were on hand to demonstrate their items, many of them new products designed especially to capitalize on hi-fi upsurge.

Price-cutting was rampant on all types of components, judging from comments we heard from manufacturers & distributors alike. As a consequence of recent tube price cuts (Vol. 10:20) and fact that tube no longer represents as large an investment in proportion to other parts, it's even likely the one-year warranty on picture tubes will be replaced in about 6 months by 90-day warranty, as in other components. Inconsistency of tube prices was further emphasized this week by RCA's increase of $2.50-$3 on 8 CR tubes, shortly after cuts by Sylvania & CBS-Hytron, hikes by GE.

Parts makers are looking for lift from color -- but not this year. Thus far, nearly all the specialized components used exclusively in color receivers have been
made by set makers themselves. Consensus was that only when color prices come down to merchandisable level could parts makers expect to benefit. Ehle said parts makers could speed lower color prices by continuing to lower components costs, declaring:

"We're smart enough to realize we can make money only if the set makers are making money. We have to help them get down to the golden figure -- whatever that may be -- which customers will be willing and eager to pay for color. We have to do that even if it means contributing out of our profit."

* * * *

Further reflecting Philco strike was production of only 96,007 TVs week ended May 14 (second week of walkout), down from 103,563 preceding week and 120,687 units week ended April 30. It was year's 19th week, brought production for year to date to about 2,105,000, compared to about 3,100,000 in same period of 1953.

Radio production jumped to 211,161 (including 103,311 auto), highest for any week since Jan., prompting speculation that other manufacturers are boosting output considerably during Philco strike. Total compared to 167,445 week ended May 7 and 163,289 week before. Radio output in 19 weeks was 3,690,000 vs. 5,285,000 in 1953.

**TRADE SEeks 'WHY' OF RADIO SALES SLUMP:** The bleak 1954 radio market is as baffling as it is alarming to manufacturers, many of whom plan consumer research surveys this summer to determine why folks aren't buying radios -- despite average retail price of mere $42. Here's statistical evidence of radio decline in first 4 months, excluding auto radios which are dependent on auto production and are channeled into many distribution outlets other than those used for TV-radio:

Production, 1,887,132 vs. 2,917,536 in first 4 months of 1953 & 2,339,354 in 1952; factory sales, 1,674,370 vs. 2,897,392 in 1953 & 2,275,010 in 1952; distributor sales, 1,337,787 vs. 2,044,485 in 1953 & 1,962,970 in 1952; retail sales, 1,330,000 vs. 1,850,000 in 1953 & 2,150,000 in 1952.

**Inventories at all levels** at end of April totaled about 3,500,000 (864,221 at factory, 1,137,376 distributors, 1,500,000 retail) vs. 2,800,000 at end of April 1953 (430,489 factory, 972,327 distributors, 1,400,000 retail) and 2,364,000 in 1952 (344,000 at factory, 920,000 at distributors, 1,100,000 retail).

Manufacturers are unable to explain decline, though they agree something must be done about it -- and quickly. One manufacturer says radios are victims of fall in national economy, puts them in category of wrist watches & jewelry -- i.e., something people can get along without when times are a little tough. Another blamed lack of initiative by dealers in pushing radio. "They see a $200 TV set and visions of profit dance before their eyes," he declared. "When they look at a $30 radio, what do they see? Damned little -- and they show it."

There's hope radio sales will pick up last half of year for 2 reasons: (1) Following consumer surveys, several major manufacturers plan intensive ad campaigns to push radios. (2) Liquidation sales & special deals will be very common by fall. On this basis, despite bad start, radio industry leaders are hopeful home radio retail sales may be close to 6,500,000 this year, as against 7,100,000 sold last year.

**Note:** Auto radio production also has fallen off from last year -- totaling 1,417,620 in first 4 months, down from 2,076,188 in 1953 but slightly more than the 1,286,500 turned out in 1952 (when auto production was limited by wartime materials restrictions). There is virtually no factory inventory in auto radios. Statistics on distributor & retail movement of auto radios aren't available.

**Distributor Notes:** RCA establishes new subsidiary, RCA Victor Distributing Corp.-Southern California, 2027 S. Figueroa St., taking over Los Angeles distribution from Leo J. Meyberg Co., which continues as San Francisco outlet. Harold R. Maag, RCA v.p. & western mgr., will be in charge, reporting to Paul A. Barkmeier, RCA distribution v.p. L. E. Starkweather, mgr. of Leo Meyberg, keeps same job with RCA subsidiary. Last week Meyberg relinquished San Diego distribution to Jerry Achtenhagen & Sons... Sylvania appoints Mack Electric Co., Dothan, Ala... Olympic Radio appoints new MFS Distributing Co., Denver (Lewis Jesser, gen. mgr.)... Admiral appoints Leo Lisee, ex-Washington regional mgr. & gen. mgr. of former distributor Mid-Atlantic Appliances, as mgr. of new Washington factory branch... Maryland Wholesale Sales, Baltimore (Admiral) appoints Larry L. Malin, from Admiral Los Angeles factory branch, as gen. mgr. Zenith-New Jersey appointments Joel Calcutt, ex-Gross Distributors (Stromberg-Carlson), as district mgr., replacing L. M. Braun, now parts & service mgr. Stuart F. Louchein Co., Philadelphia (Zenith) appoints John F. Mehr as TV mgr.; he's ex-Zenith Washington regional mgr... Graybar appoints T. A. Huston asst. mgr. of national appliance sales.
Topics & Trends of TV Trade: RCA introduced 21 new "series string" electron tubes this week, designed to capitalize on growing use of new circuitry by TV manufacturers as means of reducing production costs, particularly of low-end models. New tubes operate with heaters connected in single "series string" circuit, permitting elimination of such components as heater transformers in TV receivers. In conventional tube arrangement, heaters are connected in parallel lines and require transformer for power supply.

Some TV manufacturers, notably Crosley, are already in production of "series string" system; others are expected to adopt this method in wake of RCA announcement. First of the new tubes will be available commercially next month, designed with tougher (600 milliamperes) filaments to withstand more powerful current surge tubes must take. According to Douglas Y. Smith, RCA tube marketing mgr., all heaters in tube string reach operating temperature uniformly, thereby minimizing heating burnouts.

"Series circuit" tubes contributed greatly to reductions in radio prices, making possible inexpensive AC-DC radios when industry started wiring tube filaments in series.

First reappearance of 14-in. models in 5-6 years is Majestic's "Starlet" plastic table model introduced this week to retail at $130 and intended to be competitive with recent Crosley "Super V" & Raytheon "Challenger," both 17-in. at $140-$160. Majestic's set is enclosed in luggage carrying case with handles, weighs 39 lbs. (compared to Crosleys 53, Raytheon's 46), has controls on top, measures 12½-in. high. 15-in. wide, 18½-in. deep; it's also available in mahogany wood finish at $140. Also introduced was standard-size 21-in. mahogany table at $170.

Zenith lost latest decision in patent suits involving its refusal to pay royalties to RCA, pending in Federal court in Wilmington since first filed by Zenith in 1946, when Judge Leahy May 20 denied its motion to dismiss counterclaim of infringements asserted in arguments last Jan. 21 on behalf of defendants RCA, GE & Western Electric, AT&T, Bell Labs & Westinghouse. While still tangled in legal procedures, final adjudication of long-drawn-out litigation is presumably nearer as result of this week's decision, which was marked by unusually strong language by the court—one part of decision asserting claim of absent defendants' (AT&T, Bell Labs & Westinghouse) ownership of counterclaim patents "is finally proved bogus" and another part stating: "Regard for the long-standing elements of patent properties and their application to the basic clauses of the cross-licensing agreements, coupled with realignment of several misconceptions, punctures Zenith's argument." Zenith had asked court for judgment of invalidity, non-infringement and unenforceability of certain patents and for an injunction. Only RCA, GE & WE were served, each counterclaiming and alleging Zenith infringement of particular patents. Zenith denied both validity and infringement of the patents and separate trial was ordered to precede trial on issues of enforceability. Zenith moved to dismiss counterclaims for defect, urging indispensability of absent parties alleging they held rights in counterclaimed patents tantamount to co-ownership.

Report on spurious radiation (Vol. 10:14, 16)—showing which manufacturers have promised to adhere to RETMA plan, etc.—is being prepared by radiation committee chairman Dr. W. R. G. Baker for submission during RETMA annual convention in Chicago June 17. Shortly thereafter, he'll supply FCC with list indicating which manufacturers will go along with plan, which won't, which haven't responded.


Crosley's 17-in. "Super V" table model (Vol. 10:7) now also out in ebony & white finishes at $160.

SHIPEMENTS of TVs to dealers totaled 1,655,839 in first 3 months of 1954, exceeding production of 1,447,110 in that period, according to RETMA's cumulative state & county tables released this week. They compared with 2,060,016 shipped in first quarter of 1953, when production was 2,259,943, and shipments of 1,777,512 in first quarter of 1952, when production was 1,924,581. New York led, with 145,161; Pennsylvania second, 109,965; California third, 105,084. In March alone, shipments totaled 522,839, compared with 460,378 in Feb. and 711,838 in March 1953. Here's state-by-state report (county-by-county & territorial tables available from RETMA upon request):

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>27,284</td>
<td>New Hampshire</td>
<td>6,216</td>
</tr>
<tr>
<td>Arizona</td>
<td>6,680</td>
<td>New Jersey</td>
<td>43,473</td>
</tr>
<tr>
<td>Arkansas</td>
<td>23,280</td>
<td>New Mexico</td>
<td>5,078</td>
</tr>
<tr>
<td>California</td>
<td>105,924</td>
<td>New York</td>
<td>146,161</td>
</tr>
<tr>
<td>Colorado</td>
<td>13,122</td>
<td>North Carolina</td>
<td>44,496</td>
</tr>
<tr>
<td>Connecticut</td>
<td>21,573</td>
<td>North Dakota</td>
<td>6,977</td>
</tr>
<tr>
<td>Delaware</td>
<td>3,529</td>
<td>Ohio</td>
<td>93,910</td>
</tr>
<tr>
<td>District</td>
<td>10,108</td>
<td>Oklahoma</td>
<td>23,595</td>
</tr>
<tr>
<td>of Columbia</td>
<td></td>
<td>Oregon</td>
<td>18,493</td>
</tr>
<tr>
<td>Florida</td>
<td>42,702</td>
<td>Pennsylvania</td>
<td>109,965</td>
</tr>
<tr>
<td>Georgia</td>
<td>46,207</td>
<td>Rhode Island</td>
<td>5,159</td>
</tr>
<tr>
<td>Idaho</td>
<td>12,897</td>
<td>South Carolina</td>
<td>22,239</td>
</tr>
<tr>
<td>Illinois</td>
<td>104,731</td>
<td>South Dakota</td>
<td>6,159</td>
</tr>
<tr>
<td>Iowa</td>
<td>33,424</td>
<td>Tennessee</td>
<td>33,948</td>
</tr>
<tr>
<td>Kansas</td>
<td>27,595</td>
<td>Texas</td>
<td>99,017</td>
</tr>
<tr>
<td>Kentucky</td>
<td>30,903</td>
<td>Utah</td>
<td>7,073</td>
</tr>
<tr>
<td>Louisiana</td>
<td>33,631</td>
<td>Vermont</td>
<td>4,934</td>
</tr>
<tr>
<td>Maine</td>
<td>29,128</td>
<td>Virginia</td>
<td>26,115</td>
</tr>
<tr>
<td>Maryland</td>
<td>19,849</td>
<td>Washington</td>
<td>26,649</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>45,450</td>
<td>West Virginia</td>
<td>21,326</td>
</tr>
<tr>
<td>Michigan</td>
<td>86,684</td>
<td>Wisconsin</td>
<td>43,446</td>
</tr>
<tr>
<td>Minnesota</td>
<td>33,680</td>
<td>Wyoming</td>
<td>2,436</td>
</tr>
<tr>
<td>Mississippi</td>
<td>14,733</td>
<td>U. S. TOTAL</td>
<td>1,655,839</td>
</tr>
<tr>
<td>Missouri</td>
<td>46,140</td>
<td>Alaska</td>
<td>1,248</td>
</tr>
<tr>
<td>Montana</td>
<td>5,764</td>
<td>Hawaii</td>
<td>3,193</td>
</tr>
<tr>
<td>Nebraska</td>
<td>17,652</td>
<td>GRAND TOTAL</td>
<td>1,655,839</td>
</tr>
<tr>
<td>Nevada</td>
<td>1,738</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

RCA's net income from patent royalties, usually kept secret, is revealed as "less than $2,500,000 in 1953" in final article of Martin P. Rosenberg's series of 5 on the TV-radio patent situation in May 21 Retailing Daily. From 1947-52, it averaged $3,500,000 a year.
WHERE THE TV SETS ARE
The J. Walter Thompson Company Report on TV Households in the U.S. as of Jan. 1, 1954
(Fourth Edition)

TV Household Figures for 340 Top Markets in Alphabetical Order
Including Data on All of the 215 Markets Having One or More TV Stations in Service Jan. 1, 1954

EDITOR'S NOTE: These figures expand and bring up-to-date 3 previous reports by the J. Walter Thompson Company, embracing more markets and the additional TV sets in use. Before utilizing these figures, it's urged that the following foreword by J. Walter Thompson Company should be read carefully. It should be noted that the figures do not purport to coincide with station coverage areas, which invariably are considerably larger than the markets here defined and for which additional data must be procured from individual stations. The market divisions are standard metropolitan areas as defined by the U.S. Census Bureau. The figures are designed to show where the sets are—not who reaches them.

TELEVISION HOUSEHOLDS in the United States reached 27,000,000 on Jan. 1, 1954, according to this latest J. Walter Thompson Company estimate showing their location in terms of 340 leading markets. These markets account for 84% of the total TV households in the U.S.; for every 10 households therein, nearly 7 possess a TV receiver.

A 6,000,000 increase in the number of TV households has taken place since the first in this series of reports was published in January, 1953 (Television Factbook No. 16 of Jan. 15, 1953). Now, 57% of the 47,500,000 households in the country have TV sets. On the overall, there is the remarkable average of slightly more than one TV household for every two households in the nation.

As important as the number of sets in use is the number of markets now on the air with one or more TV stations. There were 215 such markets as of Jan. 1, 1954, and each is covered in this report. Within these TV markets, there were 356 stations in operation—234 of them vhf stations (channels 2 through 13) and 122 uhf (channels 14 through 83).

Sources of Set and Market Data

These new TV household estimates are the result of J. Walter Thompson Company research, including information derived from a national study made by the Thompson Consumer Panel. The set totals, which rely heavily on industry sales information, take into account dealer inventories of new sets and of old, trade-in models, also "second" sets in a growing number of homes, and special conditions existing in many markets. No market is credited with greater than a 90% ratio of TV households.

Market totals of TV households used in this report are extracted from the confidential "J. Walter Thompson Company Coverage Report on All U.S. Counties." This analysis provides data on all counties within range of the TV signal from any source and indicates the most effective way of reaching any U.S. county with TV.

The markets named in this study are listed alphabetically and each is identified by its market category as it appears in Population and Its Distribution compiled by the J. Walter Thompson Company and published by McGraw-Hill. Market categories and their definition are as follows:

A Markets—Metropolitan Areas with population over 2,000,000
B Markets—Metropolitan Areas with population 450,000 to 2,000,000
C Markets—Metropolitan Areas with population 150,000 to 450,000
D' Markets—Metropolitan Areas with population 50,000 to 150,000
D Markets—Counties having one or more cities with population between 25,000 and 50,000
E Markets—Counties having no cities with populations over 25,000 but having populations of which more than 50% of the total is urban in character.
F' and F Markets—Rural Markets. F' are counties with average farm income. F markets are counties with below average farm income.

The summary table in this report shows the total of TV households classified by market groups. It shows, for example, that the 8 "A" markets account for more than one-third of the nation's TV sets. If the next 35 markets constituting group "B" are added, the incremental total is 61% of the U.S. sets. Nearly 21,000,000 households are located in groups "A" and "B" and there are nearly eight sets for every ten households.

Extra Copies of this Report are available at $1 each; 10 copies, $7.50; 25 copies, $12.50; more than 50 copies, 35c each.
**Purpose of This Report**

This report was prepared to make it easier to answer numerous questions related to the potential penetration of TV into specific markets, including those markets not having a TV station of their own. It provides information on markets in which other media should be given strongest emphasis and it helps planners to determine whether sales and merchandising follow-through that stems from TV advertising is being directed to those markets where it will do the most good.

**What This Report Is Not**

This report tells only where the TV sets are, market by market. It does NOT provide the total number of sets that can be reached by individual stations. A station’s signal transcends market boundaries and in many cases overlaps the signals of other stations, thus making duplicated coverage a factor to consider. The markets here delineated are the standard metropolitan areas and metropolitan markets as defined by The U. S. Bureau of The Census. Nor does this report attempt to show how many households have sets that are equipped to bring in the UHF channels (14 through 83). Only rarely do the number of sets equipped to receive these UHF channels approximate the total number of sets in a market.

The rate at which set owners are making the necessary changes in old sets to equip them to receive UHF channels is rapidly increasing. In part this is due to the large number of UHF stations on the air. Their number has been so fast growing that it now makes up nearly one-third of the total of all stations. Another factor improving audience potentials for UHF is the large proportion of all new sets sold that can be tuned to some or all UHF as well as the VHF signals reaching a market.

This is not a coverage report, and it is recommended that information on coverage should be sought from the stations themselves or from their representatives. Because the very nature of conversion of a VHF set for UHF sometimes puts limitations on the specific UHF channels that can be received, it is necessary to have accurate information on the number of sets in a market that can bring in, for example, UHF station “X”. This again is information within the area of “coverage” and is best obtained from the stations in question.

### Summary of TV Households by Market Groups

As defined in “Population and Its Distribution”, compiled by J. Walter Thompson Company and published by McGraw-Hill Book Co. Single and Cumulative Totals for Each Major Group are Shown

<table>
<thead>
<tr>
<th>Market Type</th>
<th>Estimated No. Households Jan. 1, 1954†</th>
<th>Cumulative Total Households Jan. 1, 1954</th>
<th>No. of TV Households Jan. 1, 1954</th>
<th>Ratio of TV Households to Total Households (Cols. 3 to 1)</th>
<th>Cumulative Total of TV Households Jan. 1, 1954</th>
<th>Ratio of Cumulative TV Households to Cumulative Total Households (Cols. 5 to 2)</th>
<th>Per Cent of U.S. Total TV Households</th>
<th>Cumulative Per Cent of U.S. Total TV Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>8 “A” Markets</td>
<td>12,268,800</td>
<td>12,268,800</td>
<td>10,019,040</td>
<td>81.7%</td>
<td>10,019,040</td>
<td>81.7%</td>
<td>37.1%</td>
<td>37.1%</td>
</tr>
<tr>
<td>35 “B” Markets</td>
<td>8,549,300</td>
<td>20,818,100</td>
<td>6,574,697</td>
<td>76.5%</td>
<td>16,593,737</td>
<td>76.5%</td>
<td>43.4%</td>
<td>61.4%</td>
</tr>
<tr>
<td>72 “C” Markets</td>
<td>5,867,300</td>
<td>26,685,400</td>
<td>3,539,071</td>
<td>60.3%</td>
<td>20,132,808</td>
<td>60.3%</td>
<td>31.1%</td>
<td>74.5%</td>
</tr>
<tr>
<td>47 “D” Markets</td>
<td>1,683,300</td>
<td>28,368,700</td>
<td>847,677</td>
<td>50.4%</td>
<td>20,980,485</td>
<td>50.4%</td>
<td>3.1%</td>
<td>77.6%</td>
</tr>
<tr>
<td>150 “D” Markets</td>
<td>3,710,800</td>
<td>32,079,500</td>
<td>1,413,848</td>
<td>38.1%</td>
<td>22,394,333</td>
<td>38.1%</td>
<td>5.2%</td>
<td>82.8%</td>
</tr>
<tr>
<td>Balance of U.S.</td>
<td>15,480,800</td>
<td>47,560,300</td>
<td>4,605,667</td>
<td>29.8%</td>
<td>27,000,000</td>
<td>29.8%</td>
<td>17.2%</td>
<td>100.0%</td>
</tr>
<tr>
<td>Total U.S.</td>
<td>47,560,300</td>
<td>47,560,300</td>
<td>27,000,000</td>
<td>56.8%</td>
<td>27,000,000</td>
<td>56.8%</td>
<td>100.0%</td>
<td>100.0%</td>
</tr>
</tbody>
</table>

## Alphabetical List Showing Estimated Number of Television Households In 340 Important U.S. Markets

(September 1, 1954)

Asterisk (*) indicates that no TV station was located in this market on Jan. 1, 1954.

<table>
<thead>
<tr>
<th>Markets and Market Groups (See text)</th>
<th>Counties</th>
<th>Estimated No. of Households Jan. 1, 1954</th>
<th>Estimated No. TV Households Jan. 1, 1954</th>
<th>Ratio of TV Households to Total Households</th>
<th>Per cent of U.S. Total TV Households</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABILENE (D)</td>
<td>Taylor, Texas:</td>
<td>21,100</td>
<td>5,849</td>
<td>27.7%</td>
<td>0.921%</td>
</tr>
<tr>
<td>AKRON (C)</td>
<td>Summit, Ohio:</td>
<td>132,900</td>
<td>116,240</td>
<td>87.5%</td>
<td>4.305%</td>
</tr>
<tr>
<td>*ALBANY (D)</td>
<td>Dougherty, Ga.:</td>
<td>14,500</td>
<td>1,761</td>
<td>11.8%</td>
<td>0.066%</td>
</tr>
<tr>
<td>ALBANY-TROY-SCHENECTADY (B)</td>
<td>Albany, Rensselaer, Schenectady, N. Y.:</td>
<td>171,100</td>
<td>152,314</td>
<td>89.0%</td>
<td>3.641%</td>
</tr>
<tr>
<td>ALBUQUERQUE (D')</td>
<td>Bernalillo, N. M.:</td>
<td>51,700</td>
<td>23,847</td>
<td>46.1%</td>
<td>0.083%</td>
</tr>
<tr>
<td>*ALEXANDRIA (D)</td>
<td>Rapides, La.:</td>
<td>27,500</td>
<td>2,075</td>
<td>7.5%</td>
<td>0.007%</td>
</tr>
<tr>
<td>ALISAL (E) (SALINAS &amp; MONTEREY)</td>
<td>Monterey, Calif.:</td>
<td>50,200</td>
<td>12,665</td>
<td>25.3%</td>
<td>0.047%</td>
</tr>
<tr>
<td>ALLENTOWN- (C) BETHLEHEM-Easton</td>
<td>Lehigh, Northampton, Pa.; Warren, N. J.:</td>
<td>132,200</td>
<td>118,507</td>
<td>89.6%</td>
<td>4.386%</td>
</tr>
<tr>
<td>ALTOONA (D')</td>
<td>Blair, Pa.:</td>
<td>41,300</td>
<td>31,921</td>
<td>77.3%</td>
<td>1.182%</td>
</tr>
<tr>
<td>AMARILLO (D')</td>
<td>Potter, Randall, Texas:</td>
<td>32,900</td>
<td>20,513</td>
<td>62.3%</td>
<td>0.076%</td>
</tr>
<tr>
<td>AMES (E)</td>
<td>Story, Iowa:</td>
<td>13,200</td>
<td>7,954</td>
<td>60.3%</td>
<td>0.025%</td>
</tr>
<tr>
<td>*AMSTERDAM (D)</td>
<td>Montgomery, N. Y.:</td>
<td>15,300</td>
<td>14,072</td>
<td>75.2%</td>
<td>0.052%</td>
</tr>
<tr>
<td>*ANDERSON (D)</td>
<td>Madison, Ind.:</td>
<td>35,500</td>
<td>30,591</td>
<td>86.2%</td>
<td>1.133%</td>
</tr>
<tr>
<td>ANDERSON (F)</td>
<td>Anderson, S. C.:</td>
<td>24,300</td>
<td>5,628</td>
<td>24.4%</td>
<td>0.022%</td>
</tr>
<tr>
<td>ANN ARBOR (D)</td>
<td>Washtenaw, Mich.:</td>
<td>40,700</td>
<td>23,231</td>
<td>57.1%</td>
<td>0.086%</td>
</tr>
<tr>
<td>*ANNISTON (D)</td>
<td>Calhoun, Ala.:</td>
<td>22,500</td>
<td>8,279</td>
<td>36.8%</td>
<td>0.030%</td>
</tr>
<tr>
<td>*APPLETON (D)</td>
<td>Outagamie, Wis.:</td>
<td>24,500</td>
<td>11,217</td>
<td>45.8%</td>
<td>0.041%</td>
</tr>
<tr>
<td>ASHEVILLE (D')</td>
<td>Buncombe, N. C.:</td>
<td>35,000</td>
<td>8,761</td>
<td>25.0%</td>
<td>0.032%</td>
</tr>
<tr>
<td>ASHTABULA (E)</td>
<td>Ashtabula, Ohio:</td>
<td>25,500</td>
<td>15,373</td>
<td>60.6%</td>
<td>0.071%</td>
</tr>
<tr>
<td>*ATHENS (D)</td>
<td>Clarke, Ga.:</td>
<td>10,700</td>
<td>5,562</td>
<td>52.0%</td>
<td>0.020%</td>
</tr>
<tr>
<td>ATLANTA (B)</td>
<td>Cobb, DeKalb, Fulton, Ga.:</td>
<td>212,100</td>
<td>178,656</td>
<td>84.2%</td>
<td>6.617%</td>
</tr>
<tr>
<td>ATLANTIC CITY (D')</td>
<td>Atlantic, N. J.:</td>
<td>44,500</td>
<td>35,316</td>
<td>79.4%</td>
<td>1.308%</td>
</tr>
<tr>
<td>*AUBURN (D)</td>
<td>Cayuga, N. Y.:</td>
<td>21,700</td>
<td>18,139</td>
<td>83.6%</td>
<td>0.067%</td>
</tr>
<tr>
<td>AUGUSTA (C)</td>
<td>Richmond, Ga.; Aiken, S. C.:</td>
<td>60,100</td>
<td>12,047</td>
<td>20.0%</td>
<td>0.044%</td>
</tr>
<tr>
<td>AUSTIN (E)</td>
<td>Mower, Minn.:</td>
<td>12,700</td>
<td>5,285</td>
<td>41.6%</td>
<td>0.019%</td>
</tr>
<tr>
<td>AUSTIN (C)</td>
<td>Travis, Texas:</td>
<td>48,200</td>
<td>22,889</td>
<td>47.5%</td>
<td>0.084%</td>
</tr>
<tr>
<td>BAKERSFIELD- (D) EAST BAKERSFIELD</td>
<td>Kern, Calif.:</td>
<td>80,800</td>
<td>33,577</td>
<td>41.6%</td>
<td>1.244%</td>
</tr>
<tr>
<td>BALTIMORE (B)</td>
<td>Baltimore City, Baltimore, Anne Arundel, Md.:</td>
<td>416,700</td>
<td>360,461</td>
<td>86.5%</td>
<td>1.335%</td>
</tr>
<tr>
<td>BANGOR (D)</td>
<td>Penobscot, Me.:</td>
<td>28,500</td>
<td>13,533</td>
<td>46.8%</td>
<td>0.050%</td>
</tr>
<tr>
<td>BATON ROUGE (C)</td>
<td>East Baton Rouge Parish, La.:</td>
<td>55,600</td>
<td>19,826</td>
<td>35.7%</td>
<td>0.073%</td>
</tr>
<tr>
<td>BATTLE CREEK (D)</td>
<td>Calhoun, Mich.:</td>
<td>39,800</td>
<td>29,846</td>
<td>74.5%</td>
<td>0.109%</td>
</tr>
<tr>
<td>*BAY CITY (D')</td>
<td>Bay, Mich.:</td>
<td>27,600</td>
<td>14,071</td>
<td>51.0%</td>
<td>0.052%</td>
</tr>
<tr>
<td>*BEAUMONT- (C) PORT ARTHUR</td>
<td>Jefferson, Texas:</td>
<td>64,500</td>
<td>19,771</td>
<td>30.7%</td>
<td>0.073%</td>
</tr>
<tr>
<td>BELLINGHAM (D)</td>
<td>Whatcomb, Wash.:</td>
<td>22,500</td>
<td>4,355</td>
<td>19.4%</td>
<td>0.016%</td>
</tr>
<tr>
<td>*BELoit (D)</td>
<td>Rock, Wis.:</td>
<td>30,200</td>
<td>8,493</td>
<td>28.1%</td>
<td>0.031%</td>
</tr>
<tr>
<td>BILLINGS (D)</td>
<td>Yellowstone, Mont.:</td>
<td>21,300</td>
<td>4,087</td>
<td>19.2%</td>
<td>0.019%</td>
</tr>
<tr>
<td>*BILOXI (D)</td>
<td>Harrison, Miss.:</td>
<td>30,600</td>
<td>10,499</td>
<td>34.3%</td>
<td>0.039%</td>
</tr>
<tr>
<td>BINGHAMTON (C)</td>
<td>Broome, N. Y.:</td>
<td>58,700</td>
<td>51,779</td>
<td>88.2%</td>
<td>0.191%</td>
</tr>
<tr>
<td>BIRMINGHAM (B)</td>
<td>Jefferson, Ala.:</td>
<td>171,300</td>
<td>108,316</td>
<td>63.2%</td>
<td>0.401%</td>
</tr>
<tr>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U. S. Total TV Households</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------</td>
<td>-------------------------------------------</td>
<td>------------------------------------------</td>
<td>--------------------------------------</td>
<td></td>
</tr>
<tr>
<td>BISMARCK (E)</td>
<td>Burleigh, N. D.</td>
<td>7,800</td>
<td>1,516</td>
<td>19.4%</td>
<td>.0056%</td>
</tr>
<tr>
<td>BLOOMINGTON (D)</td>
<td>McLean, Ill.</td>
<td>24,600</td>
<td>7,764</td>
<td>31.6%</td>
<td>.0288%</td>
</tr>
<tr>
<td>BLOOMINGTON (D)</td>
<td>Monroe, Ind.</td>
<td>14,400</td>
<td>8,105</td>
<td>56.3%</td>
<td>.0300%</td>
</tr>
<tr>
<td>*BLUEFIELD (D)</td>
<td>Tazewell, Va.; Mercer, W. Va.</td>
<td>31,100</td>
<td>7,226</td>
<td>23.2%</td>
<td>.0267%</td>
</tr>
<tr>
<td>BOISE CITY (D)</td>
<td>Ada, Idaho</td>
<td>24,500</td>
<td>7,360</td>
<td>26.6%</td>
<td>.0273%</td>
</tr>
<tr>
<td>BOSTON (A)</td>
<td>Essex, Middlesex, Norfolk, Suffolk, Mass.</td>
<td>868,000</td>
<td>725,836</td>
<td>83.6%</td>
<td>2.682%</td>
</tr>
<tr>
<td>*BREMERTON (D)</td>
<td>Kitsap, Wash.</td>
<td>28,500</td>
<td>19,422</td>
<td>67.2%</td>
<td>.0715%</td>
</tr>
<tr>
<td>BRIDGEPORT (B)</td>
<td>Fairfield, Conn.</td>
<td>161,700</td>
<td>145,530</td>
<td>90.0%</td>
<td>.5584%</td>
</tr>
<tr>
<td>*BRISTOL (D)</td>
<td>Sullivan, Tenn.; Washington, Va.</td>
<td>41,000</td>
<td>8,506</td>
<td>20.7%</td>
<td>.0315%</td>
</tr>
<tr>
<td>*BROCKTON (C)</td>
<td>Plymouth, Mass.</td>
<td>62,000</td>
<td>44,023</td>
<td>71.0%</td>
<td>.1630%</td>
</tr>
<tr>
<td>BROWNSVILLE (D)</td>
<td>Cameron, Texas</td>
<td>36,400</td>
<td>5,594</td>
<td>15.4%</td>
<td>.0207%</td>
</tr>
<tr>
<td>BUFFALO (B)</td>
<td>Erie, Niagara, N. Y.</td>
<td>344,800</td>
<td>306,889</td>
<td>89.0%</td>
<td>1.1366%</td>
</tr>
<tr>
<td>*BURLINGTON (D)</td>
<td>Des Moines, Iowa</td>
<td>14,400</td>
<td>9,143</td>
<td>63.5%</td>
<td>.0339%</td>
</tr>
<tr>
<td>*BURLINGTON (D)</td>
<td>Chittenden, Vt.</td>
<td>17,500</td>
<td>4,683</td>
<td>26.8%</td>
<td>.0173%</td>
</tr>
<tr>
<td>BUTTE (D)</td>
<td>Silver Bow, Mont.</td>
<td>18,500</td>
<td>5,050</td>
<td>27.3%</td>
<td>.0187%</td>
</tr>
<tr>
<td>CADILLAC (E)</td>
<td>Wexford, Mich.</td>
<td>5,800</td>
<td>1,591</td>
<td>27.4%</td>
<td>.0055%</td>
</tr>
<tr>
<td>*CANTON (C)</td>
<td>Stark, Ohio</td>
<td>90,000</td>
<td>69,271</td>
<td>77.0%</td>
<td>.2566%</td>
</tr>
<tr>
<td>CEDAR RAPIDS (D')</td>
<td>Linn, Iowa</td>
<td>35,600</td>
<td>18,544</td>
<td>52.1%</td>
<td>.0687%</td>
</tr>
<tr>
<td>CHAMBERSBURG (F')</td>
<td>Franklin, Pa.</td>
<td>22,500</td>
<td>11,474</td>
<td>51.0%</td>
<td>.0425%</td>
</tr>
<tr>
<td>CHAMPAIGN (D)</td>
<td>Champaign, Ill.</td>
<td>31,500</td>
<td>8,724</td>
<td>27.7%</td>
<td>.0323%</td>
</tr>
<tr>
<td>CHARLESTON (C)</td>
<td>Charleston, S. C.</td>
<td>48,000</td>
<td>16,229</td>
<td>33.8%</td>
<td>.0601%</td>
</tr>
<tr>
<td>CHARLESTON (C)</td>
<td>Fayette, Kanawha, W. Va.</td>
<td>88,900</td>
<td>50,569</td>
<td>56.9%</td>
<td>.1873%</td>
</tr>
<tr>
<td>CHARLOTTE (C)</td>
<td>Mecklenburg, N. C.</td>
<td>58,000</td>
<td>43,175</td>
<td>73.2%</td>
<td>.1599%</td>
</tr>
<tr>
<td>*CHARLOTTESVILLE (D)</td>
<td>Albemarle, Va.; (Including Independent City of Charlottesville, Va.)</td>
<td>13,700</td>
<td>3,032</td>
<td>22.1%</td>
<td>.0112%</td>
</tr>
<tr>
<td>*CHATTANOOGA (C)</td>
<td>Hamilton, Tenn.; Walker, Ga.</td>
<td>74,100</td>
<td>19,306</td>
<td>26.1%</td>
<td>.0715%</td>
</tr>
<tr>
<td>*CHEYENNE (D)</td>
<td>Laramie, Wyo.</td>
<td>15,700</td>
<td>5,208</td>
<td>33.2%</td>
<td>.0193%</td>
</tr>
<tr>
<td>CHICAGO (A)</td>
<td>Cook, DuPage, Kane, Lake, Will, Ill.; Lake, Ind.</td>
<td>1,794,400</td>
<td>1,531,197</td>
<td>85.3%</td>
<td>5.6709%</td>
</tr>
<tr>
<td>CHICO (A)</td>
<td>Butte, Calif.</td>
<td>24,200</td>
<td>6,634</td>
<td>27.4%</td>
<td>.0246%</td>
</tr>
<tr>
<td>CINCINNATI (B)</td>
<td>Hamilton, Ohio; Campbell, Kenton, Ky.</td>
<td>302,800</td>
<td>272,316</td>
<td>89.0%</td>
<td>1.0085%</td>
</tr>
<tr>
<td>*CLARKSBURG (D)</td>
<td>Harrison, W. Va.</td>
<td>24,200</td>
<td>4,660</td>
<td>19.4%</td>
<td>.0174%</td>
</tr>
<tr>
<td>CLEVELAND (B)</td>
<td>Cuyahoga, Lake, Ohio</td>
<td>468,300</td>
<td>420,521</td>
<td>89.8%</td>
<td>1.5574%</td>
</tr>
<tr>
<td>*CLINTON (D)</td>
<td>Clinton, Iowa</td>
<td>16,000</td>
<td>11,181</td>
<td>69.6%</td>
<td>.0414%</td>
</tr>
<tr>
<td>COLORADO SPRINGS (D)</td>
<td>El Paso, Colo.</td>
<td>30,300</td>
<td>9,632</td>
<td>31.8%</td>
<td>.0357%</td>
</tr>
<tr>
<td>COLUMBIA (D)</td>
<td>Boone, Mo.</td>
<td>14,300</td>
<td>2,646</td>
<td>18.5%</td>
<td>.0068%</td>
</tr>
<tr>
<td>COLUMBIA (D')</td>
<td>Richland, S. C.</td>
<td>42,000</td>
<td>12,758</td>
<td>30.4%</td>
<td>.0473%</td>
</tr>
<tr>
<td>COLUMBUS (C)</td>
<td>Chattahoochee, Muscogee, Ga.; Russell, Ala.</td>
<td>47,300</td>
<td>11,042</td>
<td>23.3%</td>
<td>.0409%</td>
</tr>
<tr>
<td>COLUMBUS (B)</td>
<td>Franklin, Ohio</td>
<td>163,900</td>
<td>147,510</td>
<td>90.0%</td>
<td>.5528%</td>
</tr>
<tr>
<td>*CONCORD (D)</td>
<td>Merrimack, N. H.</td>
<td>18,400</td>
<td>7,159</td>
<td>38.9%</td>
<td>.0265%</td>
</tr>
<tr>
<td>*CORPUS CHRISTI (C)</td>
<td>Nueces, Texas</td>
<td>55,100</td>
<td>7,191</td>
<td>13.1%</td>
<td>.0266%</td>
</tr>
<tr>
<td>*CUMBERLAND (D)</td>
<td>Allegany, Md.</td>
<td>27,300</td>
<td>9,728</td>
<td>35.6%</td>
<td>.0360%</td>
</tr>
<tr>
<td>DALLAS (B)</td>
<td>Dallas, Texas</td>
<td>225,300</td>
<td>152,116</td>
<td>67.5%</td>
<td>.5634%</td>
</tr>
<tr>
<td>DANVILLE (D)</td>
<td>Vermilion, Ill.</td>
<td>28,200</td>
<td>7,753</td>
<td>27.5%</td>
<td>.0287%</td>
</tr>
<tr>
<td>*DANVILLE (D)</td>
<td>Pittsylvania, Va.; (Including Independent City of Danville, Va.)</td>
<td>26,800</td>
<td>8,205</td>
<td>30.6%</td>
<td>.0304%</td>
</tr>
<tr>
<td>DAVENPORT- (C)</td>
<td>Rock Island, Ill.; Scott, Iowa</td>
<td>76,900</td>
<td>69,211</td>
<td>90.0%</td>
<td>.2589%</td>
</tr>
<tr>
<td>Markets and Market Groups (See text)</td>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954†</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U.S. Total TV Households</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>----------</td>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>DAYTON (B)</td>
<td>Greene, Montgomery, Ohio:</td>
<td>151,400</td>
<td>133,520</td>
<td>88.2%</td>
<td>.4545%</td>
</tr>
<tr>
<td>*DAYTONA BEACH (D)</td>
<td>Volusia, Fla.:</td>
<td>27,500</td>
<td>5,062</td>
<td>18.1%</td>
<td>.0187%</td>
</tr>
<tr>
<td>DECATUR (D')</td>
<td>Macon, Ill.:</td>
<td>34,500</td>
<td>14,959</td>
<td>43.4%</td>
<td>.0554%</td>
</tr>
<tr>
<td>DENVER (B)</td>
<td>Adams, Arapahoe, Denver, Jefferson, Colo.:</td>
<td>215,000</td>
<td>121,830</td>
<td>56.4%</td>
<td>.4511%</td>
</tr>
<tr>
<td>DES MOINES (C)</td>
<td>Polk, Iowa:</td>
<td>77,500</td>
<td>50,493</td>
<td>65.2%</td>
<td>.1870%</td>
</tr>
<tr>
<td>DETROIT (A)</td>
<td>Macomb, Oakland, Wayne, Mich.:</td>
<td>969,700</td>
<td>776,869</td>
<td>80.1%</td>
<td>2.8772%</td>
</tr>
<tr>
<td>*DUBUQUE (D)</td>
<td>Dubuque, Iowa:</td>
<td>20,200</td>
<td>6,233</td>
<td>30.9%</td>
<td>.0231%</td>
</tr>
<tr>
<td>DULUTH- SUPERIOR</td>
<td>Douglas, Wisc.; St. Louis, Minn.:</td>
<td>81,000</td>
<td>14,565</td>
<td>18.0%</td>
<td>.0540%</td>
</tr>
<tr>
<td>*DURHAM (D')</td>
<td>Durham, N. C.:</td>
<td>28,600</td>
<td>13,537</td>
<td>48.7%</td>
<td>.0516%</td>
</tr>
<tr>
<td>EAU CLAIRE (D)</td>
<td>Chippewa, Eau Claire, Wis.:</td>
<td>28,800</td>
<td>8,869</td>
<td>30.8%</td>
<td>.0328%</td>
</tr>
<tr>
<td>*ELKHART (D)</td>
<td>Elkhart, Ind.:</td>
<td>28,700</td>
<td>13,078</td>
<td>45.6%</td>
<td>.0484%</td>
</tr>
<tr>
<td>ELMIRA (D)</td>
<td>Chemung, N. Y.:</td>
<td>29,000</td>
<td>16,948</td>
<td>58.4%</td>
<td>.0628%</td>
</tr>
<tr>
<td>EL PASO (C)</td>
<td>El Paso, Texas</td>
<td>56,600</td>
<td>33,860</td>
<td>59.8%</td>
<td>.1254%</td>
</tr>
<tr>
<td>*ENID (D)</td>
<td>Garfield, Okla.:</td>
<td>17,700</td>
<td>9,468</td>
<td>53.5%</td>
<td>.0351%</td>
</tr>
<tr>
<td>EHLE (C)</td>
<td>Erie, Pa.:</td>
<td>68,600</td>
<td>61,740</td>
<td>90.0%</td>
<td>.2314%</td>
</tr>
<tr>
<td>*EUGENE (D)</td>
<td>Lane, Ore.:</td>
<td>46,800</td>
<td>3,746</td>
<td>8.0%</td>
<td>.0139%</td>
</tr>
<tr>
<td>EUREKA (F')</td>
<td>Humboldt, Calif.:</td>
<td>28,000</td>
<td>5,153</td>
<td>18.4%</td>
<td>.0191%</td>
</tr>
<tr>
<td>EVANSVILLE (C)</td>
<td>Vanderburgh, Ind.:</td>
<td>55,300</td>
<td>13,906</td>
<td>25.2%</td>
<td>.0515%</td>
</tr>
<tr>
<td>*EVERETT (D)</td>
<td>Snohomish, Wash.:</td>
<td>39,500</td>
<td>14,905</td>
<td>37.7%</td>
<td>.0552%</td>
</tr>
<tr>
<td>*FAIRMONT (D)</td>
<td>Marion, W. Va.:</td>
<td>20,800</td>
<td>7,858</td>
<td>37.8%</td>
<td>.0291%</td>
</tr>
<tr>
<td>*FALL RIVER- NEW BEDFORD</td>
<td>Bristol, Mass.:</td>
<td>120,200</td>
<td>95,263</td>
<td>79.3%</td>
<td>.3528%</td>
</tr>
<tr>
<td>FARGO (D)</td>
<td>Cass, N. D.:</td>
<td>17,700</td>
<td>6,474</td>
<td>36.6%</td>
<td>.0240%</td>
</tr>
<tr>
<td>*FAYETTEVILLE (D)</td>
<td>Cumberland, N. C.:</td>
<td>24,100</td>
<td>3,286</td>
<td>13.6%</td>
<td>.0122%</td>
</tr>
<tr>
<td>FLINT (C)</td>
<td>Genessee, Mich.:</td>
<td>87,400</td>
<td>63,623</td>
<td>72.8%</td>
<td>.2356%</td>
</tr>
<tr>
<td>*FOND du LAC (D)</td>
<td>Fond du Lac, Wis.:</td>
<td>20,400</td>
<td>9,134</td>
<td>44.8%</td>
<td>.0338%</td>
</tr>
<tr>
<td>FORT DODGE (D)</td>
<td>Webster, Iowa:</td>
<td>14,100</td>
<td>8,442</td>
<td>59.8%</td>
<td>.0313%</td>
</tr>
<tr>
<td>FORT LAUDERDALE (D)</td>
<td>Broward, Fla.:</td>
<td>37,200</td>
<td>17,907</td>
<td>48.1%</td>
<td>.0663%</td>
</tr>
<tr>
<td>FORT SMITH (D)</td>
<td>Sebastian, Ark.:</td>
<td>20,100</td>
<td>4,453</td>
<td>22.2%</td>
<td>.0165%</td>
</tr>
<tr>
<td>FORT WAYNE (C)</td>
<td>Allen, Ind.:</td>
<td>61,900</td>
<td>25,071</td>
<td>40.5%</td>
<td>.0929%</td>
</tr>
<tr>
<td>FORT WORTH (C)</td>
<td>Tarrant, Texas:</td>
<td>141,500</td>
<td>85,802</td>
<td>60.6%</td>
<td>.3178%</td>
</tr>
<tr>
<td>FRESCO (C)</td>
<td>Fresno, Calif.:</td>
<td>93,300</td>
<td>38,292</td>
<td>41.0%</td>
<td>.1418%</td>
</tr>
<tr>
<td>*GADSDEN (D')</td>
<td>Etowah, Ala.:</td>
<td>28,100</td>
<td>10,714</td>
<td>38.1%</td>
<td>.0397%</td>
</tr>
<tr>
<td>*GAINESVILLE (D)</td>
<td>Alachu, Fla.:</td>
<td>16,300</td>
<td>3,321</td>
<td>20.4%</td>
<td>.0123%</td>
</tr>
<tr>
<td>*GALESBURG (D)</td>
<td>Knox, Ill.:</td>
<td>18,300</td>
<td>10,685</td>
<td>58.4%</td>
<td>.0356%</td>
</tr>
<tr>
<td>GALVESTON (D')</td>
<td>Galveston, Texas:</td>
<td>38,300</td>
<td>18,419</td>
<td>48.1%</td>
<td>.0682%</td>
</tr>
<tr>
<td>*GRAND FORKS (D)</td>
<td>Grand Forks, N. D.:</td>
<td>10,800</td>
<td>1,327</td>
<td>12.3%</td>
<td>.0049%</td>
</tr>
<tr>
<td>GRAND RAPIDS (C)</td>
<td>Kent, Mich.:</td>
<td>95,700</td>
<td>76,154</td>
<td>79.6%</td>
<td>.2820%</td>
</tr>
<tr>
<td>*GREAT FALLS (D)</td>
<td>Cascade, Mont.:</td>
<td>15,100</td>
<td>940</td>
<td>6.0%</td>
<td>.0035%</td>
</tr>
<tr>
<td>GREEN BAY (D')</td>
<td>Brown, Wis.:</td>
<td>25,000</td>
<td>16,755</td>
<td>57.8%</td>
<td>.0621%</td>
</tr>
<tr>
<td>GREENSBORO- HIGH POINT</td>
<td>Guilford, N. C.:</td>
<td>55,500</td>
<td>31,354</td>
<td>56.5%</td>
<td>.1161%</td>
</tr>
<tr>
<td>*GREENVILLE (D)</td>
<td>Washington, Miss.:</td>
<td>21,200</td>
<td>1,423</td>
<td>6.7%</td>
<td>.0053%</td>
</tr>
<tr>
<td>GREENVILLE (F)</td>
<td>Pitt, N. C.:</td>
<td>15,000</td>
<td>3,706</td>
<td>24.7%</td>
<td>.0137%</td>
</tr>
<tr>
<td>GREENVILLE (C)</td>
<td>Greenville, S. C.:</td>
<td>49,600</td>
<td>16,527</td>
<td>33.3%</td>
<td>.0612%</td>
</tr>
<tr>
<td>*HAGERSTOWN (D)</td>
<td>Washington, Md.:</td>
<td>24,600</td>
<td>14,457</td>
<td>58.8%</td>
<td>.0533%</td>
</tr>
<tr>
<td>*HAMILTON- MIDDLETOWN</td>
<td>Butler, Ohio:</td>
<td>46,500</td>
<td>41,850</td>
<td>90.0%</td>
<td>.1558%</td>
</tr>
<tr>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U.S. Total TV Households</td>
<td></td>
</tr>
<tr>
<td>----------</td>
<td>----------------------------------------</td>
<td>------------------------------------------</td>
<td>------------------------------------------</td>
<td>-------------------------------------------</td>
<td></td>
</tr>
<tr>
<td>HAMPTON- (B) NEWPORT NEWS- WARWICK (See also Norfolk-Portsmouth)</td>
<td>Independent cities of Hampton (formerly Elizabeth City Co.), Newport News and Warwick (formerly Warwick Co.), Va.:</td>
<td>45,800</td>
<td>36,527</td>
<td>75.8%</td>
<td>135%</td>
</tr>
<tr>
<td>HANNIBAL (E)</td>
<td>Marion, Mo.:</td>
<td>10,300</td>
<td>3,345</td>
<td>32.5%</td>
<td>.0124%</td>
</tr>
<tr>
<td>HARRISBURG (F)</td>
<td>Saline, Ill.:</td>
<td>11,000</td>
<td>1,657</td>
<td>15.1%</td>
<td>.0061%</td>
</tr>
<tr>
<td>HARRISBURG (C)</td>
<td>Cumberland, Dauphin, Pa.:</td>
<td>91,590</td>
<td>67,200</td>
<td>73.1%</td>
<td>.2488%</td>
</tr>
<tr>
<td>HARRISONBURG (F')</td>
<td>Rockingham, Va.:</td>
<td>12,600</td>
<td>3,866</td>
<td>30.7%</td>
<td>.0143%</td>
</tr>
<tr>
<td>HARTFORD (B)</td>
<td>Hartford, Middlesex, Conn.:</td>
<td>191,500</td>
<td>150,766</td>
<td>78.6%</td>
<td>.5583%</td>
</tr>
<tr>
<td>*HATTIESBURG (D)</td>
<td>Forrest, Miss.:</td>
<td>14,200</td>
<td>2,071</td>
<td>14.6%</td>
<td>.0077%</td>
</tr>
<tr>
<td>*HOT SPRINGS (D)</td>
<td>Garland, Ark.:</td>
<td>15,600</td>
<td>829</td>
<td>5.3%</td>
<td>.0031%</td>
</tr>
<tr>
<td>HOUSTON (B)</td>
<td>Harris, Texas:</td>
<td>294,700</td>
<td>191,638</td>
<td>65.0%</td>
<td>.7057%</td>
</tr>
<tr>
<td>HUNTINGTON- (C) ASHLAND</td>
<td>Cabell, Wayne, W. Va.; Lawrence, Ohio; Boyd, Ky.:</td>
<td>72,000</td>
<td>51,145</td>
<td>71.0%</td>
<td>.1854%</td>
</tr>
<tr>
<td>HUTCHINSON (D)</td>
<td>Reno, Kan.:</td>
<td>18,700</td>
<td>6,716</td>
<td>35.9%</td>
<td>.0246%</td>
</tr>
<tr>
<td>IDAHO FALLS (E)</td>
<td>Bonneville, Idaho:</td>
<td>10,000</td>
<td>1,786</td>
<td>17.8%</td>
<td>.0066%</td>
</tr>
<tr>
<td>INDIANAPOLIS (B)</td>
<td>Marion, Ind.:</td>
<td>190,100</td>
<td>171,050</td>
<td>50.0%</td>
<td>.6412%</td>
</tr>
<tr>
<td>*IOWA CITY (D)</td>
<td>Johnson, Iowa:</td>
<td>13,000</td>
<td>4,161</td>
<td>32.0%</td>
<td>.0154%</td>
</tr>
<tr>
<td>*ITHACA (D)</td>
<td>Tompkins, N. Y.:</td>
<td>18,000</td>
<td>7,870</td>
<td>43.7%</td>
<td>.0251%</td>
</tr>
<tr>
<td>*JACKSON (D')</td>
<td>Jackson, Mich.:</td>
<td>34,200</td>
<td>16,093</td>
<td>47.1%</td>
<td>.0556%</td>
</tr>
<tr>
<td>JACKSON (D')</td>
<td>Hinds, Miss.:</td>
<td>43,400</td>
<td>14,155</td>
<td>32.6%</td>
<td>.0524%</td>
</tr>
<tr>
<td>*JACKSON (D)</td>
<td>Madison, Tenn.:</td>
<td>17,600</td>
<td>6,100</td>
<td>34.7%</td>
<td>.0226%</td>
</tr>
<tr>
<td>JACKSONVILLE (C)</td>
<td>Duval, Fla.:</td>
<td>100,200</td>
<td>64,183</td>
<td>64.1%</td>
<td>.2377%</td>
</tr>
<tr>
<td>*JAMESTOWN (D)</td>
<td>Chautauqua, N. Y.:</td>
<td>46,700</td>
<td>31,308</td>
<td>67.0%</td>
<td>.1160%</td>
</tr>
<tr>
<td>*JEFFERSON CITY (D)</td>
<td>Cole, Mo.:</td>
<td>10,200</td>
<td>2,310</td>
<td>22.6%</td>
<td>.0086%</td>
</tr>
<tr>
<td>JOHNSON CITY (D)</td>
<td>Washington, Tenn.:</td>
<td>15,600</td>
<td>5,805</td>
<td>36.5%</td>
<td>.0215%</td>
</tr>
<tr>
<td>JOHNSTOWN (C)</td>
<td>Cambria, Somerset, Pa.:</td>
<td>78,500</td>
<td>67,875</td>
<td>86.0%</td>
<td>.2514%</td>
</tr>
<tr>
<td>*JOPLIN (D)</td>
<td>Jasper, Newton, Mo.:</td>
<td>37,500</td>
<td>8,934</td>
<td>23.8%</td>
<td>.0330%</td>
</tr>
<tr>
<td>KALAMAZOO (D')</td>
<td>Kalamazoo, Mich.:</td>
<td>42,300</td>
<td>32,662</td>
<td>77.2%</td>
<td>.1210%</td>
</tr>
<tr>
<td>*KANKAKEE (D)</td>
<td>Kankakee, Ill.:</td>
<td>20,300</td>
<td>14,045</td>
<td>69.2%</td>
<td>.0520%</td>
</tr>
<tr>
<td>*KANNAPOlis (D)</td>
<td>Cabarrus, Rowan, N. C.:</td>
<td>38,800</td>
<td>20,650</td>
<td>53.2%</td>
<td>.0765%</td>
</tr>
<tr>
<td>KANSAS CITY (B)</td>
<td>Johnson, Wyandotte, Kan.: Clay, Jackson, Mo.:</td>
<td>258,100</td>
<td>192,223</td>
<td>64.5%</td>
<td>.7115%</td>
</tr>
<tr>
<td>KEARNEY (F')</td>
<td>Buffalo, N eb.:</td>
<td>8,500</td>
<td>1,238</td>
<td>14.6%</td>
<td>.0046%</td>
</tr>
<tr>
<td>*KENOSHA (D')</td>
<td>Kenosha, Wis.:</td>
<td>24,600</td>
<td>18,958</td>
<td>77.1%</td>
<td>.0702%</td>
</tr>
<tr>
<td>*KEY WEST (D)</td>
<td>Monroe, Fla.:</td>
<td>10,200</td>
<td>261</td>
<td>2.6%</td>
<td>.0010%</td>
</tr>
<tr>
<td>*KINGSTON (D)</td>
<td>Ulster, N. Y.:</td>
<td>30,500</td>
<td>12,571</td>
<td>41.2%</td>
<td>.0466%</td>
</tr>
<tr>
<td>KNOXVILLE (C)</td>
<td>Knox, Blount, Anderson, Tenn.:</td>
<td>97,400</td>
<td>21,198</td>
<td>21.8%</td>
<td>.0786%</td>
</tr>
<tr>
<td>*KOKOMO (D)</td>
<td>Howard, Ind.:</td>
<td>18,400</td>
<td>15,684</td>
<td>85.2%</td>
<td>.0581%</td>
</tr>
<tr>
<td>*LA CROSSE (D)</td>
<td>La Crosse, Wis.:</td>
<td>20,800</td>
<td>2,320</td>
<td>11.2%</td>
<td>.0086%</td>
</tr>
<tr>
<td>LAFAYETTE (D)</td>
<td>Tippecanoe, Ind.:</td>
<td>23,200</td>
<td>10,656</td>
<td>45.6%</td>
<td>.0365%</td>
</tr>
<tr>
<td>*LAFAYETTE (D)</td>
<td>Lafayette, La.:</td>
<td>16,700</td>
<td>2,038</td>
<td>12.2%</td>
<td>.0075%</td>
</tr>
<tr>
<td>*LA GRANGE (D)</td>
<td>Troup, Ga.:</td>
<td>14,200</td>
<td>6,212</td>
<td>43.7%</td>
<td>.0230%</td>
</tr>
<tr>
<td>LAKE CHARLES (D)</td>
<td>Calcasieu, La.:</td>
<td>30,900</td>
<td>5,136</td>
<td>16.6%</td>
<td>.0180%</td>
</tr>
<tr>
<td>*LAKELAND (D)</td>
<td>Polk, Fla.:</td>
<td>41,700</td>
<td>3,287</td>
<td>7.9%</td>
<td>.0122%</td>
</tr>
<tr>
<td>LANCASTER (C)</td>
<td>Lancaster, Pa.:</td>
<td>70,200</td>
<td>55,570</td>
<td>78.2%</td>
<td>.2058%</td>
</tr>
<tr>
<td>LANSING (C)</td>
<td>Ingham, Mich.:</td>
<td>56,700</td>
<td>33,443</td>
<td>58.0%</td>
<td>.1235%</td>
</tr>
<tr>
<td>*LAREDO (D')</td>
<td>Webb, Texas:</td>
<td>13,700</td>
<td>458</td>
<td>3.3%</td>
<td>.0017%</td>
</tr>
<tr>
<td>LAS VEGAS (E)</td>
<td>Clark, Nev.:</td>
<td>23,500</td>
<td>4,452</td>
<td>15.1%</td>
<td>.0166%</td>
</tr>
<tr>
<td>*LAUREL (D)</td>
<td>Jones, Miss.:</td>
<td>16,500</td>
<td>1,783</td>
<td>10.6%</td>
<td>.0066%</td>
</tr>
<tr>
<td>Markets and Market Groups (See text)</td>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1951</td>
<td>Estimated No. of TV Households Jan. 1, 1951</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U. S. Total TV Households</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>----------------------------------------------</td>
<td>----------------------------------------</td>
<td>---------------------------------------------</td>
<td>---------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>LAWTON (D)</td>
<td>Comanche, Okla.:</td>
<td>18,000</td>
<td>7,615</td>
<td>42.3%</td>
<td>.028%</td>
</tr>
<tr>
<td>LEBANON (D)</td>
<td>Lebanon, Pa.:</td>
<td>26,500</td>
<td>19,114</td>
<td>72.1%</td>
<td>.070%</td>
</tr>
<tr>
<td>LEWISTON (D)</td>
<td>Androscoggin, Me.:</td>
<td>24,500</td>
<td>6,766</td>
<td>27.6%</td>
<td>.025%</td>
</tr>
<tr>
<td>*LEXINGTON (D')</td>
<td>Fayette, Ky.:</td>
<td>30,000</td>
<td>10,144</td>
<td>33.8%</td>
<td>.037%</td>
</tr>
<tr>
<td>LIMA (D')</td>
<td>Allen, Ohio:</td>
<td>28,700</td>
<td>12,059</td>
<td>42.0%</td>
<td>.044%</td>
</tr>
<tr>
<td>LINCOLN (D')</td>
<td>Lancaster, Neb.:</td>
<td>41,100</td>
<td>23,568</td>
<td>57.3%</td>
<td>.087%</td>
</tr>
<tr>
<td>LITTLE ROCK (C)</td>
<td>Pulaski, Ark.:</td>
<td>64,000</td>
<td>17,276</td>
<td>27.0%</td>
<td>.064%</td>
</tr>
<tr>
<td>LONG BRANCH (E) (ASBURY PARK)</td>
<td>Monmouth, N. J.:</td>
<td>78,000</td>
<td>70,200</td>
<td>90.0%</td>
<td>.270%</td>
</tr>
<tr>
<td>LONGVIEW (E)</td>
<td>Gregg, Texas:</td>
<td>19,200</td>
<td>4,211</td>
<td>21.9%</td>
<td>.0156%</td>
</tr>
<tr>
<td>*LORAIN-ELYRIA (D')</td>
<td>Lorain, Ohio:</td>
<td>47,500</td>
<td>37,043</td>
<td>78.0%</td>
<td>.1372%</td>
</tr>
<tr>
<td>LOS ANGELES (A)</td>
<td>Los Angeles, Orange, Calif.:</td>
<td>1,747,000</td>
<td>1,372,029</td>
<td>78.5%</td>
<td>5.0815%</td>
</tr>
<tr>
<td>LOUISVILLE (B)</td>
<td>Jefferson, Ky.; Clark, Floyd, Ind.:</td>
<td>186,300</td>
<td>142,677</td>
<td>76.6%</td>
<td>.5284%</td>
</tr>
<tr>
<td>LUBBOCK (D')</td>
<td>Lubbock, Texas:</td>
<td>38,000</td>
<td>18,971</td>
<td>49.5%</td>
<td>.070%</td>
</tr>
<tr>
<td>LYNCHBURG (D)</td>
<td>Campbell, Va.: (Including Independent City of Lynchburg, Va.)</td>
<td>21,200</td>
<td>12,102</td>
<td>57.1%</td>
<td>.044%</td>
</tr>
<tr>
<td>MACON (D')</td>
<td>Bibb, Houston, Ga.:</td>
<td>42,800</td>
<td>14,918</td>
<td>34.9%</td>
<td>.0552%</td>
</tr>
<tr>
<td>MADISON (C)</td>
<td>Dane, Wis.:</td>
<td>51,400</td>
<td>19,612</td>
<td>38.2%</td>
<td>.0726%</td>
</tr>
<tr>
<td>*MANCHESTER (C)</td>
<td>Hillsborough, N. H.:</td>
<td>49,100</td>
<td>37,857</td>
<td>77.1%</td>
<td>.1402%</td>
</tr>
<tr>
<td>*MANITOWOC (D)</td>
<td>Manitowoc, Wis.:</td>
<td>20,500</td>
<td>8,625</td>
<td>42.1%</td>
<td>.0320%</td>
</tr>
<tr>
<td>*MANSFIELD (D)</td>
<td>Richland, Ohio:</td>
<td>29,500</td>
<td>19,153</td>
<td>64.9%</td>
<td>.0706%</td>
</tr>
<tr>
<td>*MARION (D)</td>
<td>Grant, Ind.:</td>
<td>20,300</td>
<td>10,040</td>
<td>49.5%</td>
<td>.0372%</td>
</tr>
<tr>
<td>*MARION (D)</td>
<td>Marion, Ohio:</td>
<td>16,800</td>
<td>12,913</td>
<td>76.5%</td>
<td>.0478%</td>
</tr>
<tr>
<td>*MASON CITY (D)</td>
<td>Cerro Gordo, Iowa:</td>
<td>14,700</td>
<td>4,372</td>
<td>29.7%</td>
<td>.0162%</td>
</tr>
<tr>
<td>MEDFORD (F')</td>
<td>Jackson, Ore.:</td>
<td>22,800</td>
<td>4,200</td>
<td>18.4%</td>
<td>.0156%</td>
</tr>
<tr>
<td>MEMPHIS (B)</td>
<td>Shelby, Tenn.:</td>
<td>148,800</td>
<td>100,614</td>
<td>67.6%</td>
<td>.3726%</td>
</tr>
<tr>
<td>MERIDIAN (D)</td>
<td>Lauderdale, Miss.:</td>
<td>19,800</td>
<td>2,718</td>
<td>13.7%</td>
<td>.0101%</td>
</tr>
<tr>
<td>MIAMI (B)</td>
<td>Dade, Fla.:</td>
<td>203,600</td>
<td>130,100</td>
<td>63.9%</td>
<td>.4818%</td>
</tr>
<tr>
<td>*MICHIGAN CITY (D)</td>
<td>La Porte, Ind.:</td>
<td>25,200</td>
<td>17,340</td>
<td>68.8%</td>
<td>.0642%</td>
</tr>
<tr>
<td>MIDLAND (E)</td>
<td>Midland, Texas:</td>
<td>11,300</td>
<td>1,495</td>
<td>13.2%</td>
<td>.0055%</td>
</tr>
<tr>
<td>MILWAUKEE (B)</td>
<td>Milwaukee, Wis.:</td>
<td>274,600</td>
<td>245,881</td>
<td>89.5%</td>
<td>.9107%</td>
</tr>
<tr>
<td>MINNEAPOLIS-ST. PAUL</td>
<td>Anoka, Dakota, Hennepin, Ramsey, Minn.:</td>
<td>362,400</td>
<td>272,791</td>
<td>75.2%</td>
<td>1.0103%</td>
</tr>
<tr>
<td>MINOT (E)</td>
<td>Ward, N. D.:</td>
<td>10,300</td>
<td>2,442</td>
<td>23.7%</td>
<td>.0060%</td>
</tr>
<tr>
<td>MOBILE (C)</td>
<td>Mobile, Ala.:</td>
<td>72,500</td>
<td>28,639</td>
<td>39.3%</td>
<td>.1061%</td>
</tr>
<tr>
<td>MONROE (D)</td>
<td>Ouachita, La.:</td>
<td>23,900</td>
<td>7,379</td>
<td>30.9%</td>
<td>.0273%</td>
</tr>
<tr>
<td>MONTGOMERY (D')</td>
<td>Montgomery, Ala.:</td>
<td>42,400</td>
<td>8,842</td>
<td>20.5%</td>
<td>.0327%</td>
</tr>
<tr>
<td>*MORGANTOWN (D)</td>
<td>Monongalia, W. Va.:</td>
<td>16,700</td>
<td>4,776</td>
<td>28.6%</td>
<td>.0177%</td>
</tr>
<tr>
<td>MUNCIE (D')</td>
<td>Delaware, Ind.:</td>
<td>30,900</td>
<td>23,558</td>
<td>76.2%</td>
<td>.0873%</td>
</tr>
<tr>
<td>*MUSKEGON (D)</td>
<td>Muskegon, Mich.:</td>
<td>40,500</td>
<td>21,677</td>
<td>53.5%</td>
<td>.0803%</td>
</tr>
<tr>
<td>*MUSKOGEE (D)</td>
<td>Muskogee, Okla.:</td>
<td>20,100</td>
<td>7,052</td>
<td>35.1%</td>
<td>.0261%</td>
</tr>
<tr>
<td>NASHVILLE (C)</td>
<td>Davidson, Tenn.:</td>
<td>98,400</td>
<td>57,592</td>
<td>58.5%</td>
<td>.2133%</td>
</tr>
<tr>
<td>*NEWARK (D)</td>
<td>Licking, Ohio:</td>
<td>23,400</td>
<td>17,059</td>
<td>72.9%</td>
<td>.0632%</td>
</tr>
<tr>
<td>*NEWBURGH (D)</td>
<td>Orange, N. Y.:</td>
<td>47,400</td>
<td>34,406</td>
<td>72.6%</td>
<td>.1274%</td>
</tr>
<tr>
<td>NEW CASTLE (D)</td>
<td>Lawrence, Pa.:</td>
<td>31,500</td>
<td>23,435</td>
<td>74.4%</td>
<td>.0868%</td>
</tr>
<tr>
<td>NEW HAVEN- (B)</td>
<td>New Haven, Conn.:</td>
<td>171,600</td>
<td>154,440</td>
<td>50.0%</td>
<td>.5788%</td>
</tr>
<tr>
<td>*NEW LONDON (D)</td>
<td>New London, Conn.:</td>
<td>45,900</td>
<td>21,801</td>
<td>47.5%</td>
<td>.0807%</td>
</tr>
<tr>
<td>NEW ORLEANS (B)</td>
<td>Jefferson, Orleans, St. Bernard, La.:</td>
<td>225,300</td>
<td>126,947</td>
<td>57.7%</td>
<td>.4813%</td>
</tr>
<tr>
<td>Markets and Market Groups (See text)</td>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954†</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U.S. Total TV Households</td>
</tr>
<tr>
<td>------------------------------------</td>
<td>----------</td>
<td>------------------------------------------</td>
<td>-------------------------------------------</td>
<td>------------------------------------------</td>
<td>-----------------------------------</td>
</tr>
<tr>
<td>NEW YORK (A)</td>
<td>Bronx, Kings, Nassau, N.Y., Queens, Richmond, Rockland, Suffolk, Westchester, N. Y.; Bergen, Essex, Hudson, Middlesex, Morris, Passaic, Union, Somerset, N. J.</td>
<td>4,256,400</td>
<td>3,358,269</td>
<td>83.6%</td>
<td>13.1784%</td>
</tr>
<tr>
<td>NORFOLK-PORTSMOUTH (B)</td>
<td>Norfolk and Princess Anne Counties, Va. (including cities of Norfolk, Portsmouth, So. Norfolk.)</td>
<td>144,300</td>
<td>104,225</td>
<td>72.2%</td>
<td>.3860%</td>
</tr>
<tr>
<td>*NORMAN (D)</td>
<td>Cleveland, Okla.</td>
<td>11,400</td>
<td>4,667</td>
<td>40.5%</td>
<td>.0173%</td>
</tr>
<tr>
<td>*OAK RIDGE (D)</td>
<td>Roane, Tenn.</td>
<td>8,500</td>
<td>945</td>
<td>11.1%</td>
<td>.0035%</td>
</tr>
<tr>
<td>*ODESSA (D)</td>
<td>Ector, Texas</td>
<td>16,800</td>
<td>2,079</td>
<td>12.4%</td>
<td>.0077%</td>
</tr>
<tr>
<td>*OGDEN (D')</td>
<td>Weber, Utah</td>
<td>27,900</td>
<td>16,081</td>
<td>57.6%</td>
<td>.0596%</td>
</tr>
<tr>
<td>OKLAHOMA CITY (C)</td>
<td>Oklahoma, Okla.</td>
<td>117,400</td>
<td>80,887</td>
<td>68.9%</td>
<td>.2956%</td>
</tr>
<tr>
<td>OMAHA (C)</td>
<td>Douglas, Sarpy, Neb.; Pottawattamie, Ia.</td>
<td>120,300</td>
<td>102,236</td>
<td>85.0%</td>
<td>.3786%</td>
</tr>
<tr>
<td>*ORLANDO (D')</td>
<td>Orange, Fla.</td>
<td>44,200</td>
<td>6,483</td>
<td>14.7%</td>
<td>.0240%</td>
</tr>
<tr>
<td>OSHKOSH (D)</td>
<td>Winnebago, Wis.</td>
<td>28,800</td>
<td>8,342</td>
<td>29.0%</td>
<td>.0306%</td>
</tr>
<tr>
<td>*OTTUMWA (D)</td>
<td>Wapello, Iowa</td>
<td>15,500</td>
<td>3,309</td>
<td>21.3%</td>
<td>.0123%</td>
</tr>
<tr>
<td>*OWENSBORO (D)</td>
<td>Daviess, Ky.</td>
<td>16,800</td>
<td>3,447</td>
<td>20.5%</td>
<td>.0128%</td>
</tr>
<tr>
<td>*PADUCAH (D)</td>
<td>McCracken, Ky.</td>
<td>29,000</td>
<td>2,317</td>
<td>8.0%</td>
<td>.0086%</td>
</tr>
<tr>
<td>PANAMA CITY (D)</td>
<td>Bay, Fla.</td>
<td>16,200</td>
<td>1,437</td>
<td>8.9%</td>
<td>.0053%</td>
</tr>
<tr>
<td>PARKERSBURG (D)</td>
<td>Wood, W. Va.</td>
<td>20,200</td>
<td>6,264</td>
<td>31.0%</td>
<td>.0232%</td>
</tr>
<tr>
<td>PENSACOLA (D)</td>
<td>Escambia, Fla.</td>
<td>36,100</td>
<td>6,501</td>
<td>18.0%</td>
<td>.0241%</td>
</tr>
<tr>
<td>*PETERSBURG (D)</td>
<td>Dinwiddie, Va. (Including Independent City of Petersburg, Va.)</td>
<td>13,700</td>
<td>9,335</td>
<td>72.5%</td>
<td>.0368%</td>
</tr>
<tr>
<td>PEORIA (C)</td>
<td>Peoria, Tazewell, Ill.</td>
<td>83,400</td>
<td>46,146</td>
<td>55.3%</td>
<td>.1709%</td>
</tr>
<tr>
<td>PHILADELPHIA (A)</td>
<td>Bucks, Chester, Delaware, Montgomery, Philadelphia, Pa.; Burlington, Camden, Gloucester, N. J.</td>
<td>1,139,700</td>
<td>1,025,730</td>
<td>90.0%</td>
<td>3.8056%</td>
</tr>
<tr>
<td>PHOENIX (C)</td>
<td>Maricopa, Ariz.</td>
<td>121,200</td>
<td>60,862</td>
<td>50.2%</td>
<td>.2254%</td>
</tr>
<tr>
<td>PINE BLUFF (D)</td>
<td>Jefferson, Ark.</td>
<td>22,900</td>
<td>2,315</td>
<td>10.1%</td>
<td>.0086%</td>
</tr>
<tr>
<td>PITTSBURG (F)</td>
<td>Crawford, Kan.</td>
<td>15,600</td>
<td>3,174</td>
<td>20.3%</td>
<td>.0116%</td>
</tr>
<tr>
<td>PITTSBURGH (A)</td>
<td>Allegheny, Beaver, Washington, Westmoreland, Pa.</td>
<td>654,700</td>
<td>554,182</td>
<td>84.6%</td>
<td>2.0525%</td>
</tr>
<tr>
<td>*PITTSFIELD (D')</td>
<td>Berkshire, Mass.</td>
<td>41,200</td>
<td>34,712</td>
<td>84.3%</td>
<td>.1286%</td>
</tr>
<tr>
<td>*POCATELLO (D)</td>
<td>Bannock, Power, Idaho</td>
<td>13,700</td>
<td>1,467</td>
<td>10.7%</td>
<td>.0054%</td>
</tr>
<tr>
<td>*PORT HURON (D)</td>
<td>St. Clair, Mich.</td>
<td>30,000</td>
<td>18,648</td>
<td>62.2%</td>
<td>.0691%</td>
</tr>
<tr>
<td>PORTLAND (C)</td>
<td>Cumberland, Me.</td>
<td>50,800</td>
<td>20,452</td>
<td>40.3%</td>
<td>.0757%</td>
</tr>
<tr>
<td>PORTLAND (B)</td>
<td>Clackamas, Multnomah, Washington, Ore.; Clark, Wash.</td>
<td>262,200</td>
<td>103,850</td>
<td>39.6%</td>
<td>.3847%</td>
</tr>
<tr>
<td>*PORTSMOUTH (D)</td>
<td>Scioto, Ohio</td>
<td>27,000</td>
<td>15,667</td>
<td>58.0%</td>
<td>.0580%</td>
</tr>
<tr>
<td>PRINCETON (F')</td>
<td>Gibson, Ind.</td>
<td>10,000</td>
<td>1,567</td>
<td>15.7%</td>
<td>.0058%</td>
</tr>
<tr>
<td>PROVIDENCE (B)</td>
<td>Bristol, Kent, Newport, Providence, R.I.</td>
<td>230,600</td>
<td>189,088</td>
<td>82.0%</td>
<td>.7003%</td>
</tr>
<tr>
<td>*PROVO (D)</td>
<td>Utah, Utah</td>
<td>23,700</td>
<td>12,913</td>
<td>54.5%</td>
<td>.0478%</td>
</tr>
<tr>
<td>*POUGHKEEPSIE (D)</td>
<td>Dutchess, N. Y.</td>
<td>38,700</td>
<td>27,468</td>
<td>71.0%</td>
<td>.1017%</td>
</tr>
<tr>
<td>PUEBLO (D')</td>
<td>Pueblo, Colo.</td>
<td>29,400</td>
<td>7,960</td>
<td>27.1%</td>
<td>.0295%</td>
</tr>
<tr>
<td>QUINCY (D)</td>
<td>Adams, Ill.</td>
<td>22,300</td>
<td>8,910</td>
<td>40.0%</td>
<td>.0330%</td>
</tr>
<tr>
<td>*RACINE (D')</td>
<td>Racine, Wis.</td>
<td>35,100</td>
<td>21,918</td>
<td>62.4%</td>
<td>.0812%</td>
</tr>
<tr>
<td>RALEIGH (D')</td>
<td>Wake, N. C.</td>
<td>36,300</td>
<td>13,974</td>
<td>38.5%</td>
<td>.0518%</td>
</tr>
<tr>
<td>*RAPID CITY (D)</td>
<td>Pennington, S. D.</td>
<td>15,100</td>
<td>103</td>
<td>7%</td>
<td>.0004%</td>
</tr>
<tr>
<td>READING (C)</td>
<td>Berks, Pa.</td>
<td>77,900</td>
<td>70,110</td>
<td>90.0%</td>
<td>.2628%</td>
</tr>
<tr>
<td>RENO (D)</td>
<td>Washoe, Nev.</td>
<td>19,800</td>
<td>6,932</td>
<td>35.0%</td>
<td>.0257%</td>
</tr>
<tr>
<td>Markets and Market Groups (See text)</td>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per Cent of U.S. Total TV Households</td>
</tr>
<tr>
<td>--------------------------------------</td>
<td>-------------------------------</td>
<td>------------------------------------------</td>
<td>---------------------------------------------</td>
<td>------------------------------------------</td>
<td>----------------------------------------</td>
</tr>
<tr>
<td>*RICHMOND (D)</td>
<td>Wayne, Ind.:</td>
<td>22,400</td>
<td>15,398</td>
<td>68.7%</td>
<td>.0570%</td>
</tr>
<tr>
<td>RICHMOND (C)</td>
<td>Richmond City, Chesterfield, Henrico, Va. (Including Independent City of Colonial Heights, Va.):</td>
<td>101,300</td>
<td>65,607</td>
<td>64.7%</td>
<td>.2430%</td>
</tr>
<tr>
<td>*RIVERSIDE (D)</td>
<td>Riverside, Calif.:</td>
<td>66,500</td>
<td>36,622</td>
<td>52.7%</td>
<td>.1356%</td>
</tr>
<tr>
<td>ROANOKE (D')</td>
<td>Roanoke, Roanoke City, Va.:</td>
<td>39,200</td>
<td>21,617</td>
<td>55.1%</td>
<td>.0801%</td>
</tr>
<tr>
<td>ROCHESTER (D)</td>
<td>Olmsted, Minn.:</td>
<td>14,300</td>
<td>6,617</td>
<td>46.3%</td>
<td>.0245%</td>
</tr>
<tr>
<td>ROCHESTER (B)</td>
<td>Monroe, N. Y.:</td>
<td>161,800</td>
<td>145,620</td>
<td>90.0%</td>
<td>.5646%</td>
</tr>
<tr>
<td>ROCKFORD (C)</td>
<td>Winnebago, Ill.:</td>
<td>52,700</td>
<td>23,873</td>
<td>45.3%</td>
<td>.0884%</td>
</tr>
<tr>
<td>*ROCKY MOUNT (D)</td>
<td>Nash, Edgecombe, N. C.:</td>
<td>26,500</td>
<td>4,536</td>
<td>17.1%</td>
<td>.0168%</td>
</tr>
<tr>
<td>ROME (D)</td>
<td>Floyd, Ga.:</td>
<td>17,600</td>
<td>5,102</td>
<td>51.7%</td>
<td>.0337%</td>
</tr>
<tr>
<td>ROSWELL (D)</td>
<td>Chaves, N. M.:</td>
<td>14,100</td>
<td>3,769</td>
<td>26.7%</td>
<td>.0140%</td>
</tr>
<tr>
<td>SACRAMENTO (C)</td>
<td>Sacramento, Calif.:</td>
<td>106,700</td>
<td>52,816</td>
<td>49.5%</td>
<td>.1056%</td>
</tr>
<tr>
<td>SAGINAW (C)</td>
<td>Saginaw, Mich.:</td>
<td>48,100</td>
<td>31,674</td>
<td>65.6%</td>
<td>.1173%</td>
</tr>
<tr>
<td>*SALEM (D)</td>
<td>Marion, Polk, Ore.:</td>
<td>42,100</td>
<td>13,482</td>
<td>32.0%</td>
<td>.0499%</td>
</tr>
<tr>
<td>*SALINA (D)</td>
<td>Salina, Kan.:</td>
<td>11,700</td>
<td>2,617</td>
<td>22.4%</td>
<td>.0097%</td>
</tr>
<tr>
<td>SALT LAKE CITY (C)</td>
<td>Salt Lake City, Utah:</td>
<td>88,400</td>
<td>76,964</td>
<td>87.1%</td>
<td>.2850%</td>
</tr>
<tr>
<td>SAN ANGELO (D')</td>
<td>Tom Green, Texas:</td>
<td>20,300</td>
<td>4,617</td>
<td>22.7%</td>
<td>.0171%</td>
</tr>
<tr>
<td>SAN ANTONIO (B)</td>
<td>Bexar, Texas:</td>
<td>143,200</td>
<td>94,878</td>
<td>66.3%</td>
<td>.3514%</td>
</tr>
<tr>
<td>*SAN BERNARDINO (C)</td>
<td>San Bernardino, Calif.:</td>
<td>109,200</td>
<td>57,327</td>
<td>52.5%</td>
<td>.2123%</td>
</tr>
<tr>
<td>SAN DIEGO (B)</td>
<td>San Diego, Calif.:</td>
<td>240,100</td>
<td>152,018</td>
<td>63.3%</td>
<td>.5630%</td>
</tr>
<tr>
<td>SAN FRANCISCO- OAKLAND</td>
<td>Alameda, Contra Costa, San Francisco, San Mateo, Solano, Marin, Calif.:</td>
<td>838,500</td>
<td>536,896</td>
<td>64.0%</td>
<td>1.9889%</td>
</tr>
<tr>
<td>*SAN JOSE (C)</td>
<td>Santa Clara, Calif.:</td>
<td>108,500</td>
<td>73,125</td>
<td>67.4%</td>
<td>.2708%</td>
</tr>
<tr>
<td>SAN LUIS OBISPO (F')</td>
<td>San Luis Obispo, Calif.:</td>
<td>25,400</td>
<td>5,576</td>
<td>22.0%</td>
<td>.0207%</td>
</tr>
<tr>
<td>*SANDUSKY (D)</td>
<td>Erie, Ohio:</td>
<td>17,300</td>
<td>12,733</td>
<td>73.6%</td>
<td>.0472%</td>
</tr>
<tr>
<td>SANTA BARBARA (D)</td>
<td>Santa Barbara, Calif.:</td>
<td>36,100</td>
<td>14,241</td>
<td>39.4%</td>
<td>.0527%</td>
</tr>
<tr>
<td>*SANTA FE (D)</td>
<td>Santa Fe, N. M.:</td>
<td>10,800</td>
<td>1,687</td>
<td>15.6%</td>
<td>.0062%</td>
</tr>
<tr>
<td>*SAVANNAH (C)</td>
<td>Chatham, Ga.:</td>
<td>47,400</td>
<td>8,846</td>
<td>18.7%</td>
<td>.0328%</td>
</tr>
<tr>
<td>SCRANTON (C)</td>
<td>Lackawanna, Pa.:</td>
<td>72,300</td>
<td>39,096</td>
<td>54.1%</td>
<td>.1448%</td>
</tr>
<tr>
<td>SEATTLE (B)</td>
<td>King, Wash.:</td>
<td>268,800</td>
<td>170,722</td>
<td>63.5%</td>
<td>.6323%</td>
</tr>
<tr>
<td>*SHEBOYGAN (D)</td>
<td>Sheboygan, Wis.:</td>
<td>25,400</td>
<td>16,982</td>
<td>66.9%</td>
<td>.0629%</td>
</tr>
<tr>
<td>SHREVEPORT (C)</td>
<td>Caddo Parish, La.:</td>
<td>54,800</td>
<td>7,722</td>
<td>14.1%</td>
<td>.0286%</td>
</tr>
<tr>
<td>SIOUX CITY (D')</td>
<td>Woodbury, Iowa:</td>
<td>34,800</td>
<td>24,472</td>
<td>70.3%</td>
<td>.0906%</td>
</tr>
<tr>
<td>SIOUX FALLS (D')</td>
<td>Minnehaha, S. D.:</td>
<td>23,200</td>
<td>10,396</td>
<td>44.8%</td>
<td>.0385%</td>
</tr>
<tr>
<td>SOUTH BEND (C)</td>
<td>St. Joseph, Ind.:</td>
<td>68,200</td>
<td>55,023</td>
<td>80.7%</td>
<td>.2038%</td>
</tr>
<tr>
<td>*SPARTANBURG (D)</td>
<td>Spartanburg, S. C.:</td>
<td>40,900</td>
<td>15,128</td>
<td>37.0%</td>
<td>.0560%</td>
</tr>
<tr>
<td>SPOKANE (C)</td>
<td>Spokane, Wash.:</td>
<td>78,600</td>
<td>41,987</td>
<td>53.4%</td>
<td>.1555%</td>
</tr>
<tr>
<td>SPRINGFIELD (D')</td>
<td>Sangamon, Ill.:</td>
<td>44,600</td>
<td>12,983</td>
<td>29.1%</td>
<td>.0481%</td>
</tr>
<tr>
<td>SPRINGFIELD-HOLYOKE</td>
<td>Hampden, Hampshire, Mass.:</td>
<td>139,100</td>
<td>103,075</td>
<td>74.1%</td>
<td>.3817%</td>
</tr>
<tr>
<td>SPRINGFIELD (D')</td>
<td>Greene, Mo.:</td>
<td>37,100</td>
<td>14,541</td>
<td>39.2%</td>
<td>.0539%</td>
</tr>
<tr>
<td>*SPRINGFIELD (D')</td>
<td>Clark, Ohio:</td>
<td>36,100</td>
<td>30,887</td>
<td>85.6%</td>
<td>.1144%</td>
</tr>
<tr>
<td>*ST. CLOUD (D)</td>
<td>Benton, Sherburne, Stearns, Minn.:</td>
<td>24,100</td>
<td>10,120</td>
<td>42.0%</td>
<td>.0375%</td>
</tr>
<tr>
<td>ST. JOSEPH (D')</td>
<td>Buchanan, Mo.:</td>
<td>31,900</td>
<td>14,646</td>
<td>45.9%</td>
<td>.0542%</td>
</tr>
<tr>
<td>ST. LOUIS (B)</td>
<td>St. Louis City, St. Charles, St. Louis, Mo.; Madison, St. Clair, Ill.:</td>
<td>560,400</td>
<td>446,722</td>
<td>79.7%</td>
<td>1.6545%</td>
</tr>
<tr>
<td>STOCKTON (C)</td>
<td>San Joaquin, Calif.:</td>
<td>69,600</td>
<td>42,456</td>
<td>61.0%</td>
<td>.1572%</td>
</tr>
<tr>
<td>SYRACUSE (C)</td>
<td>Onondaga, N. Y.:</td>
<td>110,800</td>
<td>99,720</td>
<td>90.0%</td>
<td>.3737%</td>
</tr>
<tr>
<td>TACOMA (C)</td>
<td>Pierce, Wash.:</td>
<td>93,100</td>
<td>50,440</td>
<td>54.2%</td>
<td>.1868%</td>
</tr>
<tr>
<td>Markets and Market Groups (See text)</td>
<td>Counties</td>
<td>Estimated No. of Households Jan. 1, 1954†</td>
<td>Estimated No. of TV Households Jan. 1, 1954</td>
<td>Ratio of TV Households to Total Households</td>
<td>Per cent of U.S. Total TV Households</td>
</tr>
<tr>
<td>-------------------------------------</td>
<td>---------------------------</td>
<td>-------------------------------------------</td>
<td>-------------------------------------------</td>
<td>------------------------------------------</td>
<td>-------------------------------------</td>
</tr>
<tr>
<td>*TALLAHASSEE (D)</td>
<td>Leon, Fla.:</td>
<td>15,200</td>
<td>1,286</td>
<td>8.5%</td>
<td>.0048%</td>
</tr>
<tr>
<td>TAMPA- (C) ST. PETERSBURG</td>
<td>Hillsborough, Pinellas, Fla.:</td>
<td>157,800</td>
<td>44,379</td>
<td>28.1%</td>
<td>.1644%</td>
</tr>
<tr>
<td>TEMPLE (D)</td>
<td>Bell, Texas:</td>
<td>23,300</td>
<td>5,670</td>
<td>24.3%</td>
<td>.0210%</td>
</tr>
<tr>
<td>*TERRA HAUTE (D')</td>
<td>Vigo, Ind.:</td>
<td>36,000</td>
<td>18,836</td>
<td>52.3%</td>
<td>.0658%</td>
</tr>
<tr>
<td>TEXARKANA (D)</td>
<td>Miller, Ark.; Bowie, Texas:</td>
<td>30,500</td>
<td>5,571</td>
<td>18.3%</td>
<td>.0207%</td>
</tr>
<tr>
<td>TOLEDO (C)</td>
<td>Lucas, Ohio:</td>
<td>127,600</td>
<td>114,840</td>
<td>90.0%</td>
<td>.4304%</td>
</tr>
<tr>
<td>TOPEKA (D')</td>
<td>Shawnee, Kan.:</td>
<td>39,700</td>
<td>17,270</td>
<td>43.5%</td>
<td>.0640%</td>
</tr>
<tr>
<td>*TORRINGTON (D)</td>
<td>Litchfield, Conn.:</td>
<td>31,800</td>
<td>20,150</td>
<td>63.4%</td>
<td>.0746%</td>
</tr>
<tr>
<td>*TRENTON (C)</td>
<td>Mercer, N. J.:</td>
<td>68,500</td>
<td>61,650</td>
<td>90.0%</td>
<td>.2311%</td>
</tr>
<tr>
<td>TUCSON (D)</td>
<td>Pima, Ariz.:</td>
<td>55,600</td>
<td>16,657</td>
<td>30.5%</td>
<td>.0628%</td>
</tr>
<tr>
<td>TULARE (F')</td>
<td>Tulare, Calif.:</td>
<td>46,300</td>
<td>14,855</td>
<td>32.2%</td>
<td>.0552%</td>
</tr>
<tr>
<td>TULSA (C)</td>
<td>Tulsa, Okla.:</td>
<td>88,700</td>
<td>63,614</td>
<td>71.7%</td>
<td>.2356%</td>
</tr>
<tr>
<td>*TUSCALOOSA (D)</td>
<td>Tuscaloosa, Ala.:</td>
<td>24,200</td>
<td>7,189</td>
<td>25.7%</td>
<td>.0266%</td>
</tr>
<tr>
<td>TYLER (D)</td>
<td>Smith, Texas:</td>
<td>22,700</td>
<td>4,481</td>
<td>15.7%</td>
<td>.0166%</td>
</tr>
<tr>
<td>UTICA-ROME (C)</td>
<td>Herkimer, Oneida, N. Y.:</td>
<td>85,100</td>
<td>66,318</td>
<td>74.4%</td>
<td>.2456%</td>
</tr>
<tr>
<td>*VICKSBURG (D)</td>
<td>Warren, Miss.:</td>
<td>12,500</td>
<td>1,886</td>
<td>15.1%</td>
<td>.0070%</td>
</tr>
<tr>
<td>WACO (D')</td>
<td>McLennan, Texas:</td>
<td>41,400</td>
<td>10,534</td>
<td>25.4%</td>
<td>.0390%</td>
</tr>
<tr>
<td>WASHINGTON (B)</td>
<td>District of Columbia; Montgomery, Prince Georges, Md; Arlington, Fairfax, Va.; (Including Independent Cities of Alexandria and Falls Church, Va.):</td>
<td>476,700</td>
<td>399,328</td>
<td>83.8%</td>
<td>1.4790%</td>
</tr>
<tr>
<td>WATERLOO (D')</td>
<td>Black Hawk, Iowa:</td>
<td>33,300</td>
<td>12,616</td>
<td>37.9%</td>
<td>.0467%</td>
</tr>
<tr>
<td>*WATERTOWN (D)</td>
<td>Jefferson, N. Y.:</td>
<td>27,000</td>
<td>13,640</td>
<td>50.5%</td>
<td>.0505%</td>
</tr>
<tr>
<td>*WAUSAU (D)</td>
<td>Marathon, Wis.:</td>
<td>23,300</td>
<td>1,811</td>
<td>7.5%</td>
<td>.0061%</td>
</tr>
<tr>
<td>WEST PALM BEACH (D)</td>
<td>Palm Beach, Fla.:</td>
<td>43,100</td>
<td>7,808</td>
<td>18.1%</td>
<td>.0289%</td>
</tr>
<tr>
<td>WHEELING- (C) STEUBENVILLE</td>
<td>Brooke, Hancock, Marshall, Ohio; W. Va.; Belmont, Jefferson, Ohio:</td>
<td>101,800</td>
<td>63,848</td>
<td>62.7%</td>
<td>.2366%</td>
</tr>
<tr>
<td>WICHITA (C)</td>
<td>Sedgwick, Kan.:</td>
<td>95,400</td>
<td>30,852</td>
<td>32.3%</td>
<td>.1143%</td>
</tr>
<tr>
<td>WICHITA FALLS (D')</td>
<td>Wichita, Texas:</td>
<td>32,400</td>
<td>12,700</td>
<td>39.2%</td>
<td>.0470%</td>
</tr>
<tr>
<td>WILKES-BARRE- (C) HAZELTON</td>
<td>Luzerne, Pa.:</td>
<td>107,700</td>
<td>54,567</td>
<td>50.7%</td>
<td>.2021%</td>
</tr>
<tr>
<td>*WILLIAMSPORT (D)</td>
<td>Lycoming, Pa.:</td>
<td>31,800</td>
<td>9,776</td>
<td>30.7%</td>
<td>.0362%</td>
</tr>
<tr>
<td>WILMINGTON (C)</td>
<td>New Castle, Del.; Salem, N. J.:</td>
<td>85,100</td>
<td>76,500</td>
<td>50.0%</td>
<td>.2846%</td>
</tr>
<tr>
<td>*WILMINGTON (D)</td>
<td>New Hanover, N. C.:</td>
<td>20,000</td>
<td>1,472</td>
<td>7.4%</td>
<td>.0055%</td>
</tr>
<tr>
<td>*WINONA (D)</td>
<td>Winona, Minn.:</td>
<td>12,000</td>
<td>1,506</td>
<td>15.5%</td>
<td>.0071%</td>
</tr>
<tr>
<td>WINSTON-SALEM (D')</td>
<td>Forsythe, N. C.:</td>
<td>44,000</td>
<td>26,427</td>
<td>60.1%</td>
<td>.0876%</td>
</tr>
<tr>
<td>WORCESTER (B)</td>
<td>Worcester, Mass.:</td>
<td>165,800</td>
<td>141,405</td>
<td>85.2%</td>
<td>.5237%</td>
</tr>
<tr>
<td>YAKIMA (D)</td>
<td>Yakima, Wash.:</td>
<td>45,400</td>
<td>10,579</td>
<td>23.3%</td>
<td>.0392%</td>
</tr>
<tr>
<td>YORK (C)</td>
<td>York, Pa.:</td>
<td>84,200</td>
<td>57,780</td>
<td>90.0%</td>
<td>.2171%</td>
</tr>
<tr>
<td>YOUNGSTOWN (B)</td>
<td>Mahoning, Trumbull, Ohio; Mercer, Pa.:</td>
<td>157,700</td>
<td>126,865</td>
<td>80.4%</td>
<td>.4656%</td>
</tr>
<tr>
<td>YUMA (F')</td>
<td>Yuma, Ariz.:</td>
<td>9,100</td>
<td>1,587</td>
<td>17.4%</td>
<td>.0056%</td>
</tr>
<tr>
<td>ZANESVILLE (D)</td>
<td>Muskingum, Ohio:</td>
<td>23,500</td>
<td>14,073</td>
<td>58.5%</td>
<td>.0521%</td>
</tr>
</tbody>
</table>

Total All Markets Listed In This Study ......................................................... 32,632,600 22,708,001 69.6% 84.1037%
Per Cent of Total U.S. ..................................................................................... 68.613% 84.1037%

Color Trends & Briefs: NBC-TV color mobile unit should provide some of most exciting shows to date—in addition to supplying dealers with choice demonstration fare—as it feeds 15-min. daily inserts to 11 a.m.-noon home and 7-9 a.m. today shows from various eastern cities (Vol. 10:18-19). We can now report actual itinerary, with specific dates, as follows:

June 9-10, Chicago—Cleveirdale Farm. Cited as a model, typical modern midwestern farm operated by nifty young couple.
June 16-17, Silverwood—Whitehall Farm. Packed for flowers, lagoon, etc. Will include a special slide show.
June 18-24, St. Louis—Visit to fabulous estate of brewer August A. Busch Jr. It was once Gen. Grant's farm, is now one of nation's showplaces.
June 30 & July 2, Columbus, O.—Two different locales. Gov. Ludwig's manor and State Penitentiary, latter to be first time TV has invaded any penitentiary.
July 8-9, Cleveland and July 15-16, Washington, programs undecided.
July 22-27, Baltimore—Trip to Ft. McHenry, where Francis Scott Key wrote Star Spangled Banner.
July 22-29, Philadelphia—Two sites. Session at city's Fire school, where house will be burned and fire-fighting techniques demonstrated. Visit to Philadelphia Art Museum, which will include displays of such things as old Mummer's Parade costumes.
August 3-4, Boston, and Aug. 12-15, New York, programs for both to be selected.

NBC's color schedule, meanwhile, comprises 6 sessions of Bride & Groom, noon, May 24-26, May 31, June 1-2. Also in the works, to start in color at undisclosed date before fall, is new Tonight, 11:15-1 a.m., similar in concept to morning Today. NBC pres. Pat Weaver points out that Tonight alone would provide almost 10 hours of network color weekly, in addition to the 90-min. color spectaculars (Vol. 10:20).

Third station with live color camera is WTMJ-TV, Milwaukee—other 2 being WKY-TV, Oklahoma City and WBAP-TV, Ft. Worth—but gen. mgr. Walter Damm says he'll ease into local originations more gradually than others have. He has one camera, plus slide equipment, expects color film chain in late summer. Station has no plans for second camera, he says, "until we're sure it's economically justified." Target date is July 1, when station will start with the "NBC system," i.e., putting each sponsor's program on in color once without charge—if program is suited to color. By Jan. 1, this phase will be over and regular once-a-week cooking and women's shows are contemplated. Color commercials won't be "injected" into black-and-white programs. "We won't put on extravaganza," Damm adds. "We'll get those from the network. I'm not making a lot of promises. Some people forget it takes 3 hours to warm up and adjust a color camera. Furthermore, there has been too much color here for us to get away with poor stuff. We've had network color here for quite a while. About 15-20,000 people have seen color on the 4 sets we have in our auditorium." Rates will not be increased for color. Extra charge will be made for color whenever extra production costs are incurred. Otherwise, color and monochrome prices will be exactly same. Says Damm: "If an advertiser comes in here with a color film that can be run through a color film chain without any extra cost to us, he won't be charged extra for it. Same goes for slides."

Some 200 color set sales in Oklahoma City are reported by WKY-TV mgr. P. A. Sugg on basis of word from distributors. He says that Dallany's, RCA distributor, says it can't get enough sets. "They're a live outfit," Sugg says. "They don't just sell a dealer a color set. They give him a package, including theatre seats and the like—real promotion." Sugg takes great pride in his color schedule of an hour daily, attributing many set sales to amount of programming. He says station crews had been training for color about 8 months and that not a single minute of outages has occurred. Closed-circuit demonstrations are being conducted for clients, and Sugg reports that some of the biggest sponsors in area sit goggled-eyed, predicting a "revolution" in TV.

Financial & Trade Notes: ABC-TV's second and third quarters aren't expected to be profitable but outlook for fourth quarter, thanks to new programming, is very encouraging, said American Broadcasting-Paramount Theatres Inc. pres. Leonard Goldenson at annual stockholders meeting May 18. Beginning with third quarter, AB-PT also expects theatre business to improve, he stated. Second-quarter theatre earnings are following pattern of first quarter (Vol. 10:17), when they were off due to higher film rentals growing out of shortage of feature films, increased depreciation charges due to installation of stereophonic sound and widescreen equipment, and effects of TV for first time in many smaller cities, especially in South and Midwest. As for radio, he said: "Our confidence in radio is unshaken. It is going through a period of transition as a result of TV's growth. Nevertheless, there are indications of a reawakened interest in radio."

Philco earnings & sales declined in first quarter—earnings being $2,438,000 (62¢ a share) on sales of $113,770,000 vs. $3,401,000 (88¢) on $129,058,000 in same period last year and $2,341,000 (64¢) on $84,229,000 in first quarter 1952. Pres. Wm. Balderston declared: "As Philco anticipated, highly competitive conditions have prevailed in the TV industry and it has been necessary so far this year to produce a larger quantity of lower priced sets to meet the competitive situation. By following this policy, the company has increased its share of available business, strengthened its trade position and maintained employment at the highest level possible."

Magnavox earned $2,030,912 ($2.68 a share) on sales of $51,147,940 in 9 months ended March 31, compared to $2,051,578 ($2.70) on sales of $45,008,975 in corresponding period year ago. For 3 months ended March 31, earnings were $358,552 (43¢) on sales of $15,227,147, compared to $505,554 (67¢) on $18,882,725 in 1953 quarter.

General Instrument Corp. sales reached record $32,502,505 in fiscal year ended Feb. 28, up 7% over previous peak of $30,407,529 in preceding fiscal year—but earnings declined to $926,903 from $1,275,803. Pres. Monte Cohen attributed earnings decline to slump in TV sales last quarter of 1953 and failure of uhf to come up to expectations.

Hoffman Radio Corp. has filed SEC registration statement covering 150,000 shares of 50¢ par common, to be offered publicly through syndicate managed by Blyth & Co. and Wm. R. Staats.

Standard Coil Products Inc. sales for 3 months ended March 31 were $18,971,300, compared with $26,040,729 same 1953 quarter—reflecting lower volume in TV industry generally. Net income for quarter fell to $406,906 (28¢ a share) from $1,737,045 ($1.18).

Paramount Pictures Corp. now owns 750,000 shares or 64% of International Telemeter Corp., representing investment of $800,000.

Dividends: Storer Broadcasting Co., 37½¢ on common, 6¾¢ on Class B common, both payable June 14 to holders of record June 1; Hazeltime Corp., 25¢ June 15 to holders June 1; Sprague Electric Co., 40¢ June 14 to holders May 28; Oak Mfg. Co., 35¢ June 15 to holders June 1; Cleve Corp., 25¢ June 10 to holders May 28; Philco, 40¢ June 12 to holders June 1.

Oliver Irwin Lewis, 51, chief engineer for the Army Signal Corps engineering & technical div., widely known in the industry for his work in electronics, and a leading civilian advisor to the Chief Signal Officer on TV, radio, radar, etc., died May 18 in Philadelphia after an operation.

Brig. Gen. Carroll O. Bickelhart, 65, retired v.p. & secy. of AT&T and an authority in communications who was with the Army signal services in both wars, died in Rochester, N. Y., May 16.
Bryson Bill (H.R. 1227), which would ban advertising of all alcoholic beverages in all interstate media, looks no closer to passage than when similar measure was first introduced nearly a decade ago—though hearings this week before House Commerce Committee produced another verbal battle between "wets" and "drys," accompanied by reams of publicity.

All media presented solid opposition to bill. NARTE Ralph W. Hardy vigorously defended "right to advertise legal goods and services which are generally available to the public for purchase and use." He branded bill as "very discriminatory," declared broadcasters are well aware of "the sensitive nature of alcoholic beverage program sponsorship" and observed that complete absence of liquor advertising on TV & radio was result of self-regulation, not Federal control.

During Hardy's testimony, Chairman Wolverton (R-N. J.) demanded that radio networks answer charges of some temple witnesses that they were discriminated against in seeking public service time. He criticized networks for not volunteering to testify, then called TV & radio stations "monopolies" because they were licensed by FCC. He was particularly critical of radio. Rep. Rogers (D-Fla.) asked Hardy to compile report on amount of time radio stations allow for alcoholic beverage advertising. Networks had no comment.

Wolverton's comments were inspired by testimony of San Antonio temperance leader Dr. Sam Morris, who charged Chicago's WGN had refused to sell him time to discuss temperance and would not allow him to bring up subject on program sponsored by his insurance company. He said he had opposed renewal of AM licenses to Louisville's WHAS and Dallas' KRLD on grounds of discrimination against temperance movement.

Among others opposing bill: AAAA, ANPA, Magazine Advertising Bureau, National Editorial Assn. Hearings resume, and possibly conclude, Mon. May 24. Sen. Langer (R-N. D.) has also introduced companion bill (S. 3294), with same aim as Bryson measure, on which hearings start June 21.

Real Texas whinging was pitched by WBAP-TV, Ft. Worth, on May 15 when it inaugurated local color originations with 3-hour show using RCA color cameras (Vol. 10:19). In addition to local bigwigs, RCA-NBC officials on hand were RCA chairman David Sarnoff, NBC exec. v.p. Robert Sarnoff, stations relations v.p. Harry Bannister, station relations mgr. Sheldon Hickcox. Speaking at luncheon, before helping WBAP-TV chairman Amon Carter throw switch, Gen. Sarnoff predicted all TV will be color in 5-10 years; foresaw price of color sets in range of masses in 3-4 years; looked towards 3-D color and international TV. For radio, he predicted that in less than 10 years pocket-size personal radio "will be regarded as essential as a timepiece—and it will have a market equal to the number of persons in the world."

Color equipment of Wickes Engineering & Construction Co., Camden, N. J., will be distributed henceforth by General Precision Lab under agreement announced this week by Wickes v.p. John Million and GPL v.p. Blair Pouls. Color development programs of both will also be coordinated. Equipment includes subcarrier generators, bar generators, colorimeters, convergence dot & bar generators, multiburst generators, amplitude linearity testers, envelope delay curve tracers, video monitors, vector display equipment.

Telechrome Inc. claims that equipment enabling stations to rebroadcast network color costs much less than generally believed, and it offers the gear for $3950. Associated monitoring & test equipment is priced at $4600, and facilities for locally generated color signals, including color scanning equipment, is offered at $19,000.

Deal whereby KMO-TV, Tacoma, Wash. (Ch. 13), was to be sold by owner Carl Hammond to Jessica Longston group, owners of radio KAYO, Seattle (Vol. 10:5,15) was dropped last week when FCC indicated hearing would be necessary due to overlap of KAYO & KMO. Latter station was also included in deal, which involved $350,000 plus assumption of $150,000 debt owed on equipment. KMO-TV is an independent, having lost its original NBC affiliation to KOMO-TV, Seattle (Ch. 4). Owner Carl Raymond states negotiations for sale are still going on; though unprofitable, he said TV station could earn money if backed with ample capital to promote it. His view: "There are only 2 kinds of TV stations, namely, those making a lot of money and those losing money; nothing in between."

Attacking Ch. 31 CP to city-owned WNYC (Vol.10:20), N. Y. Commerce & Industry Assn. called operation of proposed station "utterly fantastic in the light of the city's current financial picture." Assn. exec. v.p. Thomas J. Miley wrote Mayor Wagner that the $379,000 set aside by city for construction was $200,000 short of minimum necessary for sufficient signal and that station operation would cost taxpayers minimum of $2,250,000 a year. Besides, he added, grant to city is of "questionable legality." Walter Reade Jr., pres. of Asbury Park's uhf WRTV, welcomed grant, declaring "another uhf channel will create just that much more interest for our growing market."

John L. Booth, scion of the Michigan chain publishing family who turned his attention entirely to radio and has no hand in management of the 8 newspapers, this week closed $150,000 deal to purchase Herman & Roy Radner's WIBM, Jackson, Mich. (250 watts on 1450 kc, ABC), subject to FCC approval. The Radners will dismiss their application for Ch. 10 in Parma, about 10 mi. west of Jackson, for which Booth and 2 others have filed. Booth suspended operation of WBKZ-TV, Battle Creek (Ch. 64), because of reported $10,000 a month losses (Vol. 10:17). He also holds CP for WSBM-TV, Saginaw (Ch. 51), owns radio stations WJLB, Detroit; WBBC, Flint; WSGW, Saginaw.

Stay of CP for Ch. 4 to KWK, St. Louis (Vol. 10:17), was denied to WTIV, Belleville-St. Louis, by Court of Appeals which said that although "substantial question" is raised, public interest dictated that grantee be permitted to build. WTIV then asked court to hasten its hearing on merits of case, move it up to June; it also filed protest against grant with FCC.

Senate voted FCC $7,291,400 for next year's budget, $750,000 more than House has approved. The extra $750,000, for spectrum monitoring, was approved over objection of Sen. Douglas (D-III) who couldn't see any connection with security even though President's National Security Council recommended it. Measure now goes to Senate-House conference to iron out difference.

Forty stations have already joined new Television Advertising Bureau (Vol. 10:20), which formally organizes at Chicago's Palmer House May 24—an advance enrollment which consultant Richard P. Doherty states assures success of the projected TV advertising-promotion counterpart of newspapers' Bureau of Advertising.

Armed forces overseas TV stations (Vol. 10:19) came step closer to reality May 17 when Senate passed enabling legislation (S-3401) backed by Defense Dept. Bill now goes to House.

Limited supply of copies of Where The TV Sets Are, report on TV households by markets by J. Walter Thompson Co. (see p. 1), is available to visitors at our NARTE exhibit in Room 830, Palmer House.
HIGHLIGHTS OF THE NARTB CONVENTION: William S. Paley's scholarly yet down-to-earth treatise on responsibility in the handling of news and opinion broadcasts is particularly timely in light of recent events, merits closest attention of everybody in the telecasting and broadcasting business -- and so we've published its full text as a Special Report herewith. It was, in our opinion, the high point of this year's NARTB convention, a clearcut statement of principles that might well be expounded again before Congress and the highest level thinkers in the land.

The Chicago convention otherwise was marked, from the TV point of view, by a universal acceptance of colorcasting as a fait accompli and imminent public service; by fantastic exhibitions of new telecasting equipment, notably color film scanners which will ease the stations' way into color (see story, p. 4); the mustering of 105 members for the new Television Advertising Bureau (p. 6); the problems of uhf, notably as expounded at the FCC's convention roundtable (p. 2); and, in closed meetings, network-station-rep moves to reduce radio night rates once again so as to hold their own in face of TV's admitted encroachment on their audience (p. 7).

VHF NETWORKS MOVE UP GUNS FOR HEARING: Furious counterattack against the drastic remedies proposed by uhf telecasters to Senate subcommittee (Vol. 10:21) was being prepared this week by hopping-mad vhf telecasters in a united, if tardy, effort to present strongest possible case when uhf hearings resume next Thu. & Fri., June 3-4. (For tentative list of witnesses, see p. 16.)

As scene shifted from Washington to Chicago NARTB convention, uhf operators -- who only last week were riding high on crest of impressive Senate presentation -- were bitter, too, about signs which made them believe the broadcasters' trade association intends to abandon policy of strict neutrality in the controversy.

The one aid-uhf measure favored by virtually everybody fell by the wayside, meanwhile, when Senate Finance Committee voted May 28 to take no action on any proposals to change excise taxes -- just one day after the communications subcommittee, under Sen. Potter (R-Mich.) had adopted resolution urging exemption of uhf-equipped sets from manufacturers' tax. The exemption proposal (Vol. 10:20-21), sponsored by Sen. Johnson (D-Colo.), appears to have virtually no chance now.

Terming defeat a "solar plexus blow," Sen. Johnson told us it would be useless to try to persuade Senate to overrule the committee. "I'm trying to figure out a way to bring relief other than by excise tax," he added, without elaboration.

* * * * * Networks and vhf telecasters, taken aback by uhf united-front proposals for reallocation, freeze and restrictions on vhf height and power -- and startled by the serious reception these suggestions got from the Senators -- lost no time in forming their own *organization* to give Senate subcommittee other side of picture. The
Chicago gathering was scene of strenuous activity as they forged emergency plans for defense of their frequencies. "There isn't a single vhf station that wasn't talked to or contacted by phone," one of most energetic vhf organizers told us.

Next phase in vhf plans is big meeting in Washington May 31-June 1, during which group will draw up testimony "to present whole story in the interest of fair play and cooperation with the subcommittee." A spokesman emphasized the unnamed behind-the-scenes group is not "anti-uhf," and expects to make several alternative proposals to assist hard-pressed operators. Washington law firm of Pierson & Ball has been retained to whip case into shape, with aid of battery of other lawyers due to attend Washington meeting with their station-owner clients.

While vhf-network strategy was being planned off the convention floor, some uhf telecasters were protesting that NARTB -- which represents both vhf and uhf stations -- was beginning to take an "anti-uhf" stand. Several even talked darkly of "walking out." They were particularly disturbed by May 25 address of NARTB pres. Harold Fellows, in which he pleaded for broadcaster unity, saying:

"We cannot solve our individual economic problems by the simple expedient of calling our Congressmen... It would seem to be expedient as well as prudent that we exhaust all possibilities of working out our industry problems together [before] we divide the army into warring tribes, and thus dissipate our strength... I am somewhat doubtful that we, as a group of businessmen have faced up to [the economic difficulties of some uhf and vhf stations] with the courage and honesty which should attend the conduct of our affairs."

Some also took offense at statement in Fellows' speech implying opposition to the Bricker Bill, which would give FCC authority to regulate networks, and at his endorsement of Rosel Hyde as FCC chairman.

Uhf members considered it a second blow when NARTB TV board held a special session next day and voted to appear at Senate hearings. Board wired subcommittee requesting permission for Mr. Fellows and engineering mgr. A. Prose Walker to present data. "It is believed that the NARTB can offer factual material of pertinence to a complete record," wire stated. "Inasmuch as the presentation would relate to factual and statistical information, it is suggested that if the appearance is accepted it precede any individual appearances anticipated by your subcommittee."

Pres Harold A. Thoms of UHF Industry Coordinating Committee (70 members) wired Fellows May 28 for meeting between representatives of the 2 organizations on eve of hearings June 2, for "general discussion" of uhf problems.

UHF TV Assn., which claims 13 members, issued this statement same day over the signature of general counsel Wm. A. Roberts: "There can be no doubt now of the intention of the 'fat cats' to use their enormous power and resources to prevent any salvation for uhf TV. Of course, NARTB is the national organization of all broadcasters and will continue to be, but for the present time the UHF TV Assn. is the single-purpose group which will persist in preserving uhf operation for the public, the advertisers and the uhf broadcasters. All who agree with that idea should act now to cooperate with them."

* * * *

Uhf controversy kept cropping up as NARTB convention proceeded, despite some efforts to keep it down. FCC Chairman Hyde gave it brief but significant mention in his address at May 26 luncheon:

"As you know, various types of regulatory actions are already being advocated in high places, including still another freeze, curtailment of present services, and regulation of the distribution of network programs. I shall not discuss the subject further except to call your attention to the current hearing before the Senate subcommittee on communications and suggest that the way to avoid restrictive regulatory action is constructive voluntary action... The vitality of the industry came from freedom from oppressive regulation."

Comr. Hennoek was in rare form again this week, and even more stridently outspoken (though less lachrymose) than at last week's Senate hearings. She precipitated a hot dispute with other commissioners at May 27 panel session. At outset, moderator
Harold Fellows said it had been agreed there would be no discussion of matters now before Senate subcommittee, but Miss Hennock insisted on reading prepared statement.

"I am now firmly convinced that only the eventual move of the TV service into the uhf band will save the patient," she said, endorsing proposal of the 2 organized uhf groups. A reasonable period of time -- "five or even 10 years" -- should be allowed for changeover, she added, and in meantime FCC should do everything it can "to bring network programming to the existing 127 uhf stations on an equitable and competitive basis." Reviving a dispute which brought one of most heated exchanges at last week's hearing, she said she hadn't slightest doubt that the 70 uhf channels alone would be enough for nationwide competitive service.

"I dissent from all of that except the part against sin," commented Comr. Doerfer. Bristling and angry, engineer Comr. Sterling also took issue.

"I consider that a direct attack against the engineers of the FCC staff and the industry," he said, drawing cheers. "I told the Senate subcommittee you can't generalize on such an important matter. You can't form an opinion overnight."

Chairman Hyde cautioned against drawing conclusions before all testimony is in. He was seconded by Comrs. Bartley and Lee, the latter commenting: "I'd like to learn how it will help the city of New York, with 7 channels -- 4 of them losing money -- to move them all to uhf."

[Note: It's not generally known that Commission once came within one vote of moving all TV into uhf. During 1943-52 allocation proceedings 3 commissioners -- Jones, Hennock, Walker -- reportedly favored the move. Wayne Coy, then chairman, often appeared to favor all-uhf allocation, and he could have swung the plan had he chosen to join the other 3.]

* * * *

Though most uhf telecasters seem to regard Senate proceedings necessary and desirable, some of their more fortunately situated uhf colleagues -- sitting on sidelines -- are viewing whole spectacle as setting up new obstacle they must surmount.

Regardless what the hearings may accomplish, it's unpleasant and undeniable fact that they've seriously damaged the prestige of uhf stations as a whole by tacit as well as expressed admissions of failures. With a few exceptions, the successful uhf operators have scrupulously avoided the hearings -- but several have remarked privately they're feeling the psychological impact where it hurts -- the pocketbook.

383 STATIONS NOW ON AIR; 10TH IN CANADA: Month of May was least prolific for new TV starters since freeze-end in mid-1952. New KFXJ-TV, Grand Junction, Colo. (Ch. 5) was only second starter of the month (other having been KGLO-TV, Mason City, Ia., on Ch. 3, and only the 42nd so far this year. It makes 383 now on air, 125 of them uhf.

More stations actually quit than started in May. Besides this week's dropout of WECT, Elmiria (see p. 4), uhf outlets went off the air in Atlantic City, Flint and Monroe, La.; and a vhf quit in Pueblo, Colo. (for details, see Vol. 10:19-20).

Canada's 10th station is now also on the air -- CBWT, Winnipeg (Ch. 4), sixth to be operated by govt.-owned Canadian Broadcasting Corp.; it began test patterns May 24, starts programming May 31, with 10-kw RCA transmitter, offered at $200 rate.

Veteran radioman Rex G. Howell's new station in Grand Junction is only outlet in the vast space between Denver & Salt Lake City; it uses the 500-watt Gates transmitter, first such for TV, originally used by the now-defunct KFXD-TV, Nampa, Ida. (Ch. 6), which quit air for economic reasons last Aug. (Vol. 9:34). It also has 3-bay GE antenna on 540-ft. Aerial tower. Non-interconnected, it's scheduled to get kines from ABC, DuMont & NBC, starts programming May 30 after week of tests. E. A. Thomas is exec. v.p.; Ruth Howell, program director. Base rate is $120. Rep is Hal Holman.

* * * *

June may bring a dozen or more new starters, if advance reports of principals and equipment makers can be believed. Listed for June starts -- though we again caution that delays: are the rule -- are these vhf: WLAC-TV, Nashville (Ch. 5); WISH-TV, Indianapolis (Ch. 8); KELP-TV, El Paso (Ch. 13); KGEQ-TV, Enid, Okla. (Ch. 5); WBHT, La Crosse, Wis. (Ch. 8); KGVO-TV, Missoula, Mont. (Ch. 13); WDBO-TV, Orlando, Flo-
rida (Ch. 6); KDOO-TV, Sedalia, Mo. (Ch. 6); WPBN-TV, Traverse City, Mich. (Ch. 7); WTHI-TV, Terre Haute, Ind. (Ch. 10).

In Canada CHCH-TV, Hamilton, Ont. (Ch. 11) and CFCM-TV, Quebec City (Ch. 4) are due on the air in June. In Mexico, XEFE-TV (Ch. 11) is reported building at Nuevo Laredo, opposite Laredo, Tex.

These uhf are also on books as June starters: WMSL-TV, Decatur, Ala. (Ch. 23); KVDO, Corpus Christi, Tex. (Ch. 22); WCET, Cincinnati (Ch. 48, educational); WBOC-TV, Salisbury, Md. (Ch. 16). There are several others, but their equipment situation is still obscure and it's doubtful whether they will start in June.

MORE VHF GRANTS NEAR, ANOTHER UHF SUSPENDS: No CPs were issued by FCC this week as members attended NARTB convention -- though 3 initial decisions were produced and another was lined up through dropout. One uhf station went silent, meanwhile, and 3 uhf CPs were surrendered to Commission. Initial decisions favored the following:

Dothen, Ala., Ala-Fla-Ga TV Inc., Ch. 9; Phoenix, Ariz., Arizona TV Co., Ch. 3; Petersburg, Va., WSSV, Ch. 8. Readied for an initial decision for Ch. 2 in Henderson, Nev., through dropout of KRAM, was Southwestern Publishing Co. Inc.

Station suspending was WECT, Elmira, N.Y. (Ch. 18), which asked permission to remain silent for 120 days "pending study of economic situation." It told FCC it has suffered losses every month since start in Oct. 1953. It's 17th station (14th uhf) to go off air, not counting those which went silent temporarily but resumed.

The CPs cancelled this week: WIP-TV, Philadelphia (Ch. 29), held by Gimbels since Nov. 1952; WTVX-TV, Goldsboro, N.C. (Ch. 34); WCRS-TV, Greenwood, S.C. (Ch. 21). Their defection brings total CP cancellations to 82 -- 70 uhf, 12 vhf.

Petersburg was the only one of the initial decisions resulting from hearing that went all the way. Examiner Claire Hardy chose WSSV over Southside Va. Telecasting Corp. because of local residence and community activity of former's principals and because it proposed programs more attuned to Petersburg than to nearby Richmond. Pres. of WSSV is Louis Peterson. Opponent is headed by Tom Tinsley, operator of WLEE, Richmond and WTH, Baltimore -- holder of CP for Ch. 72 in Baltimore.

(FOR DETAILS ABOUT PRINCIPALS IN ALL FOREGOING CASES, SEE TV FACTBOOK NO. 18.)

FILM SCANNERS KEY TO HEAVY COLOR SCHEDULES: Insistent cry for "more color shows," heard at all levels of the industry, looks as if it has produced results -- in form of intense development of color film scanners. Nothing at NARTB convention in Chicago this week was more apparent than feeling of telecasters that bulk color programming -- the kind of day-in-day-out fare that creates demand and sells sets -- must come from film. And substantial fruition is expected this fall.

Manufacturers' awareness of film's importance was even more obvious -- as 4 of them delivered some of the most vigorous sales pitches we've ever heard at a NARTB convention -- and we've heard a lot of them.

Not that live cameras aren't exciting plenty of interest, nor that the 2-way fight between RCA and GE isn't being waged fiercely -- but reaction of many telecasters is similar to that of Walter Damm, WMJ-TV, Milwaukee, who says he's going to rely on the networks for color "extravaganzas" for the foreseeable future even though he now has one RCA live camera (Vol. 10:21).

The 4 manufacturers who showed scanners were DuMont, GE, Philco, RCA. Technical comparisons are extremely difficult because some scanners are more fully developed than others and it's impossible to draw final conclusions as to the soundness of their basic principles. Some showed consistently good pictures hour after hour. Others were obviously rushed too soon from the labs. At their best, pictures produced were certainly superior to results achieved in black-&-white at comparable stage of development. Of course, there's always question of how nearly the average station can approach performance demonstrated on exhibition floor.

Even prices were extremely difficult to compare. The only way station engineers were able to draw conclusions was to sit down with sales engineers and ask how scanners can be integrated with their specific equipment and program plans. As a very rough guide, however, a station with no color equipment at all will have to lay out $50,000-100,000 to add color film, slide and network rebroadcast equipment.
Contemplating the new and difficult arts of producing live color, engineers nourished hopes of running color film as they do monochrome -- leaving up to the networks the tricky lighting, rehearsals, costume and make-up problems, etc.

Engineering judgment of highest order was demanded of station engineers as they attempted to distinguish between salesmanship and performance. Exhibit floor was where the men were separated from the boys.

* * * *

With choice of equipment so difficult, there's always possibility that stations will hesitate to buy anything. At same time, inter-station competition is such that no operator can afford to let his competitors get too great a head start.

Two basic kinds of scanners were shown -- RCA using conventional projector and 3-vidicon camera, the other 3 manufacturers employing continuous-motion projectors with single cathode ray tube used as flying-spot scanner.

Cross-claims of manufacturers are too numerous to mention. The continuous-motion proponents tout smoothness of operation and maintain that 3-vidicon approach has inherent registration problems. RCA asserts that "3-V" employs tried-&-true technique with which station engineers are familiar. RCA has support of General Precision Labs, which though it doesn't have color scanner, says it has tried continuous-motion cameras for years and would favor 3-vidicon approach.

All manufacturers report sales and great station interest. CBS and NBC are willing to try anything at least once, seem to be buying from all. DuMont reports it will deliver within a month to KTLA. Los Angeles, CBS and two others. Philco units are going directly from convention to NBC and CBS. GE has a "crash program" to produce 5 pre-production models for delivery in next few months. Regular production is slated for last quarter. RCA says it is writing business at a phenomenal rate; deliveries are due last quarter of this year.

Quietest of the bunch, until convention, was Philco, which first showed a 35mm color scanner at NARTB convention in Los Angeles last year. Now, it offers scanners in both 16mm and 35mm -- with camera mechanism made by Mitchell, slide equipment by Gray, both to Philco's specifications.

Among Philco innovations is 4000-ft. 16mm reel, giving 2 hours of programming. Company is only one making 35mm, reports it will be delivering first to NBC, CBS, Paramount, Technicolor, Air Force, Sylvania, and a few for export.

DuMont did some missionary work among ad agencies, seeking to change their minds from blase attitude expressed recently by some of top agencies (Vol. 10:20). Big agencies and advertisers were invited to submit their own film samples for tests at convention. DuMont claims that the demonstrations there are winning them over.

Among agencies participating: Gardner; Henri, Hurst & MacDonald; Beaumont & Hohman; Leo Burnett; BBDO; Campbell-Ewald.

* * * *

On live camera front, RCA was most impressive with its continuous demonstrations of exceptional quality -- fed from exhibition floor to 30 receivers 4 floors above. GE-CBS setup, employing field-sequential camera and coder (Vol. 10:8), has shown much improvement, attributed by GE engineers to use of Emitron in color in lieu of image orthicons. Emitron is British tube, made by E.M.I. Four of the units have already been sent to CBS. Regular production is due last quarter.

RCA camera shipments to date, in addition to the 5 already delivered to 3 stations (2 to WKY-TV, Oklahoma City; 2 to WBAP-TV, Ft. Worth; one to WTMJ-TV, Milwaukee), are as follows: 3 to NBC, one to CBS, one to WBEN-TV, Buffalo. CBS and NBC get one more each this month; KTLA, Los Angeles, is next.

Summing up live camera development, Philco's director of research for TV-radio-appliances Donald Pink (in speech read by Hazeltine v.p. Arthur Loughren) gave NARTB engineering session this evaluation:

"The present competition between NBC and CBS in the matter of color cameras can surely be counted on to accelerate the development of single-gun camera tubes. Perhaps we can leave the question of color cameras with the realization that only a handful of unfortunate engineers know enough about it to be confined to the problem until a completely satisfactory solution is found. We wish them luck, and soon."

Robert K. Richards, NARTB administrative v.p., resigned last week to become co-owner, with Walter Patterson, gen. mgr. of WKHM, Jackson, Mich., of local radio stations WIIAR, Clarksburg, W. Va., and WKJR, Keyser, W. Va., which they have purchased for $175,000 from G. L. II. Merrill. Patterson will run the stations. Richards will remain in Washington, may become a public relations counsel.

Alf M. Landon, pres. of KSCB, Independence, Kan., grantee of KTKA, Topeka (Ch. 42), elected v.p. of Daytime Broadcasters Assn.; he's the onetime GOP presidential candidate. Ray Livesay, WLBH, Mattoon, Ill., elected pres. of group.

John Schwartz, Belgian-born NBC-TV stage mgr. since 1951, on 3-month leave of absence this summer to serve as TV consultant to govt.-owned Belgian Institute of Broadcasting.

Arthur Pryor Jr., BBDO v.p. and head of its radio dept. since 1927, died in New York May 26 after week's illness. He was a son of the noted band leader, is survived by his widow, a married daughter and brother Roger Pryor, actor.

Paul Diamond, 38, eastern div. mgr. of Unity Television Corp., onetime Paramount TV executive, died of a heart attack in Chicago's Palmer House May 28. He had been attending NARTB convention.

Television Advertising Bureau, which has adopted symbol TvAB, had 105 stations signed, including many of the industry's leaders, by end of this week's NARTB convention—and it looks like it's definitely on the way to formation (Vol. 10:17, 19-20) despite rather lukewarm reception from NARTB hierarchy, the networks and some stations.

Ineligible for membership, networks aren't openly opposed, are taking a wait-&-see attitude, apparently none too pleased, skeptical about project for promotion of spot & local advertising a la ANPA's Bureau of Advertising. They frankly don't like the reps backing the project who they say promptly past attacks upon them, and they fear the bureau will devolve into a campaign headquarters against networks rather than for stations. Only one of the 16 owned-&-managed stations was among the signers—DuMont's WDTV, Pittsburgh—and that one on a "conditional" basis, subject to topside approval.

Skepticism among some independent stations was epitomized in this remark by one of the top managers, a pioneer both of radio and TV: "It's BAB all over again—accepted by a lot of fellows who don't know how to make money to have those who do show them how, and pay the bill." NARTB's position isn't clear yet, though it had a committee (director Robert Swezey, WDSU-TV, chairman) at work on a similar project, presumably to operate within the association's fold.

Basic idea—a station-supported bureau in New York, devoted to developing national and local advertising for stations—intrigued a large segment of the NARTB membership, who heard the TvAB presentation at crowded meeting, heard enthusiastic endorsements, then flocked to join up, willing to pay their highest July 1 quarter-hour time rate as monthly dues. The 105 signing represent some 40% of NARTB's TV membership, better than 25% of all stations on the air.

Next step: Nominating committee, around end of June, will send out ballots with 30 names for mail election of 15 board members, 5 each from respective markets of up to 150,000 population, 150-500,000, over 500,000. Then: Planning & organization, membership & staff personnel committees will be named for permanent setup, now temporarily headquarters in New Weston Hotel, N. Y.

Meanwhile, this executive committee of 12 is functioning with ex-NARTB employee-employer relations v.p. Richard P. Doherty as organizing consultant: Richard A. Moore, KTTV, Los Angeles, acting chairman; Frank Schreiber, WGN-TV, Chicago; Roger W. Clipp, WFIL-TV, Philadelphia; Charles Crutchfield, WBTV, Charlotte; Norman Gittleson, WJAR-TV, Providence; Jack Harris, KPRC-TV, Houston; Vernon Nolte, WHIZ-TV, Zanesville, O.; Wm. Quarton, WNTV, Cedar Rapids; L. H. Rogers, WSAZ-TV, Huntington; W. D. Rogers, K Dub-TV, Lubbock, Tex.; George B. Storer Jr., Storer stations; Harold P. See, KRON-TV, San Francisco.

TV membership of NARTB (257 stations, 4 networks) elected 2 new members of their board, reelected 4, so that there are now 11 members representing stations, 4 representing networks. Newly elected were John Esau, KTVQ, Oklahoma City, first from a uhf station, and Wm. O. Rogers, K Dub-TV, Lubbock, Tex. Reelected: Robert D. Swezey, WDSU-TV, New Orleans, present chairman; Clair R. McCollough, WGAL-TV, Lancaster, vice chairman; Harold Hough, WBAP-TV, Ft. Worth; Paul Rainborn, KTLL, Los Angeles; George B. Storer, Storer stations. Holdover members: Campbell Arnaux, WTAR-TV, Norfolk; Kenneth L. Carter, WAAM, Baltimore; Wm. Fay, WHAM-TV, Rochester; Ward L. Quail, Crosley stations; Alexander Stronach, ABC; Merle S. Jones, CBS; Ted Bergmann, DuMont; Frank M. Russell, NBC.
Station Accounts: Every major auto manufacturer is now using TV and/or radio, with TV network budgets reported up 67% for the auto industry as a whole, radio up more than 77%. This despite dropoff in auto sales and profits... Charles E. Hires Co. (beverages) had N. W. Ayer prepare 8-p. booklet, Hires TV & Radio TimeBuying Guide, which it is distributing to its franchised bottlers to give them tips on how to buy TV & radio time wisely... Standard Oil of Indiana, in new summer campaign for White Crown premium gas, using 11 TV, 34 radio stations, thru McCann-Erickson, Chicago... Tropicana Div., Pabst Brewing Co. (Tropicana non-fattening soft drink) buys 3 News of N.Y. weekly on WCBS-TV, thru Warwick & Legler... Alliance Mfg. Co. (antenna rotors) starts campaign in Aug. on 150-200 stations for all products, including "Lift-A-Dor" electronic device for opening overhead garage doors, thru Foster & Davies, Cleveland... Among other advertisers reported using or preparing to use TV: Superior Products Co., Dallas (Sil-O-See glass cleaner), thru J. D. Williams Adv., Dallas; Parker Pen Co., Janesville, Wis. (pens & pencils), thru J. Walter Thomas, Chicago; Eastco Inc., White Plains, N. Y. (Scratchex flea powder), thru Ruthrauff & Ryan, N. Y.; Polaroid Corp., Cambridge, Mass. (Polaroid Land camera), thru BBDO, Boston; Waterman Pen Co., Seymour, Conn. (pens & pencils), thru Fletcher D. Richards, N. Y.; So Good Potato Chip Co., St. Louis (So Good potato chips), thru Ruthrauff & Ryan, St. Louis; Artra Cosmetics Inc., Montclair, N. J. (Imra odorless deplatory), thru Grey Adv., N. Y.; Bon Bone Ice Cream Corp., N. Y. (chocolate-covered ice cream), thru Hilton & Riggio, N. Y.; National Selected Products Inc., N. Y. (7-Minit Fluffy Frosting), thru Duane Jones Co., N. Y.; Tree Sweet Products Co., Santa Ana, Cal. (Tree Sweet juices), thru BBDO, Los Angeles; Sockey-Vacuum Oil Co., N. Y. (gas & oil), thru Ted Bates Co., N. Y.; Eno-Scott & Bowne, Bloomfield, N. J. (Brylcreem hair dressing), thru Atherton & Currier, N. Y.

Network Accounts: Coast-to-coast routing of Dave Garroway's highly successful Today (7-9 a.m.) on NBC-TV is scheduled to start Sept. 27, when it's extended on the line off kine (8:9 a.m.) to KNBH, Los Angeles; KRON-TV, San Francisco; KFSBD-TV, San Diego... Speidel Co. (watch bands) buys last remaining 20 min. of Sid Caesar Show in fall on NBC-TV, Mon. 8-9 p.m., thru Sullivan, Stauffer, Colwell & Bayles; other sponsors are RCA & American Chicie Co. Lucky Strike to sponsor Your Playtime, summertime drama & comedy series, on CBS-TV starting June 13, Sun. 7:30-8 p.m., thru BBDO... Toni to sponsor Jack Paar Show on CBS-TV starting July 17, Sat. 9:30-10 p.m., thru Leo Burnett Co.... Geritol (drugs) buys Two in Love, new human interest program featuring Bert Parks, on CBS-TV starting in fall, Sat. 10:30-11 p.m., thru Edward Kletter Assoc.... Hazel Bishop (cosmetics) buys 10 programs on NBC-TV Tue. 8-9 p.m. in fall for Martha Raye, thru Raymond Specter Co.; Buick sponsors Milton Berle on 20 programs, General Foods backs Bob Hope on 6... R. J. Reynolds Tobacco Co. (Winston cigarettes) buys 2 parts, a week for rest of year on CBS-TV Morning Show, Mon.-thru-Fri. 7-9 a.m., thru Wm. Esty... Campana Sales Co. (cosmetics) to be all-day sponsor of 10-10:15 a.m. segment of Arthur Godfrey Time simulcast on CBS starting May 31, Mon.-thru-Fri. 10-11:30 a.m., thru Morey, Humm & Johnstone... Lemon Products Advisory Board, Los Angeles, buys 10 min. of Saturday Night Revue on NBC-TV starting June 12, Sat. 9-10:30 p.m., thru McCann-Erickson; sponsors previously signed: Dow Chemical, Armour & Co. (Dial soap), American Chicie Co. (Dentyne), Griffin Mfg. Co. (shoe polish), GE (major appliances), Cadbury Packing Co. (Old Dutch cleanser).

Arthur B. Church, KMBC-TV & KMBC, Kansas City, elected pres. of Radio Pioneers at 13th annual banquet during NARTB convention.

Highest Rate now for any TV station is that of NBC's New York key WNBT, which charges $6200 for Class AA hour (10:30-11 p.m., daily, 6-7:30 p.m. Sun.) in Rate Card No. 14 effective June 1. This is up from $5500, in effect since last Dec. 1. Class AA 20-sec. spot is $1975, up from $1095; 10-sec., $815, up from $565. Class A hour rate (7-7:30 p.m. Mon.-thru-Sat.) is raised to $4500 from $4250; 30-sec., to $1095 from $750; 10-sec., to $565 from $350. There are other changes in new rate card, to follow "as of" June 1. Rate卡 No. 14 effective May 15, which has hour rate of $6000 for certain Class A (7:30-10 p.m. Mon.-Sat.; 6-11 p.m. Sun.), having raised from $4800 (Vol. 10:18). Following is a digest of the new WNBT rates:

### Digest of Rate Card No. 14 (June 1, 1954)

<table>
<thead>
<tr>
<th>Hour</th>
<th>Rate</th>
</tr>
</thead>
<tbody>
<tr>
<td>30 Min.</td>
<td>$1200</td>
</tr>
<tr>
<td>15 Min.</td>
<td>$600</td>
</tr>
<tr>
<td>10 Min.</td>
<td>$400</td>
</tr>
<tr>
<td>5 Min.</td>
<td>$200</td>
</tr>
<tr>
<td>2 Sec.</td>
<td>$50</td>
</tr>
<tr>
<td>1 Sec.</td>
<td>$25</td>
</tr>
<tr>
<td>1/2 Sec.</td>
<td>$12.50</td>
</tr>
<tr>
<td>1/4 Sec.</td>
<td>$6.25</td>
</tr>
<tr>
<td>30-sec.</td>
<td>$1200</td>
</tr>
<tr>
<td>20-sec.</td>
<td>$600</td>
</tr>
<tr>
<td>10-sec.</td>
<td>$300</td>
</tr>
<tr>
<td>5-sec.</td>
<td>$150</td>
</tr>
<tr>
<td>3-sec.</td>
<td>$75</td>
</tr>
<tr>
<td>2-sec.</td>
<td>$37.50</td>
</tr>
<tr>
<td>1-sec.</td>
<td>$18.75</td>
</tr>
<tr>
<td>30 Min.</td>
<td>$1200</td>
</tr>
<tr>
<td>15 Min.</td>
<td>$600</td>
</tr>
<tr>
<td>10 Min.</td>
<td>$400</td>
</tr>
<tr>
<td>5 Min.</td>
<td>$200</td>
</tr>
<tr>
<td>2 Sec.</td>
<td>$50</td>
</tr>
<tr>
<td>1 Sec.</td>
<td>$25</td>
</tr>
<tr>
<td>1/2 Sec.</td>
<td>$12.50</td>
</tr>
<tr>
<td>1/4 Sec.</td>
<td>$6.25</td>
</tr>
<tr>
<td>30-sec.</td>
<td>$1200</td>
</tr>
<tr>
<td>20-sec.</td>
<td>$600</td>
</tr>
<tr>
<td>10-sec.</td>
<td>$300</td>
</tr>
<tr>
<td>5-sec.</td>
<td>$150</td>
</tr>
<tr>
<td>3-sec.</td>
<td>$75</td>
</tr>
<tr>
<td>2-sec.</td>
<td>$37.50</td>
</tr>
<tr>
<td>1-sec.</td>
<td>$18.75</td>
</tr>
<tr>
<td>30 Min.</td>
<td>$1200</td>
</tr>
<tr>
<td>15 Min.</td>
<td>$600</td>
</tr>
<tr>
<td>10 Min.</td>
<td>$400</td>
</tr>
<tr>
<td>5 Min.</td>
<td>$200</td>
</tr>
<tr>
<td>2 Sec.</td>
<td>$50</td>
</tr>
<tr>
<td>1 Sec.</td>
<td>$25</td>
</tr>
<tr>
<td>1/2 Sec.</td>
<td>$12.50</td>
</tr>
<tr>
<td>1/4 Sec.</td>
<td>$6.25</td>
</tr>
<tr>
<td>30-sec.</td>
<td>$1200</td>
</tr>
<tr>
<td>20-sec.</td>
<td>$600</td>
</tr>
<tr>
<td>10-sec.</td>
<td>$300</td>
</tr>
<tr>
<td>5-sec.</td>
<td>$150</td>
</tr>
<tr>
<td>3-sec.</td>
<td>$75</td>
</tr>
<tr>
<td>2-sec.</td>
<td>$37.50</td>
</tr>
<tr>
<td>1-sec.</td>
<td>$18.75</td>
</tr>
</tbody>
</table>

* Rates are for Class AA only.

Final draft of standardized TV film contract is now ready to be submitted to film distributors for comments, and standard contract form should be ready by fall. Development of contract has been first big project of NARTB's TV film committee as directed by chairman Harold Sees, KRON-TV, San Francisco at May 25 TV Film Workshop at NARTB Chicago convention.

Spot and local radio time sales appear to be holding fairly firm by and large—but network radio is slipping (see latest PIB figures, p. 16) and CBS affiliates at Chicago NARTB convention closed meetings discussed downward adjustments in night time rates and possible upping of daytime rates. Other radio networks, too, face similar problem but only CBS held a formal affiliates meeting to sound out reaction; and, just as CBS led way in cutting rates 2 years ago, it won't be surprising to find it offering "revalued" time rates again soon. Meanwhile, tremendous drives are on to tell story of radio's cheaper costs and to hypo sales, with BAR urging more intensive selling effort and CBS Spot Sales out with new study titled Keeping Taps on 14 Markets which shows that radio homes therein increased 25% between 1947-53; that home sets went up 65%; that home-auto sets combined exceeded TV receivers by 14/16 in those markets in 1983.

Philadelphia Inquirer's WFIL (Roger Clipp, gen. mgr.), which in 1950 was one of first to change rate structure avowedly to meet TV inroads, announces "one-rate" card, effective June 1, whereby it does away with conventional time classifications. Single-rate base will be $350 an hour in lieu of old $315 rate for 7 a.m.-10 p.m. and $200 for 10 p.m.-7 a.m. There's differential, however, in discount structure, which cuts 7-10 p.m. by $140 an hour and after 10 p.m. by $175—so that in effect new rate card ups day rates, lowers night.

Changes in transcription rules, both radio and TV, will be sought by NARTB in petition to be filed with FCC. Objectives: relaxation and clarification. Also to be filed is petition asking permission to operate AM directional antennas by remote control.
ROUNDTABLE discussion by 6 FCC commissioners (Webster absent) at NARTB convention covered great variety of subjects in addition to the hottest one—uhf situation (pp. 1-3)—gave insight to individual commissioners' philosophies. Among topics covered and reactions presented:

(1) Why are hearing decisions so long in coming? Comr. Doerfer pointed out that length of hearing record frequently determines time required. He said situation can be helped by new procedures—stipulations, pre-hearing conferences, agreements on points of reliance, etc. More help is expected from further changes, now in the works. He also noted that examiners are independent, can't consult with FCC, and he looked for chief examiner, recently appointed, to assist in cutting down delays.

(2) Boosters and satellites. Comr. Sterling said FCC hopes to have answers before long, getting help from experimental operators such as Ben Adler, RCA and Sylvania. Among policy questions Commission must decide, he said, are whether to use the repeaters to fill holes or extend service to areas outside normal contours—and whether they should be permitted in communities that already have conventional stations. Comr. Hennock would permit only uhf operators to employ satellites, saying that vhf stations could "control entire states" with them. Comr. Doerfer observed: "The ultimate objective is to get service to the public, not who in the industry gets hurt."

(3) Subscription TV. Asked if decision on subject is up to Federal courts, Comr. Hyde said he didn't believe courts are involved. Commission is studying the subject, he said, and is "giving it consideration consistent with our other duties." He said he believes main job is still to get stations going.

(4) Community antenna systems. Comr. Doerfer said matter should be handled on local basis; it's up to local govs. to determine how they want their communities to get TV. He stated FCC intervention would be "almost akin to the Federal Govt. interfering with local educational systems." He also noted there's question whether systems are interstate or intrastate commerce; if latter they're definitely out of FCC's jurisdiction.

(5) Educational reservations. Comr. Hennock insisted reservations must be indefinite because it takes educators so long to act. She reiterated opinion that educational stations must not be permitted to go commercial. Comrs. Hyde and Bartley noted that FCC rules, including channel reservations, are always subject to change.

(6) Station sales. "Is FCC now more tolerant of quick purchases and sales of stations to improve one's position in the industry?" Comrs. Hyde and Doerfer expressed view that if Congress wants Commission to give prospective purchasers different scrutiny than it does original applicants it should pass law to require it. Comr. Bartley said he's concerned about investment houses entering TV—radio just for investment. The more local ownership the better, he stated. If licensees are abusing right of sale, he concluded, it's up to Congress to "take a new look." Comr. Lee said one criterion should be how long station is on air before sale. He reiterated doubts expressed in his opinion on sale of KOTV, Tulsa, to J. H. Whitney interests (Vol. 10:14-20).

Spectrum utilization is "shockingly low," FCC broadcast bureau chief Curtis Plummer told NARTB engineering conference, and he suggested great variety of means for improvement. In TV, he commended work that produced improvement through offset carrier and, in color, through introduction of subcarrier. He indicated that boosters and satellites offer promise of increased channel efficiency, which is now only about 20%. For AM, he seemed particularly hopeful about "wired wireless," the technique used in "campus radio"—induction of signal on RF cables, electrical power lines & telephone lines. Suggesting the system for stations otherwise limited by interference, he said: "Here would appear to be a means of serving a large number of people with a rather small expenditure of power, and, most importantly, with a comparatively minor potential for interference to other stations."

Remote control of TV stations, including boosters and satellites, was visualized by Thomas W. Forget, plant mgr. of Rust Industrial Co., in talk during NARTB engineering conference. "It scarcely requires a prophet," he said, "to predict that mountain-top stations, operated by remote control, will be a reality in the not too distant future. Many rural areas may find that their only hope of receiving good TV coverage will be through booster or satellite stations, possibly affiliated with some larger TV stations. The constant improvements in transmitting plant equipment is making it obvious that the time is approaching when remote control can take over the boring and unrewarding job of standing mountain-top TV transmitter watches."

"A little Empire State Bldg." in Minneapolis is Foshay tower, now supporting WCCO-TV (Ch. 4) and share-time WTCN-TV & WMJN-TV (Ch. 11) and due to get Ch. 9 when KEYD initial decision is made final (Vol. 10:21). Supervising job is WCCO-TV technical director John Sherman, who reports that 160-ft. tower atop building will have Ch. 4 at top, Ch. 11 in middle, Ch. 9 at bottom.

RETMA committee on boosters & satellites (Vol. 10:17) reported to May 27 Chicago meeting of technical products div. under GE's W. J. Morlock that it has held organizational meeting and assigned its members different phases of the issue for study before next meeting June 23. Committee under Ben Adler, Adler Communications Laboratories, hopes to gather information and operating experience, make recommendations and supply FCC with data. Other committee members: E. E. Overmier, Sylvania; L. A. Bondin, Prodelin; Neal McNaughten, RCA; J. P. O'Neill, DuMont; C. J. Simon, GE; J. R. McKenna, Philco; E. A. Hungerford, General Precision Lab; Leonard Rooney, Raytheon; Albert G. Veldhuis, Wind Turbine Corp.; Lester C. Smith, Spencer-Kennedy Labs; Aaron Shelton, WSM-TV, Nashville.

Joshing the intent of the Bryson bill (Vol. 10:21), which would ban advertising of all alcoholic beverages in interstate media, Reps Dingell (R-Mich.) and Eberharter (D-Pa.) this week introduced identical bills similarly to ban advertising of cigarettes, cigars, smoking tobacco & chewing tobacco. Speaker for House Commerce Committee, where bills were referred, called them "forms of subtle sarcasm" directed at Bryson measure. Latter, he said, undoubtedly will be killed in committee.

Channel shifts and power increases: KCMC-TV, Texarkana, Tex. (Ch. 6), May 27 boosted power to 100-kw ERP; WBNS-TV, Columbus (Ch. 10), May 22 went to 220-kw. WMJF-TV, Youngstown, June 4 becomes first uhf station to shift channel when it goes from Ch. 73 to 21 (Vol. 10:19;21); WTVAR-TV, Norfolk, June 10 moves from Ch. 4 to 3; WFBM-TV, Indianapolis (Ch. 6), June 4 begins 100-kw ERP from new 1019-ft. tower.

Sen. Edwin C. Johnson (D-Colo.) will be speaker at June 16 banquet winding up 2-day convention of National Community TV Assn. at New York's Park Sheraton Hotel.

New community TV system was authorized by Scottsbluff, Neb. city council under 10-year franchise granted L. L. Hilliard, owner of local radio KOLT.
Lottery Rules were amended by FCC this week to conform with last month’s Supreme Court decision reversing ban on “giveaway” shows (Vol. 10:15). Effective date of the rules, originally adopted in Aug. 1949, had been postponed pending court appeal by ABC, CBS & NBC, and they now go into effect 30 days after publication in Federal Register. Wording is same as rules originally proposed, except that portions pertaining to giveaway shows have been deleted. The identical amendments to AM, FM & TV rules (Sections 3.192, 3.292 & 3.656):

An application for construction permit, license, renewal of license, or any other authorization for the operation of a broadcast station will not be granted where the applicant proposes to follow or continue to follow a policy or practice of broadcasting or permitting the broadcasting of, any advertisement of or information concerning any lottery, gift lottery, gift enterprise, or similar lottery, gift enterprise, or scheme, whether said list contains any or all of such prizes.

The determination whether a particular program comes within the provisions of paragraph (a) of this section depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of paragraph (a) of this section if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, as is the case of the prizes drawn or awarded by means of a lottery, gift lottery, gift enterprise, or such scheme, whether said list contains any or all of such prizes.

Notre Dame and NCAA, at odds on controlled football telecasts, clashed anew at NARTB convention session. The university’s exec. vp. Rev. Edmund P. Joyce called game-of-the-week plan “reactionary, socialistic, artificial and of doubtful legality.” NCAA exec. secy. Walter Byers defended policy of controlled football telecasts on grounds research had proven that many smaller schools had been hurt by televising nearby games; he said NCAA would be willing to listen to reasonable modification of game-of-the-week plan. N. W. Ayer’s Jerry Jordan said 1953 had proven “sportcasting is not going to destroy sports,” citing record attendance at fights, Kentucky Derby, World Series and other major sports events. Two baseball executives, George Trautman, pres. of minor leagues, and Frank Lane, gen. mgr. of Chicago White Sox, agreed televising of major league baseball games in minor league territory had hurt attendance at minor league games. Trautman blamed TV for decline in minor league attendance from 41,000,000 in 1949 to 22,000,000 last year.

Headliners Awards for TV-radio, announced May 29 at Atlantic City: To Edward R. Murrow and CBS-TV for “general excellence in presentation of See It Now”; WBNS-TV, Columbus, for “general excellence in coverage, commentary and editing of local events”; ABC-radio for “consistently outstanding radio network news broadcasting”; CBS-radio & CBS public affairs director Stuart Novins for outstanding public service in documentary Feature Project series; WEIE, Cleveland, for outstanding reporting by radio station.

“UHF Success Story” titles article about WABF-TV, Baton Rouge (Ch. 28), in current issue of RCA’s Broadcast News, which reports station was operating in black less than 50 days after first broadcast in April 1953. In same issue is comprehensive description of Denver’s KBTB (Ch. 9) by station mgr. Joseph Herold and article on first week of WFTL-TV, Fort Lauderdale (Ch. 23), by chief engineer Richard Northey.

Commercial sponsorship of Congressional proceedings would be banned by bills S. Res. 249, introduced by Sen. Bennett (R-Utah) and HR-9152 by Rep. Cellar (D-N.Y.). Rep. Meader (R-Mich.) introduced bill (H. Res. 550) to govern House committee hearings, which would give each committee authority “upon such terms and conditions as it deems advisable, to permit the broadcasting and telecasting of its proceedings . . . .
CHICAGO convention of NARTB, whose exhibits featured an estimated aggregate of about $4,000,000 worth of TV-radio station equipment, heavily weighted on the side of TV and color, had practically all of the sales brass of the station equipment manufacturers tied up this week—so not much activity was reported from their home offices. Only new station order disclosed this week was GE’s—for 35-kw transmitter, 6-bay antenna and studio equipment for delivery on date as yet unspecified to KCKT, Great Bend, Kan. (Ch. 2).

RCA shipped 25-kw transmitters May 25 to WGR-TV, Buffalo (Ch. 2) and on May 26 to WMTW, Poland, Me. (Ch. 8), both due on air in July—latter to transmit from Mt. Washington. RCA also shipped 50-kw power supply units this week to WHO-TV, Des Moines (Ch. 13) and KOLN-TV, Lincoln, Neb. (Ch. 12), and 50-kw amplifiers to WJAR-TV, Providence (Ch. 10) and WAAM, Baltimore (Ch. 13). DuMont shipped 25-kw visual & aural amplifier to WCSC-TV, Charleston, S. C. (Ch. 5) and 25-kw visual amplifier to KFBC-TV, Cheyenne, Wyo. (Ch. 5), enabling both to increase from 5-kw.

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

KREM-TV, Spokane (Ch. 2), hoping to get on air early next fall, has 747-ft. Truseon tower slated for delivery within 2 weeks, reports chief engineer Ralph E. Meador for owner Louis Wasmuer. Order of transmitter and other equipment was being contemplated at NARTB convention. Rep not yet chosen.

KUTV, Salt Lake City (Ch. 2), expects June delivery of 20-kw composite transmitter being custom-built in own Salt Lake City workshops, plans Aug. 1 test patterns, reports gen. mgr. Frank Carman. Blaw-Knox 200-ft. tower with RCA 3-bay antenna is to be ready by June 18; programming as ABC affiliate starts between Aug. 15 & Sept. 15. It’s owned by Frank Carman & Grant Wrathall (25% each) and Salt Lake Tribune and Telegram (50%). Base hour will be $450. Rep will be Hollingbery, who will offer it under “group market plan” along with 4 other stations with interlocking ownership—KOPR-TV, Butte, Mont. (Ch. 4), which began last Aug.; KLIN-TV, Twin Falls, Ida. (Ch. 11), due in Aug.; and KIFT, Idaho Falls (Ch. 8), and KWIK-TV, Pocatello, Ida. (Ch. 10), both due next fall.

WUSN-TV, Charleston, S. C. (Ch. 2), has ordered 25-kw RCA for July 10 delivery, plans Sept. 1 test patterns, Sept. 25 programming, reports pres. J. Drayton Hastie. Its 850-ft. Kimco tower with 6-bay superturnstile RCA antenna is scheduled to be ready by July 10. It affiliates with NBC & DuMont, will be second station there, WCSC-TV (Ch. 5) having begun last June with CBS & ABC service. H-R Television will be rep.

WJNO-TV, West Palm Beach, Fla. (Ch. 5), now installing 10-kw RCA transmitter, plans test patterns in Aug. when 366-ft. Idecro tower with 183-ft. 12-bay RCA superturnstile antenna is due for completion, writes gen. mgr. Walter L. Dennis, ex-WLTS-TV, Lansing. It will be primary NBC. Theodore Granik (American Forum of the Air) owns 24%. It will be city’s second station, WIRK-TV (Ch. 21) having started last Aug. 31. Rep will be Meeker.

WISH-TV, Indianapolis (Ch. 8), has 12-bay RCA antenna installed on interim 473-ft. Idecro tower, expects to meet July 1 programming target, with test patterns starting about one week before, reports v-p. gen. mgr. Robert E. McConnell. Buildings are ready, but 50-kw RCA transmitter remains to be installed. It has signed as interconnected ABC and secondary CBS affiliate, will be first local competitor for pre-freeze WFBM-TV. Base hour will be $800. Bolling will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), with some RCA equipment on hand and balance awaiting completion of transmitter house, plans test patterns last week of June or first week of July, reports pres.-gen. mgr. Les Biederman. It will have 6000-sq. ft. new studio building. Foundations for Stainless tower, to be shipped in 2 weeks, are being poured. Signed as NBC affiliate, it will be only TV station of Paul Dunyan Network, operator of 5 AM locals. Hal Holman will be rep.

WSPA-TV, Spartanburg, S. C. (Ch. 7), without target because of Paris Mt. transmitter site appeals by WAIM-TV, Anderson and WQVL, Greenville (Vol. 10:10, 11, 14, 18, 20) could get on the air within 90 days as it has acquired former WBFC-FM Paris Mt. transmitting plant, complete with 400-ft. tower, reports production director Dave Steele. TV studios, being remodeled from 3 stores adjacent to radio WSPA, will be ready within 90 days, according to pres.-gen. mgr. Walter J. Brown. It will be CBS affiliate. Rep not yet chosen.

WTIK-TV, Durham, N. C. (Ch. 11), changes call letters to WTVD (Vol. 10:14), has 5-kw DuMont transmitter ordered for July 1 delivery, to be followed by 50-kw later, writes pres. Harmon D. Duncan. Test patterns are scheduled for Aug. 20, with commercial operation to begin in Sept. as ABC affiliate. Durham is 20 mi. northwest of Raleigh, where WNAO-TV (Ch. 28) began last July. Its transmitter will be 9 mi. north of Durham, where Kimco 700-ft. tower with 12-bay RCA antenna is due to be ready by July 24. Headley-Reed will be rep.

KGVQ-TV, Missoula, Mont. (Ch. 13), 12-bay GE antenna on plans to complete 200-ft. Idecro tower June 7, shortly after 5-kw GE transmitter is installed. June 21 tests are now contemplated by owner-gen. mgr. A. J. Mosby. Coverage of all western Montana is expected from transmitter site on mountain 1905-ft. above av. terrain, near Evaro, 10 mi. north of Missoula. KGVO-TV proposes to carry programs from all 4 networks. Hour rate will be $200. Rep will be Gill-Perna.

WMSL-TV, Decatur, Ala. (Ch. 23) plans to begin programming June 14 after airing test patterns earlier in day, reports mgr. Bill Guy. Studios and 1-kw RCA transmitter are in downtown Mutual Savings Life Bldg., with 380-ft. RCA tower & antenna on roof. It will be first outlet in Muscle Shoals area; WDEF-TV, Chattanooga (Ch. 12) and WROM-TV, Rome, Ga. (Ch. 9) are more than 100 mi. away. Base hour has been upped from $100 to $150. Rep will be Walker.

Havana’s CMTV (Ch. 11), known as Television del Caribe, which was constructed by the George Storer interests but quit the air in April after heavy losses during less than year’s operation (Vol. 10:18), has been acquired by Telemundo S.A., operator of CMA-TV, Havana (Ch. 2), owned by El Mundo publisher Amadeo Barletta, who also is Cuban distributor for Cadillac, Oldsmobile, & Chevrolet. It’s being moved now into CMA-TV quarters, using same technical & studio facilities and staff. Reported purchase price of CMTV facilities: $200,000.

Counting on uhf booster approval by FCC, Lanibada-Pacifie Engineering Inc., 14757 Keswick St., Van Nuys, Cal. is offering unit to sell for $2500-$3500. Heart of device is travelling-wave tube, which chief engineer L. W. Mallach claims has such small time delay that problems of polarization etc. just don’t arise. Booster produces about 2-watts ERP, is claimed to cover 2 mi. with beam about 45 degrees wide.

How to get into TV is subject of Your Place in TV—
a Handy Guide for Young People, by Rev. Edwin B. Broderick, director of radio & TV communications for Archdiocese of N. Y. (McKay, 142 pp., $2.75).
HIGH STAKES IN BIG-SCREEN COLOR BATTLE: Even as set manufacturers received letter from CBS-Hytron v.p. John Q. Adams, in effect suggesting they hold everything for unveiling of new 205-sq. in. color tube in June, RCA this week abruptly called off production of its 19-in. tube in favor of "bigger, better and cheaper" 19-in. model to come later this year.

Long-awaited 19-in. CBS "Colortron 205" gets first press showing sometime in June -- but it's believed to be in limited production now, and those who have had a sneak preview are enthusiastic. CBS-Hytron topkicks are mum about details, saying only "you'll see it in a few weeks."

Like RCA's color tubes, it's believed to be 3-gun shadow-mask type, but with curved screen & mask like CBS's 15-in. developmental tube (which never really got into production) instead of flat assembly employed in RCA tubes to date. DuMont's enthusiastically received 19-in tube, with 185-sq. in. picture (Vol. 10:18,20), also has curved mask, is due for delivery by fall.

RCA's set-making plans remain unchanged -- at least on the surface -- with company sticking to previously announced plans to make 5000 15-in. and 5000 19-in. sets this year. Some 4000 of the 15-in. have already been delivered, and after the remaining 1000 are turned out, RCA intends to close down 15-in. production forever. The 5000 19-in. sets are to use RCA's new 19-in. tube in place of old 182-sq. in. model shown to engineers in January (Vol. 10:2) and recently in limited production.

RCA turned out a few hundred 19-in. tubes, found that the "shrinkage" -- or rejection rate -- ran as high as 3 out of every 4. And the bigger-screened CBS and DuMont tubes -- plus whatever Philco and others may soon announce -- loomed as formidable competitors in the big battle for color tube leadership.

No. 1 project at RCA today is getting the new bigger 19-in. tube in shape, with every resource of company behind round-the-clock effort to have the super-duper kinescope ready for symposia and sampling by July, production by fall.

New 19-in. RCA tube will have larger picture, and be "brighter, simpler, less expensive," in words of Chairman David Sarnoff, who gave us this description in response to query: "It's still a 3-gun RCA shadow-mask tube, with all the improvements that we have been able to make in the course of our development. It's a natural development of our continuing work on color tubes, and doesn't mark any change in our policy." Details are still top secret.

Letter from RCA to set makers this week gave no details of new tube -- not even size -- except to inform them that "we are completing development on a new tricolor kinescope incorporating important improvements in design and picture size." It added: "With the completion of present orders on our books for the RCA developmental [19-in. tube] we will accept no additional orders for this type." It was learned that one order for 7500 units had been returned.

There still could be plenty of surprises in the fiercely competitive picture tube field, as manufacturers jockey for position in color. One thing is plain -- they're all playing their cards close to the chest.

Will someone skip 19-in. entirely, go directly to 21? Could be. Tube makers now have sample 21-in. rectangular bulbs on hand for both shadow-mask and focus-mask (Lawrence) types, and glassmakers stand ready to turn on the production of any type. Though mock-up 24-in. "color tubes" were shown at IRE convention last March, there's no reason to believe anyone is seriously considering that size now. Most tube and receiver makers agree 21-in. will be ideal size for color, as it has proved to be for monochrome. This much is sure: Color TV's 15-in. stage is over.
PLenty of Life in TV Trade During May: Despite month-long Philco strike and normal seasonal downturn, TV trade showed lots of ginger in May -- tapering off from high April levels but standing well above the levels of May 1953.

May factory sales are estimated at 300,000-350,000 sets, down from 440,000 in April but above the 250,000 in May 1953. Distributor sales are estimated at between 275,000-325,000 vs. 410,000 in April and 250,000 in May 1953. Retail sales likewise are expected to be somewhat lower than the 400,000 sold in April, but well above the 244,191 sold in May 1953. Retail sales estimate couldn't be obtained.

Inventory figure isn't available yet -- but advance indications are that the inventories rose little during May -- nowhere near the 200,000 jump reported at the factory level in May 1953. End-of-April inventories were 1,650,000 at all levels.

However gratifying high unit sales may have been, low profit margins on TVs weren't increased -- and many manufacturers, preparing for June distributor parleys and marts, were intensively seeking ways and means of raising prices with a minimum impact on sales. Meanwhile, they're saying nothing, and only mere trickle of information flowed from cautious set makers, large and small.

* * * *

Crosley's Leonard Cramer, exultant over what he termed "excellent showing" of 17-in. "Super V" selling at $140-$160 (Vol.10:13), confirmed that 21-in. version of "Super V" would be included in line to be shown in N.Y. June 7. Prices are reported to be at $170, $180 & $190 in walnut, mahogany & blonde finishes. He also promised details on sales performance of "Super V" at press conference June 8.

Crosley will have full line, and it emphasizes lower-priced sets in keeping with expressed consumer preferences, Cramer said. To set makers who contend profit margins were too low, Cramer replies: "We're making a profit, which proves it can be done. Besides, the important question is not whether manufacturers can make as much profit as they would like, but what price the consumer will pay for a TV set."

Like Crosley, Raytheon will specialize in low-end models, its marketing mgr. Dick O. Klein revealing new Raytheon line of "vertical chassis" sets will heavily feature low-cost items not too far removed from its "Challenger" 17-in. table model at $140, $150 & $160 and 21-in. table at $170-$190 (Vol.10:18). Hallicrafters, now out with 17-in. at $150, will bring out companion 21-in. at about $170 in month or so. Sears-Roebuck's midsummer catalog came out this week with own "Silvertone" label 17-in. table in black leather at $140 for mail order only, $10 less than on floor. And last week Majestic revived 14-in. after lapse of 5 years, offering $150 table.

Such prices admittedly leave little room for profit, emphasizing as they do the leader models, with nothing said about step-ups. H. Leslie Hoffman puts the causes of current low-profit dilemma thusly:

"Lack of adequate and effective sales effort at the retail level; the battle for position on the part of certain manufacturers trying to lay a foundation for the sale of color sets; the increased percentage of business being done by the discount houses; the increased restrictions on the part of financial institutions on retail credit, and the excessive advertising and conversation on color."

* * * *

Strike at Philco's 10 TV-radio-electronics plants remained status quo this week, entering 5th week as we went to press, with little outward evidence that the RCA agreement last week on 9-10¢ hourly wage increase would provide any basis for a settlement at Philco, as some had hoped and prophesied. Three meetings of union and management this week proved fruitless. Meanwhile, IUE rejected GE offer of 5¢ hour wage increase and talk of a strike there was widely reported.

Several parts makers were reported curtailing operations somewhat as result of Philco strike. Their shipments have been piling up at railroad freight warehouses because strike prevents deliveries. Big parts maker Leslie F. Mutel said that if strike lasts 2 more weeks, it will be "most serious" for many parts manufacturers. Clarostat Mfg. Co., Dover, N.H., was reported to have reduced its working force as result of Philco strike. It supplies about $1,000,000 a year in parts to Philco.
TV production totaled 97,936 week ended May 21, compared to 96,007 preceding week and 103,563 week ended May 7. All 3 weeks covered period of Philco walkout. It was year’s 20th week, brought production for year to date to about 2,200,000, compared to about 3,232,000 in corresponding period of 1953.

Radio production totaled 190,275 (including 78,629 auto), down from 211,161 week ended May 14 but up from 167,445 week before. It brought 20-week production to about 3,880,000, compared to 5,615,000 in corresponding 1953 period.

Official 4-month TV figure was 1,904,718, of which 450,262 receivers were uhf-equipped, according to RETMA's revised tabulation released this week. Output in April was 457,608. Radio production was 3,326,800, including 1,427,641 auto sets. April output was 745,235, including 330,989 auto.

**Topics & Trends of TV Trade:** Seventeen TV-radio manufacturers will exhibit at summer markets of American Furniture Mart & Merchandise Mart in Chicago June 20-July 3, with most showing new fall lines for first time to dealers. Lineup of exhibitors at Furniture Mart: Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA, Spartron, Zenith. At Merchandise Mart: CBS-Columbia, Capehart-Parnsworth, Crosley, GE, Magnavox, Raytheon, Westinghouse.

NARD, which usually holds midyear meeting in second week of marts, isn’t doing so this year, having agreed at its Jan. convention to hold series of regional meetings with dealers instead.

**TV set sales by Canadian factories totaled 137,267 at average price of $368 in first 4 months of 1954, when production was 152,256, reports Canadian RTMA. Projected production estimate is for 86,564 more sets in next 3 months. Inventory at end of April was 83,822, compared to 80,059 at start of month. Quebec led in sales with 50,176; Toronto second, 29,621; British Columbia, 13,619; other Ontario, 13,193; Ottawa & eastern Ontario, 10,334; Hamilton-Niagara, 7879; Windsor, 5242; Maritime Provinces, 4702; Prairies, 2501. In April alone, sales were 25,868, production 29,651.

New RCA manufacturing-sales divisions were set up this week at Camden—RCA Victor Television Div., headed by Henry G. Baker as v.p. & gen. mgr.; RCA Victor Radio & "Victrola" Div., headed by James M. Toney, ex-director of distribution, consumer products. Both of these product activities were previously in RCA Victor Home Instrument Div. under Joseph B. Elliott, exec. v.p., consumer products, now at parent company headquarters in N. Y.

Admiral takes on sponsorship of Admiral Weekend News, series of 5-min. newscasts on ABC Radio on weekend starts May 29, to promote 20th anniversary giveaway of $80 Apex vacuum cleaner with purchase of any Admiral product over $195. Total of 22 newscasts will be aired each weekend on the hour for indefinite period, costing estimated $50,000 a week.

State-by-state and county-by-county tabulations of the 984,767 radios (excluding auto sets) shipped to dealers in first 3 months of 1954 were released this week by RETMA. They compared with 1,599,327 shipped in first quarter of 1953 and 1,475,000 in 1952. March shipments this year were 418,997 vs. 291,234 in Feb.

Slanted-screen TV set, placed without legs on floor instead of table, will be introduced by GE at Chicago's Merchandise Mart in June and marketed as part of regular fall line. Spokesman said it can be viewed at approximately same angle used for reading book, wouldn't comment on size or price.

Canadian Westinghouse cuts two 17-in. & four 21-in. sets average 45%, eliminates only 24-in. receiver from line because of limited demand.

Tele-Census, 3259 Wilshire Blvd., Los Angeles, issues report on 11th semi-annual survey, conducted among 2500 set owners in 16 economic districts of Los Angeles by college students & instructors, revealing: (1) 17.8% own RCA sets, 11.3% Hoffman, 9% Admiral, 8.5% Packard-Bell, 6% Philco, 6% Motorola, 4% Zenith, 3.9% for all others. (2) 86.3% would replace set if destroyed beyond repair, 7.8% wouldn’t. (2) 85.6% couldn’t tune to uhf, 3.6% could, 10.8% didn’t know; 81.7% would not pay $25 to convert; 8.3% would, 10% had no answer. (4) 86.7% thought color purchase at price they could afford to be more than 2 years away, 11.7% thought next year, 1.6% this year. Among other findings, 92.5% had only one set in home; 61.7% read TV page of newspapers more often than movie page; 69.2% thought TV made national affairs clearer; 59.5% would pay $1 per program to see top-quality movies on TV (33% wouldn’t); 60.7% would prefer to pay for quality movies on home TV rather than at theatre (28.3% wouldn’t pay at either place).

Arcturus Electronics Inc. and its subsidiary General Electronics Inc., tube manufacturers, May 26 filed petition under Chapter XI of Bankruptcy Act, proposing to pay creditors 20% immediately on confirmation of plan, 20% annually thereafter. Federal Judge Meaney, Newark, granted Arcturus 10 days to file schedules of assets and liabilities. Delbert E. Replogle is pres. of Arcturus.

Transvision Inc., New Rochelle, N. Y., has secured agreement from its creditors for Chapter XI settlement of 15%, payments to be guaranteed by Sightmaster Corp., whose pres. Michael Kaplan is purchasing stock of Emanuel Cohen, principal Transvision stockholder.

Stromberg-Carlson’s first color sets came off assembly line this week as part of initial run of 50, to retail at $995. Deliveries will begin in about 10 days, said TV-radio mgr. C. J. Hunt.

**Distributor Notes:** Crosley-Bendix Atlanta factory branch sold to Thoben Elrod Co., which will serve as independent Crosley-Bendix distributor there... Hallicrafters appoints Graybar, 104 Wazee Market, Denver (H. G. Van Westenberg, sales mgr.), replacing Auto Equipment Co.; E. G. Hendrix Co., 321 S. Flores St., San Antonio (Henry Koplan, gen. mgr.), replacing Edwin Flato Co.; General Radio & Electronic Co., 396 S. Main St., Wilkes-Barre (Ben Gerstein, gen. mgr.), replacing Morris Distributing Co., Scranton ... RCA Victor Distributing Corp., Rochester, appoints George C. Tany sales mgr., replacing J. P. Valley, resigned ... Hamburg Bros., Pittsburgh (RCA) elects Lester Hamburg exec. v.p. ... Salisbury Distributors, Spokane (Admiral) appoints Herman S. Albert gen. mgr. ... Strong, Carlisle & Hammond Co., Cleveland (Philco) promotes James Kintli to TV sales mgr. ... Southern Appliances Inc., Charlotte (Raytheon) names James H. McClain district mgr.
Financial & Trade Notes: Television-Electronics Fund Inc., reporting total net assets of $38,656,139 as of April 30, 1954, with 4,817,243 shares outstanding, added these stocks to its portfolio during quarter ended that date: 10,600 shares of Allis Chalmers, market value based on closing bid quotation, $581,675; 5000 Arvin Industries, $112,500; 5000 Bell & Gossett, $171,250; 9500 Electro Data Corp., $38,000; 26,000 Gary (Theodore) & Co., $468,000; 13,100 Marchant Calculators Inc., $245,625; 6100 Reliance Electric & Engr. Co., $201,300; 8000 Square D Co., $287,000; 10,000 Union Carbide & Carbon Co., $750,000. Eliminated were holdings in San Diego Corp., reported Jan. 30 as 2000 shares at $21,000, and Servomechanisms Inc., reported Jan. 30 as 10,000 shares at $72,500. Biggest items in April 30 portfolio: 20,000 Westinghouse, $1,455,000; 48,000 RCA, $1,356,000; 10,000 GE, $1,222,500; 3500 IBM, $1,176,000; 30,000 Sylvania, $1,051,875; 80,600 Motorola, $1,051,875; 14,000 National Cash Register Co., $1,022,000; 14,200 Bendix Aviation, $1,017,075.

April 30 report shows Fund increased these holdings since Jan. 30: Admiral, from 22,500 to 37,000 shares; Aerovox, 17,500 to 20,000; Aircraft Radio, 9000 to 15,000; American Phundex, 21,000 to 23,500; George W. E. Corp., 7000 to 8050; Borg-Warner, 500 to 4600; Carborundum Co., 15,000 to 15,500; Clevite, 30,000 to 35,000; CBS “A,” 15,000 to 15,600; Bendix Aviation, 9000 to 9600; Douglas Aircraft, 6000 to 10,000; DuMont, 10,000 to 17,500; Eaton Mfg. Co., 5000 to 6000; Eitel-McCullough, 7500 to 10,000; Garrett Corp., 6500 to 7400; General Dynamics, 5000 to 7500; General Railway & Signal, 13,500 to 15,000; Indiana Steel Products, 13,100 to 13,300; IT&T, 20,000 to 25,000; Mallory, 4000 to 5000; Martin Co., 5000 to 18,300; Motorola, 30,000 to 30,600; Muter Co., 4120 to 4202; No. American Aviation, 5000 to 17,000; Oak Mfg. Co., 12,000 to 15,000; Sperry, 10,000 to 11,500; Technicolor Inc., 17,500 to 20,000; Tung-Sol, 16,000 to 20,000; United Aircraft, 4000 to 6300; Vitro Mfg. Co., 3030 to 5000; Western Union, 3000 to 5000; Westinghouse Air Brake, 21,000 to 21,500; Zenith, 14,000 to 15,000.

Decreased holdings during quarter: American Bosch, 15,000 to 10,000; Bendix Aviation, 14,300 to 14,200; Boeing, 12,400 to 7200; Consolidated Vultee, 18,000 to 15,000; Cutler-Hammer, 10,400 to 10,000; Eastman Kodak, 9000 to 6600; Erie Resistor, 8300 to 8200; Hazeltine, 25,000 to 24,600; Minnesota Mining, 15,000 to 12,500; Northrop Air

craft, 18,000 to 15,800; Otis Elevator, 15,300 to 14,600; Owens-Illinois, 2000 to 1400; Philco, 21,400 to 20,200; RCA, 50,600 to 48,000; Sylvania, 35,500 to 30,000; Telecomputing Corp., 15,000 to 10,000; Thompson Products, 15,000 to 14,400.

Noteworthy in list is holding of 4100 Storer Broadcasting Co., with market bid quotation of $68,675 on Jan. 30 and $94,812.50 April 30. Full list is available from Television-Electronics Fund Inc., 138 S. LaSalle St., Chicago.

Dividends: Sylvania, 50¢ payable July 1 to stockholders of record June 10; Hoffman Radio, 25¢ June 25 to holders June 4; Stromberg-Carlson, 37½¢ June 30 to holders June 15; Bendix Aviation, 75¢ June 30 to holders June 10; WJR, The Goodwill Station Inc., 10¢ June 11 to holders June 2; Wells-Gardner, 15¢ June 10 to holders June 1; Cornell-Dubilier, 30¢ June 25 to holders June 15; Clarostat, 10¢ June 25 to holders June 4; Aerovox, 15¢ June 15 to holders June 1; Gabriel Co., 15¢ June 15 to holders June 7; General Precision Equipment Corp., 40¢ June 15 to holders June 7; Famous Players (Canada), 37½¢ June 25 to holders June 10.

Hoffman Radio plans new $1,500,000 TV-radio plant at El Monte, Cal. within next year, will then sell present plant at 6200 S. Avalon Blvd., Los Angeles, according to SEC registration statement proposing public sale of 130,000 shares of 50¢ par stock through underwriting group headed by Blyth & Co. and Wm. R. Staats & Co. Proceeds from stock sale will help finance construction, along with $5,200,000 to be borrowed from Metropolitan Life. Loan will be used to retire $2,000,000 in unsecured current bank loans, replace working capital used to retire $194,455 worth of trust deed notes, with balance to be added to working capital.

Pyramid Electric Co., No. Bergen, N. J., maker of capacitors, offered 92,000 shares of common at $3.25 this week, thru S. D. Fuller & Co., proposing to use funds largely for equipment in plant it started last Feb. in Gastonia, N. C. It reported 1953 sales of $5,765,876, net profit $138,922; for first 4 months of 1954, sales were $2,701,715, net profit $204,050.

Reflecting booming record business, Capitol Records Inc. sales went to new peak of $17,740,985 for first 1954 quarter from $14,687,255 same 1953 quarter. Net income was $781,453 ($1.62 a share) compared to $548,929 ($1.12).


neer, Syntronic Instruments, Addison, Ill.

Gen. Wm. H. Harrison, pres. of IT&T since 1948 and onetime AT&T v.p., takes over day-to-day operations of IT&T under an arrangement whereby Col. Sosthenes Bahn, now 73, who founded IT&T in 1920, will continue as chairman but relinquish most of his routine duties. This was disclosed May 27 at directors meeting which followed annual stockholders meeting.

Charles Golenpaul, Aerovox v.p. in charge of distributor sales, elected pres. of Radio's Old Timers during recent Electronics Parts Show in Chicago. He succeeds Ray L. Triplet, who was tendered plaque celebrating his 50th anniversary as a maker of radio-electronic equipment. Sam Poncher, pres. of Newark Electric, became secy.

Sperry Corp. to lease $600,000 plant in Gainesville, Fla. for manufacture of klystron tubes, will employ 200-300.
**Color Trends & Briefs:** “Color kines might be available in a few months—if the costs are right. Magnetic tape for color is about 1-2 years off.” That’s how Robert Shelby, NBC-TV director of color TV systems development, summed up status of color transmissions for film session at NARTB convention. He emphasized that big question in color kines is almost solely cost, because, as he had demonstrated to joint management-engineering session, kines are now of acceptable quality—though undoubtedly below live pickups or good color film.

Among kines shown were those of Dinah Shore Show and Taming of the Shrew opera. We had seen them in original live transmission and found kine color less brilliant, and the color fidelity in skin tones, etc., less precise. It’s apparent, however, that kines will be satisfactory if stations can deliver kine telecasts of a quality comparable to that shown in Chicago through movie projector.

Shelby evaluated NBC-TV’s color experience to date, gave these conclusions: (1) Transition—Switchover from monochrome to color is much less difficult than move from radio to TV. (2) Maintenance—No final figures yet, but it looks as if problems are roughly proportional to number of tube sockets involved, which is a good black-&-white criterion. (2) Rehearsals—Extensive at first, constantly being reduced, with some producers now asserting that no extra time for color is required. (4) Costumes, lights, etc.—Current requirements 3 times greater than for black-&-white, but with “reductions in prospect.” (5) Camera tube life—Now compares favorably with monochrome. (6) Remotes—“No important limitations.”

“Color TV can be a failure in the immediate years ahead,” Philco’s Donald Fink warned NARTB engineers in talk delivered by Hazeltime’s Arthur Loughren. “Not because of inadequate standards,” he said. “The standards are fully adequate. Not because of unwillingness on the part of the industry to invest in research and test facilities, manpower, production tools and an all-out selling effort. The competitive situation, spurred by the public eagerness for color TV, leaves no option. But it can fail if the TV engineers do not meet the challenge of implementing the new service with equipment of such high performance and such low cost as to command public acceptance... This is the challenge these same engineers have met in monochrome TV during the past 8 years. But it cannot be met in color without an even greater effort, without profound understanding of the requirements imposed by the standards, without closer study of color vision than was ever given to monochrome vision. Not without a lot more hard work.”

Color TV tests of film made via 3 processes were conducted May 19 on closed-circuit at NBC studios by Screen Gems, Columbia Pictures subsidiary. M. Peter Keane, Screen Gems technical director, gave representatives of 27 ad agencies following evaluation: (1) 16mm Kodachrome advantages are lowest price for original film, excellent definition and color quality. Disadvantages are limitation of optical effects to dissolves and fades, more noticeable color loss in release prints, higher release print cost, less satisfactory sound track. (2) 35mm Eastman negatives reduced to 16mm positives have advantages of larger film, the values derived from making prints from negatives, ability to make optical effects, better resolution than most other processes. (3) 16mm Technicolor 3-stripe process reduced to 16mm dye transfer permits greatest control of color saturation and optical effects, better sound track, lowest release print cost.

Novel question of makeup for color TV was covered at NARTB convention by NBC-TV’s R. R. Davis, who said makeup for color is radically different than for monochrome. “Skin tones are often the only colors in a picture that the viewing public will recognize,” he said. “As most people have more red in their skins, especially in their ears, noses, and necks, than the eye detects, color makeup is used primarily to tone down red. Dark pigmentation around the eyes, the grayish tone of man’s 5-o’clock shadow, freckles, and blemishes must be made to produce a normal flesh tone.” Among his observations: Eye makeup is similar to monochrome, except that it should match color of eyebrows; corrective highlighting and shadowing requires great care; powders should have very little pink in them; special lipsticks must be used because normal lipsticks are too red; body makeup must be used or skin looks too red; very white or platinum hair should be darkened slightly; frequent retouching is required; outdoor makeup is different from studio.

Some 95% of TV homes will be in range of stations emanating color signals by end of this year, NBC research chief Hugh Beville told convention of Public Utilities Advertising Assn. in Boston May 13. He foresaw color TV dooming the “white” in “white goods,” stating: “Just as the solid black automobile is now largely confined to the dowager’s town car and the limousine, we can anticipate a future where the white kitchens may be confined to hospitals and similar institutions. The present tentative steps toward tinted ranges and refrigerators could receive vigorous stimulation from color TV.”

Claims for color scanners and cameras are so confusing (see p. 4), that Telechrome Inc., manufacturer of color generators, test equipment, etc., is feeling out stations on plan whereby Telechrome would lease them any desired equipment, of any make, giving station option to purchase equipment at end of lease.

FCC’s warning that stations not equipped to rebroadcast color must eliminate the color subcarrier (Vol. 10:11) has been followed up by RCA which offers filter kit and instructions at no charge to stations ordering color network equipment, $25 to others.

“Reovalization of FM,” through new multiplexing rules permitting transmission of background music, etc. simultaneously with regular programs, was visualized by FCC Comr. Sterling during FM roundtable at NARTB convention. Cost of adding single-channel multiplexing equipment to station will run $2500-$3500, according to Wm. S. Halstead, pres. of Multiplex Development Corp., N. Y. Multiplex adapter for good FM receiver will cost about $100, he said, while sets with multiplexing circuitry built in originally should run about $150.

First film about TV antennas aimed at general public is being offered to TV stations by Channel Master Corp., Ellenville, N. Y. Free 16mm prints of the non-technical 13-minute film are available from Association Films, N. Y. Channel-Master also has new booklet on antennas and antenna problems, Your TV Antenna Is Showing, written for the layman and offered in quantity for distribution by parts distributors and TV stations.

New industrial camera, employing either vidicon or image dissector tube, is now being offered at about $2000 by Diamond Power Specialty Co., Lancaster, O. seeking to broaden market beyond present concentration on electric power companies and organizations with similar operations.

New TV film-recording system, operating at standard 24-frames-per-second recording rate, is described in Naval Research Laboratory publication, Television Recording System (PB 111307), available for 75c from Office of Technical Services, Dept. of Commerce.
Network TV-Radio Billings
April 1954 and January-April 1954
(For March report see Television Digest, Vol. 10:18)
(For preceding years, see TV Factbook No. 18, p. 369)

Network TV billings for April, as reported by Publishers Information Bureau, were marked by fact that NBC for first time since last Oct. forged slightly ahead of CBS for top place, and all 4 networks were a shade under March. But their general upswing is manifest in fact that combined April billings of $25,528,953 compare with $17,774,866 in April 1953 while Jan.-thru-April figure of $99,928,035 compares with $69,413,044 for same 1953 months. NBC is still slightly under CBS for the 4 months, with ABC a poor third and DuMont fourth.

In radio, CBS dipped slightly in April but maintained its usual top position; all others dropped, too, but NBC fell from $4,196,009 in April 1953 to $2,962,839 in April 1954. For year to date, all save NBC are holding close to 1953 levels—with MBS actually about $170,000 ahead. NBC is down more than $3,500,000, accounting for most of the April drop to $51,643,527 for all networks from $55,420,376 in 1953. The PIB report:

<table>
<thead>
<tr>
<th>Network Television</th>
<th>April 1954</th>
<th>April 1953</th>
<th>Jan.-Apr. 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$10,984,455</td>
<td>$7,513,430</td>
<td>$14,624,160</td>
</tr>
<tr>
<td>CBS</td>
<td>10,921,640</td>
<td>7,770,181</td>
<td>14,298,001</td>
</tr>
<tr>
<td>ABC</td>
<td>2,534,492</td>
<td>1,520,397</td>
<td>2,517,129</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,068,374</td>
<td>850,658</td>
<td>2,427,665</td>
</tr>
<tr>
<td>Total</td>
<td>$25,528,953</td>
<td>$17,774,866</td>
<td>$29,928,035</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Network Radio</th>
<th>April 1954</th>
<th>April 1953</th>
<th>Jan.-Apr. 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>NBC</td>
<td>$5,044,945</td>
<td>$3,757,987</td>
<td>$7,200,416</td>
</tr>
<tr>
<td>CBS</td>
<td>2,662,639</td>
<td>1,996,009</td>
<td>3,670,639</td>
</tr>
<tr>
<td>ABC</td>
<td>2,534,492</td>
<td>1,520,397</td>
<td>2,517,129</td>
</tr>
<tr>
<td>MBS</td>
<td>1,068,374</td>
<td>850,658</td>
<td>2,427,665</td>
</tr>
<tr>
<td>Total</td>
<td>$12,258,214</td>
<td>$14,218,350</td>
<td>$19,642,527</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$4,820,601</td>
<td>$3,643,527</td>
<td>$7,464,265</td>
</tr>
<tr>
<td>CBS</td>
<td>990,527</td>
<td>771,180</td>
<td>1,761,700</td>
</tr>
<tr>
<td>NBC</td>
<td>10,921,640</td>
<td>7,770,181</td>
<td>14,298,001</td>
</tr>
<tr>
<td>Total</td>
<td>$10,797,172</td>
<td>$11,443,308</td>
<td>$19,782,068</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>990,527</td>
<td>771,180</td>
<td>1,761,700</td>
</tr>
<tr>
<td>CBS</td>
<td>10,921,640</td>
<td>7,770,181</td>
<td>14,298,001</td>
</tr>
<tr>
<td>NBC</td>
<td>2,534,492</td>
<td>1,520,397</td>
<td>2,517,129</td>
</tr>
<tr>
<td>Total</td>
<td>$20,476,572</td>
<td>$20,416,580</td>
<td>$31,043,275</td>
</tr>
</tbody>
</table>

*Revised as of May 26, 1954.

UHF hearings are scheduled to resume at 10 a.m. Thu., June 3, in Room G-16, Capitol—but may be pushed up an hour earlier—Chairman Potter “commuting” between McCarthy and uhf hearings. Final schedule of appearances hasn’t yet been worked out, but unofficial preliminary list at week’s end showed this order: June 2—George Storer, Storer Stations (vhf); Merrill Panitti, Triangle Publications (TV Guide); Hubert Taft, WKRC-TV, Cincinnati (vhf); Gordon Brown, WSAY, Rochester (AM); Leon Green, KNUZ-TV, Houston (uhf); Philip Merriman, WJIC-TV, Bridgeport, Conn. (uhf); Raymond F. Kohn, WFMZ-TV, Allentown, Pa. (uhf CP). June 4—Ernest L. Jahnke, ABC; Jack Van Volkenburg, CBS; Joseph Heffernan, NBC; attorney Joseph Brenner, Beverly Hills, Cal.; attorney Franklin C. Salisbury, Washington; engineer Raymond Wilmitote, Washington; attorney J. Howard McGrath, exec. v.p., Edward Lamb Enterprises (vhf WICU, Eerie & uhf CP WMAC-TV, Massillon, Ohio).

Report on FCC chairmanship, circulated at NARTB convention but unconfirmed, was that Chairman Hyde is due to be redesignated chairman for another one-year term.

George B. Storer’s KGBS-TV, San Antonio (Ch. 5), along with radio KGBS (50-kw day, 10-kw night on 680 kc, CBS), both highly profitable properties, were reliably reported being offered to other prospective purchasers this week after May 20 deadline for their announced $3,500,000 sale to San Antonio Express and News (Vol. 10:15) had passed. Though newspaper company has reported sale of its radio KTSA (5-495 on 550 kc, ABC) to O. R. Mitchell, local Dodge-Plymouth dealer, pres. Frank G. Huntress Jr. would make no comment despite repeated efforts to elicit a statement about his intentions. It’s understood Storer agreed to extend deadline, but that Mr. Huntress and his father, chairman of Express Publishing Co., have been unable to come to agreement on financing the all-cash deal. Storer also declined comment. Storer Broadcasting Co. must sell one of its 5 TV stations to pave way for recent $10,000,000 purchase of Empire Coil Co. (Vol. 10:2), which involves acquisition of another vhf in Cleveland and a uhf in Portland, Ore.; FCC now limits vhf holdings to 5 stations, proposes soon to permit 2 uhf in addition. Storer in 1950 bought KGBS-TV (then KEYL) for $1,250,000, including debt, has spent more than $1,000,000 on its development, last year added radio KGBS (then KABC) by buying it for $700,000 and taking CBS affiliation away from KTSA. Until recently son George Jr., now at Miami headquarters, was gen. mgr.

In order to exercise option to own 30% of upcoming WUSN-TV, Charleston, S. C. (Ch. 2), due in Sept., Evening Post Publishing Co. (Charleston News & Courier and Post) has sold its radio WTMA (5-kw on 1250 kc, NBC) for $153,000 to company headed by Charles E. Smith, pres., 40%, who also heads WTBQ, Cumberland, Md.; George H. Clinton, v.p., 40% gen. mgr. of WPAR, Parkersburg, W. Va. and part owner of WBLK-TV, Clarksburg, W. Va.; David W. Jeffries, secy., 10%, WTBQ chief engineer; Dorothy A. Marks, 10%. Newspaper firm does not participate with J. Drayton Hastie family in ownership of radio WUSN (250 watts on 1450 kc, MBS).

Latest maneuvers in Edward Lamb case (Vol. 10:20): On May 22, FCC filed opposition to Lamb’s motion in District of Columbia district court to enjoin Commission from going ahead with hearing. Commission’s ground is that Lamb is suffering no irreparable injury. On May 27, Commission filed motion to dismiss court case altogether, saying that Lamb hasn’t yet exhausted his administrative remedies and that Court of Appeals, not district court, has jurisdiction. Argument before district court is expected about June 11.

Applications for new TV stations on file with FCC now total 237, of which 34 are for uhf. Sole application this week was for Tulsa’s non-commercial Ch. 11, by State of Oklahoma, which has grant for KETA, Oklahoma City (Ch. 13). [For further details see TV Addenda 18-U herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18, with Addenda to date.]

Mrs. Hugh McClung has sold KYOS, Merced, Cal. (5-kw on 1480 kc, MBS) to Charles O. Chatterton, owner of KWLK, Longview, Wash., in association with Glen E. McCormick. Purchase price was $180,000. Mrs. McClung retains her KHSI-TV & KHSI, Chico, Cal., and KVCV, Redding, Cal.

TV Code now has 225 subscribers, up 22 since last report at Jan. board meeting, according to report to NARTB Chicago convention by code review chairman John E. Fetzer. Thirty NARTB members don’t subscribe.

Steel for 1572-ft. tower of KWTV, Oklahoma City, world’s tallest under construction (Vol. 10:15), will be shipped starting in June. Ideco engineers expect erection to take 3-4 months.
THE ROAD TO RESPONSIBILITY
Full Text of Address by William S. Paley, Chairman, Columbia Broadcasting System Inc.

EDITOR'S NOTE: This is a statement of principles and aims, cogently expressed and reflecting a maturity of knowledge and experience gained literally from the birth of today's great media of "audible" and "visual" journalism. It's a credo for management and a copy-book for the news & public affairs departments of TV-radio stations and networks, as well as for the schools training young newsmen for the profession. It was so intensely heeded and provoked such enthusiastic reaction at the convention, where Mr. Paley was presented the bronze plaque connoting NARTB's 1954 Keynote Award, that we commend a careful reading by everyone concerned directly or indirectly with this vital phase of broadcasting and telecasting.

IN OUR TURBULENT industry today I have no lack of problems to choose for the topic of my talk this morning. Broadcasting gets broader all the time. The problems we have before us are numerous and complex and touch almost every phase of the broadcaster's world: his business and economic preoccupations; the technological developments of the medium; his relationship with government; his responsibility to the public at large. But you will permit me, I am sure, after acknowledging their very great importance, to put all but one of these categories aside and direct your attention to one significant aspect of our responsibilities to the public at large. And so, I have chosen as my topic: the broadcaster's role and responsibilities in the field of news and public affairs. This problem is neither transitory nor peculiar to any other segment of the industry. On the contrary, the proper exercise of a broadcaster's functions in this field is a responsibility which every broadcaster must face and the problems relating to it are common to each of us.

Another reason I want to discuss news and public affairs is because this part of a broadcaster's operation has long been close to my heart and uppermost in my mind; also because I believe that discussion and exchange of ideas on this topic may well lead to newer and more significant plateaus for every segment of broadcasting.

Ideas, Issues and Controversies

It is my belief that if we know what we are doing in the world of news and public affairs, we are secure: if we do not know, we are in danger—in danger of encroachments from government, in danger of criticism, destructive and deserved from other powerful organs of opinion, in danger of criticism from the thinking and leading citizens of our Republic.

Let me say that when I talk about news and public affairs this morning, I mean more than just what we call, in this business "the hard news." I mean also all the related fields—the opinion broadcasts, the debates, the feature projects, the documentaries, the panel discussions—as well as the direct on-the-spot coverage of news and public events as these occur. So here I am concerned not just with the raw news, the current happenings, but with the ideas, issues and controversies that concern the public.

At no period in our history has the function of news and public affairs broadcasting been so critical and important to our national life. The movement of world events on both the national and international scenes takes on increasing significance each day in terms of the welfare and security of each citizen.

These events not only affect how he lives, but, in some instances, whether he will live at all. Issues have become extremely complicated giving rise to intense emotion, to a deep longing for answers, and hence demanding greater knowledge and—above all—understanding. It is part of our democratic tradition that facts and exposure to other people's views and opinions have a way of driving out emotional prejudice and of leading the way to answers which are more nearly correct.

These conditions and circumstances provide the broadcaster with an unprecedented opportunity to move ahead in this field of news and public affairs. We have today within our grasp the opportunity to provide an extraordinary public service in a troubled world and, at the same time, to increase our stature and strength as broadcasters. But I must point out that one does not receive positions of public trust and of strength on a silver tray. They must be won by resolution, courage and performance. In these areas, I think, we still have quite some distance to go.

Difference Between Broadcaster and Publisher

Let me give you my reason for thinking so. Consider for a moment some of the significant differences between a broadcaster and the publisher of a newspaper, or, more broadly, the difference between what a radio transmitter does and a printing press does. The printing press came into being in a rudimentary, slow-moving society, in an excessively limited world. Even so, it needed several centuries of struggle to become as free as it is today and to be placed at the service of all the people, not just at the service of scholars or priests or governors or public administrators. In the vast present-day diffusion of printing we have undesirable comic books—but we also have great newspapers, an incredible world of magazines, and big books for a quarter. Editors today come from a line of men that have centuries of experience behind them in getting news printed and diffused against the pressures of persons who thought it shouldn't be. The press may not be as free as it likes, but it's plenty free. Through the years it has learned how to keep a manageable degree of freedom against the pressures of readers, advertisers, and powerful critics in government and other high places.

Now, by contrast, consider broadcasting. Against the centuries of hard-bought experience of the press, what have we? Why, we have about a quarter part of one century. Considering this pitiful little span of time, I think we've done rather well. I think it's remarkable that we have been as successful as we have—that we have learned things that have taken other people centuries to get the
hang of: the subtleties, traps and pitfalls that lie in the path of the unwary.

Another thing we had to learn in our beginnings—the hardest possible thing to have to learn fast: we had to learn what our new broadcasting medium was for. Some people thought broadcasting would be for education. Some thought it would be to replace the phonograph. Some thought it would remake the world, which it hasn't. Some thought it would revolutionize politics, which it has. Some thought it would put newspapers and magazines out of business; instead, it joined them in an intense but friendly—well, sort of friendly—competition to carry the messages of editors and advertisers to greater areas than ever before.

But of course, broadcasting did not limit itself to any one of these. Instead it became almost all the things that were imagined for it. And when television added broad-
cast sight to broadcast sound, broadcasting then became, and I am sure will always remain, the broadest means of intertwining, communicating and diffusing ideas, moods, sights, emotions, facts, images (should I say color?)—and also confusion—in the history of man. We now, in this industry, partake of the newspaper, of the magazine, of the stage, the movies, the concert hall, the lecture platform, the museum, the medical center, the university and the battlefield. To say nothing of the town meeting, the Senate committee room, the whistle stops of political cam-
paigns and the auditoriums for great debate. Indeed, I think we can say, "Name it, and we are of it."

No wonder we are all a little confused. A grant of op-
portunities has been offered to us by this industry wholly unlike, in range and scope, any grant of opportunities to any other group of modern men. And it happened in a democracy! Which must make us eternally wary of abusing it.

"We Still Have a Lot to Learn"

Since by relative time we are newcomers to the field, we are short in tradition and we still have a lot to learn. The old-time newspaper editor, with his centuries of professional experience, was accustomed to letters saying "Dear Sir, you cur." He was accustomed to being horsewhipped by outraged ladies, and shot at, or indeed shot, by those who considered themselves libeled by some small, innocent item. He was also sued frequently, another painful form of the expression of displeasure.

I must say that I have no desire to stir up any additional public violence today. In this industry we should con-

continue, as in the past, merely to shoot one another and not encourage the public to think that this pistol range is open to them, too.

Old-time editors used to take such threats and action in their stride, as a part of their occupation. I think we broadcasters can afford a certain amount of the same stride in promoting one of our letter-writing, telegraph and telephone

historians, and it is the rights and privileges which have been maintained by the press of this country. We recognize the plain fact of our power for good or evil, through the enormous force of our media. Yet the ques-
tion remains whether we enjoy in the public mind the status which is a natural corollary of our rights and privi-
leges. I respectfully submit that we do not and that we will not until we have shown through clear performance that we have faced up to our opportunities and to our respon-
sibilities.

But it is one thing to resolve to expend greater effort and courage in the field of news and public affairs. It is quite another—and far more difficult thing—to determine how to do it, and do it well.

For one thing, we cannot just imitate the press. With all the similarities between the press and broadcasting,

there are still powerful differences between us. And so, with all due deference to the press and its long established traditions, it can only set us on the road. We will have to do our own driving and find our own right way.

Ground Rules: Steps That Can Be Taken

I would not be so presumptuous as to say that there is a single right way. Each broadcaster will have to find his own. But I would like to suggest certain steps which might be taken by the broadcaster who finds some truth in my words and who, having not yet done so, wants to build a responsible and respected place for himself in this field.

First and perhaps most obvious, the operation of news and public affairs in a broadcasting organization should be given great emphasis and attention by top management. Top management must itself be impressed with this area of the broadcaster's operation is at least as impor-
tant as any of the other areas coming under his jurisdic-
tion and supervision.

Second, a broadcaster must build a strong news organ-
ization—not in numbers, which is not in itself controlling, but in quality. Certainly he should choose the man to head his station's news operation or his public affairs op-
eration, or both, as carefully and as thoughtfully as he would choose the head of his most important departments.

Having been selected, this person must be invested with status and the proper authority.

Third, a broadcaster who wants to Exercise his respon-
sibilities in this field cannot go into it blindly if disaster is not to overtake him. For his own protection, as well as for the protection of his listeners, he must work out in advance well defined and clearly stated general policies that will govern his operations.

I make no pleas for uniformity in the ground rules which each broadcaster establishes in this field. Only one basic tenet must be observed: There must be fairness and bal-
ance. No matter what the station owner's personal predi-
ctions—and he is bound to have them—there must be fairness and balance among all viewpoints.

The Policies Evolved at CBS

Beyond this fundamental principle, each station will doubtless work out its own ground rules in the exercise of its vital functions in the area of news and public affairs.

The more different approaches there are—the more search-
ing and experimentation there is—the better off all of us will be, for good new ideas will stimulate the competitive forces in this field as they do in other fields.

Reminding you, then, that ours is only one possible ap-
proach to a set of ground rules, I would like to outline the policies in this area which we at CBS have worked out over the years. In an attempt to determine the thought pro-
ces that a broadcaster must go through in order to de-
termin how to exercise the responsibilities in this area of his activities. Our policies, briefly, are these:

In news programs there is to be no opinion or slanting.

The news reporting must be straight and objective.

In news analysis there is to be elucidation, illumination and explanation of the facts and situations, but without bias or editorializing.

In both news and news analysis, the goal of the news broadcaster or the news analyst must be objectivity. I think we all recognize that human nature is such that no

newsmen is entirely free from his own personal prej-
udices, experience, and opinions and that, accordingly, 100 percent objectivity may not always be possible. But the important factor is that the news broadcaster and the news analyst must have the will and the intent to be ob-
jective. That will and that intent, genuinely held and deeply instilled in him, is the best assurance of objectivity.

His aim should be to make it possible for the listener to know the facts and to weigh them carefully so that he can better make up his own mind. Our policies also pro-
vide that significant viewpoints on important controversial issues are afforded the opportunity of expression—largely through time periods which are allocated free of charge to outside people and organizations representing opposite
viewpoints. The programs in these periods take the form of straight talks, debates and panel discussions.

Keep Opinion Separate from News

Opinion broadcasts must be labeled for what they are. In particular, opinion must be separated from news. The listener is entitled to know what he is receiving, news or opinion, and if it be opinion, whose opinion.

In other types of information programs, such as the feature or documentary program, produced by us, the expression of opinion might properly take place. When it does take place, it should be by the decision of management or through the delegation of authority to a member of the staff producing a particular program. Such delegation, however, must be to one who is trained and responsible and in whose integrity and devotion to democratic principles we repose complete confidence.

When opinion is expressed in any type of information program—excluding news and news analysis where opinion is not allowed—opportunity for reply is given to the person with whom issue has been taken, or to a responsible spokesman representing an opposite viewpoint.

An advertiser who sponsors any type of information program produced by us does not thereby purchase, or in any way gain, any rights to control the contents of the program.

Programs presenting news, news analysis, discussion, debates, feature or documentary material, or on-the-spot pickups are under our direct control and supervision and we bear full responsibility for such broadcasts.

I have not as yet touched on the question of editorialization by the broadcaster—that is, opinion which he might express in his own name or in the name of the station or network.

The Broadcaster's Right to Editorialize

The broadcaster has the same right to editorialize and the same right to independent expression as the free press. I am not urging anyone to exercise this right. It is and should be a matter of personal preference. However, I would urge that we fight to preserve this right should it ever be threatened. In this connection, I would like to say that it is not the act of editorialization which puts the bite and the backbone into a news and public affairs operation. It is rather the fact of having a rounded and vital schedule which does the trick; of having a schedule of unbiased news which covers all categories, national, regional and local; of having a fair and objective analysis of that portion of the news which calls for background and interpretation; of having a schedule of controversy in which the issues of concern to the listeners will get full and responsible airing; of having public feature programs and documentaries which put the spotlight on conditions worthy of the listener's attention.

The principle of fairness and balance is the cornerstone of our news and public affairs policy, as it should be of any broadcaster. I want to point out, however, that this principle cannot be reduced to a mathematical formula or even to a set of rigid rules which are self-executing and will cover all the possible circumstances. In the free American broadcasting system, fairness and balance must be maintained through the exercise of fair and courageous judgment by the station or the network. And it must be recognized that there is a difference between men, ideas and institutions: some are good and some are bad, and it is up to us to know the difference—to know what will uphold democracy and what will undermine it—and then not to do the latter.

Some people may question the desirability of placing in the hands of the broadcaster this important element of control. To this point I would say that undoubtedly there may be abuses, as there are in other media. But I for one have enough faith in the vitality of the democratic process, in the intelligence of the American people and in the freshness of the competitive climate to believe that the good will and the determined intent of broadcasters to be fair, coupled with the powerful voice of the people, will provide far better protection against abuse than any other form of control. And let me remind you that those who would take this control away from the broadcaster are the ones who would put it in the hands of Government.

Here, then, are our thoughts and our ground rules, evolved through the years, on how best to exercise our responsibilities in the area of news and public affairs. You may disagree with some of them; you may have or develop better ones from which we at CBS may learn much.

"A Free and Autonomous Institution"

I would like to say, and perhaps you will agree with me, that too often public officials, legislators and other people in public life look upon the broadcasting organization primarily as an instrument created to serve their own purposes, whatever these may be. They do not sufficiently regard the broadcaster as a free and autonomous institution exercising to the best of his ability an influence and responsibility dedicated to the interests of all the people. The fact is—our own timidity in the vital areas of public information is self-perpetuating; it breeds pressures which in turn breed further timidity. Our excursions, by and large, into the responsible exercise of our functions in the field of news and public affairs are often too spasmodic, too tentative, or too sensitive to permit us to realize our own independence and stature. This, I say, must be corrected.

The important thing, whatever the ground rules you set for yourselves, is to consider carefully whether you should not increase your activities and your emphasis in the significant field of news and public affairs. If you do so—if you develop an active, responsible and eager organization—if you move vigorously into this area, you will, I am convinced, do the country and broadcasting an enormous service.

I have made these suggestions today because I am proud of broadcasting and I want to see the broadcaster seize the extra opportunities which are within his grasp and thereby raise his status among the people he serves. If he does so he will be putting himself into the stream of life which brings meaning, satisfaction and a sense of achievement which cannot be matched by any other kind of reward.
1954 TV TIME SALES TO TOP $600,000,000: We guesstimated 1953 TV time sales would be somewhere between $450,000,000 & $475,000,000 -- and FCC's figure, which is official, was $430,800,000 (Vol. 10:21). Again giving ourselves a 5%-plus-or-minus leeway, we venture out on the proverbial limb once more and estimate the figure for this year will surpass $600,000,000. That's based on increasing TV network time sales, which jumped 44% to reach $99,928,000 in first 4 months of this year alone (see latest PIB figures, Vol. 10:22); on progressive increases in national spot and local business; on more stations on the air; and on generally higher station & network time charges.

Bear in mind the $600,000,000 figure represents gross time sales alone. For all TV advertising expenditures, including talent & production, McCann-Erickson's 1953 estimate for Printers' Ink put the 1953 figure at $688,700,000 ($529,700,000 national, $159,000,000 local), which we think should go up this year to considerably more than $800,000,000 -- possibly as high as $900,000,000. On authority of CBS's Frank Stanton, the industry can look forward to "TV advertising expenditures of the order of $1.25 billion by 1957 or 1958" (Vol. 10:14).

How do TV's 1953 time sales of $430,800,000 compare with radio's? FCC audit won't be available until July or Aug., but the 1954 Broadcasting Yearbook in Jan. estimated radio's 1953 net time sales at $498,428,000, or about 5% ahead of all-time peak achieved in 1952. Without in the least disparaging radio, it's to be doubted whether 1954 radio figure will go up much -- what with network decline (lower rates due again soon) and relatively static number of stations. It will be disputed -- and we hope we're wrong -- but radio as a whole seems to have reached a "plateau."

But youthful TV, with only 384 stations on air now and probably no more than 435 by year's end, is still bursting its britches. Time sales were mere $500,000 in 1946, $1,900,000 in 1947, $8,700,000 in 1948; then shot up to $34,300,000 in 1949, $105,900,000 in 1950 -- all non-profit years. They were $235,700,000 in 1951, then $324,200,000 in 1952, $430,800,000 in 1953 -- profit years. (For FCC figures on 1946-1952 TV and radio revenues, expenses & earnings, see TV Factbook No. 18, p. 370.)

DOERFER RENAMED, CHAIRMANSHIP IN DOUBT: FCC Comr. John C. Doerfer, Wisconsin Republican, won reappointment this week to 7-year term from June 30 -- and, with no word yet on renaming of now acting chairman Rosel Hyde to Commission chairmanship, it's being assumed by many that Doerfer will be designated for that job following Senate confirmation. Senate hearing on confirmation is expected within week or 10 days, with all likelihood of approval, though Sen. Bricker's Interstate Commerce Committee may well seek to extract pledges from him regarding current uhf problem and effort may be made to pin "McCarthy" label on him because the embroiled Wisconsin Senator had approved him. Actually, he's a protege of Gov. Kohler, was first slated for the Federal Power Commission or the Securities & Exchange Commission, was endorsed by entire Wisconsin GOP delegation when appointed by President Eisenhower in March 1953. He joined FCC April 15, 1953 to fill out unexpired term of resigned Comr. Jones, who
had been succeeded by Democrat Comr. Eugene Merrill who failed to get reappointed. Doerfer is 49, a lawyer, ex-chairman of Wisconsin Public Service Commission. Possibility of his designation as chairman seems enhanced by fact White House, despite industry pressures (perhaps because of them), allowed the popular Chairman Hyde's chairmanship to expire April 30. It has indicated favor of one-year rotations on independent agencies, left it to fellow commissioners to elect Hyde acting chairman. Next FCC vacancy is due June 30, 1955 when Comr. Hennek's term expires. A New York Democrat, her reappointment is unlikely in light of the Senate Judiciary Committee's failure to confirm her nomination in 1952 to a Federal district judgeship.

**VHF FORCES MAP UHF HEARING STRATEGY:** Senate's hot uhf hearing is now due to resume June 15-18 -- and vhf leaders welcomed the extra time to marshal heavy support for their arguments that the Potter subcommittee shouldn't "help uhf by hurting vhf."

Vhf operators, too, working through their 2 organizations, held more strategy huddles during the week to determine the best way to demolish the arguments they anticipate the vhf and major network witnesses will use at the hearing.

And NARTB, caught in the middle, tried hard to pour oil on troubled waters.

As hearings developed into battle royal between TV's haves and have-nots, it became obvious the communications subcommittee couldn't wind up the hearings in the 2 days originally allotted for them this week -- hence the postponement until 1:30 p.m. Tue., June 15, when Senators begin 3½ more days of fact-finding.

So far, 23 witnesses are slated to appear -- and it's safe bet that at least half-dozen more will be added by June 15. Not only will the vhf stations and the networks get their innings, but the uhf stations get chance to reinforce their case which so impressed the Senators during first phase of hearings (Vol. 10:21) -- with about 10 more uhf spokesmen still due to appear. FCC members are expected to get another grilling before sessions conclude. (Tentative list of witnesses on p. 14.)

The informal "organization" of vhf telecasters, spawned in the corridors at last week's Chicago NARTB convention (Vol. 10:22), swung into high gear this week, directed by a high-powered "steering committee" of vhf old-timers and coordinated by Washington communications attorney Ted Pierson (Pierson & Ball).

Beating the drums for maximum industry support, the group May 28 telegraphed all vhf operators, grantees and applicants -- some 600 in all -- outlining its stand and urging them to join in presentation. Vhf group's platform, as outlined in wire:

Opposition to uhf-backed proposals to eliminate vhf-uhf intermixture, to re-impose freeze, to move all TV into uhf, to reduce or limit coverage of vhf stations. Support for "all reasonable and proper steps to encourage production and distribution of all-channel tuners," and use of booster stations to fill "holes" within uhf stations' coverage areas. Vhf committee pledged to "support constructive steps, but oppose all having adverse effect on the medium."

Wire was signed by informal steering committee consisting of Robert Swezey, WDSU-TV, New Orleans; Henry Slavick, WMGT, Memphis; P.A. Sugg, WKY-TV, Oklahoma City; Lawrence H. Rogers, WSAZ-TV, Huntington, W.Va.; J. Leonard Reinsch, Cox Stations; Jack Harris, KPAC-TV, Houston; Harold Hough, WBAP-TV, Fort Worth; Paul R. Bartlett, XPRE, Fresno, Cal. (vhf applicant).

Replies had come in from about 100 stations by week's end -- all but 2 of them endorsing the platform. Vhf organization intends to present 6 witnesses -- as yet unidentified -- to tell vhf's side of story.

Trying to soothe ruffled tempers of some uhf members who took offense at his convention remarks and at NARTB's belated request to participate in hearing, NARTB pres. Harold Fellows June 4 issued this "memo" to all NARTB members:

"In the backwash of the recent convention, there have been some indications of disturbance among TV members of the Association that my public remarks at the convention indicated a disposition to 'take sides' in the current uhf [hearings]."
Perhaps it is best to clarify this matter presently before the misunderstanding becomes magnified by further erroneous interpretation.

"By direction of the NARTB TV Board, I will appear before the [sub]committee when hearings resume June 15. I will not 'take sides' and, indeed, am not authorized to do so. In this, as in other so-called 'segmentized' problems within the industry, the Association's testimony will be directed to developing -- through statistics, research and similar reports -- a factual presentation for the benefit of the committee in its deliberations. This summary will be straightforward, historical, chronological; its objective will be to present TV developments in this country to date."

Earlier, Fellows accepted invitation by Harold Thoms, acting pres. of UHF Industry Coordinating Committee, to informal meeting with some uhf representatives on eve of resumption of hearings. Accompanied by TV v.p. Thad Brown, Fellows will confer June 14 in Washington with Thoms and other UHF Committee officials.

* * * *

Sen. Johnson (D-Colo.) refuses to admit defeat in his battle to remove excise tax from receivers with uhf tuners (Vol. 10:20-22). Though Senate Finance Committee voted last week not to incorporate any excuse tax changes into current tax revision bill, the Senator stated he'll try to add his amendment to another tax bill later. While odds are against Finance Committee approving such an amendment, Johnson feels it would be difficult for it to continue to ignore the Potter subcommittee's unanimous approval or the overwhelming industry support for his proposal.

MD. EASTERN SHORE'S FIRST, CANADA'S 11th: First new uhf to take air in last 6 weeks -- WBOC-TV, Salisbury, Md. (Ch. 16) -- begins regular test patterns June 7 (9 hours daily) in wake of this week's sporadic tests that brought reports of excellent signals over flat terrain that is ideally suited for uhf. In center of rich, populous Delmarva peninsula, it's 85 air miles from both Baltimore and Washington, will begin regular programming week of June 21 to deliver ABC & DuMont shows from Baltimore, along with Baltimore Orioles games, via own microwave relay at East Newark, Md. Gen. mgr. Charles J. Truitt claims station opens up brand new Grade A service area, with 75-80% of TVs already converted. It uses 1-kw RCA transmitter, 600-ft. Wind Turbine tower with 47-ft. RCA antenna. Base rate is $200, no rep yet named.

CHCH-TV, Hamilton, Ont. (Ch. 11) began test patterns June 4, starts regular programming June 7 -- Canada's 11th station, 5th privately owned. It will be first in Canada to carry Admiral-sponsored Bishop Sheen show. Located 36 mi. from Toronto, still exclusive CBC territory, and 56 mi. from Buffalo, it's jointly owned by radio stations CKOC, CHML and Hamilton Spectator's CJSH-FM. CHML's Ken Sobie is gen. mgr., S.J. Bibby asst. mgr. Base rate is $300. Reps are Adam Young (U.S.) and All-Canada.

* * * *

Note: Another manifestation of faith in uhf, which can boast quite a few successful operations despite adverse impression created at Senate hearings (see p. 2), is deal whereby Knoxville's WTSK-TV (Ch. 26) is being sold for $300,000 to radio operators of Evansville, Ind. (for details, see p. 14). Station is CBS-DuMont outlet which began operating last fall just about same time as did vhf (NBC), so that there's little or no conversion problem. It's operating in red, though close to the break-even point; buyers, having seen uhf work well in their own uhf-only territory, feel confident they can put the station over in intermixed area.

FCC GRANTS 4, Mergers & Dropouts Continue: This week's 4 CPs comprised 3 vhsfs, one of them educational, and one uhf -- all the commercial grants coming after dropouts of competitors. FCC thus demonstrated its intention of continuing normal granting procedure despite current uhf-vhf controversy (see p. 2).

The week's grants: Munford, Ala., Alabama Educational TV Commission, Ch. 7; Ft. Smith, Ark., American TV Co. (interlocking with KWHN), Ch. 5; Mansfield, O., Fergus Theatres, Ch. 36; Oak Hill, W.Va., WOAY, Ch. 4.

Ft. Smith CP came from final decision after George Hennock dismissed with agreement allowing him to obtain 50% of grant. Oak Hill grant was made possible by dropout of WJLS, Beckley, which has 4-year option to purchase 40%. Comr. Hennock
dissented from both, saying she feared monopoly. Fergum Theatres obtained the Mansfield grant after Mansfield Journal decided not to continue with hearing.

Arguments that come up during hearings continue to occupy much of the FCC's time. Among current crop of actions was turndown of latest protest of WGVJ, Greenville, S.C. (Ch. 23) against grant of transmitter site on nearby Paris Mt. to vhf WSPA-TV, Spartanburg, and rejection of Zenith Radio Co.'s assertion that CBS violated its STA for Ch. 2 in Chicago by buying Chicago Arena for new WBBM-TV studios.

Novel angle came up in Ch. 3 fight between WREC and WMPS, Memphis. WREC had urged that hearing delve into program WMPS had carried discussing Dr. Kinsey's book "Sexual Behavior of the Human Female." Examiner rejected WREC's argument and latter appealed to full Commission. FCC upheld the examiner, but Comrs. Doerfer and Lee dissented. In his statement, Doerfer said:

"No responsible person denies the necessity of parental supervision of their children in a discussion of sex problems and abnormalities. Here can be drawn a reasonable inference that an invited guest was 'present' in numerous playrooms, homes and recreation centers discussing sex when a maximum number of children would be listeners without supervision.

"Although this Commission may be powerless to censor program material or to time it, it certainly need not reward or encourage a lack of good judgment and callousness with a television grant." Lee merely said: "In the absence of further information concerning what this station did about the disputed program, I dissent."

**BOOSTER-SATELLITE APPROVALS PROBABLE:** Granting of small "repeater" TV stations -- in form of boosters and satellites -- seems more likely than ever. As we've pointed out before, if a vhf telecaster came to FCC with request for waiver of the rules to permit installation of repeaters to fill holes in his "normal" coverage area, he'd probably get approval pronto (Vol.10:7). There are now indications that Commission is willing to go even further -- if it will help uhf.

The real paradox is this: The vhf telecasters whom FCC is anxious to help aren't the ones prepared to spend money for the boosters or satellites, while the vhf telecasters who are ready, willing and able to build, have been getting a deaf ear. It now looks as if the vhf folk can get somewhere -- if they propose vhf satellites. Their chances of getting vhf boosters are something else.

Things should be coming to a focus soon. The FCC has before it 2 petitions: Sylvania, for approval of uhf satellites (Vol.9:38); WSM-TV, Nashville, for go-ahead on vhf boosters (Vol.9:45). In addition, 2 uhf experiments are going on: Ben Adler's uhf booster in New Rochelle, N.Y. and Bridgeport, Conn., and RCA's uhf booster in Vicksburg, Miss. (Vol.10:17). Related activity is Sarkes Tarzian's plan to deliver programs to three uhf near-satellites from his vhf WTTV, Bloomington, Ind. (Vol.10:7).

Sylvania's experiments in Emporium, Pa. and its subsequent petition were regarded by FCC as extremely complete. WSM-TV pioneered new techniques with its vhf booster in Lawrenceburg, Tenn., brought good signal to town; just this week, however, station informed FCC that it has nothing more to learn from experimenting and that commercialization is next step. Ben Adler says he's more convinced than ever about practicability of uhf boosters. RCA engineers seem to have no doubts at all that Vicksburg operation will be complete success.

* * * *

Comments by Comr. George Sterling and Broadcast Bureau chief Curt Plummer at NARTB convention (Vol.10:22) demonstrated receptivity of Commission to concept of satellites and boosters. Then why doesn't FCC act? Answer is simple: Whole uhf situation is so ticklish that Commission will do absolutely nothing affecting allocations until Potter hearings are over (see p. 2).

Discontinuance of WSM-TV's Lawrenceburg Ch. 4 booster will make a lot of folk unhappy. Residents have become accustomed to getting good signals for the 3-days-a-week booster which has operated under experimental requirements. Their Congressman Pat Sutton urged commercialization a year ago (Vol.9:17). Completely cut off now, constituents are likely to raise a new howl.
WSM-TV pres. Jack DeWitt, in letter to FCC June 2, stated that nothing can be
gained from further experiments, but added: "If the Commission wishes to authorize
WSM Inc. to continue operation of the booster station in order to bring an improved
service to the people of Lawrenceburg, we shall, of course, be glad to carry out such
an authorization on any basis not requiring adherence to an experimental proposal."

WSM-TV also reminded the FCC that it had once proposed to operate uhf satel-
lites but got turned down. Chances now are that the Commission may prefer uhf satel-
lites operated by uhf or vhf originating stations but that vhf boosters operated by
vhf stations are less likely to be approved.

Cost of boosters isn't great. Most talk is about 10-15 watt units to sell
for $2-3000, though one guess is $10-15,000. Satellites are considerably more com-
plex because they operate on a different channel from originating station. It's
expected they'll cost many times more than boosters.

Personal Notes: Benedict P. Cottone, ex-FCC gen. coun-
sel, severed his connection with law firm of Lucas & Thomas
June 21 and opens his own office at 1631 K St. NW, Washing-
ton (phone Republic 7-7795) . J. Glen Taylor, Gen-
eral Teleradio Inc. v.p., appointed exec. asst. to pres. Tom
O'Neill; he was originally with parent General Tire &Rub-
er Co. . . . Steven Krantz promoted to WNBQ program
director, Steve White to WNBC program director, both
jobs previously held by Dick Pack, resigned . . . Ralph
Colin, CBS director & gen. counsel, members of law firm
of Rosenman, Goldmark, Colin & Kaye, elected to board of
trustees, Museum of Modern Art . . . G. Richard Shaffer,
v.p. & gen. mgr. of WIS-TV & WIS, Columbia, S. C.,
elected to BMI board . . . Judge Justin Miller, retired
chairman of NARTB, now associated with Los Angeles law
firm of McClean, Salisbury, Petty & McClean, one of
whose partners is Don Petry, ex-gen. counsel of NARTB . . .
E. K. Hartenbower, gen. mgr. of KCMO-TV & KCMO,
Kansas City, reelected to NARTB radio board as District
10 director . . . Ben B. Baylor Jr., ex-WMAL-TV & WMLA,
Washington, recently with KEDD, Wichita, on June 1 be-
came v.p. & gen. mgr. of upcoming WINT-TV, Waterlo-
Oft, Wayne, Ind. (Ch. 15), due on about Sept. 1; head
of project is R. Morris Pierce, Cleveland, whose former as-
soiates at WGAR (John Patt, Worth Kramer, Sibley
Moore, Carl George) have acquired minority interests in
WINT-TV . . . Charles L. Kelly named TV mgr., Robert W.
Jonscher mgr. of radio, WMAL-TV & WMLA, Washing-
ton, in split operations effected this week by v.p. & gen.
mgr. Kenneth H. Berkeley; Neal J. Edwards continues as
WMAL-TV sales mgr., Charles D. Bishop program mgr.
. . . Charles W. Stone, ex-mgr. of WTVU, Scranton, joins
WCPO-TV, Cincinnati . . . Wm. Koster, WPJB, elected pre-
s. of Rhode Island Broadcasters Assn., acting pres. Norman
Gittleston, WJAR-TV, becoming v.p. . . . Richard Golden
named director of CBS Radio network sales presentations,
Frank Neskutt promoted to director of sales development
. . . Joe Thompson and Roy Neal will handle west coast oper-
ations of Dave Gardner's 7-9 a.m. Today when it's
extended to coast off line via kine Sept. 27 . . . Eugene Carr
replaces Roy D. Moore, deceased, as pres. of Ohio Bestg.
Co., subsidiary of Brush-Moor-Moore Newspapers, and operator
of Ohio radio stations WHBC, Canton, and WPAY, Port-
smouth, and Ch. 29 applicant for Canton; Gordon Strong
now pres. of Brush-Moor . . . John Boor, ex-KMO-TV,
Tacoma, named chief engineer of KCTS, Seattle (Ch. 9,
educational) due next fall; Milo Ryan, assoc. prof. of com-
munications at U of Washington, will be program direc-
tor . . . Paul Tiemer, ex-Raycom Co. New England mgr.,
named Boston office mgr. of upcoming WMTW, Poland, Me.
(Ch. 8), due in July . . . Norman A. Swetman, ex-WSON-
TV, St. Petersburg, named producer-director at WTRI,
Albany-Schenectady-Troy . . . Irving Welch named com-
mercial manager of WEAR-TV, Pensacola, Fla., succeeding
Tom Bloski . . . Harry C. Babb Jr. named station manager
of WJDM, Panama City, Fla., succeeding George C. Black-
well . . . Bob Myers has succeeded M. D. Hunicutt Jr., as
chief engineer of WCIA, Champaign, Ill. . . . Leo Howard
succeeds S. H. McGovern as gen. mgr. of KGTW, Des
Moines, with Thomas J. Kelly named program director,
Walter Harri chief engineer . . . V. E. Tinsley named
commercial mgr., Edw. F. Joslyn program director of
KVDQ, Corpus Christi (Ch. 22) due on air this month . .
Jay Scott, ex-program director, promoted to gen. mgr. of
WJTV, Jackson, Miss., replacing John Rossiter, now mgr.
of KBMT, Beaumont, Tex.; Frank Willis named commer-
cial mgr. . . . Elmer W. Lower, CBS-TV Washington direc-
tor of news & public affairs, appointed to newly created
post of mgr. of news & public affairs under director Sig
Mickelson at N. Y. headquarters.

Celebrated Edward Lamb "communist" case (Vol.
10:22) finally goes to hearing July 28, FCC having set that
date this week. Issues listed by FCC are: Did Lamb tes-
tify falsely when he stated he never advocated Commu-
nism? Did FCC investigators try to get false testimony
against Lamb and attempt to use bribery in the process?
Columnist Drew Pearson plunged into case this week, cit-
ing affidavit stating who is supposed to have offered bribe
to whom. FCC and Lamb attorneys (ex-U. S. Attorney
General J. Howard McGrath & Russell Brown) will argue
latter's motion to call whole FCC inquiry off—before Judge
Tamm in District of Columbia district court June 11.

H. L. Hunt's "Facts Forum" still is entitled to tax-
free status as an educational organization, Internal Rev-
ence Service ruled after study of the Texas multimillion-
naire's organization, which includes TV-radio Facts Forum
program as well as Reporters Roundup, State of the Na-
tion and Answers for Americans. Special House com-
mittee investigating tax-free foundations has announced it
is going over Facts Forum scripts as result of charge by
committee member Rep. Hays (D-Ohio) that the pro-
gram is a "propaganda machine" for political purposes.

New setup of stockholders in WTV, Ft. Lauderdale,
Fla. (Ch. 23), as result of transfers of stock approved by
FCC this week: Mortimer Loewi, pres., 21.1%; George W.
English Jr., scy., 21.1%; E. J. Richardson, v.p., 6.3%;
Don McCullaugh, Detroit auto dealer, 10.55% (acquired
by $25,000 purchase from L. Coleman Judd); James Kirk-
wood, of Fayetteville, Pa., 7.4% (acquired by purchase
from holdings of Mr. Richardson); Russell E. Lovell, 14.1%;
Robert W. Standart, sales mgr., 3%; Wm. Latham,
chief engineer, 2%.

Robert E. Chapman, 49, since 1926 with Oklahoma
Publishing Co., recently director of operations of its WKY
radio, died May 26 of cerebral hemorrhage.
Telecasting Notes: "TV film production is now concentrated largely in the hands of 11 or 12 major companies, with a light sprinkling of independents. It's settling down just as the movie and auto industries settled down." Thus Wall Street Journal reporter David Kenyon Webster quotes v.p. of one of nation's largest banks (unnamed) in June 1 article on the coming of stability to TV film industry. Comprehensive story relates that while many shoe-string organizations (one Boston producer's organization "started with about 90 members in 1949 and now has 4"), the remaining "majors" are enjoying good business. For example: Ziv-TV, whose junior force today "is larger than [its] whole organization 3½ years ago," expects to make 250 half-hour shows this year, double 1953's volume; Hal Roach Jr. reports 250% increase this year; Screen Gems (Columbia Pictures) 300%, with $5,000,000 gross sales for fiscal year ending in June; Gross-Krasne (Lone Wolf and Big Town) expect to gross $3-4,000,000 this year, double last... Profits are higher, too, Hal Roach reporting net of more than 5% above last year, 5 companies affiliated with Gene Autry reporting 20% boost. Wm. Broidy, who produces Wild Bill Hickok for Kellogg Co. says his new long-term contract "allows me to make $75,000-100,000 a year and own my own films"... Bankers are taking more sympathetic attitude toward financing TV films, Wall Street Journal also reports, quoting Bankers Trust Co. and others as anxious to further increase their activities in this field, which they now find an excellent risk and "highly satisfactory from business standpoint"... "The major studios, which less than 2 years ago barred all use of clips from their films (old or new) on TV, are now eager to accommodate video with footage," says June 2 Variety, adding that special 16mm clips are now being prepared especially for TV. "One studio, for example, has made it standard operating procedure, preparing a 16mm TV clip for every picture coming off the lot," making 100 prints of each clip available for free plugs on TV stations"... Praise of fee-TV by MPAA pres. Eric Johnston last week (Vol. 10:22) brought anguished protests from exhibitors—Theatre Owners of America pres. Walter Reade (who owns uhf WRTV, Asbury Park, N. J.) saying Johnston's remarks betrayed "a lack of understanding of the economics of the motion picture and TV industries"... Film Daily dispatch from Japan reports Barry, Enright & Friendly, 677 Madison Ave., N. Y. (Juvenile Jury, Life Begins at 20, Winky Dink) arranging for 52 TV shorts to be made in Manila. Hong Kong & Tokyo under title Cargoes East, budgeted at total of $300,000... Comic strip The Heart of Juliet Jones, syndicated by King Features to 251 daily, 37 Sun. newspapers, being shot as telefilm series by MPTV, directed by Charles Irving... New Class AA rates: KPIX, San Francisco, adds Class AA (7:30-10 p.m. daily) at $250 hour, $260 min., Class A (including 6:30-7:30 p.m.) remaining unchanged at $1100 & $220; WBZ-TV, Boston, July 1 raises Class AA (8-10:30 p.m. Mon.-Sat. & 7-10:30 Sun.) from $1800 to $2000, min. Class B from $360 to $400; WTVJ, Miami, July 1 raises Class AA (6:50-10:30 p.m.) from $800 to $900, 20-sec. $160 to $180; WDSU-TV, New Orleans, July 1 adds Class AA (7-10 p.m. daily) at $700 an hour, $150 per min., also new Class D... Other rate changes: WSJS-TV, Winston-Salem, July 1, Class A hour from $400 to $450, min. from $80 to $90; WIBW-TV, Topeka, Aug. 15, from $300 to $400 & $60 to $80; WNEX-TV, Macon, Ga., cuts hour from $200 to $150, min. $40 to $30... George W. Clark rep firm shifts headquarters from Chicago to New York offices at 11 W. 42nd St., where Mr. Clark takes charge; Robert L. Brockman, remaining in Chicago, promoted to midwest division mgr. . . . Bertha Bannan, longtime regional rep in New England, merges with Walker Representation Co., Inc., which opens Boston office at 80 Boylston St. with Wm. A. Creed as sales mgr. . . . New reps named: WLBR-TV, Lebanon, Pa. to Burn-Smith; upcoming RKVO, Corpus Christi, to Adam Young.

Experiments with pay-as-you-see system in Palm Springs, Cal., were suspended May 15 until Oct. 15, Paramount Pictures pres. Barney Balaban told stockholders this week that tests by subsidiary International Telemeter Corp. "clearly established the technical proficiency of the system and the willingness of the public to pay for quality TV entertainment in their homes." He didn't give reason for suspension of tests. Balaban also reported that Telemeter has developed electronic memory devices for electronic computers under research contracts with Office of Naval Research and Air Force, and is negotiating with other govt. agencies.

Publicist Edward L. Bernays' latest panaceas for improvement of TV commercials, as proposed in June 7 New Leader: (1) "Network and station policy-makers, advertising agencies as well as sponsors, should face the obvious fact that commercials are at least as important as any other aspect of the program . . . Creative craftsmen, skilled at producing the necessary auditory, visual and esthetic impacts, should replace the unskilled mediocrities who now function." (2) "A research foundation should be established by the industry before it is too late, and one of its tasks should be to explore the impact of the TV commercial." 

British Govt., long in the TV business through its BBC, this week found itself in the movie business as an indirect result of TV. Govt.-owned National Film Finance Corp. foreclosed on British Lion Film Corp., one of Britain's biggest producers, when it couldn't repay $8,400,000 loan, blaming TV competition. Govt. is expected to form production company and continue British Lion's film production.
Network Accounts:  Firestone simulcast Mon. 8:30-9 p.m. seems almost certain to go on ABC—but probably not until fall, since no decision has been reached with only one week to go before it leaves NBC June 14 (Vol. 10:20). In past years, Voice of Firestone continued without interruption through summer. ABC played trump card this week in offering to rent its 3664-seat Paramount Theatre in Times Square to Firestone as studio each Mon., with free admission to audience. If Firestone accepts, screen would be dark for several hours Mon. morning for rehearsals, reopen for matinee, close again for Firestone dress rehearsals and show, then reopen for midnight movie. Robert M. Weitman, ABC-TV program & talent v.p., who made offer, said approval of all unions involved had been granted. . . . Westinghouse to sponsor series of stage dramas, Best of Broadway, in color on CBS-TV every 4th Wed. 10-11 p.m. in fall, thru McCann-Erickson; will continue to sponsor Studio One . . . Campbell Soup Co. to sponsor Lassie, new series featuring famed movie dog, on CBS-TV starting Sept. 12, Sun. 7-7:30 p.m., thru BBDO . . . Chrysler buys It's a Great Life on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson . . . Dow Chemical Co. buys Medic on NBC-TV starting in fall, 3 out of 4 Mon. 9-9:30 p.m., thru MacManus, John & Adams, Detroit . . . Kool Cigarettes to sponsor The Lineup on CBS-TV starting in fall, Fri. 10:10-10:30 p.m., thru Ted Bates & Co. . . . Maxwell House to sponsor Masquerade Party on CBS-TV starting June 21, Mon. 9:30-10 p.m., thru Benton & Bowles . . . U. S. Tobacco Co. (Sano cigars) buys 78 partic. on NBC-TV's Home, Mon.-thru-Fri. 11 a.m., thru Kudner . . . Grove Laboratories (cold tablets) buys 58 partic. on NBC-TV's Today, Mon.-thru-Fri. 7-9 p.m., thru Harry B. Cohen Adv. . . . Serutan (laxative) to sponsor The Stranger on DuMont starting June 25, Fri. 9-9:30 p.m., as summer substitute for Life Begins at 80, thru Edward Kletter & Assoc. . . . Mutual of Omaha buys period following Gillette-sponsored fights on NBC-TV Fri. 10 p.m. for new sports show, thru Bozell & Jacobs, Omaha . . . Toni switches Dollars a Second from DuMont to NBC-TV starting July 4, Sun. 10-10:30 p.m., thru Weiss & Geller . . . 4 new sponsors for Bob Crosby Show on CBS-TV, Mon.-thru-Fri. 3:30-4 p.m.: General Mills (Betty Crocker cake mix), thru BBDO; Toni, thru Weiss & Geller; S.O.S. Co. (cleanser), thru McCann-Erickson; C. A. Swanson & Sons (oleomargarine), thru Tatham-Laird . . . ABC-TV, for lack of sponsors and technical difficulties, to drop Open Hearing Thu. 9-9:30 p.m., and Sun. afternoon public affairs schedule comprising Martin Agronsky's At Issue, Elmer Davis commentary and Fact Forum's Answers for Americans . . . Aluminum Ltd. of Canada signs as partic. sponsor of Omnibus on CBS-TV in fall, Sun. 5-6:30 p.m., thru J. Walter Thompson.

Television Advertising Bureau's temporary headquarters in New York's Hotel Weston, opened this week, had as first staff member Robert Covington, promotion director of WBTB, Charlotte, on temporary loan to organize promotion dept. Executive committee (Vol. 10:22) is to meet shortly for membership campaign plans, following which permanent board will be elected by charter membership.

New copyright and program rights problems in transcriptions, community antenna systems, etc., is discussed briefly in Spring issue of Duke U's Law and Contemporary Problems by New York attorney Theodore R. Kupferman, writing on "Rights in New Media."

Sales Management's annual Survey of Buying Power edition, with its many tables of statistics on population, retail sales, effective buying income, etc., off the press this week—an invaluable reference for sales and promotion dept.

Station Accounts: Ballantine Beer gets free time (Wed. 10:30-11 p.m.) on New York's WABC-TV currently for 13 weeks for re-runs of Foreign Intrigue films week after they're shown on WNB'T, in frank effort of gen. mgr. John Mitchell to induce sponsor to continue it thereafter on pay basis after its time on WNB'T is preempted in Aug. by live Lux Video Hour. Liebman Breweries similarly has been offered 50% time discount for Henry Fonda films for 26 weeks, provided it continues them at regular rates for 52 weeks thereafter. Making of these and other "deals" to bring over high-rated film shows from NBC and keys is part of outspoken policy of the ABC key in intensely competitive situation . . . Auto industry's heavy use of TV-radio (Vol. 10:22) is detailed in May 31 Sponsor Magazine, listing expenditure of $6,700,000 by manufacturers for network TV alone, $2,600,000 for network radio in first 3 months of 1954 vs. $4,000,000 TV, $1,500,000 radio same period of 1953. At network level, outlay amounts to $65.53 per car vs. $3.67 year ago—to say nothing of saturation spot campaigns (Ford alone spent $1,200,000 in Jan. to introduce new models). Much national TV-radio advertising in auto field is dealer co-op (e.g., Lincoln-Mercury Dealers Assn. sponsorship of Toast of the Town), reports Sponsor, which lists 17 top auto makers and their TV-radio sponsorships . . . U. S. Rubber Co., for new Royal 8 tires, using local TV-radio spots, thru Fletcher D. Richards Inc. . . . 20th Century-Fox starts $250,000 TV-radio "saturation" campaign in 160 markets, using open-end 20 & 60-second trailers, to plug new CinemaScope Garden of Evil, to be released in July . . . Warner Bros. backing up Them! with $256,000 TV-radio-newspaper campaign . . . Among other advertisers reporting using or preparing to use TV: H. J. Heinz Co., Pittsburgh (baby foods), thru Maxon Inc., Detroit; Procter & Gamble, Cincinnati (Dash detergent and Gleem toothpaste), thru Compton Adv., N. Y.; Rockwood & Co., Brooklyn, N. Y. (Chocolate Bits), thru Paris & Peart, N. Y.; Penola Oil Co., subsidiary of Esso Standard Oil Co., Detroit (Flit insecticide), thru McCann-Erickson, N. Y.; Seeman Bros., N. Y. (White Rose Redi-Tea), thru Cecil & Presbrey, N. Y.; Dro Inc., N. Y. (Dro insecticides), thru Kenneth Rader Co., N. Y.; Vigorelli Sales Co., Brooklyn, N. Y. (sewing machines), thru Bachenheimer-Lewis Adv. Agency, N. Y.; Nedick's Inc., N. Y. (bottled orange drink), thru Weiss & Geller, N. Y.; Pez-Haas Co., N. Y. (Pez candy), thru Wesley Associates, N. Y.

Armour & Co., which spends some $10,000,000 a year on advertising, awards Henri, Hurst & McDonald Inc., Chicago, its canned meat & pet food accounts; Tatham-Laird Inc., Chicago & N. Y., sausage, ham, bacon, other smoked meats accounts; John W. Shaw Adv., Chicago, some detergents & shorteners and accounts of subsidiaries Jack E. Decker & Sons, Mason City, la., Drummond Packing Co., Eau Claire, Wis.; Columbus Packing Co., Columbus, O. Latter shift from Foote, Cone & Belding, which retains Dial soap & shampoo, 7 industrial divisions and Armour Labs accounts—amounting to about $4,000,000.

Procter & Gamble's TV-radio billings for next season may hit $40,000,000, reports Variety, all-time high for any company; its 7 weekly daytime serials on CBS Radio, all renewed, represent estimated $7,500,000 in billings, giving that network SRO sellout 10 a.m.-4:30 p.m.

Everything except network radio is up in Printers' Ink national advertising index for first 4 months of 1964. National advertising as whole is up 11¼%, with shows network TV ahead 44%, newspaper, magazine & outdoor up 4% each, business papers up 2¾%, network radio off 0½%.

It's Detroit Radio & TV Council now, instead of Detroit TV Council, with J. Walter Thompson's local TV-radio supervisor Win Holden as pres.
FIRST 3 RCA 12½-kw uhf amplifiers (Vol. 10:4,7) will be delivered in next 30-45 days to WBRE-TV, Wilkes-Barre, Pa. and to Youngstown’s 2 stations—WPMJ-TV & WKBN-TV. Thereafter RCA plans to ship about 4 a month, with WSBT-TV, South Bend, and WHP-TV, Harrisburg, Pa., next on the list. Wilkes-Barre station, which gets first 12½-kw amplifier, also is expected to get the first of RCA’s new super-gain uhf antennas, due for delivery this fall. New antenna provides gain of about 45 at low end of uhf spectrum, 60 at high end—about twice as high as standard RCA slotted antenna—will make possible ERP of 500-kw and more when used with 12½-kw transmitter.

RCA shipped 10-kw transmitter June 2 to WPBN, Traverse City, Mich. (Ch. 7), due on air in latter June or early July. On May 29, 50-kw RCA amplifier was shipped to WAGL-TV, Lancaster, Pa. (Ch. 8), and on June 4 a 50-kw amplifier went out to WHO-TV, Des Moines (Ch. 13).

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

WSAU-TV, Wausau, Wis. (Ch. 7), now has FCC approval of purchase of radio WSAU, plans to order equipment in 2-3 weeks, hopes for fall start, reports v.p.-gen. mgr. George T. Freechette. Construction begins soon, with plans to adapt WSAU Blaw-Knox tower and studio & transmitter buildings for TV. Rep not yet chosen.

KETC, St. Louis (Ch. 9, educational) now plans test patterns during second week in Aug. and programming late that month, reports gen. mgr. Richard J. Goggin. It will use 5-kw RCA transmitter, has been delayed by move of Ideco tower to new site between St. Louis U High and Oakland Stadium.

WEOL-TV, Elyria, O. (Ch. 31, allocated to Lorain) is having zoning difficulties over transmitter site, so hasn’t set target date, reports gen. mgr. Alexander Buchan. It tentatively plans to order RCA equipment, 360-ft. tower. Rep not yet chosen.

Public hearings on adequacy of existing standards for marking and lighting of high towers will be held June 24-25 in Washington by special ad hoc study group of air coordinating committee. Largely pro forma, the hearings are concerned only with first phase of study—to determine adequacy of present standards—and not to determine ways and means of improving marking and lighting. Public hearings on possible changes in standards will be called if group determines present standards are unsatisfactory. Meanwhile, Navy invited ad hoc group to special flight June 10 around 1029-ft. tower of WATR-TV, Norfolk, for pilot’s-eye-view of tall guyed tower.

Libel suit for $150,000 by TV-radio actor Joe Julian against publishers of Red Channels was dismissed May 25 by N. Y. Supreme Court Justice Saypol on defense motion after publication’s counsel told court that introduction to the book cautioned readers that some innocents might have been included in its listings.

NARTB issues booklet, Television and Youth, based on 1951 survey of 1000 children in Ann Arbor, Mich., showing TV viewing didn’t interfere with homework, made little change in habits of reading and hobbies.

“Smallest dynamic microphone ever developed for broadcasting use,” the BK-6A, announced recently by RCA, weighs less than 6 oz., is small enough to be worn around performer’s neck, clipped to lapel or completely concealed in hand.

British Marconi has sold 4 camera chains and associated equipment to Radio Televisao Difusora, Sao Paulo, Brazil (PIF 3), owned by Assis Chateaubriand.

WNYC-TV, New York City (Ch. 31), granted recently to Municipality of City of N. Y., plans to have transmitter and antenna in Municipal Bldg., Manhattan, but hasn’t ordered equipment or set target, reports mgr. Seymour N. Siegel. With $379,000 set aside for TV construction, city expects to ask for equipment bids soon, although fight looms over appropriation for operating expenses (Vol. 10:21). It will be non-commercial, but consideration is being given to “experimental pay-as-you-go plan with Phonevision or Skiatron or some other group, in connection with special services for doctors, dentists, etc.” Studio at 500 Park Ave. is ready, has been used for last few years to produce TV films; additional space will be provided at Board of Education’s WNYE (FM).

WJDF, Boston (Ch. 44), is trying for fall opening, reports grantees Jack Wrather Jr. of Beverly Hills, Cal., who also is half owner of KFMB-TV & KFMB, San Diego. “I am going ahead on engineering plans for the station and in the very near future will have finished the preparation of studio plans,” he writes. Rep not yet chosen.

WOPT, Chicago (Ch. 44), which earlier reported Jan. 1, 1955 target (Vol. 10:8), now hasn’t any target date, writes pres. Egmont Sonderling. It plans to use same tower as WTTW (Ch. 11), Chicago educational grantees, can’t proceed until latter builds. WTTW had planned start next fall (Vol. 10:9), but recently pres. Edward L. Ryerson stated that lack of funds may delay start another year.

WCET, Cincinnati (Ch. 48, educational), with 1-kw RCA transmitter on hand, plans to begin test patterns in June, reports gen. mgr. Uberto T. Neely. It might begin 15-20 hours of weekly programming as early as July, definitely will do so by Oct. 1 at latest, he states. RCA antenna, mounted on WLWT’s tower, will be 350-ft. above ground.

WQCY, Allentown, Pa. (Ch. 39), plans to use new 12½-kw RCA transmitter, expects to be in operation “in the latter part of Nov., 1954,” writes mgr. Ogden R. Davies. Rep will be Weed.

TV receivers in 1953 accounted for about 10% of the total combined residential & rural consumption of electrical power in the U. S., according to NBC research director Hugh M. Beville, addressing recent convention of Public Utilities Advertising Assn. Because it’s used more, he said, the TV set consumes more current annually than any other household appliance—averaging 4½ hours per day. In 2 years between 1951 & 1953, electrical appliance advertisers more than doubled their network TV time expenditures, and in the first 2 months of this year the appliance field increased TV network outlays by 56% over same 1953 period.

Voice of America gets staunch support of famed journalist Eugene Lyons, expert on Russia, in June Reader’s Digest article titled “How Good Is the Voice of America?" So does Radio Free Europe. Case samples are cited of their “pulling power” in the way of responses and defections from the Soviet. That VOA is getting under their hide is also attested by fact that “Soviet Russia spends more on jamming the Voice of America than this whole global effort costs us.”

“Whoever controls your TV set is really the head of your house,” Rev. Edwin B. Broderick, TV-radio director for N. Y. Roman Catholic Archdiocese, advised parents in sermon at St. Patrick’s Cathedral. “Use TV as a worthwhile family experience and not as a chamber of horrors or a built-in baby sitter,” he said. “Ask yourself a simple question: ‘Does TV run my home or do I run TV?’ It is to the watchful credit of the TV industry that, thus far, no Pied Piper has arisen to lead our children astray.'
**Television Digest**

**with ELECTRONICS REPORTS**

**Trade Report**

June 5, 1954

---

**ADIMARL LINE SHOWN, PRICES DOWN; RCA NEXT:** Admiral broke with lower-priced TV line this week, starting with 17-in. plastic table at $150 -- and big question now is whether this is first gun in new industry-wide round of price cuts. Bellwether RCA should go a long way toward answering that when it shows line to field reps week of June 7 at Atlantic City. Other manufacturers will be busy showing new lines during June and July -- only strike-bound Philco uncertain about distributors' convention.

RCA is saying little in advance of meeting, other than to reaffirm that line will start with 17-in. (Vol. 10:14). Conjecture is that 21-in. series in RCA line, said to contain a considerable number of high-price units, will start at $180. Best information from Motorola is that it probably won't raise prices in line to be shown its distributors July 8 at Chicago's Conrad Hilton Hotel.

Thus industry doesn't seem disposed to raise prices now, much as it would like to do so in face of low profit margins. Trend now appears to be to hold prices firm, reduce them where possible, hope for increased demand for step-up models.

* * *

Details of Admiral's line, shown to distributors at unpublicized convention in Chicago's Drake Hotel June 4, will be disclosed after dealers have had chance to see it at "open houses" week of June 7. But it's learned line has lower prices on just about all models, contains 17, 21 & 24-in. sizes, starts with 17-in. standard-tube plastic table at $150 ($10 under comparable current model). It also has 21-in. open console in mahogany at $200 (as against $250 in last line). As summer special only, it's also offering a 21-in. mahogany table for $160 (last list $200).

Majority of Admiral sets have 90-degree deflection tubes. The 21-in. series of these sets starts at $200. Cost of producing set with 90-degree tube is said to be about $3 more than standard-tube receiver, most of increase resulting from the cost of changing circuitry to accommodate higher voltage for driving power.

Admiral pres. Ross Siragusa told distributors the 21-in. 90-degree tube provides 270-sq. in. picture, 20% larger than standard 21-in. tubes and only 10% smaller than viewing area in 24-in. set. It also fits into cabinet 3 inches shorter than in present line, said Siragusa, and cabinets for 21-in. sets are 2 inches shallower from front to back than current 17-in. models.

Printed circuits in chassis are another feature. Siragusa revealed printed circuits cover one-third of all "normally-exposed wiring," predicted that "a 100% printed circuit TV chassis will be a reality within a year." He said it would result in better quality control, fewer service calls for faulty soldered connections.

Admiral also introduced 5-tube printed circuit table radio to list at $15 and moderately-priced high-fidelity unit (price undisclosed). Whether other radios were also introduced at same time could not be learned.

* * *

Strike at Philco's 10 TV-radio-electronics plants entered 6th week as we went to press, with no sign of settlement. Union rejected Philco's offer of 5¢ hourly wage increase as inadequate, obviously waiting for company to match RCA's grant of 9-10¢, which provided basis for contract with 29,000 workers (Vol. 10:21).

Philco isn't farming out its TV-radio production to other companies, as it did during radio strike in late '30s. Company spokesman acknowledged that TV inventories of some distributors were "dangerously low". But best company can do to alleviate situation is to trans-ship stocks from some distributors who are overloaded. Meanwhile, plans for Philco distributor parley, originally set for latter June, are being held in abeyance.

Other distributor conventions announced thus far: Capehart-Farnsworth, June 7 at Hotel Van Orman, Ft. Wayne, & June 28, Hotel St. Francis, San Francisco; Crosley, - 9 -
June 7, Hotel Savoy-Plaza, New York; DuMont, June 15, Statler, New York; Raytheon, June 17, Sheraton Hotel, Chicago; Emerson, June 22, Lido Beach, L.I.; Hoffman Radio, July 7, Huntington Hotel, Los Angeles; Motorola, July 8, Conrad Hilton, Chicago; Sylvania, July 14, Statler, Buffalo; Zenith, July 15, Drake Hotel, Chicago; Arvin, July 13, Grove Park Inn, Asheville, N.C.; Stromberg-Carlson, July 26, Rochester plant.

* * *

TV production totaled 91,443 week ended May 28, the lowest for any week this year. It compared with 97,937 preceding week and 96,007 week ended May 14 — all within period of Philco strike. It was year's 21st week, brought production for year to date to about 2,300,000 vs. 3,500,000 in corresponding period of 1953.

Radio production totaled 161,122 (including 68,427 auto), down from 190,275 week ended May 21 and 211,161 week before. It brought 21-week production to about 4,040,000, compared to approximately 5,890,000 in same period year ago.

Topics & Trends of TV Trade: Industry opposition seems likely to result from Federal Trade Commission's proposal this week to require merchandising ads to disclose fully how many channels a TV set can receive. FTC suggested this addition to its proposed code of fair practices for TV-radio merchandising (Vol. 8:19 & 9:41,50) in letter to all interested parties. Comments are due by June 15.

FTC attorney Paul Butz, who has conducted drawn-out hearings extending over last 3 years, proposed that ads carry such notations as: "Vhf television receiver"; "All vhf channels plus 4 uhf channels"; "Not for uhf reception"; "For vhf reception only." He emphasized these were merely suggestions and could be modified by industry comments.

Proposal stemmed from comment by DuMont attorney Wm. A. Roberts at last public hearing Dec. 7 that prospective set purchasers in uhf areas were being deceived by ads which weren't clear on uhf reception capabilities.

RETMA is said to be dubious on 2 facets of FTC proposal — whether lack of information on uhf in ads constitutes deception and whether FTC has authority to enforce such ruling if not necessary to prevent deception.

Butz cautioned that proposed rule does not necessarily bear approval of either FTC or staff, but is intended only as basis for consideration. No further public hearings are anticipated.

Picture tube sales in first 4 months totaled 2,690,519 units, valued at $88,989,887, down from 3,705,997 at $89,-353,731 sold in first 4 months of 1953, reports RETMA. Some 77% were 19-in. and larger. In April alone, 727,655 picture tubes worth $14,904,779 were sold, compared to 759,468 at $18,904,867 in March and 907,076 at $21,657,266 in April 1953.

Receiving tube sales in first 4 months totaled 106,026,920, worth $78,560,440, down from 163,401,- 355 at $110,676,003 in first 4 months year ago. April sales were 29,640,942 at $21,697,489, compared to 29,063,- 484 at $22,130,627 in March and 41,342,599 at $27,720,635 in April 1953.

RETMA convention June 15-17 at Chicago's Palmer House, celebrating 30th anniversary, will be host to several founders of old RMA, including H. H. Frost, first president. Three days of meetings of all divisions and committees will be climax at annual dinner final evening when 1954 Medal of Honor will be presented to chairman Robert C. Sprague. Convention chairman Leslie F. Mutet will also present certificate awards at dinner to members of NTSC for development of color standards. RETMA board meets final day of convention.

Sylvania radio tube div. plans 219,000-sq. ft. building in Williamsport, Pa. for central packaging area and finishing operations for radio & receiving tube production.

Monarch Radio & TV Corp. of New York, its former pres. Vincent S. Acunto and 7 other men were indicted June 4 by N. Y. Federal grand jury on 33 counts of mail fraud, conspiracy and violation of Securities Act. Govt. attorneys said indictment resulted from investigation by SEC into interstate sale of $500,000 in stock to more than 1,000 persons. Defendants were accused of causing company to issue false financial statements and to pay dividends out of proceeds from stock sale. Soon after stock sale, company was declared bankrupt and stockholders and creditors realized nothing from liquidation, Govt. declared. Among those indicted was Charles H. Greenhouse, whose stock manipulations nearly half century ago earned him the title of "boy wizard of Wall St." and several prison terms since that time.

Admiral's Ross Siragusa, describing 15-in. color tube as "dead," told his distributors convention June 4 to put no stock in predictions as to when "simple and relatively inexpensive color tube will be available." He said: "The 19-in. color tube, which gives a 17-in. picture, was supposed to go into production this fall. But just 10 days ago RCA withdrew it as impractical to build. While there have been announcements of several single-gun rectangular tubes giving a 20 to 21-in. picture, each has a specific drawback. With one the circuitry is so complex that as many as 60 tubes may be required to operate the set. Excessive radiation handicaps another."

Telefunken receiving tubes will be marketed in U. S. in about 2 months by American Elite Inc., 1775 Broadway, N. Y. (Michael Von Mandel, pres.), U. S. agent for big German electronics manufacturer. About 35 tube types will be available, all with American-type bases, and prices will be competitive with U. S. tube manufacturers, according to E. S. Klausner, in charge of tube sales. American Elite is also considering importing layer-type resistors manufactured by Germany's Resista Corp.

Distributor Notes: DuMont appoints Ray Distributors, Savannah (Fred A. Ray, owner) ... Capehart-Farnsworth names Cannon Distributing Co., Charleston, S. C. (Norman L. Cannon, pres.), ex-CBS-Columbia outlet ... Halli-crafters appoints Tubbs Electric Co., 165 S. Post St., Spokane (Clarence A. Tubbs, pres.) ... Admiral Distributors Inc., Boston, appoints Charles E. Cranston TV sales mgr. ... Philco Distributors Inc. Chicago appoints John Perry Jr. adv. & sales promotion mgr., succeeding Ira Breichta, now midwestern adv. mgr. of parent company ... Olympic of Southern California announces resignation of pres. John Tracy, his duties to be assumed by Olympic pres. Morris Sobin ... DuMont appoints Wholesale Equipment Corp., 1338 McGee St., Kansas City (Frank Dean Jr., pres.) ... Motorola-Chicago names Harold P. Murphy sales mgr., replacing S. R. Herkes, now v.p. of Chicago branch.
Color Trends & Briefs:

Excited by color film scanner demonstrations at NARTB convention (Vol. 10:22), Frederick W. Ziv, chairman of major TV film company bearing his name, is satisfied that his heavy investment in color film for last 5 years will begin to pay off this fall.

"I was probably the No. 1 color TV film enthusiast," he told us, "when the networks were saying that it wouldn't be satisfactory for TV. We now have a backlog of several hundred programs in color and I'm convinced that the public and the sponsors will want it. Other film makers apparently didn't want to tie up the dollars. It costs about 33 1/3% more to shoot in color, and the prints are considerably more than black & white."

Mr. Ziv said he has seen many tests of his film on scanners and that they are "100% satisfactory." He reported that Cisco Kid is in 5th year of color and that other programs being shot in color are Mr. District Attorney, I Led Three Lives, Boston Blackie, Favorite Story. He said that price structure for color hasn't been established.

Ziv TV Programs pres. John L. Sinn estimates company's investment in color at $4,000,000, said he's satisfied that scanners will produce excellent results and that many stations will have them this fall. He said that programs are shot on Eastman 35mm film, reduced to 16mm prints.

Engineering seminar on color is scheduled for June 21-July 2 by Pennsylvania State College, at State College, Pa., whose pres. is Milton Eisenhower. Sessions are designed for engineers from manufacturing organizations, stations, educational institutions. Registration fee is $60. Asst. Prof. Harold J. Nearhoof is in charge, with Dr. Donald C. Livingston, Sylvania, as coordinator. Lecturers are: Dr. R. M. Bowie, Sylvania; W. T. Wintringham, Bell Labs; B. D. Loughlin, Hazeltime; Dr. Livingston; John Wentworth, RCA; J. F. Fisher, Philco; P. W. Howells, GE; K. E. Farr, Westinghouse; R. A. Maher, Crosley; Frank Marx, ABC; Kurt Schlesinger, Motorola; J. R. Popkin-Clurman, Telechrome.

"Color Caravan"—NBC-TV's 10-city swing through East and Midwest with mobile unit (Vol. 10:21)—has undergone slight shift in schedule, as follows: June 9-10, St. Louis; June 16-17, Milwaukee; June 23, Chicago; June 29-30, Columbus, O.; July 8-9, Cleveland; July 15-16, Washington; July 22-23, Baltimore; July 28-29, Philadelphia; Aug. 5-6, Boston; Aug. 12-13, New York. Most sites and subjects are as previously reported, except that Nela Park is likely to be added for Cleveland and Ohio State Penitentiary deleted from Columbus.

AT&T's equipping of network facilities for color continues, as networks build up to substantial color programming schedules to start this fall. Hitherto moving slowly, CBS has been ordering color for its affiliates; latest to be reached by color-equipped microwave are those in Cleveland, Denver and San Francisco—as of June 1. NBC expansion goes on at steady rate: Lancaster, Pa., June 7; Norfolk, Seattle & Portland, Ore., Aug. 1; Binghamton, Sept. 1.

Foreseeing 21-in. $500 color set by end of 1955, Paramount Pictures pres. Barney Balaban this week told stockholders that "prices presently being quoted for color TV receivers have no relationship to the mass product in prospect for the very near future." Paramount has been developing 21-in. & 24-in. color tubes through subsidiary Chromatic TV Labs.

Network color schedules week of June 6-12: NBC-TV—June 7-9, Bride & Groom, 12 noon; June 9-10, inserts in Today (7-9 a.m.) and Home (11 noon) from mobile unit at Busch estate, St. Louis; CBS-TV—June 11, New Revue, 5:30-6 p.m.

Veteran technical editor Oliver Read, of Radio & TV News, recently obtained Westinghouse color set on loan, came up with interesting reactions in his June issue. After set was delivered, he didn't wait for serviceman, connected it himself, found all channels in good alignment, monochrome reception highly acceptable. First color show came 3 days later when he viewed CBS-TV's New Review, which he found disappointing. "Skin tones were yellowish," he said, "and lip makeup was excessive. A slight adjustment of the flesh control partly corrected the jaundiced appearance of the actors." Then, he went on: "Our impatience for more color programming mounted as the days slipped by. . . . It seems that we could enjoy about one hour per week of mediocre subjects, including the Scholz-Andrews fight. This editor doubts if any prospect for a color set could be sold from this example. Our enthusiasm for color reached a climax on March 28 when NBC set up their color cameras at New York's Botanical Gardens. This production was excellent from both color and production standpoints. It is a real thrill to enjoy the sparkle and life produced by various plants and flowers when seen in their true colors."

Read chalked up 125 hours and concluded: "Contrary to many opinions, a color receiver is far simpler to tune than several monochrome sets used in the past. Now that we have good quality color TV receivers, the need remains for more and better telecasts in color. Yes—color TV is here and it's terrific!"

British color TV is still 2 years away, in opinion of Sir Ian Jacobs, BBC director-general. After returning from New York this week, he's reported saying that even in U. S. "there is a long way to go before it is an economical proposition." Marconi recently demonstrated 2 kinds of color systems, both compatible. One is simply the NTSC standards, tailored to British 405-line system. Other is a "wide-band" system requiring some 50% more bandwidth. Marconi says latter is "similar in certain principles to the NTSC signal, but omits the band-sharing feature." It's claimed to produce better color and improved compatibility. Also demonstrated was a color-trace camera, in which "one camera tube produces a high definition monochrome picture of 3-mc bandwidth in a conventional manner; the other tube is arranged to give 2 low-definition colour signals." U. S. manufacturers have experimented with 2-tube color cameras but none has decided it is commercially practical. Brochure describing systems and demonstrations is available from Marconi's Wireless Telegraph Co. Ltd., Marconi House, Chelmsford, England.

Weak programs will be strengthened by color in early novelty period. That's opinion of Scherwin Research Corp. on basis of one study. It reports: "We audience-tested 2 editions of a program, in each case studying both a black-&-white and a color version. The first edition, which was well liked in black-&-white, gained no additional interest when tested in color. The second was poorly received in black-&-white; yet, when it was seen in color, the audience's liking score rose to almost the same level achieved by the strong first edition."

Ethiopian Emperor Haile Selassie was fascinated with color and TV generally when he saw color for first time at Rockefeller Center this week. After watching NBC-TV's Bride & Groom in color, he plied host Laurance S. Rockefeller with questions about number of TV sets in U. S., how much it's watched, etc.


Dr. E. W. Engstrom, executive v.p., RCA Laboratories, goes to parent company headquarters in N. Y. as executive v.p. in charge of all research and engineering, and Robert E. Shelby, director of NBC color TV systems development, was elected NBC v.p. & chief engineer, in major changes in the RCA-NBC executive structure announced June 4 by Chairman Saroff. Ewen C. Anderson, v.p., RCA commercial dept., was elected executive v.p., commercial dept., handling all patent & license matters; Dr. Irving Wolff, director of research, appointed v.p., research, RCA Princeton labs; Dr. D. H. Ewing, in charge of chemical research lab, named administrative director, RCA Princeton labs; O. B. Hanson, NBC v.p. & chief engineer, becomes RCA v.p., operations engineering, with responsibility for all engineering pertaining to broadcasting & communications and for direction of RCA Frequency Bureau, reporting to Dr. Engstrom, as does D. F. Schmit, v.p. product engineering at Camden, who continues in that capacity. The Engstrom and Anderson promotions place them on same executive level at parent company as recently promoted Joseph B. Elliott, now executive v.p. consumer products; C. M. Odorizzi, executive v.p., corporate affairs: W. W. Watts, executive v.p., electronic products.

R. G. Griffith, Radio Engineering Products Inc., on May 1 succeeded L. S. Payne as chief engineer, Canadian Overseas Telecommunications Corp.; Mr. Payne retired after 42 years, going to London as consultant to British Marconi.

British IRE holds 1954 convention at Oxford, July 8-12, devoted entirely to industrial electronics.

Electronics Reports: Forecasts for 1964 by GE's W. V. O'Brien, v.p. & gen. mgr. of apparatus sales div., speaking at National Federation of Financial Analysts Societies meeting in Chicago: 66,000,000 home TVs in use, of which 44,000,000 will be color sets, using almost twice as much electric power per receiver; TV screens that can be hung on the wall like pictures, connected to receiver by thin wires; electronic device for thawing frozen foods quickly; electronic device for cooking food in seconds; electronic incinerators for disposal of kitchen waste; 3 times as many home freezers as now, twice as many ranges and electric water heaters, 5 times as many electric clothes dryers, 11 times as many air conditioners.

Who invented transistors? The Russians, of course. At least, that's hinted in article on Russian electronic achievements in Soviet newspaper Izvestia. Crediting early solid-state research to Oleg V. Losev, who died in 1941, article cites advances in last 5 years by Soviet Army in substituting transistors for tubes and states, "Now there is no doubt that in radiotechnics, electronic crystals [transistors] are the masters." Article indicates Russian electronic developments may be paralleling those in U. S., describes giant computing machines containing thousands of electronic devices and "occupying tens of hundreds of square meters of space." It suggests that "century of radioelectronics" is more apt description for present age than "era of atomic energy" because without complex electronic devices nuclear achievements would be impossible.

Life-saving electronic assistant for the operating room is new "Physiological Monitor," developed by National Bureau of Standards for Veterans' Administration, which continually measures changes in patient's blood pressure, heartbeat and respiration as they occur during course of an operation. Recording device makes permanent record of patient's condition during operation. Because important data on patient's condition are available at a glance without intermediate calculation or manipulation, the instrument makes possible prompt emergency action. Preliminary tests in 2 Washington hospitals indicate "great potential usefulness to the surgical team," NBS reports. Detailed description is contained in Technical Report 1872, NBS, Technical Reports Section, Washington 25, D. C.

Pica for military electronics testing services on west coast was inserted in June 3 Congressional Record by Rep. Yorty (D-Cal.). Crediting West Coast Electronics Mfrs. Assn. with helping build California's electronics industry to current level of more than 150 companies employing more than 50,000, he said lack of testing facilities is hampering industry's further growth there. "Govt. procurement regulations require prior official testing before electronic parts are purchased," he said. "But the testing services are offered only in the east and midwest, although facilities are available on the west coast which could make the necessary tests at little additional costs to the Govt. and at savings of millions to the producers of electronics."

Sylvania this week disclosed new 21-in. 90-degree aluminized tube (21ATP4), to be available in limited quantities in July. New glass rectangular tube provides 263-sq. in. picture, measures 19½-in. high, 15½-in. wide. Price wasn't announced.

Jensen Mfg. Co., subsidiary of Muter Co., opens new 25,000-sq. ft. plant at Guttenberg, Ia. for production of 6-in. and smaller speakers, expands output of high-fidelity equipment at main plant in Chicago.

Francis W. Dunmore, retired Bureau of Standards scientist, who with late Harry Diamond originated the blind landing system and who pioneered many phases of air & marine navigation, wins Pioneer Award of annual Conference on Airborne Electronics.
Canadian Admiral, trying to head off recent wave of price-cutting and "dumping" of TVs, takes full-page ad in 15 leading Canadian newspapers to warn prospective set purchasers: "You can pay too much ... but you can also pay too little." Signed by Canadian Admiral pres. Vincent Barreca, ad urges customers to ask themselves: "Is this distress merchandise? Is it repossessed merchandise? Is this TV set one of a discontinued line? Was this TV set set made by a manufacturer now out of business? Is this a stripped down model? The price may seem low—but how about the 'extras' you may have to pay?"

"Electronic office" is closer to reality with the International Business Machines Corp. demonstration of its new computer, "702," designed especially for use by business and industry. Details of new "brain" were outlined for first time on closed-circuit telecast from IBM labs in Poughkeepsie, N. Y. to 1300 of company's salesmen in New York's Waldorf-Astoria Hotel. Although deliveries aren't scheduled until early next year, about 30 of the devices have already been ordered, at monthly rentals to average about $25,000. So far, insurance companies constitute biggest category of customers.


At last, a noiseless piano—through the magic of electronics! Rudolph Wurlitzer Co., Chicago, this week announced electronic piano, portable and weighing less than 80 lbs., due for production next fall. It never gets out of tune, say the Wurlitzer people, and normally sounds just like a regular piano—but it also is equipped with headphones, so loudspeaker can be switched off and the music heard only by person who is playing.

"WESCON"—Western Electronic Show & Convention—this year will be biggest ever, with more than 465 exhibitors and expected attendance of nearly 20,000. Show this year will be at Los Angeles Pan-Pacific Auditorium and Ambassador Hotel, Aug. 25-27. It's sponsored by West Coast Electronic Mfrs. Assn. and IRE Los Angeles & San Francisco sections.

Hartley Baird Ltd. is new name for amalgamated Baird Television Inc. (Baird brand TVs) and Hartley group of companies which includes Harley Electromotives Ltd., Shrewsbury, Shropshire (electronic instruments) and Duratube & Wire Ltd. Managing director of Baird's now is A. W. M. Hartley, with Sir Charles King continuing as chairman.

"Flyweight" power triode tube, designed for uhf airborne communications and weighing only 8 oz., but with high power output, was announced this week by RCA. Designated 6383, new tube has maximum plate dissipation of 600 watts and can operate at top power at frequencies up to 2000 mc.

Gramer Transformer Corp., Chicago, has purchased Halldorsson Transformer Co., also of Chicago. Gramer recently bought Johnson Electronics Inc., Orlando, Fla. No personnel changes are planned in Halldorsson organization.


Andrea Radio Corp. has dropped 15-in. color set plans, announces 19-in. for fall.

**Financial & Trade Notes:** Emerson Radio & Phonograph Corp.'s consolidated net sales for 26-week period ended May 1 totaled $404,445,690, compared with $39,925,745 for same period preceding year. Profits after taxes were $947,515 (49c a share on 1,958,187 shares outstanding) vs. $1,768,594 (91c). Fiscal year ends Oct. 1. Emerson has entered into loan agreement with group of institutional investors, arranged by F. Eberstadt & Co., covering sale of $7,500,000 in promissory notes due May 1, 1969.


Lamb Industries Inc., headed by Toledo broadcaster-telecaster Edward Lamb, has bought 65,000 shares of Air-Way Electric Appliance Corp. at $32 a share, bringing his holdings to more than 130,000 of the 360,000 share outstanding. Besides his TV-radio holdings and Erie Dispetch, Mr. Lamb also recently acquired control of C. L. Bryant Co., Cleveland (Sphinx furnaces) and White Products Corp., Middleville, Mich. (water heaters), merging the 2 (Vol. 10:2).

Twentieth Century-Fox profit was $2,048,000 (74c a share) in 13 weeks ended April 27, double the $1,024,000 (37c) earned in same period year ago—pres. Spyros Skouras telling annual meeting CinemaScope had turned back TV's threat to motion pictures. He predicted theatres equipped for CinemaScope would be increased by year's end from present 4600 to 10,000 in U. S. & Canada, and from 1500 to 4600 overseas. He said company had no immediate plans to sell old pictures to TV.

Famous Players Canada, which owns 50% of CKCO-TV, Kitchener, Ont. (Ch. 13) and 25% of CFCH-TV, Quebec City (Ch. 4), latter due on air later this month, is selling 285,000 common shares at $23.50 in current offering designed to give Canadian citizens larger percentage of ownership. Paramount International, however, with 880,000 shares, still holds about 51%. FPC also proposes to acquire more TV stations.


General Tire's success with its General Teleradio TV-radio subsidiary operation was reason given by B. F. Goodrich Co. for recent broadening of its charter to permit it to go into TV-radio and other fields. But Goodrich spokesman states move was merely "precautionary" for no immediate plans are in prospect.

Walt Disney Productions reports net income of $385,662 (43c a share) in 6 months ended April 3, double the $142,723 (22c) earned in corresponding period year ago.

Philo postponed annual stockholders meeting from June 4 to June 23, in Land Title Bldg., Philadelphia, because of current strike.

Dividends: Admiral, 25c payable June 30 to stockholders of record June 15; Arvin, 40c June 30 to holders June 14; Canadian Westinghouse, 50c July 2 to holders June 15; Capital Records, 15c July 1 to holders June 15; Decca Records, 17 1/2c June 30 to holders June 21.
HEARINGS ON UHF problems by communications subcommittee of Senate Commerce Committee are now scheduled to begin at 1:30 p.m., June 15, in Room G-16, Capitol, then continue 9:30 a.m.-5 p.m., June 16-18. Final schedule of appearances won't be announced until shortly before hearing, but this is tentative unofficial list, arranged in anticipated order of appearance:

Raymond F. Kohn, WFMMZ-TV, Allentown, Pa. (uhf grantee); Melvin Goldberg, UHF Industry Coordinating Committee; Noran E. Kursta, WFTL-TV, Ft. Lauderdale, Fla. (uhf); Farris Rahall, WFEA, Manchester, N. H. (AM); Thomas Chimason, WVED-TV, Hampton-Norfolk, Va. (uhf); Hubert Taft, WKRC-TV, Cincinnati (vhf); Gordon Brown, WSAY, Rochester, N. Y. (AM); attorney Joseph Brenner, Beverly Hills, Cal.; attorney Franklin C. Salisbury, Washington; engineer Raymond Wilmot, Washington: Leon Green, KNUZ-TV, Houston (uhf); Philip Merriman, WICC-TV, Bridgeport (uhf); attorney J. Howard McGrath, exec. v.p., Edward Lamb Enterprises (vhf WICU, Erie & uhf CP WMAC-TV, Massillon, Ohio); Harold Fellows & A. Prose Walker, NARTB; Irvin M. Kipnes, Beachview Broadcasting Corp., Norfolk (vhf applicant); George Storer, Storer Stations (vhf); attorney Ted Pierson, vhf organization; engineer A. Earl Cullum, Dallas; Ernest L. Jahnecke Jr., ABC; Jack Van Volkenburg, CBS; John Essau, KTVQ, Oklahoma City (uhf); Joseph Heffernan, NBC.

Note: In summarizing written statements inserted in hearing record May 19 (Vol. 10:21), we erroneously identified Gerald J. Morey with WNHC-TV, New Haven. The comments actually were submitted by Morey in behalf of grantee WNLC-TV, New London, Conn.

Knoxville's WTSK-TV (Ch. 26), which began operating last Oct., within 2 weeks of WATE (Ch. 6), originally known as WROL-TV, has been sold for $300,000 to South Central Broadcasting Co., operator of radio WIKY, Evansville, Ind. and onetime applicant for Ch. 7 there. Purchasers acquire plant that includes 1-kw Federal transmitter, operating with CBS & DuMont network shows on 3-11 p.m. schedule at $250 rate. It's managed by Harold E. Rothrock, onetime Washington consulting engineer, with Guy Smith as sales mgr. They will remain under ownership, headed by John A. Engelbrecht, pres. of Evansville firm; George P. Stolz, v.p. & chief engineer; Leifshman D. Groves, secy-treas. Evansville radio men are understood to have been considerably impressed with uhf in their own area, where WFIE, Evansville (Ch. 62) has been operating since last Nov. and WEHT (Ch. 50), across river in Henderson, Ky., has been on air since Sept. Knoxville station is 80% owned by oilman W. R. Tuley, 10% each by No. Carolina broadcasters Harold Thoms and J. Horton Doughton. It has been operating in the red, reportedly has lost about $100,000 to date, but Rothrock states it's just about at break-even point now. He says area's TV sets are about 95% vhf-uhf combinations or conversions since both uhf & vhf got started about same time.

Two new TV applications—for Ch. 10 in Parma, Mich. near Jackson—were filed with FCC this week, making total of 230 now pending (32 uhf). The applications were by uhf WILS-TV & WILS, Lansing, together with Lansing auto dealer Edward E. Wilson, and by WKHM, Jackson, Mich. (replacing earlier application by same interests). [For further details see TV Addenda 18-T herewith; for complete listings of all grants, new applications, dismissals, hearings, etc., see TV Factbook No. 18, with Addenda to date.]

Next stations due for interconnection to AT&T network circuits: WDBO-TV, Orlando, Fla., June 6; KTTS-TV & KTVF, Springfield, Mo., June 19.

Will the Govt. get authority to enter broadcasting business in competition with private TV-radio stations? A little-noted bill, which has already passed through Senate and is now pending House action, could have that effect—though that certainly isn’t its intent. S-3401, introduced by Sen. Saltonstall (R-Mass.) at request of Defense Dept., to permit construction of military-operated TV & radio stations overseas and at isolated military bases in U.S. (Vol. 10:19), is so worded that it doesn’t bar armed forces from operating TV-radio outlets in areas where private U.S. stations already exist. Though intent of bill is to provide information and entertainment for American troops, some observers point out the measure could be opening wedge for competitive govt.-operated outlets. They add that this loophole could easily be closed by amendment stipulating that Defense Dept. is not authorized to establish TV or radio services in U.S. areas where reception is already available and that govt. stations shall go off air when private stations begin in area. Hearings on bill by House Armed Services subcommittee will probably be held June 16-18. Pentagon spokesmen say they have tentative plans for 12 TV stations overseas, none in U. S.

Bill to ban transmission of gambling information (S-3542), introduced June 2 by Chairman Bricker (R-Ohio) of Senate Commerce Committee, is scheduled for committee hearing June 7-8. First to testify will be Justice Dept. and FCC. Measure would prohibit TV-radio stations from broadcasting "any gambling information related to horse racing before the start of any race on the day it is scheduled to be run, or during the one-hour period immediately following the finish of such race or before the start of the next race at that track, whichever period is longer." Bill wouldn't preclude station from carrying race as a special event, but would limit stations to one such race a day.

"Eurovision"—8-nation European TV network—is scheduled to begin Sun., June 6 with address from Rome by Pope Pius XII. Hookup will continue until July 4 with pickups of special events and shows from Britain, France, Belgium, Netherlands, Denmark, West Germany, Switzerland and Italy. Main event will be World Soccer Cup matches in Switzerland. The 4000-mi. network will utilize 41 TV transmitters and 80 relay stations, with specially designed converters to make possible interchange of programs between Britain's 405-line system, France's 819 & 441 lines and rest of Europe's 625.

FCC approved sale of radio WSAU, Wausau, Wis. (250 watts on 1450 kc, NBC), for $170,000 to Wisconsin Valley Television Corp., granted CP for Ch. 7 in Wausau last May 13. Sale was part of agreement whereby WSAU dropped application for Ch. 7, and Charles Lemke (49% owner) got option to buy up to 25% of Valley TV, with John R. Tomek (51%) to get $15,000 retainer as consultant. Other Ch. 7 applicant, Congressman Alvin E. O'Konski, earlier shifted to Ch. 16 and got CP for WOSA-TV last Feb.

La Crosse (Wis.) Tribune, having sold its radio WKTY in order to acquire interest in WKBH Television Inc., grantee of upcoming WKBH (Ch. 8), became 41% stockholder this week in transfer approved by FCC, Comar, Hennock (usually opposed to newspaper ownership) dissenting. WKBH Inc. holds 40%; Howard Dahl, who controls radio WKBH, 9% personally; Charles D. Gelatt, Allan Schilling, Albert Funk Jr., RUNGE Sletten, ORVAL Nelson, 2% each. Shares outstanding total 1000, sold at $100 per share.

NARTB's TV and radio boards meet week of June 21 at Washington's Mayflower Hotel to elect chairman, review recent Chicago convention, select site for 1955 convention, go over current budget, discuss pending legislation. Committees meet June 21 and 22, TV board June 23, radio board June 24, full board June 25.
CORPUS CHRISTI & ORLANDO OPENED UP: Two new TV markets -- one vhf, one uhf -- came into being this week with first tests of KVDO-TV, Corpus Christi, Tex., and WDBO-TV, Orlando, Fla. With imminent deletion of Kansas City's share-time WHB-TV, which is being amalgamated with KMBC-TV (see p. 12), that brings stations on the air to 385. There was also a report, not yet confirmable, that WTAC-TV, Flint, Mich. (Ch. 16), which quit April 20 for economic reasons and reverted to CP status (Vol. 10:19), may soon be sold and revived. This week's starters:

WDBO-TV, Orlando, Fla. (Ch. 6) starts programming June 15 as primary interconnected CBS outlet, having begun tests June 5. Nearest other station is WSUN-TV, St. Petersburg (Ch. 38), 94 mi. distant. Orlando is 124 mi. south of Jacksonville, 150 mi. north of Palm Beach, other nearest TV cities. Station uses 35-kw GE transmitter, 500-ft. Stainless tower, 6-bay GE antenna. Harold P. Danforth, pres. & gen. mgr., and James Yarborough, v.p. & chief engineer, are principal owners, each 18.4%. Walter Sickle is program and John Thorwald sales mgr. Base rate is $200, rep Blair.

KVDO-TV, Corpus Christi, Tex. (Ch. 22) began testing June 9, goes commercial June 20, possibly with ABC affiliation. Gen. mgr. L. W. Smith, stating city has been largest in U.S. still without own TV (pop. 139,000), claims coverage area embracing 295,000 with 19,000 TV sets already owned and 8000 already converted. Nearest cities with TV are San Antonio, 130 mi., and Harlingen, 111 mi. Transmitter is RCA, tower is 326-ft. Emsco. It has no AM adjunct, is owned by 10 local stockholders. Eugene Tinsley is commercial mgr., Edward F. Joslyn program director, Nestor Cuesta chief engineer. Base rate is $150. Rep is Adam Young.

AFTER THE SENATE UHF HEARINGS—WHAT? TV industry's most explosive issue comes to the fore again Tue., June 15 when the communications subcommittee under Sen. Potter (R-Mich.) convenes for 3½ more days of hearings on uhf problems.

The uhf stations already have outlined their case (Vol. 10:21), and more will come to the stand next week to reinforce previous testimony. In hearings' opening week, the Senators were impressed by uhf's "matter-of-life-or-death" presentation.

Uhf stations and networks found themselves on the defensive -- faced with unexpected proposals, made before U.S. Senators, for a new freeze, an all-uhf allocation, strict network regulation, and a share-the-networks program.

Against this background, what kind of action can be expected from Congress?

Legislatively, there's almost no chance of any action this session -- except possible passage of a measure to kill or reduce excise taxes on uhf-equipped TV sets. Sen. Johnson (D-Colo.) and the Senate Finance Committee breathed new life into the proposal this week after it had been written off as virtually dead (Vol. 10:22).

Swayed by pleas of Johnson and of Potter subcommittee -- which unanimously endorsed it -- Finance Committee agreed to consider excise tax removal proposal as an amendment to next tax bill it considers, which happens to be a bill relating to...
estate taxes. Johnson originally intended to tack his amendment onto general tax revision bill, but Committee then mixed all excise tax changes. Insiders now feel the amendment has good chance if industry keeps on its toes, makes wishes known to lawmakers. Finance Committee is expected to get to the bill in about 2 weeks.

As for drastic or controversial TV legislation, none seems to be in prospect. With Administration's "must" program lagging, and legislators raring to go home for politicking, it's hardly likely that any "uhf bills" could be pushed through in the month or two remaining -- or that Senate Interstate Commerce Committee will even try.

The Senators are much more likely to toss problem back to the FCC -- with or without specific recommendations. Actually, most of the proposals made by the uhf telecasters are within province of Commission, wouldn't require any new legislation.

But a recommendation, a resolution, even a "suggestion" from the Senators can have a powerfully persuasive influence on FCC. Only last March, for example, FCC called off its "filing fee" proposal at request of Commerce Committee (Vol. 10:13).

Most of the uhf people realize they don't have much chance of getting new laws passed soon. They're aiming for strong action by the Committee -- possibly a resolution by full Senate -- telling FCC to take specific action to help uhf pronto.

Before subcommittee deliberates on uhf problem, it will hear commissioners again -- either in closed or open session -- to get their views on all proposals advanced during hearings. Open hearings may continue after next week, if subcommittee doesn't get to hear all 26 witnesses on list (p. 12) or if many more ask to be heard.

*   *   *

About 150 vhf stations have now lined up behind united presentation for the hearing, coordinated by Washington attorney Ted Pierson. Though the only witness now signed up to represent the vhf group is Pierson himself, the "organization" expects to present 5 or more witnesses from broadcasting industry.

"To tell the whole story of TV," vhf group hopes to put on the stand representatives of pre-freeze telecasters, vhf grantees and applicants -- giving their own "case histories" (as uhf witnesses did). It will also introduce written statements from large number of vhf operators.

Outside of the vhf "organization" structure, there will be testimony by vhf owners George Storer, Hulbert Taft Jr. (WKRC-TV, Cincinnati) and 2 vhf applicants.

*   *   *


At least part of networks' rebuttal will be aimed at showing that the 127 uhf stations aren't being discriminated against, affiliation-wise. Without attempting to determine how much network programming is carried on uhf stations (FCC did that in its presentation to the subcommittee), we checked latest rate cards of the four networks, found that NBC lists 3 uhf stations in its "basic" affiliate group -- Norfolk's WVEC-TV, Portland's KPTV, Youngstown's WFMJ-TV -- and 43 in "optional" category; CBS lists no uhf outlets in "basic required" group, 13 in "optional" group and 12 as "supplementary" though network says it feeds programs to 51 uhf stations in 47 markets; ABC has 67 uhf, 42 of them "basic" or primary; DuMont has 73, broken down into 58 basic, 10 alternate, 5 "available on request."

Indicative of stepped-up behind-the-scenes lobbying by virtually all segments of TV industry was letter sent June 12 by Dr. Allen B. DuMont to every Senator and Congressman. Accompanying a brochure describing new DuMont Tele-centre in New York, to be dedicated June 14, Dr. DuMont's letter said, in part:

"We have invested $5,000,000 [in these studio facilities] with the expectation that we would have the opportunity to use them for the purposes to which they are being dedicated. Under present conditions, however, brought about by the ill-advised use of the radio spectrum, monopolies in TV broadcasting and the distribution of products of industry are being developed. The question of whether we shall be able to use these splendid facilities for their dedicated purpose depends on whether Congress shall take the action necessary this year to establishment of a fully competitive nationwide TV system..."
WEEK'S CPs ALL VHF, UHFs RARE NOWADAYS: Exceptionally active week at FCC produced 4 CPs and 5 initial decisions -- all vhf. For year to date, there have been 43 vhf grants, 15 uhf. There are now 192 vhf applications pending, merely 31 uhf.

All this week's grants were produced by merger-dropout process, but 2 of the initial decisions went the full route -- with hearing examiners actually forced to make a choice among contestants. This week's grants:

Phoenix, Ariz., Arizona TV Co., Ch. 3; Milwaukee, Wis., Milwaukee Area Telecasting Co., Ch. 12; Minneapolis, KEYD, Ch. 9; Jefferson City, Mo., KWOS, Ch. 13.

The initial decisions: Sacramento, Cal., KCRA, Ch. 3; Daytona Beach, Fla., WMFJ, Ch. 2; Shreveport, La., Shreveport TV Co., Ch. 12; Henderson, Nev., Southwest Publishing Co., Ch. 2; Tulsa, Okla., Central Plains Enterprises, Ch. 2. One uhf CP was returned to FCC -- by WJTN-TV, Jamestown, N.Y. (Ch. 58).

In picking KCRA over KXOA for Sacramento's Ch. 3, examiner Thomas Donahue concluded: "We believe that KCRA's showing of close and unbroken identity with the Sacramento community, plus its record of improvement of technical facilities, be-tokens an insurance of a stable, continuous and progressive service that [KXOA] does not match and that consideration outweighs [KXOA's] showing of superior management."

Shreveport case was 3-way fight between applicants who had joined together in novel Interim TV Corp. and got CP for KSLA, operating it jointly until FCC produces final decision picking one over other two.

Examiner Fanney Litvin chose Shreveport TV Co., headed by theatreman Don George, over KRMD and KCIJ. She favored Shreveport TV over KCIJ principally because of greater local ownership and community activities, over KRMD largely for its showing of "superiority in the matter of proposed effectuation of programming based on better planned facilities and more definite staff proposals." And she found Shreveport TV superior to other two because it has no TV-radio interests at all.

New Phoenix Ch. 3 grantee, 40% owned by ex-Sen. Ernest W. McFarland and 10% by Ed Cooper, ex-Senate aide, now TV director for Motion Picture Assn. of America, aims to be on air by winter's holiday season, according to Cooper.

That FCC will have to work to make its final decisions stick when big stakes are involved, was illustrated by lengthy petition for rehearing filed this week by Butterfield Theatres. It had been denied, along with WFDF, when Commission picked WJR, Detroit, for Ch. 12 in Flint, Mich. (Vol. 10:20).

Pleased with progress in issuing CPs, Commission was also happy to report granting of first TV licenses since end of freeze -- to WBZ-TV, Boston, and KCOP, Los Angeles. And with designation of San Francisco's Ch. 2 for hearing to start on July 9, it has mere 6 cities to be scheduled: Toledo, Orlando (both tied up in Lamb case, see p. 5), Washington, Los Angeles, Boston, Parma, Mich.

COMMUNITY TV HOLDS UP DESPITE NEW STATIONS: Up-to-date statistics on community TV antenna systems show more clearly than ever that pattern of U.S. telecasting would have to change radically to produce an appreciable effect on the systems.

Meeting for annual convention in New York's Park Sheraton next week, June 14-16, members of National Community TV Assn. assert that their industry-within-an-industry is in pink of health.

Returns on our questionnaires to operators, which we sent out in preparation for fall edition of our TV Factbook, support that attitude. Returns aren't yet complete, but it looks as if number of systems increased from 300 to 325-350. Equally significant, average system increased its subscribers from 535 to 728 -- a healthy 36% increase in mere 6 months. Year ago, average was 432; two years ago, 199.

Curiously, we get almost no reports of systems folding up. One went bankrupt in Astoria, Ore., was taken over by others, is still going. In Florence, S.C. and Dover, O., systems did close down -- but we know of no others.

Community operators had feared that end of freeze, bringing great increase in new stations and extending coverage of old through power-height increases, would provide almost everyone with plenitude of free signals -- dooming community systems.

New stations have produced trouble in some areas, no doubt of it, but at
same time they produced new fringe areas, creating need for new community systems.

Unless economics of station operation change, very few really small-town TV stations will be added in the foreseeable future. Most of the stations now being built will not bring service to brand new areas. Same goes for applications pending, when they're finally granted and stations are built.

FCC recently submitted figures during Senate hearing (Vol. 10:21), showing prospects for station growth. There are 237 communities with stations now; 89 more cities have CPs (78 vhf, 116 uhf), but many of these won't be built. Furthermore, among the 223 applications pending, only 25 additional cities are represented. Vast majority of pending applications are tied up in hearings for vhf in major cities.

Boosters and/or satellites, toward which FCC now appears favorably disposed (Vol. 10:23), could pose serious threat to community operators. Their economics remain to be explored, however, and it's possible that community systems would offer more than can be offered economically through the repeaters.

Community systems aren't necessarily hurt by presence of several free signals. For example, Port Jervis, N.Y. is reported to get 3 satisfactory free signals, yet a 7-channel system is being installed there and customers are reportedly signing up at a good clip. Another case is Harrisburg, Pa., where system was operating before stations got going. When 2 stations began, antenna operator offered to provide subscribers with their signals for $18 connection fee, and many accepted.

Prospect of new stations is often more harmful to systems than their existence. There are many instances where customers held off, waiting for stations to be built, then hooked on to system for the extra signals it offered.

ONE-FOURTH OF TV REVENUE FROM SUNDRIES: That $600,000,000 figure we gave you last week as our prediction of 1954 TV time sales, projected from FCC's report showing 1953 total network-station revenues of $430,800,000 (Vol. 10:30), should have been designated as prospective revenue from all sources -- not from time sales alone. We erred in our interpretation; instead of stating that $600,000,000 would be the time sales this year, we should have made clear the figure represents total revenues.

It will come as a surprise to most people, in and out of the industry, that more than one-fourth of TV's revenues derive from the sale of services other than time. There is no breakdown as yet of 1953's $430,800,000 because the FCC report was preliminary -- hurried along for the Senate uhf hearing. However, breakdowns for the preceding 4 years are available from FCC, and they show:

<table>
<thead>
<tr>
<th>Year</th>
<th>Total Broadcast Revenue</th>
<th>Net Revenues From Time Sales*</th>
<th>Incidental Revenues</th>
</tr>
</thead>
<tbody>
<tr>
<td>1952</td>
<td>$324,200,000</td>
<td>$236,500,000</td>
<td>$87,700,000</td>
</tr>
<tr>
<td>1951</td>
<td>235,700,000</td>
<td>175,300,000</td>
<td>60,400,000</td>
</tr>
<tr>
<td>1950</td>
<td>105,900,000</td>
<td>76,300,000</td>
<td>29,600,000</td>
</tr>
<tr>
<td>1949</td>
<td>34,300,000</td>
<td>23,400,000</td>
<td>10,900,000</td>
</tr>
</tbody>
</table>

* Amounts actually accruing to networks & stations after commissions, rebates, etc.

Thus between one-fourth and one-third of TV's revenues derive from sundries such as program, talent, production and other so-called "incidentals." This surprising ratio, say the FCC experts, is peculiar to TV. In radio, for example, it's only around 10%; in 1952, last year for which FCC radio figures are available, incidentals represented approximately $48,000,000 out of radio's gross revenues of $469,700,000.

Our guesstimate of $600,000,000 as the minimum 1954 take by TV stations and networks combined still stands, however -- for the same reasons stated last week.

So does figure of $800,000,000 or more representing gross 1954 expenditures by advertisers on the TV medium as a whole. This includes not only cost of time, but the amount of money remaining with advertising agencies, program producers, talent sources, etc. -- in a word, that which doesn't find its way into the TV operators' tills. For 1953, total advertisers' expenditures on TV were $688,700,000, according to the calculation by McCann-Erickson for Printers' Ink (TV Factbook No. 18, p. 370).
Personal Notes: Robert H. Hinckley, ABC Washington v.p., returned to his alma mater this week, Brigham Young U., Provo, Utah, to present "Edwin Smith Hinckley Scholarship Fund," named for his father who was once professor of geology there, providing income from $25,000 to students showing preference for communications ... Robert W. Sarnoff, NBC exec. v.p., left for Europe with Mrs. Sarnoff June 10 for month's business-vacation trip ... Howard J. Schellenberg Jr. resigned June 1 from law firm of Haley, Doty & Schellenberg, has joined with James P. O'Laughlin, recently legal officer with Marine Corps, to set up O'Laughlin & Schellenberg, 1025 Connecticut Ave., Washington (phone, Republic 7-1522) ... Art King becomes editor of Television Age July 1, succeeded as managing editor of Broadcasting-Telecasting by senior editor Edwin James; among other changes at latter, senior assoc. editor Bruce Robertson goes to Washington from N. Y., west coast mgr. David Glickman from Hollywood; asst. editor David Berlyn goes to N. Y. ... Nat Perrin, producer of My Friend Irma, named coordinator of all CBS-TV west coast color program plans ... Wm. R. McAndrew, NBC news & special events mgr., represents all networks at North Atlantic Treaty Organization information conference in Paris, June 15 ... Sidney F. Allen promoted to sales mg. MBS, eastern div. ... Bill Whiting, ex-sales mgr. of KTVV, Los Angeles, placed in charge of new offices of Official Films Inc. at 275 So. Beverly Dr., Beverly Hills, Cal. ... E. F. Detwiler will be commercial mgr. of upcoming WPBN-TV, Traverse City, Mich. (Ch. 7) as well as of radio WTCM, with Wm. H. Kiker, chief engineer for both TV & radio ... Mike Thompson named commercial mgr. of WTVD, Durham (Ch. 11) due by fall; Ernie Grupe will be program mgr. & Henry Cronin chief engineer ... J. A. Murphy named gen. mgr. of KMO-TV, Tacoma, Wash., succeeding Jerry Gheen ... Richard Wolfson, legal director of WTJY, Miami, married June 5 to Elaine Reinherz, of Providence, R. I. ... Robert H. Hill, ex-KABC-TV, Los Angeles, becomes gen. sales mgr., KVVG, Tulare, Cal. ... E. W. Dallier promoted to sales mgr. of KTVH, Hutchinson, Kan. ... Thomas J. Maloney, ex-WBUX-TV, Buffalo, named program mgr. of forthcoming WKBX, La Crosse, Wis. (Ch. 8) ... Jack Keasler now commercial mgr. at KRGV-TV, Weslaco, Tex., succeeding Allan Page ... Hal Dawson, ex-gen. sales mgr., Adler Communications Labs, onetime Paramount and Eagle-Lion adv. executive, replaces Mel Gold as director of TV, advertising & promotion, National Screen Service Corp. ... Bette Doolittle, asst. to NARTB director of code affairs Edward H. Bronson, guest of honor at cocktail party in National Press Club June 10 to celebrate her election as eastern regional v.p., American Women in Radio & TV ... Robert Wald named exec. director of Teleprograms Inc. and producer of American Inventory (NBC-TV), replacing Wm. Hodapp, resigned ... Bert Harkins, ex-MBS facilities mgr., joins Voice of America under new director Jack Poppele ... Harold C. Lang elected assistant treasurer of CBS Inc. ... Sander Heyman, ex-Schenley, to Los Angeles office of Roy S. Durstine Inc. to handle west coast TV-radio ... Lewis S. Wechsler, ex-Emil Mogul TV-radio director, joins Donoho & Co.; Barry Blaur, ex-Huber Hoge, joins Mogul as traveling TV-radio timebuyer ... Tom Slater has resigned as TV-radio v.p., Ruthrauff & Ryan ... George Wolf resigns as TV-radio director, Geyer Adv.

Robert H. Swintz, 59, business mgr. and public relations director of South Bend Tribune's WSBT-TV & WSBT, and for 20 years mgr. of WSBT, died June 5 after long siege of leukemia. His widow and 2 daughters survive.

Albert L. Warner, NBC newscaster recently residing in Tustin for his health, awarded honorary Master of Arts degree by his alma mater Amherst College June 10.

FCC's INQUIRY into alleged past communist affiliations of Edward Lamb, owner of WICU, Erie, Pa. and other stations (Vol. 10:23), became even more feverish this week. After some 4 hours of argument before District of Columbia district court Judge Edward Tamm June 11, the judge dismissed Lamb's motion to enjoin FCC from going ahead with hearing scheduled for July 28—after Lamb attorney Russell M. Brown had charged that FCC would give Lamb "no fair trial at all" and that original allegations against Lamb were pushed by Conn. Doerfer who was activated by "ill will" and "base motives." Lamb attorneys said they'd appeal.

Judge Tamm based his ruling on fact that FCC is giving Lamb a hearing, has set definite date for it, and that it's established procedure for parties to "exhaust administrative remedies" before going to court. He also said an injunction would do little good in stopping "irreparable injury" to Lamb because publicity is already widespread. Commission obviously saved itself rough time by acting last week in setting date for Lamb hearing, because judge said he would have been impressed by Lamb's argument if no hearing had been scheduled.

Allegations of "bias and prejudice" levied by Brown against FCC were ruled out by Judge Tamm after Brown redited following:

(1) That Lamb had gone to see Chairman Hyde who said he realized charges against Lamb were "unfair" but that FCC was "helpless" to do anything because Doerfer insisted on taking case up. Brown said Hyde told Lamb he should see Doerfer who was "key to the problem."

(2) That Lamb then went to Conn. Sterling who also advised him to see Doerfer.

(3) That he finally went to Doerfer who stated he wanted to know about Lamb's beliefs and opinions. "Lamb told him he was a Democrat and an Episcopalian," Brown said, "and that he had once been a Republican." They talked about the New Deal and its philosophies and the fact that Lamb, as an attorney, had represented unions, Brown stated. He added that, as Lamb left, Doerfer said: "It would be better if you were still a Republican."

Lamb took stand briefly to testify about injury he's suffering—how advertisers shy away from one accused of communist leanings; how he had bought land and equipment for Massillon TV station, which he said is unused and deprecating; how his family is suffering social injury, etc. He was stopped from testifying about his conversations with commissioners.

Hyde was subpoenaed by Lamb's counsel, sat in court most of argument, was never called to stand.

Brown's charges against Doerfer guarantee him some close questioning when he goes before Senate Commerce Committee in next week or two for hearing on last week's appointment to new 7-year term with FCC (Vol. 10:23).

The no-holds-barred defense conducted by Lamb counsel J. Howard McGrath, former Attorney General, and Brown, presages fierce contest at FCC July 28 hearing.

Frank Stanton, CBS pres., wins Art Directors Club Medal "for the inspiration and encouragement given to the art directors of CBS Radio and CBS Television resulting in high and consistent standard of excellence in the visual appearance of their advertising and TV commercials."

Jacob A. Evans, NBC adv. & promotion director, is author of Selling and Promoting Radio and Television (384 p.) to be published June 28 by Printers' Ink Books of N. Y., with foreword by ex-NBC pres. Niles Trammell. Honorary Doctor of Laws degrees bestowed by Seton Hall U., So. Orange, N. J., on ABC's Ed & Pegeen Fitzgerald, husband-&-wife team, for "fostering understanding among peoples and for their Christian virtues."
Telecasting Notes: Republic Pictures is preparing for release to TV 81 Roy Rogers and some 60 Gene Autry films produced between 1937-52 as result of San Francisco appeals court rulings last week end. Court overturned long-standing lower court injunction preventing Republic from releasing Rogers films and upheld denial of injunction in similar suit brought by Autry (Vol. 7:42-44 & 8:20). Films will be released by Republic subsidiary Hollywood TV Service. Republic pres. Herbert J. Yates told stockholders meeting April 9 that the Rogers and Autry films are worth $3-4,000,000 as TV material (Vol. 10:16). TV film production overseas by U. S. producers is expanding, despite warnings by AFL Hollywood Film Council, says June 9 Variety: "At last count, there were 6 series currently on the air that are still producing in Europe [and] another 16 shows in production overseas that are definitely scheduled for fall release, most of them through major distributors". Doing it the hard way: Earle Ludgin & Co. adv. agency's v.p. John Baxter and TV director Hooper White made special trek to Europe to film series of 1½-min. commercials for Helene Curtis Industries (Spray Net), with spots shot against famous backgrounds in London, Paris, Rome...Columbia Pictures, now devoting 2 of its Hollywood stages exclusively to TV production by its subsidiary Screen Gems, is drawing up plans for 2 or 3 more stages, has dropped negotiations to lease studios from Motion Picture Center...MCA, owner of TV film producing subsidiary Revue Productions, reported signing 5-year studio rental deal with Republic Pictures...COMPO (Council of Motion Picture Organizations) reported debating sponsorship of 4 TV shows a year to plug the movies, despite fact that MPAA's projected ABC-TV filmed show never got off the ground after more than a year's planning and negotiation...Famed playwrights Howard Lindsay and Russel Crouse signed by CBS-TV to create series of dramas and comedies by midwinter—first 3 expected to be auditioned within 90 days; CBS won't confirm that at least one will be in color...Margaret Truman's TV-radio contract with NBC has been renewed for another year...DuMont's $5,000,000 "Tele-centre" at 205 E. 67th St., N. Y. is to be dedicated June 14 by Mayor Wagner, event to be televised over network 12-12:30 p.m. Building has 5 major studios, one of them devoted to color, and 5 control rooms. Ceremonies will include demonstration of color film scanner and 19-in. color sets...WGN-TV, Chicago, with antenna now atop Tribune Tower, has contracted for new tower site on 41-story Prudential Insurance Bldg., due for completion next year; antenna will be 925 ft. above ground, transmitter quarters will occupy 3000 ft. of space...WJBK-TV, Detroit, with WJBR (Storer) contracts for own new 3-story studio building across from huge New Center Bldg., on which construction begins in few weeks.

Music Corp. of America enters theatre-TV field through deal with Box Office TV Inc., under which MCA acts as sales representative for BOTV in soliciting closed-circuit theatre-TV business meetings. BOTV in turn, has agreed to hire only MCA talent for its theatre-TV shows unless client specifically requests a performer not in MCA stable. Toeup is reminiscent of similar deal made last year between Wm. Morris Agency and Cappel, MacDonald & Co. for production of theatre-TV shows (Vol. 9:23)—but Cappel, MacDonald never became active in theatre-TV.

Subscription TV holds no charms for 20th Century-Fox, pres. Spyros Skouras told Variety this week. He said he's interested in theatres and they'd be hurt by pay-as-you-look which, he stated, is not attractive economically anyway. He also scotched rumor 20th Century is seeking to buy Matthew Fox's newly-acquired interest in Skiatron's fee-TV developments.

FEDERAL has delivered its first 12-kw uhf transmitter to WNAO-TV, Raleigh, N. C. (Ch. 28), which went on air last July with Federal 1-kw. New transmitter is now in test operation at Raleigh. Incorporating Eimac klystron tube, the 12-kw transmitters are now being promised by Federal for 30-day delivery.

Mere trickle of transmitter shipments is now being reported by the manufacturers, despite considerable number of orders for associated equipment (particularly film scanners) they say they signed at recent NARTB convention. RCA shipped 10-kw transmitter and associated equipment June 8 to upcoming WBRZ, Baton Rouge, La. (Ch. 2), due on air in Sept., or earlier. On June 9 it shipped 5-kw transmitter to WABI-TV, Bangor, Me. (Ch. 5) to replace original 500-watter. Only GE shipment reported this week was 12-kw transmitter June 9 to replace 1-kw of WFEF, Evansville, Ind. (Ch. 62).

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

KCKT, Great Bend, Kan. (Ch. 2), began construction, May 18, has GE equipment ordered for July 1 delivery, reports pres. E. C. Wedell. It plans test patterns about Sept. 15, programming Sept. 26. It's 80-mi. from Hutchison, 91 mi. from Wichita. Rep not yet chosen.

WLAC-TV, Nashville (Ch. 5), now plans July 1 test patterns, July 15 program tests, full commercial operation as basic CBS on Aug. 6, reports gen. mgr. T. B. Baker Jr. Under setup of new WLAC-TV Inc. recently approved by FCC, Baker owns 25%, Al Beaman 25%, Casualty Insurance Co. of Tennessee 50%. It will use RCA 10-kw transmitter and 1000-ft. Ideco guyed tower with RCA 12-bay antenna. Base rate will be $550. Rep will be Katz.

WCNY-TV, Carthage, N. Y. (Ch. 7), with construction already underway, this month starts work on 500-ft. guyed tower and 12-bay GE antenna, plans programming between Aug. 15 & Sept. 25, writes asst. mgr. James W. Higgins. It expects to ask for July 16 delivery of 20-kw GE transmitter. Owner Watertown Times gave up Ch. 48 CP in Watertown for proposed WWNY-TV (Vol. 10:10), is building WCNY-TV at Champion Rd. site, 6 mi. west of Carthage and 9 mi. east of Watertown. It will carry CBS & ABC. Base hour will be $150. Weed will be rep.

WBTW, Florence, S. C. (Ch. 8), with Sept. 15 test pattern target, has begun $500,000 construction job, which includes new studio-office building with 10,000-sq. ft. of floor space, reports exec. v.p. Charles H. Crutchfield. Kimco 750-ft. tower and RCA 12-bay superturnstile antenna are due for completion this month, and RCA 50-kw transmitter with associated equipment will be installed first week in Aug. Owner Jefferson Standard Bestg. Co. also operates WBTV, Charlotte, and owns 16.5% of WFMX-TV, Greensboro, N. C. WBTW plans Sept. 26 commercial start as basic CBS, will also carry WBTB derivations. Rep will be CBS-TV Spot Sales.

Fourteen newsmen went on strike June 12 at CBS's WBBM-TV-AM, Chicago, seeking raise in starting pay from $82.50 to $110 a week. The newsmen, members of Radio Writers Guild of America, also have a demand, rejected by CBS, that writers receive credit mention by newsmen at end of each news program.

CBS & IBEW have agreed on new 2-year contract from May 1 covering about 1100 TV-radio engineers at Network and owned stations; increases provide $162.50 weekly for journeymen (up from $150), $190 for technical directors and master control engineers (up from $166.50).
Network Accounts: Derby Foods (Peter Pan peanut butter) signs as first partic. sponsor of ABC-TV's widely-heralded Disneyland starting Oct. 27, Wed. 8:30-9:30 p.m., thru Needham, Louis & Brobr; purchase was for 30 min. alt. weeks on unique program of Disney characters, combining live and film segments... Firestone assured uninterrupted continuance of Voice of Firestone simulcasts Mon. 8:30-9 p.m. by accepting ABC's offer of 3664-seat Paramount Theatre (Vol. 10:23) only week before it was to leave NBC; it goes on ABC June 14, will originate from theatre starting June 21... Teni switches Art Linkletter's People Are Funny from CBS-TV to NBC-TV starting Sept. 19, Sun. 7-7:30 p.m., thru Leo Burnett Co., will alternate with Mars Co. (candy) in radio sponsorship on NBC starting Oct. 5, Tue. 8-8:30 p.m.... Wander Co. (Ovaltime) and General Mills buy Captain Midnight on CBS-TV starting Sept. 4, Sat. 11-11:30 a.m., former thru Grant Adv., latter thru Dancer-Fitzgerald-Sample... Lever Bros. to sponsor Uncle Johnny Coons on CBS-TV starting Sept. 4, Sat. 1:30-2 p.m., thru J. Walter Thompson... A. E. Staley Co., Chicago (Sta-Flo corn starch) to sponsor Tue. & Thu. simulcast of Don McNeill's Breakfast Club on ABC starting July 29, Mon.-thru-Fri. 9-10 a.m., thru Ruthrauff & Ryan... International Shoe Co., St. Louis (Poll Parrot shoes) buys seven 15-min. segments of Howdy Doody on NBC-TV starting Aug. 6, alt. Fri. 5:45-6 p.m., thru Henri, Hurst & McDonald, Chicago... Reardon Co., St. Louis (Draxem paint compound) buys 14 partic. on NBC-TV's 7-9 a.m. Today starting Sept. 8, thru Krupnick & Assoc.; John Oster Mfg. Co., Racine, Wis. (small appliances), 15 partic. starting Sept. 28, thru Henri, Hurst & McDonald, Chicago; Ladies Home Journal, one partic. June 30, thru BBDO... U. S. Shoe Corp. (Red Cross shoes) buys 9 partic. on NBC-TV's Home starting Sept. 20, Mon.-thru-Fri. 11 a.m.-noon, thru Stockton, West, Burkart Inc., Cincinnati... Schick, Nestle Co. & Shaeffer Pen Co., sponsors of Jackie Gleason Show, also sponsor Stage Show, its summer replacement, on CBS-TV starting July 3, Sat. 8-9 p.m.... Chesterfields sponsors TV's Top Tunes as summer replacement for Perry Como Show on CBS-TV starting June 28, Mon. 7:45-8 p.m., thru Cunningham & Walsh... Gillette, for 5th straight year, to sponsor All-Star baseball game on NBC-TV, Tue. July 13 starting at 1:15 p.m., thru Maxon Inc.


Hugh M. Rogers Jr., 37, TV production director of BBDO, one time CBS producer-director, died June 10 at Norwalk (Conn.) General Hospital. During the 1952 presidential campaign, he handled programs originating on network TV for Gen. Eisenhower. He leaves his wife, 2 sons and a daughter.

- 7 -

D AYTIME TV viewers "are consistently the best customers," according to elaborate NBC-TV presentation designed to hype daytime sponsorships. Titled Television's Daytime Profile: Buying Habits and Characteristics of the Audience, it was shown to N. Y. newsmen, advertisers and agency folk this week, will be shown in Chicago June 15, Cleveland June 16, Minneapolis June 17, Los Angeles June 22, San Francisco June 24.

Basis of findings is report on 3243 women living in 2871 households in 450 "clusters" or interviewing districts in 185 representative counties. W. R. Simmons & Associates conducted survey last Jan. It defines "daytime home" as one in which housewife personally watched TV during week before survey. Detailed statistics are cited to prove that 2 out of 3 TV homes are daytime homes; that daytime viewers are younger, daytime families larger, have more children, enjoy higher incomes, live in larger & better markets. Daytime viewers are also shown to be "better & bigger" customers for foods, household items, drug & toiletries, cigarettes, home improvements, cars; and they own more home appliances.

NBC-TV's night time, like CBS-TV's, is just about sold out—hence big drive to sell daytime. Despite its popular 7-9 a.m. Today, one of network TV's biggest income producers, NBC-TV still lags behind CBS-TV in daytime program sales. In fact, revised PIB figures this week show NBC's April TV network billings, first reported as surpassing CBS-TV's for first time in 6 months (Vol. 10:21), actually were beaten by its rival. New figures from PIB: CBS-TV, $10,921,640; NBC-TV, $10,798,978.

NBC charged "price cutting" by CBS in announcing June 7 that it has advised its affiliates it also will reprice evening time downward (Vol. 10:22) through a revision of discounts and proposing that the affiliates agree to a 20% reduction in compensation for night network business. Without naming CBS, NBC stated its action was "made unavoidable by a major competitor's act of desperation" and, asserting that competitor had initiated a third price cut in 4 years, referred to it as "deprecating the value of America's basic communications medium." No word yet from ABC & MBS, but it's regarded inevitable that they too will have to revise their rates at about same time—Aug. & Sept. Though neither CBS nor NBC is saying so, radio rate cuts basically are being forced by inroads of TV on night audience and diminution of number of network radio sponsors (for month-by-month PIB figures, see TV Factbook No. 18 and Vol. 10:22).

An operating executive head of projected Television Advertising Bureau (Vol. 10:22) is now being sought, selection committee headed by Roger Clipp, WPIL-TV, Philadelphia, comprising Charles Crutschfield, WBTB, Charlotte; Tom Harker, Storer stations; Wm. Quarton, WMRT-TV, Cedar Rapids; L. H. Rogers, WSAZ-TV, Huntington, W. Va. Meanwhile, 20-man membership committee headed by Norman Gittleson, WJAR-TV, Providence, was named this week. Temporary headquarters of TVAB have been set up in Hotel New Weston, N. Y.

TV is ranked third among media in reporting Army-McCarthy hearings to public in Gallup Poll reported June 11, which records some 65,000,000 persons have read about the inquiry in daily papers while 55,000,000 listened to radio, 45,000,000 watched TV.

Channel shifts & power boosts: WATR-TV, Norfolk, June 4 shifted from Ch. 4 to 3; WFMJ-TV, Youngstown, June 10 moved from Ch. 73 to 21; WFMF-TV, Indianapolis (Ch. 6) June 8 increased power to 100-kw ERP.

Picture Agency Council of America has been formed by 21 news & advertising photo agencies, with offices at 320 Fifth Ave., N. Y.
RCA OFFERS 20 MODELS, LOWERS LEADERS: RCA and Admiral made new TV lines public this week -- but only factor the 2 industry leaders had in common were lower prices on leader models (Admiral's 17-in. at $150, RCA's 17-in. at $160). But whereas Admiral reduced prices generally throughout line, RCA kept its 21-in. series firm at low end, added higher-priced step-ups at top. (For details of new lines, see pp. 9-10.)

While these 2 of the Big 4 often set the pace, it's apparent that industry-wide price pattern, subject of so much speculation in recent weeks, is yet to emerge in detail. Situation may be clarified when Phileco shows its stuff. That can be expected soon, since 6-week strike appeared close to settlement as we went to press.

Full union membership was to vote Sat. June 12 on company's latest proposal -- reportedly 5¢ an hour basic wage increase, plus extension of several fringe benefits sought by union. There was cautious hope strike would be settled over weekend.

Motorola's inclination is to keep prices as firm as possible in new line to be shown distributors July 8 at Chicago's Conrad Hilton Hotel. Spokesman foresaw good chance that discounts to distributors and dealers might be raised, however.

* * * *

RCA line was conscious effort to keep unit sales high, with tempting low-end models, and at the same time permit dealers to "sell up" into a plentiful mix of 20 basic models. Henry G. Baker, v.p. & gen. mgr. of RCA Victor Television Div., said 4 significant factors were involved in planning new line:

(1) New engineering, styling and design developments were accelerated beyond planning stage so as to be available for this line, in accord with its market analyses indicating "added values" and features were needed to maintain high sales volume.

(2) "Strongest merchandising program in history of the company" was adopted, spearheaded by creation of new RCA Victor Television Division (Vol. 10:22), which separates manufacture and sales of TVs from radios and phonographs.

(3) Increased activity in color anticipated this fall, when new 19-in. tube is promised (Vol. 10:22), necessitated "greater consumer values" in black-&-white.

(4) Pricing policy based on more drop-in models, to shorten price gaps from "model to model or from group to group", gives dealers more incentive to "sell up".

New line reflects RCA's optimistic outlook for healthy black-&-white business ahead, said Baker. Echoing such optimism was another RCA official, J.B. Elliott, exec. v.p. for consumer products, who told National Assn. of Electrical Distributors in Atlantic City, also site of RCA's TV showing to field reps, that 1954 TV sales should approximate the nearly 7,000,000 sets sold in 1953.

We gave you highlights of Admiral's new line of 10 basic models last week (Vol.10:23). Following showing to distributors in Chicago, the line got "excellent reception" this week at first of "open houses" for dealers, according to company spokesman. Quantity shipments will start next month, he said.

* * * *

Crosley came out with 21-in. "Super V" table model this week, at $170 list in walnut, $180 in mahogany, $190 in blonde. Like its $140-$160 17-in. precursor (Vol. 10:7), the "Super V 21 Plus" incorporates vertical chassis, 90-degree picture tube, dual-purpose receiving tubes. Leonard F. Cramer, Avco v.p. and TV-radio gen. mgr., said it also occupies 23% less cabinet space than comparable 21-in. table, with up to 60-sq. in. more viewing screen. Tube face is aluminized for more brightness. It contains 15 tubes (compared to 22 on other sets), is somewhat lighter in weight.

Cramer said additional models would be available in Crosley line in fall, indicated that first 21-in. console incorporating features of "Super V" would be introduced then. He promised details later.
Cramer was lavish in praise of 17-in. "Super V", said that in April, first full month of national distribution for "Super V", it accounted for 46% of industry's factory shipments of 17-in. table models. "Super V" sales volume was $8,000,000 in April at retail level, he said. Further, he declared market researchers called on several thousand "Super V" owners recently and reported: (1) In families with incomes of at least $5000 a year, 83% bought it as second set; (2) In families with incomes under $3000, 71% bought it as first set; (3) In 74% of homes where "Super V" was purchased as second set, original receiver was another brand — "shattering the long-accepted principle" that consumers traditionally repeat purchases of same brand.

Capshart-Farnsworth also introduced new TV line this week (details on p. 10).

Retail TV sales in first 4 months set record for such period, totaling some 2,152,515, compared to 2,100,620 in first 4 months of 1953, according to report by RETMA this week. April sales were also highest on record for that month, totaling 371,720, compared to 319,721 in April 1953. Retail sales of radios, excluding auto, totaled 1,487,247 in first 4 months, compared to 1,851,673 corresponding period of 1953. April radio sales were 427,911 vs. 412,802 in April 1953.

Philco strike and the normal seasonal decline in anticipation of new models pushed TV production down to 72,042 week ended June 4, lowest for any week this year and lowest for any full 5-day week since July 1953. It compared with 91,443 week ended May 28 and 97,936 week before. It was year's 22nd week, brought output for year to date to about 2,375,000 vs. 3,625,000 in corresponding period of 1953.

Radio production went down to 140,812 (59,741 auto) from 161,122 in preceding week and 190,275 week ended May 21. For 22 weeks, output was 4,180,000, compared to about 6,160,000 in first 22 weeks of 1953.

RCA's new line of 20 models, introduced to field reps this week at Atlantic City, starts with 17-in. ebony metal table at $160—$20 below list price of 17-in. leader before its production was halted about 3 months ago (Vol. 10:14). Top end of line is 24-in. full-door mahogany or walnut console at $500.

Engineering features include aluminized tubes in all except 4 low-end models, vertical control arrangements, illuminated station selector dial with extra-large channel numbers, and new "high-speed uhf continuously variable tuner." Variety of new furniture finishes—including birch, grained charcoal oak and blonde tropical hardwood—is also available.

Largest ad campaign in RCA Victor history will support TV-radio-phonograph line, including use of 21 national magazines, 210 newspapers, network TV & radio, film strips, etc. Campaign begins July 19, thru Kenyon & Eckhardt. Full RCA line:

- Table Models: Trent, 17-in. ebony metal $160; Newton, 17-in. maroon metal $170; Medallist, 21-in. ebony $200; Lambert, 21-in. maroon $210; Arlen, 21-in. ebony $220; Kent, 21-in. maroon $230; Ellis, 21-in. tawny gold $230; Rupert, 21-in. grained mahogany $240.

- Consoles: Consolette, 21-in. open-face blonde metal $250; Trafion, 21-in. open-face grained mahogany $280, grained oak $290; Radnor, 21-in. open-face grained mahogany $300; Felton, 21-in. open-face grained mahogany $330; Benson, 21-in. open-face blonde tropical hardwood $340; Pickford, 21-in. open-face grained mahogany $350, blonde tropical hardwood $360; Wister (with swivel base), 21-in. open-face grained limed oak $300, grained charcoal oak or walnut $325; Carrol (with swivel base), 21-in. open-face grained mahogany $360, limed oak $370; Ashland, 21-in. open-face mahogany de luxe $360, blonde tropical hardwood $370; Bromley, 21-in. full-door mahogany $390, blonde tropical hardwood $400; Brownwood, 24-in. open-face grained mahogany $370, limed oak $380; Bartram, 24-in. open-face mahogany $395, blonde tropical hardwood $405; Martel, 24-in. open-face birch $395; Chesterton, 24-in. full-door mahogany de luxe $500; Fremont, 24-in. full-door walnut or blonde tropical hardwood de luxe $500; Prettiss, 24-in. full-door mahogany or walnut de luxe $500.

Combinations: Gaynor, 21-in. mahogany $400, blonde tropical hardwood $410.

Also introduced were 3 table radios, each containing 5 tubes: Creighton, $30 in maroon, $33 in ivory, green, red, black; Driscoll, 2-tone, black, $40; Leighton, black plastic with A and C bands, $45. Also, 3 clock radios: Reveille, $30 in maroon, $33 in ivory, green, red, black; Slumberette, $40 in maroon, $43 in ivory, green, red, black and silver, white; Prompter, $50 in pearl gray, ivory, black & beige. A portable, single-play phonograph at $30 and a high-fidelity, 3-speed console at $200 in mahogany and walnut, $210 in tropical blonde hardwood, complete line.

Scott Radio introduced 22 new Mirror-Tone TVs at Chicago national sales conference this week. List prices are minimum of $20 higher on all sets, with $50 increase on 2 models. Pres. John Meck, once outspoken exponent of low-cost TVs, said: "These sets will cost more to make and we will have to believe in ourselves and our product sufficiently to get from 10 to 15% more than the prices of the 1954 models."

National Union Electric Corp. is new name voted for old National Union Radio Corp., pres.-chairman C. Russell Feldmann explaining to stockholders it's intended to reflect broadening of firm's activities beyond radio tube manufacture.

Excise tax collections on TV-radio-phonographs were $105,921,000 in 10 months ended April 30, compared to $132,272,000 in corresponding period year ago.

Westinghouse uses closed-circuit telecast (on CBS facilities) in 36 cities at 7 p.m. July 12 to introduce new line comprising 30 TVs, 29 radios, 3 high-fidelity.

Canadian RTMA moves headquarters July 1 from 159 Bay St. to 200 St. Clair Ave. West, Toronto.
Topics & Trends of TV Trade: New inventory finance plan, designed to help dealers finance stocking of its consumer products, particularly color receivers when they're ready for market, was instituted this week by RCA, in conjunction with Pennsylvania Co. for Banking & Trusts, Philadelphia. New plan supplements existing arrangements with Commercial Credit Corp. and Bank of America and will fill in gaps where such local services are not easily available, according to consumer products executive v.p. J. B. Elliott. He explained:

“Our problem has been minimized by the fact that most of RCA's distributors and dealers are well financed and have available substantial lines of credit from local sources. However, with the advent of color TV and with our projections in increased sales volume of color receivers and other consumer products, the decision was reached to make the additional credit facilities available. As much as anything else, it is an indication of RCA's faith in a continued period of business stability.”

Pennsylvania Co. will administer plan and furnish credit to finance it—differing from Philco and Westinghouse, both of which set up new subsidiaries earlier this year, to handle liberalized credit programs for dealers (Vol. 10:4,9). RCA plan covers inventories of TVs, radios, phonographs, tape recorders, air conditioners & kitchen ranges.

Elliott explained that program enables distributors to buy “maximum quantities” of merchandise during normally slow summer months and, in turn, extend liberal credit terms to dealers so latter can increase their inventories “ahead of the period of strongest consumer demand.”

TV-radio dealers got stern admonition to improve their business practices if they expect banks to continue to accept their credit paper. In speech to National Assn. of Electrical Distributors, W. F. Kelly, exec. v.p. of Pennsylvania Co. for Banking & Trusts, warned that banks will become more selective in handling dealer credit because quality of paper—and therefore the bank's profit—depends to great extent on dealer's selling techniques. “The bank is to blame if it permits its financing services to be used by dealers employing unethical or even high-pressure sales techniques,” he said, adding that manufacturer or distributor subsidies will not persuade the well-informed bank to take on sub-standard dealer accounts.

Snowballing industry opposition appears to doom Federal Trade Commission proposal requiring merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23). Speaking for retailers, NARDA pres. Vergal Bourland protested plan this week in letter to FTC attorney Paul Butz, declaring mandatory labeling would merely add another item to cost of production. RETMA, reaffirming its opposition to proposal as unnecessary to prevent deception, received extended comment-filing deadline beyond June 15 so membership could discuss it at convention June 15-17 at Chicago's Palmer House.

About 1,000,000 plastic TV sets were produced last year, out of industry total of 7,214,787, Society of Plastics Industry convention was told this week by Wyman Goss, mgr. of GE chemical materials div., who predicted that majority of TV cabinets would contain some form of plastics in several years. He said new GE line might include several models in new, cheaper, less abrasive plastic substance developed partly by use of atomic tracers.

Passaic (N. J.) Junior Chamber of Commerce, at national junior chambers' convention in Colorado Springs June 12-20, has display calling Passaic the “Birthplace of Television” because first DuMont manufacturing plant started there in 1937. DuMont is providing a TV set which will be raffled as feature of convention.

A Midrail's new line, shown to distributors at Chicago convention last week (Vol. 10:20) and to dealers June 7, takes in 10 basic models—all with built-in antenna, automatic gain control and inclined dial to permit tuning from standing position. Top end of 21-in. consoles, combinations and 27-in. console have Alnicro 10 & 12-in. speakers mounted at angle to improve sound. All 21-in. table models feature new 270-sq. in. tube and tinted optic filter. Full line:

Table Models: T1831, 17-in. ebony plastic $150; T1832, mahogany plastic $160; T1842, mahogany finish $170; T2311Z, 21-in. ebony plastic $200; T2312Z, mahogany plastic $220; T2316Z, 21-in. mahogany wood finish $250; T2317Z, blonde finish $260; T2318Z, maple finish $260.

Consol es: C2256, 21-in. open-face mahogany finish $200; C2316Z, 21-in. open-face mahogany $280; C2317Z, blonde $290; C2326Z, 21-in. open-face mahogany $320; C2327Z, blonde $330; F2326Z, 21-in. full-door mahogany $350; F2327Z, blonde $370; F2328Z, maple $370; C2826Z, 27-in. open-face mahogany $400; C2827Z, blonde $425.

Combinations: K2256, 21-in. open-face mahogany $300; K2257, blonde $320; L2326Z, 21-in. full-door mahogany $490; L2327Z, blonde $515.

Also introduced were a printed circuit 5-tube AC-DC table radio with full-size speaker and built-in antenna and available for $15 in mahogany, ivory, cherry, sungold yellow, beige or green, and a 5-tube printed circuit clock radio at $25 in mahogany or $28 in ivory, kitchen white, cherry or green. Also shown were 4 high-fidelity phonographs with 3-speed changer and dual speaker system, ranging from $70 to $160.

Capehart-Farnsworth's new line, introduced to distributors June 7 at Ft. Wayne, comprises 16 basic models, with prices generally lower than comparable models in old line. Features include “Tri-Fi” 3-speaker sound system mounted in angular plane, and aluminized picture tubes. Polaroid picture filter system, feature of 1954 line, is repeated in current series. Full line:


Consols: Charlestown, 21-in. open-face mahogany $200; Potomac, 21-in. open-face blonde $310; Bennington, 21-in. open-face mahogany $330, blonde $350; Cortland, 21-in. open-face mahogany $370; Chicagoan, 21-in. open-face blonde $370; Ticonderoga, 21-in. full-door mahogany $330 & $370, blonde $350 & $390; William Penn, 21-in. full-door mahogany $390 & $430; Atlantic, 21-in. blonde wood $410 & $450.

Combinations: Saratoga II, 21-in. mahogany $895, blonde $945; Montreal, 21-in. fruitwood $995.

Also introduced were 9 high-fidelity units ranging from $75 to $550, 4 table radios at $20, $22, $25 & $30 (short-wave $35), 2 portables at $30 & $40, two clock radios at $45 & $50.

Licensing arrangement for community antenna systems and master distribution systems is proposed by Jerrold Electronics Corp., which claims patent covering the systems. "Our plan is quite ambitious," Jerrold pres. Milton Shapp stated, "yet we are only attempting to do for the master antenna business what RCA has successfully accomplished for the entire TV industry." Jerrold proposes to charge fee to sellers & installers of building systems and to operators of community systems—both based on number of outlets. It would inaugurate advertising campaign and establish school for training licensees.

Harry Montague, 57, partner in Trilling & Montague, Philadelphia Capehart distributor, died June 6 after an illness of several weeks. Only a few hours after receiving news, Jacob A. Cohen, controller of same company and one of the owners of Seacoast, Miami distributor, also died in his Philadelphia home.

Color Trends & Briefs: CBS's disclosure of ambitious color program plans for fall, after long silence, looks like more of just what the doctor ordered for color TV's obvious doldrums. Nothing is clearer than fact that mass-produced color sets at mass-produced prices await public demand and that public demand awaits color programs.

Up to now, NBC has been staking out the color field virtually alone. This week, with appropriate fanfare, CBS announced that new $1,500,000 color studios at 81st & Broadway would be inaugurated with Toast of the Town Aug. 22 and followed by monthly hour-long plays, Best of Broadway, sponsored by Westinghouse, Wed. 10-11 p.m., starting Sept. 15. Program is in addition to Westinghouse's regular monochrome Studio One.

CBS will also give its regular black-&-white shows "premieres" in color as did NBC—and CBS's total color schedule will add up to some 3 hours weekly, going to more than 40 stations.

NBC has already planned 90-min. weekly "spectaculars" to start Sept. 12 (Vol. 10:20) plus new Tonight, 11:15 p.m.-1 a.m. (Vol. 10:21)—latter alone providing almost 10 hours of color each week.

In color or monochrome, Best of Broadway should click, including as it does: Eugene O'Neill's Ah Wilderness, Ferenc Molnar's The Guardsman, Robert Sherwood's Idiot's Delight, Joseph Kesserling's Arsenic & Old Lace, Rudolph Besier's The Barretts of Wimpole Street, Wm. Saroyan's The Time of Your Life, Philip Barry's The Philadelphia Story, George Kaufman's & Edna Ferber's The Royal Family, Moss Hart's & George Kaufman's The Man Who Came to Dinner.

Financial & Trade Notes: Motorola sales this year will be second only to 1953's record $217,964,000, though year's defense billings will be "of record proportions," exec. v.p. Robert W. Galvin told St. Louis Society of Financial Analysts this week. Earnings and sales for first 6 months also will be lower than the $4,640,679 ($2.40 a share) earned on sales of $109,522,968 in first half of 1953—but he didn't estimate by how much. First-quarter profit this year was $1,644,084 (85¢) on sales of $4,069,800, down from $3,174,208 ($1.64) on $6,850,867 first 3 months of 1953. Galvin said auto, table & clock radio sales were down this year but predicted that sales of 2-way communication radios would increase by 10% this year and should continue good for next 5 years.

Muter Co. directors omitted quarterly dividend this week, pres. Leslie F. Muter explaining it was to conserve cash "to take advantage of any opportunity that may develop in this competitive market." Negotiations have been under way for acquisition of another company, unnamed. Mr. Muter said company earned about 20¢ a share in first 4 months of this year. Last 2 quarterly dividends were 2% stock in March, 3% in Dec., so that cash position has been considerably improved since the year-end.

Standard Coil Products Corp.'s sales in second quarter should show substantial improvement over first quarter's $18,971,300 but will still be below the $23,410,000 in second quarter of 1953, stockholders were informed this week by pres. Glen E. Swanson, who said "realistic approach towards color" has helped TV industry to stage "an encouraging recovery."

Indiana Steel Products Co. reports net earnings of $203,019 ($1.43 per share) for first quarter vs. $98,639 (59¢) same period last year. Pres. Robert F. Smith stated 54¢ of the increase was due to lapse of EPT, the other 20¢ due to improved operations and in spite of slight drop in quarter's sales.

IT&T consolidated income for first quarter was $4,855,103 (68¢ a share) compared with $4,832,540 (67¢) same period last year. Consolidated net sales for quarter declined to $78,705,955 from $88,087,669. Cost of sales & operations fell to $73,340,745 from $82,044,122.

Collins Radio declared 50% stock dividend this week, payable Aug. 2 to holders July 15; also 50¢ cash dividend payable July 31 to holders July 15.
MERGER of Kansas City's time-sharing KMBC-TV & WHB-TV (Ch. 9) should be concluded next week when final sale papers are signed (Vol. 10:17)—FCC on June 9 having approved Cook Paint & Varnish Co. acquisition of Arthur B. Church's KMBC-TV, KMBC (5-kw on 980 kc, CBS) and satellite KFRM, Concordia, Kan. (5-kw daytime on 550 kc, CBS) for $1,750,000 cash plus assumption of approximately $865,000 obligations, plus 10-year consulting contract at $25,000 a year. FCC also approved Cook's $400,000 sale of its WHB (10-kw day, 5-kw night on 710 kc, MBS) to Robert H. Storz and his son Todd Storz, who own radios KOWH, Omaha, and WTIX, New Orleans.

Cook's WHB Broadcasting Co. changes name to KMBC Broadcasting Co. with Robert B. Caldwell as chairman; Lathrop G. Buckstrom, pres.; Don Davis, first v.p. & chairman of programming board in charge of sales, advertising & promotion; John T. Schilling, who built original WHB in 1922, v.p. & gen. mgr.; George Higgins, TV-radio sales mgr.; Mori Creiner Jr., director of TV; Dick Smith, director of radio; Ken Greenwood, asst. director of TV; Henry Goldenberg, TV-radio chief engineer. Free & Peters continues as rep.

All activities will be centered in big KMBC building, which houses 2600-seat theatre. Old WHB-TV & WHB quarters in Power & Light Bldg. are being abandoned. New 50-kw RCA transmitter, to be equipped for color, is due for delivery July 15, to be installed before completion of new KMBC-TV 1079-ft. tower at 23rd & Topping Sts.

Aimed at tightening security, FCC this week initiated proposed rule-making which would deny commercial operator or amateur licenses to members of Communist Party, any group required to register as Communist-action or Communist-front organization under Internal Security Act, or any group advocating overthrow of Gov't by violence. It also proposed to limit licenses to persons of "good moral character," factors determining such character to include past Communist affiliations and convictions for felonies. Proposal would amend application forms to include questions on membership in Communist Party, etc., and require fingerprints. Comments may be filed by July 19.

Storer Broadcasting Co.'s challenge of FCC's authority to set limit on number of stations an entity can own (Vol. 10:4), supported by brief filed in Court of Appeals last week, is due to be answered by FCC June 26 but Commission is likely to ask for extension. Application before Court won't come before fall, because current court session is almost over. Storer owns 5 TV stations, the limit now permitted by Commission, and is seeking to acquire another vhf in Cleveland and a uhf in Portland, Ore., through acquisition of Empire Coli Co. for $10,000,000 (Vol. 10:22). FCC has proposed to permit owners of 5 vhf to acquire 2 uhf, but this is held up pending Senate vhf-uhf hearings (see p. 1).

Complying with FCC multiple ownership rule, John B. Poor, director and gen. counsel of General Teleradio Inc., General Tire subsidiary operating MBS and various TV-radio stations, has sold his WARE, Mass. (1-kw, 1250 kc). FCC on June 9 approved $43,666 sale to H. Scott Killgore, now a sales executive of Emerson Radio, who owns WWXL, Concord, N. H. (26-kw, 1450 kc, CBS), and is applicant for new AMs in Plymouth, Mass. (1-kw, 990 kc) and Dover, N. H. (1-kw, 1270 kc).

Type & TV tieup: To speed coverage of Army-McCarthy hearings, New York Times installed in communications room 2 TV sets with automatic recording discs attached, thus gets full text via playback and into type long before it's transmitted on wires.

Future of educational KTHE, Los Angeles (Ch. 28), was thrown into doubt this week when millionaire oilman G. Allan Hancock, station's underwriter and one of educational TV's most affluent backers, abruptly resigned as director of Allan Hancock Foundation and chairman of trustees of U of So. California, to which he had donated more than $7,000,000 in last 15 years. He ascribed his action to "business considerations and personal plans" but New York Times reported crucial of issue was his disagreement with university officials on operation of station. Foundation is licensee; university provides most of programming. He left $2,000,000 in negotiable assets to Foundation. Educational TV was also reported in financial trouble in Denver, where school board, participant in grant for KRMA-TV (Ch. 6), voted unanimously to hold up further work on project until there was further evidence of public support. Fund-raising drive for $250,000 reportedly produced only $52,000 thus far.

TV's future role in law enforcement, as outlined by RCA chairman David Sarnoff in June 11 address at graduation exercises of FBI National Academy, Washington: Superhighways such as Pa. and N. J. Turnpikes, which now use microwave radio for communications, will eventually use TV to connect toll gates, service facilities, patrol headquarters, etc. "It is only a matter of time, moreover, before a coast-to-coast radio-TV network will transmit teletype messages, weather reports, photographs, fingerprints and other documents, [and] police cars without doubt will eventually include TV as an indispensable adjunct of their operations." TV tape recordings, too, will be used by police, "to catalog photographs, fingerprints and other pertinent data."

Resolution to ban televising of Congressional hearings (H.Con. Res. 239) was introduced June 10 by Rep. Rogers (D-Fla.). Referring to Army-McCarthy hearings, he said: "For the past 7 weeks the gladiators of politics have been putting on a show . . . I feel, and very strongly, that it is not a healthy situation for our people to daily look upon the present 'show' and conclude that all such workings of the committees of Congress are carried on in such a manner." His speech evoked burst of applause from Democratic side of House. Similar bill was introduced in Senate by Sen. Olin Johnston (D-S. C.).

Sen. Lester C. Hunt (D-Wyo.), member of Senate Commerce Committee and communications subcommittee, announced this week he won't seek re-election for second term in Senate because of ill health. He's second Demo- 
cratic member of Senate Commerce Committee to announce retirement in recent weeks, Sen. Johnson (D-Colo.) having also decided not to run again, though he may seek nomination for governorship. Ranking minority member of House Commerce Committee, Rep. Crosser (D-Ohio), won't return next term, having lost Democratic primary.

Allen Woodall interests propose to sell half their 50% ownership of WDAK-TV, Columbus, Ga. (Ch. 28), to co-owner Martin Theatres Inc., and to devote more attention to their radio WDAK (250 watts on 1340 kc, NBC). Selling price is $53,000. FCC application this week explains that Woodall proposes to boost WDAK power to 5-kw and shift to 540 kc, project costing about $50,000. Martin Theatres also owns 55% of WJBP-TV, Augusta (Ch. 6), Woodall 25% of WRDW-TV, Augusta (Ch. 12).

Senate uhf hearings are scheduled to begin at 1:30 p.m. Tue., June 15 in Room G-15, U. S. Capitol. These names have been added to end of unofficial witness list printed in last week's issue (Vol. 10:25): Rep. Moss (D-Cal.); Paul Bartlett, KFRE, Fresno, Cal. (vhf applicant); Harry Tenenbaum, WTVI, Belleville-St. Louis, Mo. (uhf); Dr. Armand Hunter, TV director, Michigan State College, East Lansing (uhf WFKAR-TV).
WINDUP OF SENATE HEARINGS ON UHF CRISIS: All sides put forth mightiest efforts as uhf-vhf controversy went through second week of Senatorial inquiry that already has built up an imposing record -- 60 witnesses heard, some 300 letters and written statements received. Hotly fought probe concludes public hearings Tuesday, June 22, having heard uhf & vhf protagonists capped by testimony of all networks save NBC by time of Friday adjournment. June 22 is postponement from June 21, first announced, due to sudden death of Senator Hunt Saturday (see p. 20). Session is expected to wind up everything -- first hearing the NBC testimony, then rebuttals by uhf & vhf groups, then FCC Chairman Hyde (for Commission majority), finally Commr. Hennock.

Best bet now is that the Senate communications subcommittee, headed by Sen. Potter (R-Mich.), and its parent Interstate Commerce Committee, whose chairman is Sen. Bricker (R-Ohio), will keep the FCC hopping with some specific recommendations. There's no time left this session for legislation covering such a complex technical and controversial problem, but it would indeed be surprising if a non-committal or namby-pamby report came out of the subcommittee.

With political pressures probably as strong as they've ever been on any radio issue, with this week's prodigious effort by vhf interests to overcome the Senators' initial favorable reaction to strong uhf case, with CBS and ABC both suggesting that Congress and FCC look into the possibilities of a reallocation -- it's apparent that the issue isn't going to die any quick or easy death. Having attended all the sessions, having read most of the documents filed, we give you our summaries and estimates of the proceedings and probable results in the 3 articles on pp. 3-7.

RADIO RATE CUTS—WHAT THEY COULD MEAN: The chain reaction -- literally -- evolving from the latest radio rate reductions projected by CBS and NBC and likely to become effective in August, may well be an economic squeeze on smaller-time radio stations -- particularly those in cities with a superabundance of local & suburban outlets.

It's another example of the revolution being wrought in AM ever since TV hit its stride, especially since TV's admitted capture of much of the night audience.

Nobody really thinks radio is on the way out -- but a lot of radio folk are plenty worried about its future economic base. They're asking how 4 radio networks can survive an apparently shrinking reservoir of radio sponsors. They're wondering how the "marginal" stations, which usually mean the smaller independents in the big metropolitan areas, can compete not only against a fast-expanding TV's inroads on advertising budgets but against intensified local competition.

It has even been suggested that perhaps the networks must evolve toward the "AP system" -- that is, depart from their original concept and become mere program originators, deriving income from station members or subscribers rather than from selling time to national sponsors -- paralleling practice of wire news services.

Here's how some of the best operators in the broadcasting business, with whom we've consulted, rationalize the possible effects of radio rate reductions:
Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships they once spurned.

This condition is already real in some cities, we're told, and it's one that doesn't conduce to happy relationships. Granting that network programming "made" radio, fact is it's slipping qualitatively as well as quantitatively -- and fact is that mere gratitude for the happier past doesn't make for good feeling now. Network loyalties, as we've said before, are only dollar deep.

This comment, from the chief executive of one of the bigger networks' most important radio affiliates, is particularly pertinent in light of fact that he's an ex-network official and his station has a TV counterpart: "The one inherent danger is that, in depreciating the value of radio, the networks may pull down into their own condition the very stations that have helped to make them great, thus making it impossible for network radio ever again to become the important factor it once was in the advertising scheme of things and the American way of life."

It's a situation that govt. fiat can't cure, either, for it isn't within the province of FCC or Congress to interfere with "normal" trends of the business. Nor can anyone blame this one on Washington, as is being done in the case of uhf. It's a competitive condition, with big-&-little stations caught in the pincer.

For despite NBC's bitter outburst against CBS last week for "initiating a 3rd price cut in 4 years" and thus "depreciating the value of America's basic communications medium," despite NBC's crack that it was "an act of desperation" on CBS Radio's part, despite promises of new "patterns and plans" to build up network radio billings, fact is that the upcoming 15-20% reductions in night radio rates are part of a downtrend that has been apparent for a long time -- notably in CBS's own billings.

Network radio billings have been sliding persistently since TV turned the proverbial corner in 1950. That year's PIB figures (based on one-time gross rates, but generally accepted as index) showed combined billings of the 4 radio networks at $183,358,922, down from $187,800,329 in 1949. They fell again to $174,718,594 in 1951, to $165,453,462 in 1952, to $160,516,507 in 1953.

So far this year, monthly figures have consistently lagged behind same 1953 months (Vol. 10:20 & TV Factbook No. 18, p. 369). CBS has held up best of all, curiously enough, though it seems to be first to recognize the falling barometer by calling for the latest radio rate cut.

Network TV is soaring, meanwhile (see same references for monthly tables) -- and it's idle to refuse to recognize that some of the TV money comes from what once were, and now otherwise might be, radio budgets. Moreover, TV is enjoying diversity of sponsors that radio doesn't any more; for example, NBC-TV's "Today" alone had 30 different sponsors in May, has 20 currently, whereas NBC Radio has only 12 daytime advertisers in all (some of them sponsoring multiple programs, of course) plus 6 more regionally on the Pacific Coast. NBC night sponsors total 17.

CBS Radio lists 28 daytime, 23 night sponsors (7 using both day & night time); ABC has 11 daytime, 10 night sponsors (2 using both); MBS has 13 daytime, 15 night sponsors (3 on both). These, of course, include participating sponsors.

Dependence upon relatively few sponsors, albeit they may buy multiple time segments, is regarded as one of network radio's besetting ills -- giving a few big-spending companies far too much sway over network destinies. Their influence -- and an increasing preoccupation with highly popular and bigger-income TV shows -- may be the real reason why CBS initiated the current radio rate reductions.

TV has always been the pet of NBC Chairman Sarnoff, of course, with result that since 1950 NBC radio billings have slipped badly and CBS, at first rather lukewarm toward TV, has consistently held No. 1 place in radio billings. It's ironical, to say the least, that NBC now deplores selling radio short, champions the cause of
more and more diversified radio sponsors to offset its decline, indicates it's being reluctantly forced to go along with the latest AM rate cut.

That the other 2 networks must follow suit, goes without saying, though they have said nothing publicly as yet. Their affiliates, too, will feel the local competitive squeeze -- indeed, have already felt it because they generally have so much more open time than NBC & CBS affiliates.

* * * * *

There are those who can't see any economic raison d'etre for so many radio stations -- 25 in the New York area, for example, 21 in Los Angeles, 16 in Washington, 11 in Houston, etc. They mushroomed after the wartime freeze on the then 1000 or so stations, largely because small radio stations are relatively cheap to build.

Yet radio stations continue to increase even now, according to FCC records. Latest count shows 2577 AM stations in operation, up 56 since last Jan. 1. There are 116 CPs for AMs not on air, and presumably present intention of most grantees is to build. Only 5 AMs have quit since Jan. 1. (There are also 549 FMs on air, down 11 since Jan. 1; they're quitting one by one -- but don't cut much ice commercially.)

These FCC figures would seem to belie the probability of potentially fewer AM enterprisers -- main point of this discussion -- but things can happen fast in radio, as they did in commercial TV, now only in its 6th year. The psychological impetus of lower radio network & station rates, the accelerated forays of network affiliates into local business, could bring about drastic changes quickly.

* * * * *

Note: Since foregoing was written, there's word that NBC affiliates, up in arms, are calling "emergency" meeting at Plaza Hotel, New York, June 28 at 10 a.m. as preliminary to network meeting in August; and there's report in Sponsor Magazine that "price war between CBS, NBC Radio networks will enable sponsors to get 15 to 20% discount on nighttime rates sometime after 25 August."

CONFLICT OVER UHF--THE SENATORS SPEAK: Judging from statements of Senators during 2 weeks of uhf hearings -- and from nature of testimony presented -- it's a good bet that the powerful Interstate Commerce Committee, at whose bidding the FCC traditionally jumps, may make one or more strong recommendations.

These could include request to study possibility of a new allocation plan in which vhf & uhf channels are not intermixed in individual cities -- with instructions to the Commission to report back within a specified time. Nearly all the uhf witnesses proposed reallocation, and CBS pres. Frank Stanton's suggestion to explore possibility of "de-intermixture" (see p. 4) should carry a lot of weight.

One legislative proposal that will be pushed, and with fair chance of success, is Sen. Johnson's plan to remove excise tax on all-channel receivers (Vol. 10:20-23). Subcommittee has already urged such a move, as has virtually every witness appearing before it, and Senate Finance Committee has agreed to consider measure as amendment to upcoming tax bill in next few weeks.

Other legislation, more controversial -- including the Bricker bill to regulate the networks (S-3456) -- won't be pushed, because there's not enough time left for them to have any chance of enactment. Sen. Bricker told us this week he doubts that his Interstate Commerce Committee will have time to hold hearings on his bill this year. "We'll have them next session, though," he added. He dropped in on uhf hearing for a few minutes Tuesday, made this comment with respect to the measure:

"The bill was not filed at the request of uhf stations or any other segment of the industry. It was filed as a matter of principle."

* * * * *

The 5 members of communications subcommittee were virtually never in attendance at the same time during this week's 3½ days of hearings. The 3 Republicans -- Chairman Potter and Senators Schoeppel (Kan.) and Bowring (Neb.) -- were there most often. Democratic Senators Pastore (R.I.) and Hunt (Wyo.) attended only occasionally.

Some Senators on Commerce Committee have openly stated -- and some others have hinted -- that they think something is wrong with Commission's allocation plan.
The strongest statement was made by influential Sen. Edwin Johnson (D-Colo.), ranking minority member of Committee (but not a subcommittee member), when he criticized FCC for "insane decision to mix uhf & vhf as a child might attempt to mix oil and water" in course of address this week to New York convention of National Community TV Assn.

Sen. Schoeppel expressed his view of problem June 10, when he said: "The uhf people point their finger to us and say, 'What about it? You fellows over in Congress — what are you going to do about it?' We turn around and point our finger to FCC and we say, 'What are you going to do about it?' They say, 'We want some guidance from you up there. We guessed once, and it looks like we guessed wrong'... What is the best thing to do, I don't know. I much prefer to have industry do it."

The lady Senator from Nebraska, Eva Bowring, who sat quietly for most of the hearing, at one point asked a vhf witness: "Do you think FCC needs more legislation to straighten out the mess they made by intermixing vhf & uhf channels?...It looks like [they] messed up about 35% of our TV."

Most vhf witnesses believe the allocation plan doesn't need any substantial alterations. Representing hastily organized group of 135 vhf stations, grantees and applicants, attorney Ted Pierson told subcommittee, in concluding his presentation: "Many of these [allocation] problems are vastly more complex than one could expect 5 busy Senators to solve in 7 days of hearing. We request that you submit this record to the FCC without recommendation."

Sen. Potter's reaction was telling, though uttered with a chuckle: "If we take your recommendation to the extreme, we destroy representative government." And Sen. Hunt snapped: "I don't think after that last statement the gentleman made, we should ask any questions."

During most of vhf presentation, Senators listened attentively, asked few questions — so it was difficult to determine to what extent the vhf arguments had altered their earlier open sympathy for the case made by the uhf groups. Early in this week's hearings, Sen. Potter expressed hope that "we can meet in executive session about the middle of next week to wrestle with some of the suggestions that have been made." Then, in a masterpiece of understatement, he summed up:

"The solution is not easy, and I assume it will be highly controversial."

CONFLICT OVER UHF—THE NETWORKS SPEAK: The hitherto close-mouthed CBS and ABC networks revealed their thinking on uhf for benefit of the Senate subcommittee Friday — leaving NBC as only network to be heard, with its spokesman v.p. Joseph Heffernan due on stand next. Dumont had testified earlier. Basically, the recommendations of CBS and ABC can be summarized as follows:

CBS -- Eliminate vhf-uhf intermixture if the price is not intolerable.

ABC -- Find enough vhf channels to support 3 networks and explore the possibility of reducing intermixture.

Both also support removal of excise tax on uhf-equipped sets, FCC's proposal to permit owners of 5 vhf stations to acquire 2 uhf -- and they hope that boosters and/or satellites will prove feasible.

CBS is not sure "de-intermixture" is practicable, pres. Frank Stanton told committee, but he urged that Congress, Commission and industry explore possibility immediately — with objective of supplying at least the 100 largest markets with 4 or more non-intermixed channels while protecting the public's investment in TV receivers and limiting to minimum the shift of vhf stations to uhf.

CBS has obviously studied de-intermixture problem, for Stanton estimated that necessary station shifts would require not more than 10-15% of sets to convert to uhf; that about 1,000,000 homes would lose service altogether; that some 100 stations would have to shift to uhf.

Denouncing proposals to shift everything to uhf, Stanton stated that 27,000,000 sets would have to be converted at cost of $40-$100 each; that 3-5,000,000 homes would lose service completely in the shift; that all vhf stations (258) would have to move to uhf instead of 100 required by removing intermixture.

Stanton's hopes for de-intermixture are definitely limited. "Perhaps," he
said, "sacrifices of which human nature is simply not capable may be necessary."

Defense of CBS's affiliation policies took up much of Stanton's 59-page statement. He went into great detail in effort to show why advertisers won't buy stations with small circulation and why CBS can't afford to give programs free.

Some of Stanton's most vigorous comments were directed at DuMont for its proposals whereby all stations would get equal amounts of network programs and networks would get equal time on all stations (Vol. 10:21). These plans, Stanton said, would make it "impossible for any network to offer an advertiser the largest possible circulation -- and by necessarily excluding him from a substantial portion of TV homes in a number of important markets -- may well drive some advertisers either away from network use or away from TV altogether... This is not competition; this is not free enterprise. This is the antithesis of both."

Bricker bill to regulate networks also came under Stanton's fire. If it's designed to force networks to supply programs to specific stations, he said, it's "extremely radical" and involves freedom of speech. He said it would be like telling newspapers they have to carry specific wire services or columnists.

Threaded through Stanton's statement was constant reiteration that many proposals aimed at helping uhf would depress all TV to lowest common denominator and ultimately help no one except competing media.

Sen. Potter was sole member who heard Stanton; he had no questions.

ABC's principal reallocation proposal, as outlined by v.p. Ernest L. Jahncke, would be accomplished by: (1) Carving 3 new uhf channels out of FM band, leaving the remaining 2 mc "to accommodate all the FM stations now in operation." (2) Use of directional antennas and lower power to squeeze additional uhf stations into key markets. (3) Freeing unused uhf educational assignments for commercial use.

Though conversion would be required under this plan, it would be "relatively simple compared to the uhf conversion problem." Jahncke urged more flexibility in Commission's allocation concepts "so that channels may be moved or applied for, as they are in AM broadcasting."

All-uhf allocation should be adopted "only if it appears that no other solution will work," he said. "ABC believes that it is too early to conclude that it is necessary to abandon as unworkable our present concept of using both vhf & uhf."

As additional step, ABC recommended that Senate Committee "request the Commission to prepare as soon as possible a report on a revised plan utilizing both vhf & uhf but reallocating to cure uhf trouble areas in intermixed markets" -- to determine whether such an allocation would be workable. Another possibility, Jahncke suggested, would be to permit color on uhf only for perhaps 3-5 years, following which color could be telecast on vhf as well. At the same time, vhf telecasters would be allowed to "duplicate their programs on a uhf station" if they wished to colorcast.

Bricker bill is "unnecessary legislation," said ABC, which believes "the FCC already has sufficient authority to do what is necessary and desirable to aid uhf." Besides, FCC already has authority over station-network relationships, and "solution to the problem of competitive nationwide TV service lies not in increasing regulation but in making changes in the allocation plan so that the natural workings of our free enterprise system may operate without present artificial restrictions..."

DuMont proposals were called "the wrong approach" and declared to be "unworkable, discriminatory, unduly disruptive of business relationships and not likely to produce the result intended."

Differing sharply from arguments of the vhf operators' group (see p. 6), ABC said remedial action by Govt. is justified because:

"The fruits currently enjoyed in limited facilities communities are not as much the result of individual initiative or superior ability as they are of vhf channel scarcities and the artificial freeze imposed between 1948 and 1952. It is one thing to be the first in the field when competitors are free to follow. It is another thing to enjoy a clear field because competitors are enjoined from pursuit."
CONFLICT OVER UHF—THE STATIONS SPEAK: Vhf stations, in battle formation, threw themselves into counterattack at the Senate uhf hearing this week, as if the very future of their way of life depended on it -- and well it might.

They felt they had to overcome a big lead gained by the uhf proponents, whose arguments for freeze and reallocation met little challenge at May 19-21 sessions -- before most vhf operators were taking the Senate inquiry seriously (Vol. 10:21-24).

Give free enterprise a chance to work for the benefit of the American people, who are the real owners of TV channels. That was synthesis of vhf argument, whose main barrage was fired by Washington attorney Ted Pierson in behalf of the emergency defense group born in corridors at Chicago broadcasters' convention and now boasting backing of 82 stations, 20 grantees, 33 applicants. Pierson plumped 73 written statements by his group's vhf members into the record, and told the Senators:

Nobody was forced to go into TV, and Govt. is under no obligation to guarantee a profit merely because it allocates a channel for future use. Vhf proposals for a freeze, for a reallocation, for reduction of vhf service areas "all seek to reduce coverage or delay TV service, to eliminate competition," he declared.

Key to problem is public demand for programs -- and that can't be legislated, he said. Rejecting the uhf stations' charges of "vhf monopoly", he scorned their "temerity to come and excite this Committee about the 'lack of competition' and then present proposals to keep anyone from competing with them."

Any major change in the allocation plan now, he added, would interrupt TV's growth and weaken the system of free broadcasting. "Give free enterprise a chance to work this out for at least another 2 years before we start over again." As to uhf group's objections to quick grants, he asked: "What possible evil is there in cutting red tape -- particularly when the people demand TV service as soon as possible?"

Vhf group favored lifting excise tax on all-channel receivers, use of booster stations to fill holes in coverage areas.

* * *

Also speaking for vhf group were pre-freeze pioneers Hulbert Taft Jr. (WTVN, Columbus & WKRC-TV, Cincinnati) and J. Leonard Reinsch (WSB-TV, Atlanta & WHIO-TV, Dayton), who told of periods of extensive losses. Taft protested "any destruction or crippling of the service it has cost us 5 years and so much sweat and money to create and upon which the public has come to depend."

D. Lennox Murdoch of KSL-TV, Salt Lake City, and grantee John W. Guider of WMTW, Mt. Washington, N.H., opposed all-uhf allocation, pointing out a uhf station couldn't possibly serve the widespread and thinly populated rural areas which must depend on high-power vhf if they're to get any TV at all. Pittsburgh Mayor David L. Lawrence was surprise vhf witness, arguing against a new freeze, which would further delay more TV service to Pittsburgh and other cities.

Appearing on his own behalf, George Storer (Storer Stations) argued for more flexibility in application of allocation rules, for re-examination of vhf educational reservations, and for resolving multiple ownership questions on individual basis.

One of the most impressive pleas against drastic action came not from a high-powered vhf sparkplug but from soft-spoken radio veteran Allen M. Woodall, part owner and official of profitable uhf WDAK-TV, Columbus, Ga. and post-freeze vhf WRDW, Augusta. Relating story of uhf success in Columbus despite vhf competition, he said: "We went into uhf with our eyes open." Despite Madison Ave. prejudice against uhf, he said "there are many successful uhf operators." He opposed most proposals made by the uhf groups as "utterly impractical."

* * *

First 2 days of this week's hearings were largely devoted to more testimony by uhf operators and their representatives. Melvin A. Goldberg, economic consultant to UHF Industry Coordinating Committee (85 members) hit out at "monopoly and exorbitant profits" he said were inherent in any system where coverage is limited to "a few uhf stations with unlimited power." Average pre-freeze station in 1953 made profit equal to 66% of its original tangible investment, including all additions and improvements, he said -- 7 of them making over 200%.
Today's uhf station faces uncertainties as to network programs and set circulation, he added, while the "so-called pioneers of the pre-freeze period" could look forward to ever-increasing network programming and a constant buildup of their audience. Average pre-freeze station, he said, took 21.6 months to get on air after it got grant -- "every day they could delay was an advantage."

Officials of 2 uhf stations which have just begun to use black ink in spite of uhf competition made recommendations to subcommittee this week -- Harry Tenenbaum of WTVI, Belleville-St. Louis, asking immediate freeze and re-study of allocation plan, and Thomas Chisman of NBC-basic WVEC-TV, Hampton-Norfolk, urging that color TV broadcasting be limited to uhf band. Latter proposal was backed by Philip Merryman of WICC-TV, Bridgeport, as long-range goal.

Former attorney General J. Howard McGrath, appearing for Edward Lamb Enterprises (vhf WICU, Erie and uhf CP WMAC-TV, Massillon, Ohio), charged there has been "abuse and violation" of anti-trust laws in dropouts and mergers of applicants which pave way for quick grants. He recommended that the Justice Dept. anti-trust div. be required to investigate all proposed mergers before FCC can approve them.

NARTB pres. Harold Fellows' temperate testimony stressed necessity for both vhf & uhf stations in nationwide allocation, warned against too much regulation, was careful to pin "pioneer" label on both uhf and pre-freeze vhf stations. He saw uhf- uhf receiver situation as uhf's biggest problem. Uhf representatives didn't object so much to his statement as they did to NARTB's belated decision to enter hearing.

3 INITIAL DECISIONS, NO STARTERS OR CPs: Though dozen or more new stations are due by end of July, none got started this week -- and score still remains 385 on air, of which 127 are uhf. Nor were there any new grants. However, 3 initial decisions were rendered by FCC examiners, favoring following:

Shreveport, La., KTBS, Ch. 3; Big Spring, Tex., KBST, Ch. 4; Corpus Christi, Tex., KRIS, Ch. 6. Big Spring decision stemmed from dropout of competitor.

In Shreveport decision, examiner Basil Cooper chose KTBS over KWKH because he felt it would further "diversification of the media of mass communications." The owners of KWKH, Ewing family, control Shreveport Times, plus the 2 papers in Monroe -- World and News-Star -- in addition to KTHS, Little Rock, Ark. KTBS is the sole radio interest of Wray family, which also has Ford dealerships.

In Corpus Christi case, examiner H. Gifford Irion picked T. Frank Smith's KRIS in preference to Baptist General Convention of Texas' KWBU because Smith manages station and is "squarely accountable" whereas Baptist group has chain of command which he considered too loose for proper supervision. "The single element which must govern," he said, "is the amount of effective responsibility displayed by the licensee or its properly delegated subunit."

Two more hearings were scheduled, both to start July 16: Washington, D.C., Ch. 20; Boston, Ch. 5. One uhf CP was dropped: WBEC-TV, Pittsfield, Mass., Ch. 64.

COMMUNITY ANTENNA BUSINESS ON THE UP: Full of vim & vigor, fast losing its naivete, the up-&-coming community TV business is rapidly gaining the attributes of skill and stability which characterize its parent telecasting and electronic manufacturing industries. Nowhere was this more apparent than at enthusiastic third annual convention of National Community TV Assn. attended by 200 in New York, June 14-16.

The young industry is still a bit jittery, as should be expected, because it still faces major unknown quantities. But operators have continued to grow, year after year, freeze or no freeze, uhf or vhf -- and they're becoming quite convinced that they're well beyond the stage of a wild gamble.

Consider development of NCTA itself: There are some 300 systems in the U.S. serving some 150-200,000 homes. Year ago, NCTA had 64 members; now there are 100. NCTA now has competent legal, engineering and accounting counsel. It's now seeking funds to employ fulltime Washington executive secretary and staff -- and appears likely to have no difficulty raising the money.

Community operators are no longer the only ones talking it up. They've been joined by others, such as the politicians who see something worth latching onto. As
a matter of fact, Colorado's retiring Sen. Johnson, who addressed group (see p. 9), said this was first time he had accepted invitation to speak outside Washington.

As with all entrepreneurs, basic questions of the convention were how to get started, how to increase business, how to cut construction & operation costs. NCTA is obviously in need of a "how to" department, along with a miniature BAB or TVAB such as those organized by AM and TV broadcasters. Beside this essential, a great variety of problems are keeping operators busy, such as:

* * * * *

(1) TAXES. Each customer pays average of $125 to get connected to system. Operators have applied this payment to construction, called it "contribution in aid of construction" -- paid no income tax on it.

This is in line with historic practice of railroads, rural phone systems, etc. However, the Internal Revenue Bureau is seeking to get this sum classified as income, therefore taxable. Guinea pig is system in Wilkes-Barre, Pa., and appeal is now before appellate staff of Internal Revenue Bureau. NCTA tax counsel Edward Morgan, of Washington firm Welch, Mott & Morgan, stated there's excellent chance of winning but that case will be fought through courts if necessary.

Another tax is the 8% Federal excise levied on customers' monthly payment. Internal Revenue demands it, gets it, calls it "wire and equipment" tax same as that applicable to telephone and telegraph. This is also being fought, and Morgan said that appeal will be made to Congress if needed, noting that Sen. Magnuson (D-Wash.) has already introduced bill to exempt systems from the tax.

(2) SPURIOUS RADIATION. FCC's recent proposed rule-making (for full text, see Special Report, April 17), singles out community systems for the most stringent restriction of all -- 10 uv/m at 10 ft. Operators are aghast, insisting that almost no existing system can meet provisions without virtually rebuilding systems at ruinous cost. Counsel E. Stratford Smith, also of Welch, Mott & Morgan, is preparing comments asking FCC to ease burden in final rules. Consulting engineer Dr. Frank Kear, of Kear & Kennedy, is conducting experiments to provide engineering data.

(3) PROPERTY RIGHTS. Two cases threaten operators' present unrestricted use of stations' signals. WMCT, Memphis, has served notice it regards such use to be "piracy" (Vol. 10:23), and film producer Ziv has informed NCTA he plans to go to court in Reno case. In latter instance, KZTV, Reno, has exclusive contract with Ziv for Cisco Kid series. Community system in Reno picks up San Francisco programs, including Cisco Kid, and Ziv charges that this is infringement of his and station's property rights in the program.

A related case was recent Canadian decision, heartily welcomed by community operators, in which judge held that reception in the home via wire was "private", hence was no "public" showing for profit which infringed copyright (Vol. 10:23).

Counsel Smith's basic argument is that community systems are not in programming business, sell no programs. They sell an antenna service, he stated, acting as agent for viewers, "assisting subscribers to do what they could do themselves."

(4) BOOSTERS AND SATELLITES. Equipment maker Milton Shapp, Jerrold Corp., argued that repeaters have only limited prospects of hurting community systems even if FCC does eventually authorize them commercially (Vol. 10:23).

His main reasons: Insufficient channels to provide enough booster/satellite service to compete effectively with multi-channel wired systems; insufficient ad revenues available to justify their construction and operation; complex regulatory questions as to who would operate them, and how. Shapp did foresee foreign govts. subsidizing satellites, said he'd already built some for Mexico and South America.

* * * * *

Other questions are numerous and lively, notably: (1) Dealer relationships. Should system operators sell sets? Better not, most agree. Should they pay commissions to dealers for obtaining subscribers? Most don't because it helps little. (2) Closed-circuit operation on extra channels. Possible means of obtaining more revenue and local expression, but to be handled with caution until legalities are clearer. (3) Subscription TV. May be a natural, if you can get the programs for
which viewers are willing to pay. (4) Color. Some systems can handle it; others can't unless modified at considerable cost. (5) "Piracy" or "stealing" by viewers who place own antennas or probes in induction field of cable. Practice not extensive, hard to stop by technical means. Virginia has law against it. (6) Microwave. Recent Belknap decision (Vol. 10:19) opens the way for more distant community operations, but awfully expensive under FCC restrictions.

Convention sessions were well attended, with about 50 member companies represented. It's interesting to compare meeting with conventions of NARTB, RETMA, etc. Everything's new to the community men. Few know each other. Except for equipment manufacturers, virtually all are non-competitive. No operator dominates others. Intra-association politicking is minor. Most are "small town boys" and proud of it.

But there are symptoms of growth characteristic of new industries. The multiple owner has arrived. Systems are being sold -- usually at a profit. Investment money has moved in -- J.H. Whitney & Co., Fox, Wells & Co., Goldman, Sachs & Co. And the Govt. begins to look on, flex its regulatory muscles.

Members demonstrated extraordinary confidence in their officers & directors, headed by dynamic young pres. Martin Malarkey, Pottsville, Pa. (see below). They insisted he accept third term. Every action endorsed or proposed by officers was voted unanimously. Not a single "nay" was ever voiced in entire business session.

CBS pres. Frank Stanton, once target of FCC Comr. Hennock's ire in one of her outbursts at an educational TV hearing, pulled no punches in replying to her latest "monopoly" charges during Senate uhf hearings this week. Said he: "I think it is clear—only from the testimony in these hearings but from some of the comments which have been made outside these hearings, that some of these proposals for network regulation have been colored and have been rationalized by the demagogic slogan that something ought to be done—that anything is justified because there is a monopoly. CBS and NBC, it is said, are a 'monopoly.' And I must say that I find it extremely disturbing to read that this charge has been made publicly in the context of these hearings by one of the very people—an experienced lawyer—who, as a member of the FCC, sits in judgment on us in determining whether or not our applications for licenses should be granted or renewed." Lawyers, he said, have informed him that there's no monopoly at least until a single entity in an industry controls more than two-thirds of the market. "It is a travesty of reality," he went on, "to lump the gross billings of the CBS-TV with the NBC-TV network in order to justify this 'monopoly' charge. We fight each other—we fight each other hard—and we never stop fighting. . . . While sometimes some people think that the competition between us is so bitter that it becomes absurd, I have never heard anybody say that there is not enough of it. And I believe that this intense competition, despite what some people may have thought are excesses, has kept us all on our toes and has benefited the public in terms of the programs and the services which they have received."

National Community TV Assn. reelected as president for third year Martin E. Malarkey Jr., Pottsville, Pa., amending by-laws to except him from provision precluding anyone from holding the office more than 2 consecutive years. Also reelected were secy. Claude F. Reinhard, Palmerton, Pa. and treas. Wm. J. Calsam, Schuylkill Haven, Pa. New v.p. is Ned Cogswell, Oil City, Pa.

FCC gen. counsel Warren E. Baker's first public speech since taking office was high-level legal discussion of "Problems of the Radio & TV Industry" before U of Michigan Law School's Summer Institute at Ann Arbor, June 17. Copies (Mimeo No. 7136) are available from FCC.

Dr. Allen B. DuMont was White House caller June 18, but no statement was available about purpose.

Community antenna operators gloated under warm words of Sen. Edwin Johnson (D-Colo.) as he addressed NCTA convention in New York this week (see p. 8) — because he told them what they wanted to hear, with few exceptions. His points: (1) They provide a most desirable service. (2) They're neither broadcasting nor common carrier, thus shouldn't be regulated by Govt. (3) Excise tax is in error, should be removed. (4) Boosters & satellites have small chance of hurting systems. (5) Closed-circuit local originations have great promise. (6) Subscription TV has "tremendous possibilities" for operators and movie industry. (7) "The potential market for your services can only be described by the super word—vast." What the operators didn't like was his acceptance of Fairmont, W. Va. uhf station's charge that community system was driving it out of business (Vol. 10:21). They claim to have many arguments to refute that. Sen Lester Hunt (D-Wyo.) also had welcome words for the operators, stating during Senate vhf-uhf hearing this week that "the community antenna is the next great forward step in TV; it's going to spread over this country in the next year just as a rainfall over the U.S."

Radio operators attracted to community antenna business, among most enthusiastic, include following: KGRH, Fayetteville, Ark.; KPRK, Livingston, Mont.; KVAS, Astoria, Ore.; KVOS, Bellingham, Wash.; KALE, Richland, Wash.; CJOR, Vancouver, B.C. Robert S. McCaw, pres. of KALE, a member of National Community TV Assn., told convention in New York this week that group reminds him of NAB 25 years ago, having similar problems and esprit de corps, and he congratulated group on developing smooth organization to cope with troubles as they arise. P. B. McAdam, pres. of KPRK, expressed same views, urged NCTA to provide more promotional advice to newcomers.

Unusual community TV system is that of Alarm Corp., Carmel, Cal., which has 100 mi. of cable—all of it underground. System is operated more or less as hobby by Gerard B. Henderson, a director of Avon Products (cosmetics). Organization has developed special automatic machine for digging narrow groove in soil and macadam streets; cable is laid between expansion joints of concrete streets. Henderson says that underground system might be impractical in areas of heavy freezing; otherwise, he believes cable holds up even better than when strung from poles.

John Rich, NBC Far East correspondent, wins Council of Foreign Relations fellowship (Carnegie Foundation grant), equivalent to year's salary, permitting him to study at Council's N. Y. headquarters and nearby universities. He's 11th newsmen, third NBC staffer, to win award; all others were newspaper and press association correspondents.

Gilmore N. Nunn, pres. of WLAP, Lexington, Ky., has been elected delegate to the United Nations for the Inter-American Assn. of Broadcasters, with Adrian Lajous of Mexico as alternate. Annual board meeting during recent NARTB convention designated Tina Delmar, Chile, for 1955 general assembly next Feb.

Alex Quiroga, ABC Hollywood engineer, awarded 1954-55 TV fellowship for year's graduate study at Johns Hopkins U under grant by WAAM, Baltimore.

Dr. Lyman L. Bryson, CBS director of education, awarded honorary degree this week by Drexel Institute of Technology, Philadelphia.

Armand G. Belle Isle, 47, engineering v.p. of WSYS-TV & WSYR, Syracuse, died of heart attack June 12, one day after celebrating 26th anniversary with station. During World War II he served as instructor for Signal Corps at Syracuse U, his alma mater.

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

WBRZ, Baton Rouge, La. (Ch. 2), delayed by changes in tower site and building plans, now has tentative Dec. 1 test pattern and Jan. 1 programming targets, reports gen. mgr. Roy Dabadi. Construction of $100,000 studio-transmitter building, now underway, is to be completed in 5-6 months. It will use 10-kw RCA transmitter and 750-ft. Emsco tower with 12-bay 202-ft. RCA antenna. It's owned by Manship family, publishers of Baton Rouge Advocate and Star Times. City's other outlet, WAFT-TV (Ch. 28), began in April, 1953. Rep will be Hollingbery.

KALB-TV, Alexandria, La. (Ch. 5), will have 5-kw GE transmitter installed in Aug., plans Oct. 1 programming as NBC affiliate, but has no test pattern target as yet. reports pres. Walter H. Allen. Phillips 500-ft. tower with 6-bay GE antenna is scheduled for completion July 15-30. Ownership interlocks with WSLI-TV, Jackson, Miss., which began last March; KPLC-TV, Lake Charles (Ch. 7), with Sept. target; and with radio KRMZ which has one-third interest in KSLA now operating on interim basis on Ch. 12 in Shreveport. Weed will be rep.

KLTV, Tyler, Tex. (Ch. 7), recently granted power increase to 100-kw visual ERP and change in transmitter location to hangar at former airport on edge of town, now plans "early fall" target, according to gen. mgr. Marshall H. Pengra, ex-KSTM-TV, St. Louis. RCA 10-kw transmitter with 12-bay antenna and 420-ft. Andrews tower are on order. It will be first vhf in rich oil & cattle area. Dallas being 92 mi. to west and Shreveport, 100 mi. east. Rep not yet chosen.

KPLC-TV, Lake Charles, La. (Ch. 7), 5-kw GE transmitter on hand, now plans Aug. 15 tests. Sept. program-
WFMZ-TV, Allentown, Pa. (Ch. 67), now has 5-kw DuMont transmitter and allied equipment scheduled for July delivery, plans Aug. 1 test patterns, Sept. programming, reports pres. Raymond F. Kohn. With transmitter house under construction, work on new studio building begins shortly. It will use 460-ft. Kimco tower with Gabriel antenna. It will be first local outlet in Allen-town, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also, it's only about 10 mi. away from Easton, 30-35 mi. from Reading. Other Allentown grantee, WQCY (Ch. 39), plans late Nov. start. Rep will be Avery-Knodel.

CHCT-TV, Calgary, Alta. (Ch. 2), with 670-ft. tower enroute, now hopes to begin test patterns in mid-Sept., programming Nov. 1, reports mgr. A. M. Cairns. With GE transmitter and 4-bay antenna on order, it was hoping that CBC at June 18 meeting would approve request for increase to 100-kw ERP. Reps will be Weed (for U. S.) & All-Canada Television.

CKWS-TV, Kingston, Ont. (Ch. 11), delivery of 10-kw RCA transmitter delayed until Aug. 15, now plans Sept. 20 test patterns, Oct. 1 programming, according to J. M. Davie, asst. to pres. of Northern Bestco. Co. Ltd. RCA 400-ft. tower with 12-slot antenna is scheduled to be ready by Sept. 15. Transmitter site is in Bath, 12 mi. west of Kingston studios, will connect via microwave. Northern Bestco. operates radio CKWS, also will operate TV for owner Brookland Co. Ltd., also owners of CHEX and CHEX-TV, Peterborough, Ont. (Ch. 12), latter with Jan. target. Brookland is 51% owned by Senator W. Rupert Davies (Kingston Whip-Standard), 49% by Roy Thomson, chain newspaper publisher. Reps will be Weed (for U. S.) & All-Canada Television.

Uhf stations get tax advantage in new suggested depreciation rates proposed by Internal Revenue Bureau, principally as result of all-industry petition circulated by DuMont early this year (Vol. 10:4). Bureau now uses new schedule (Bulletin F) as outline for TV station equipment depreciation, will soon circulate it to equipment manufacturers and other interested parties for comment before drawing up final official schedule. Under new tentative schedule, most uhf equipment would depreciate twice as fast as vhf—but even for vhf stations new schedule is more liberal than previous one. Composite overall life of station is rated as 7 years for vhf, 6 for uhf. Depreciation for individual equipment as proposed by Bureau: transmitter and associated control equipment, vhf 6 years, uhf 3; antenna and transmission line, vhf 8 years, uhf 4; test equipment, vhf 4 years, uhf 3. Other equipment, for which no differentiation is made between vhf and uhf; tower 12 years, stationary microwave 5, fixed studio equipment 6, projection equipment 4, mobile studio equipment 4, fixed audio equipment 10, mobile field equipment 4, portable audio 5, mobile transport unit 7. Depreciation of buildings would depend on type and continue at standard rates varying from 15-40 years.

Ottawa, like Montreal, will have 2 CBC stations, one English-language, one French, under govt. decision announced this week. CBC's CBOT (Ch. 4) has been on air since June 1953, and now it's planned to have French transmitter on Ch. 9 to be built at cost of $500,000 and ready in about 6 months.

Five-day strike of 14 newsmen at WBBM-TV & WBBM, Chicago (Vol. 10:24) was called off June 17 to permit resumption of negotiations between stations and Radio Writers Guild.

Owners of WPPA-TV, Pensacola, Fla., (Ch. 15), filed FCC application this week for new local AM to operate with 1-kw daytime on 790 kc.
Telecasting Notes: TV film is now the only field in show business with an "area of predictability"—hence widely regarded as "the soundest investment in show business." Gene Plotnik, of Billboard, which makes a specialty of reporting on the TV film industry, makes this statement in June 19 edition, pointing to $5,000,000 loan just granted Television Programs of America by Walter E. Heller & Co., Chicago investment banker, and backing it up with confirming quotes by Herbert Golden, asst. v.p., Bankers Trust Co., leading film investor. Also cited is $1,000,000 revolving fund which producer Bill Broidy has for his Wild Bill Hickok series, Kellogg-sponsored... Sales contacts with stations written before production—though some are known to be slow paying, particularly "a few of the hard put uhf"—are regarded as good collateral, though in case of TPA it's noted that pres. Milton Gordon is a former executive of the Heller firm and its loans are guaranteed by assets of TPA's top executives. Gordon is quoted as stating that TV has taken away the old position of Class A pictures, formerly assured pay dates in a minimum number of theatres, as a good banking risk. Granting reasonably good program quality and an established, aggressive sales organization, any TV film series is assured of coming out in the black, he said... Bankers Trust Co.'s Mr. Golden notes that the TV film producers who approach the bank nowadays are generally far more respectable and promising than those who applied for loans a year and more ago... "Biggest security risk on TV today," writes Variety's George Rosen, "is the half-hour live show"—and he goes on to tabulate the "casualty list" of an "almost revolutionary dropout of the 30-minute live stanzas on both [NBC-TV & CBS-TV] webs in favor of filmed shows"; conversely, all the hour shows and upcoming spectacles are exclusively live, notably the dramas... Also becoming extinct, notes Variety, is "the overexposed comic" and when fall season starts the name stars like Sid Caesar, Imogene Coca, Bob Hope, Milton Berle will be seen, but less often, so as not to overdo their welcome... Walt Disney has formed first production unit for ABC-TV Disneyland series, which begins next Oct., with assignment of screen writer-producer Bill Walsh as producer, ex-movie actor Norman Foster as director and movie writers Tom Blackburn & Irving Schulman to develop several full-hour programs on theme of "Giants of American Folklore"... New film shipping plan, cutting costs of, consolidating and speeding shipments to and pickups from stations, is proposed by pres. Chester M. Ross, Bonded Film Storage Co., 630 Ninth Ave., N.Y.; it's predicated on fact that nearly all film is shipped from N. Y., L. A. & Chicago and that it costs as much now to ship one film in one package as 10 films in one package... Enterprising WSAZ-TV, Huntington, W. Va., has published handy folder captioned "Welcome to WSAZ Television" which is handed to visitors "to aid you in your TV appearance." Among admonitions to ladies: dresses should be plain pastels or greys, no white dresses, no large brim hats, no shiny jewelry, no eye shadow. Gentlemen—grey suits, pastel shirts, hats for costume use only. Camera setup, cues, hand signals are explained—all in easy-to-grasp language... Shakespeare on TV, conducted via Los Angeles' educational KTUE with big success by Prof. Frank C. Baxter, has been kinescoped for Sat. 2:45-3:00 p.m. on WCBS-TV, N.Y.; it's reported tops both as education and entertainment... WPMT, Portland, Me., cuts base hour rate from $200 to $150 and companion WLAM-TV, Lewiston, goes from $150 to $110; combination rate, formerly $225, is now $175, min. down from $45 to $35... More rate increases: WFBM-TV, Indianapolis, on July 1 raises base hour from $800 to $960, min. from $150 to $150; WOW-TV, Omaha, from $850 to $700 & $150 to $162; WERE-TV, Wilkes-Barre, $300 to $400 & $60 to $70; RPDA-TV, Amarillo, $200 to $250 & $40 to $60; WCIA, Champaign, Ill., $350 to $450 & $70 to $100; WFBG-TV, Altoona, Pa., $400 to $500 & $90 to $100... New rep offices: Harrington, Righter & Parsons moves to 589 Fifth Ave. (phone, Murray Hill 8-7050).

Live Coverage of Army-McCarthy Hearings, which ended June 17 after 36 days, cost ABC-TV and Dumont a pretty penny—but both networks say the kudos and public gratitude they reaped made the cost worthwhile. ABC-TV estimates cost of carrying full hearings live (required by subcommittee as condition of local sponsorship) was close to $500,000, bulk of it in renting relay facilities. Dumont declined to give details of its expenses beyond acknowledging that they were "steep." ABC-TV fed hearings to 56 stations, of which 4 were NBC-TV basic affiliates which picked up morning sessions (WLWT, Cincinnati; WLWC, Columbus; WJAR-TV, Providence; WSYR-TV, Syracuse). The 4 paid on hourly basis to cover cable cost, plus a "premium charge" as non-NBC affiliates. There were local sponsors on 12 of the 55 stations on ABC hookup; one on 10-station Dumont coverage (Vol. 10:22). ABC v.p. John Daly said hearings were not relayed to Far West stations because of cable costs, estimating additional $93,500 a week would be required to include Denver, Salt Lake City, Los Angeles & San Francisco.

As to the public service aspect, pres. Robert Kintner said thousands of letters of appreciation had poured into network offices, plus several informal thanks from principals themselves. He said ABC undertook live coverage because it felt hearings were a natural for TV (though it was generally conceded they lacked the fire-and-brimstone of Kefauver hearings). Dumont managing director Ted Bergmann commented: "In my memory, TV never performed a service which received more unsolicited evidence of appreciation of viewers."

Note: June 16 Variety estimates full coverage would have cost CBS-TV and NBC-TV combined total of $4,000,000, in view of heavy commercial pre-emptions. Both networks, after 2 days of live coverage, carried late evening filmed highlights only.

Revulsion against play-to-audience at Army-McCarthy hearings—especially to carrying commercialism into actual conduct of hearings when Sen. Mundt praised the film Caine Mutiny and Sen. McCarthy twice endorsed Steve Miller's cheese plant in Wisconsin—appears to have prompted the 36 Senatorial signatures Sen. Bennett (R-Utah) states he has obtained to a resolution to forbid commercial TV sponsorship of Senate committee hearings. He said TV helped stretch hearing that should have taken 10-15 days to 38, said "each day would seem to demand a new crisis of some kind to reward the listening faithful." Among signatories of his resolution, 26 Republicans and 13 Democrats, Sen. Bennett listed 6 members of powerful Interstate Commerce Committee, which legislates for TV-radio: GOP Senators Bricker, Ohio (chairman); Bowring, Neb.; Duff, Pa.; Payne, Me.; Purcell, Mich. Democrats: Johnson, Colo.

"On an overall basis, TV has been paid for by new advertising dollars, not by a reduction in expenditures for other media," said Charles H. Tower, acting NARTB mgr. of employee-employer relations, addressing U of Michigan Law School Institute on Communications Media June 18 on "The Economics of Television." He noted that all media have increased in volume, he said: "Even radio, which was supposed to be an early victim to the economic attack of TV, has shown a small but steady increase."
Network Accounts: Firestone started Mon. 8:30-9 p.m. simulcasts of *Voice of Firestone* on ABC June 14 and will continue to originate from W. 66th St. studios. Plans to use 3664-seat Paramount Theatre in Times Square as studio (Vol. 10:23-24) all but collapsed this week after engineering surveys disclosed cost of remodeling for TV would be too costly and would interfere too greatly with theatre's primary use as movie house. Nevertheless, important fact is that ABC-TV has another big account in fold—and its resurgence as a competitive bigtime network is seen as one of the most exciting developments in programming. Pres. Robert Kintner, credited with doing much of the selling himself, estimates $8,000,000 in sales for time and talent have already been wrapped up for fall. This week saw more sponsors signed up—Nash-Kelvinator (American Motors) signing for 30 min. of *Disneyland* Wed. 7:30-8:30 p.m., thru Geyer Adv., and American Dairy Assn. 30 min. alt. weeks (thru Campbell-Mithun) with Derby Foods (McCann-Erickson), thus selling out program. Chesterfields, a prime sponsor of Arthur Godfrey on CBS, this week bought 8:30-9 p.m. Wed. time segment on ABC-TV for unidentified program (probably *Stu Erwin Show*), in opposition to Arthur Godfrey and His Friends in same time on CBS-TV. NCAA football-game-of-the-week, which with *Voice of Firestone* and *Disneyland* are 3 of biggest fall projects, will be sold on regional co-op basis... Sunbeam Corp. (appliances) expected to buy color "sac- tum..." every 4th week Sun. 7:30-9 p.m. on NBC-TV starting in fall, thru Perrin-Pans Co. ... Chrysler buys It's a Great Life on NBC-TV starting in fall, Tue. 10:30-11 p.m., thru McCann-Erickson, in place of Mr. & Mrs. North ... Pillsbury and Green Giant Foods to sponsor Bank on the Stars on NBC-TV starting July 17, Sat. 7-7:30 p.m., thru Leo Burnett, will start sponsorship on new Mickey Rooney filmed series Aug. 28 in same time period ... Florida Citrus Commission to sponsor Twenty Questions on ABC-TV starting July 6, Tue. 8:30-9 p.m., thru J. Walter Thompson ... Borden's Instant Coffee buys Fri. 11-11:15 a.m. segment of Garry Moore Show on CBS-TV, starting in July, when program moves to Mon.-thru-Fri. 10-11:30 a.m., thru Doherty, Clifford, Steers & Shenfeld; Toni and Chun King Sales (Oriental Foods) to be alt. sponsors of Thu. 10:15-10:30 p.m. period, former thru Leo Burnett, latter thru J. Walter Thompson ... Carter Products to sponsor Name That Tune as substitute for Place the Face on CBS-TV starting in fall, Thu. 10:30-11 p.m., thru Sullivan, Stauffer. Colwell & Bayles ... Campbell Soup Co. drops Double or Nothing on CBS-TV starting July 26, Mon.-Wed.-Fri. 2-2:30 p.m., with time thereafter to be filled by Robert Q. Lewis Show, with partic. sponsors ... Procter & Gamble ( Tide and Prell) switches On Your Account from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 4:30-5 p.m., thru Benton & Bowles ... Ethel Merman signed by CBS-TV for Westhinghouse's Best of Broadway series, will probably be featured as guest on Jackie Gleason Show ... Corning Glass buys Martha Rountree's new panel show, tentatively titled National's Press Conference, starting in fall, thru Maxon, network undetermined ... Correction: Wander Co. and General Mills purchase of Screen Gems' Captain Midnight on CBS starting Sept. 4, Sat. 11-11:30 a.m., is thru Tatham-Laird.

TV sets-in-use totaled 30,083,000 as of May 1, representing 69% of all U.S. homes, reports NBC research chief Hugh M. Beville Jr. At Senate uhf hearings this week, CBS pres. Frank Stanton reported 31,579,000 receivers now in hands of public.

BMI will hold TV Clinics again as result of overwhelmingly favorable vote of TV managers; they're scheduled for Aug. 2-3 at Hotel Biltmore, N. Y.; Aug. 5-6, Hotel Sherton, Chicago; Aug. 9-10, Hotel Statler, Los Angeles.

Station Accounts: Most unusual telecast version of Army-McCarthy hearings was carried on Paramount's KTLA, Los Angeles, where the ever-ingenious Klaus Landsberg decided to broadcast the audio throughout day with video still pictures of principals and other scenes tied into the testimony. He bought off-line audio being piped by ABC to its west coast stations for nightly rebroadcasts, in edited form, paid about $100 a day for the service, says consistently high ratings prove it was smash hit. It was the only daytime Army-McCarthy show available in area, either TV or AM. Sponsor of opening and closing commercials: Shinola! ... Hudson Pulp & Paper Co. (paper towels, napkins, tissues) buys $1,000,000 worth of time & talent for 52 weeks of programs, newscasts, station breaks, IDs, etc. on NBC's WNBT & WNBC (TV & AM), said to be one of biggest deals of its kind in station history; thru Biow ... 20th Century-Fox, in unusual deal, buys $140,000 worth of "as needed" time on WNBT to promote its pictures over next 52 weeks; agency is Charles Schlafer & Co., N. Y. ... American Express Co. buys Domestic Travelcade on WNBT & WNBC, thru Benton & Bowles ... Lady Esther Ltd., div. of Zonite Products Corp., to introduce new compressed face powder called Puff Magic, after tests in Indianapolis & Columbus, plans national campaign, including TV, thru Biow ... A. E. Staley Mfg. Co. plans to spend $1,000,000 on TV-radio for Sta-Flo liquid starch during rest of 1954, thru Ruthrauff & Ryan, Chicago ... Ethyl Corp. still buying time for Screen Gems' The Big Playback, expects to be in 45 markets, thru BBDO; sports show starring Jimmy Powers also going to other sponsors in non-Ethyl markets ... J. Strickland & Co. (Royal Crown hair dressing & pomade, Aloma lotion) buys Negro documentary film series, One Tenth of a Nation, on WPIX, N. Y., thru Greenshaw & Rush, Memphis ... Among other advertisers reported using or preparing to use TV: Freeman & Freeman Inc., Denver (Freeman's furniture & piano cream porcelainize), thru George S. Minot Adv., Alameda, Cal.; Kwik-Fix Corp., Atlanta (frozen food products), thru Bearden-Thompson-Frankel, Atlanta; Magna Corp., Chicago (Magnite for soil), thru L. W. Ramsey Adv., Rutherford, la.; Tiedemann & McMorran Inc., San Francisco (Sun-Blest canned foods), thru Jewell Adv., Oakland, Cal.; Victory Packing Co., Los Angeles (Thoro-Fed dog & cat food), thru J. G. Stevens, Los Angeles; Orchard Bros. Inc., Rutherford, N. J. (Amarrool aluminum awnings), thru Dubin & Feldman, Pittsburgh; Kidder, Peabody & Co., N. Y. (investment bankers), thru Doremus & Co., N. Y.; Radiant Corp., subsidiary of Cornell-Dubilier, Cleveland (CDR antenna rotor), thru Stern & Warren, Cleveland; Kay Preparations, N. Y. (Kay 301 cosmetic), thru Kastor, Farrell, Chesley & Clifford, N. Y.; Chr. Bjelland & Co., N. Y. (King Oscar sardines), thru Hiltom & Riggio, N. Y.; Schick Inc. (pre-shave lotion), thru Kudner Agency, N. Y.; Basca Mfg. Co., div. of Huyler's (Lady Biltmore anodized aluminum tumblers & Econ-O-Seal milk bottle closures), thru Bozell & Jacobs, Indianapolis.
Color Trends & Briefs: NBC-TV’s new rate structure for production and service facilities, effective July 1 and covering both color and black-&-white, departs from previous “package” charge for studios and manpower—thus permitting advertisers to tailor usage to particular needs. Color charges are not a percentage increase over black-&-white, but rather a specific rate for particular facilities.

Use of a Burbank, Cal. black-&-white studio, for example, including 4 cameras and 2 mike booms, runs $360 gross per hour, while color studio with 4 cameras and 2 booms costs $500. Extra monochrome camera is $200 per day, extra color camera $500. Extra monochrome monitor runs $15 daily, extra color monitor $100. Extra dollies and mike runs same for monochrome and color.

Commenting on color charges, pres. Sylvester Weaver stated: “In the production area, there will be some differential in costs for color, to the extent that the hourly studio rates are somewhat higher for color studios and more technical personnel may be required in the production of a color show. However, the differential in total costs—time, talent and production—will be moderate indeed considering the value received and of course will vary from program to program, depending on the client’s requirements for the particular program.”

A basic reason for new rate structure, Weaver said, is that “by placing a premium on efficiency in usage, important opportunities are offered the advertiser to control and reduce his TV production costs.”

* * * *

CBS has 17 color cameras and 5 color film chains, has spent $1,500,000 to equip single New York color studio, pres. Frank Stanton testified before Senate subcommittee this week. This compares with its 116 black-&-white cameras, 31 film chains. Attacking proposals to disturb network status quo, he said they “threaten to abort the newest and most exciting development in this art—color.” He noted that it costs $25-30,000 for station to equip itself for network color rebroadcasts, many times that for local originations. “If networks do not make these expenditures and accept the heavy burden of broadcasting color as CBS-TV and NBC are now doing,” he said, “color will be definitely delayed.”

GE’s first color slide scanner has been shipped to KING-TV, Seattle, which has also ordered continuous-motion film scanner made for GE by Eastman Kodak. KING-TV aims to be originating regular color programs by early fall. Station is the fifth, other than network key outlets in New York, to have color originating equipment. Those with live RCA camera-PA: WXYZ-TV, Oklahoma City; WBAP-TV, Ft. Worth; WTMJ-TV, Milwaukee; WMAR-TV, Baltimore, has slide scanner built by Telechrome Inc.

NBC-TV’s first regular weekly color program will be summer sustainer The Marriage, with Hume Cronyn & Jessica Tandy, taking Martin Kane spot 10-10:30 p.m. starting July 1. All other NBC-TV color shows have been on “premiere” basis—each regular black-&-white show getting one or more cracks at color, but none of these weekly-in-week-out. Only NBC-TV color show next week is June 23 mobile pickup out of Chicago from Landmeier farm, with segments on 7-9 a.m. Today and 11-Noon Home. CBS-TV continues New Revue 5-8-6 p.m. June 25.

Differing flatly with Ziv, who’s all hepped about color film (Vol. 10:23), Snader Telescriptions’ Louis D. Snader asserts he made big mistake shooting 76 films in color 3 years ago—claims they’re now virtually obsolete. Reasons, he said, are that the color film has lost much in quality; that black-&-white duplicates from color negatives are much inferior to straight black-&-white film—and that extra cost isn’t justified. He said he’s seen 100 duplicates in last 60 days and they all looked like kines.

Defending right of owners to sell TV stations, Sen. Edwin Johnson (D-Colo.) inserted in record of Senate subcommittee’s uhf hearings a statement taking issue with May 21 testimony of Ronald Woodyard (of now-silent uhf WIFE, Dayton). The Senator said Woodyard’s remarks “conveyed a false picture of facts surrounding proposed sale of Denver’s KLZ-TV & KLZ-AM to Time Inc. (Vol. 10:10-11).” Defending “outstanding job” done by stations under pres.-gen. mgr. Hugh Terry, the Senator pointed out Terry had a heart attack early this year and chairman Harry E. Huffman recently suffered a stroke, adding: “It would seem important to the health of the industry that people may devote their lifelong labors and their fortunes to it, with the knowledge that their investment will be safe and secure in the event of sickness, death or govt. edict. Were it otherwise, no prudent and intelligent person would invest in any broadcasting operation.”

Edward Lamb won a round this week in fight against FCC inquiry into allegations of Communist taint (Vol. 10:24), when district court Judge Edward Tamm granted injunction delaying FCC from starting hearing on the allegations until Lamb has appealed to Court of Appeals. Last week, he refused to grant Lamb’s motion for injunction to eliminate hearing altogether. Hearing scheduled for July 28 will undoubtedly be postponed because appeal will run through that date. FCC this week designated examiner Herbert Sharpman to conduct hearing, drawing dissent from Comr. Webster who said FCC should hear case en banc. He agreed hearing should be held but said commissioners themselves should observe witnesses’ demeanor and credibility” when “a man’s most cherished possession, his reputation, is under attack in a hearing.”

AT&T’s cable charges were attacked by ABC v.p. Ernest Lee Jahnow in statement before Senate subcommittee this week when he said that “AT&T tariffs favor the largest customers at the expense of the smaller customers” because of sliding scale that makes cost-per-hour cheaper with greater use. He said ABC is now paying for facilities at rate of $6,000,000 annually, will be running at $8,000,000 rate this fall—and that this amount already exceeds ABC-TV’s programming costs. CBS pres. Frank Stanton testified CBS-TV spends $10,000,000 for AT&T facilities.

Ire of Flint organizations has been aroused by FCC’s decision to grant Ch. 12 to WJR, Detroit (Vol. 10:20). “Citizens Committee for a VHF TV Station for Flint” has been formed, including on its steering committee politically powerful Postmaster General Arthur E. Summerfield Jr., favoring grant to WFDF and asking FCC for rehearing, permission to intervene, permission to file a brief. WFDF also filed petition for rehearing, joining Butterfield Theatres, which FCC had also denied in favor of WJR.

FCC has approved $250,000 sale of radio KCBQ, San Diego (1-kw night, 5-kw day on 1170 kc, ABC), enabling owner Charles E. Salik to exercise option to purchase one-third interest in KFSD-TV (Ch. 10) and KFSD. Stanley Schultz, Phoenix, and Timothy Parkinson, Tucson, owners of radio KRUX, Phoenix, were the buyers.

Purchase of WIBM, Jackson, Mich. (250 watts on 1450 kc, ABC) by John L. Booth was approved by FCC this week, consideration being $115,865. Sellers Herman & Roy Radner dismiss their Ch. 10 application for Parma, Mich., about 10 mi. west of Jackson, for which Booth and 2 other have filed.
BALANCED LINES EMERGING, MAINLY 21-in.: TV trade goes to market for 2 weeks starting June 21 -- and lines they will see at Chicago's big American Furniture Mart and Merchandise Mart are perhaps better-balanced than any in recent years. They combine appeal of lower-priced leaders with prospect of selling up into higher-priced units, where profit margins at all levels are more attractive.

Lines revealed thus far re-emphasize 21-in. as bread-&-butter item. But they also make ample allowance for dealers who say they can't live without 17-in. Taking cue from RETMA statistics showing 21-in. as hottest seller (Vol. 10:16), several set makers have increased range and variety of 21-in. consoles to stimulate higher-price sales. (Details of new lines introduced this week are on p. 17.)

Dealers aren't interested in price alone. Their most vocal concern at the moment is discount structure, which they contend is inadequate, and it's a foregone conclusion that dealers will be shopping discounts equally with prices at exhibits of set makers in Chicago. Attendance of dealers at marts, seldom high in midyear, is likely to be even lower at this time because NARDA has discontinued its traditional midyear convention during second week of market.

Market time finds the trade settling down to stability, albeit at expense of growing number of economic casualties. Two reports at annual RETMA convention in Chicago this week underscore this. In his annual report, pres. Glen McDaniel said, "the TV market on the whole is on a sounder basis than it was this time last year because inventories have been maintained at lower levels." And its credit committee chairman H.A. Pope, National Union Electric, reported 12 business failures among the TV-radio manufacturers in year ended May 31, compared to only 4 preceding year. For TV-radio-electronics manufacturers as a group, there were 33 business failures, compared to 16 a year ago (for details of RETMA convention, see p. 16).

Trade statistics are admittedly misleading public somewhat this year. For whereas they show retail TV sales at all-time high for first 4 months of this year, trade knows much of this merely represented working off of excessively high inventories left over from comparatively poor fall and Xmas in 1953. Now that inventory situation has been more or less straightened out, trade's biggest problem is how to regain some of the lost profits, particularly on 21-in. models.

In their pre-market planning, most manufacturers were really hopeful of being able to raise prices by this time, in bid to get those profits. But lines revealed thus far show clearly that wish was parent of their hopes, for it's manifest that lower prices even on leaders reflect uneasiness about prospect of losing any sales, however small the profit may be.

Forecasts of increases in production and sales in second half of 1954 came from several quarters this week. McDaniel said sales "should rise substantially this fall since by all indications the advent of color has by no means satisfied the public demand for black-&-white receivers at a favorable price." The report of RETMA set div. chairman Robert S. Alexander, Wells-Gardner, was that a substantial increase in production could be expected this fall. And DuMont's W.H. Kelley said industry inventory is in good shape, predicted excellent fall selling season.

Annual poll of RETMA sales managers committee revealed average opinion that 5,900,000 black-&-white, 45,000 color sets will be produced this year, compared to actual total of 7,214,787 last year.

Philco resumed full-scale production June 17 after 45-day strike was settled 2 days earlier. Members of IUE got average hourly wage increase of slightly more than 6¢, extension of hospitalization benefits, review of pension plan. All other
provisions in current contract were frozen for 2 years. Philco officials were meeting at week's end to determine place and date of annual distributors' convention, when new line will be introduced, but had come to no decision as we went to press.

TV production jumped up to 98,179 week ended June 11, from slump to 72,042 preceding week and 91,443 week ended May 28. It was year's 23rd week, brought output for year to date to about 2,475,000, compared to 3,740,000 same period of 1953.

Radio production totaled 169,942 (70,819 auto), up from 140,812 week ended June 4 and 161,122 week before. For 23 weeks, output was 4,350,000 vs. 6,420,000.


**Failures** of TV-radio-electronics manufacturers totaled 33 in year ended May 31, more than double the 16 in preceding year, credit committee chairman H. A. Pope, National Union Electric Corp., reported to RETMA convention this week. Of the total, 12 produced TV and radio sets, 7 sound equipment and recorders, 5 parts, 5 military equipment, 3 commercial communications equipment, one instruments.

Pope said that failed companies had liabilities of approximately $24,800,000. More than 50% were less than 7 years old. He noted: "Declining sales in many cases may have been the final contributing factor, but it would not be realistic to conclude lower sales was the fundamental reason. Most had been doing a volume out of proportion to working capital; had high fixed expenses, such as rent and interest, which could not be cut back; and had accumulated inventory excessive in terms of sales. Several were performing long-term contracts for the production of complex military or commercial communication equipment. It became apparent that the contracts had been taken at too low a price."

Since 1945, about 170 manufacturers of electronic products (including TV) have experienced "serious financial difficulties," of which about 35 are still operating, he said. Much brighter picture was presented for electronic parts distributors, only 8 failures being reported out of 1300 companies, with 50 new companies entering field during year. Other RETMA news:

W. M. Adams, Sprague Electric, chairman of international dept., reported exports of TV-radio-electronics apparatus in 1953 were valued at $247,839,764, up 18% over 1952. But he noted increasing competition from British, Dutch, German & Japanese.

H. J. Schulman, CBS-Columbia, chairman of service committee, said RETMA is formulating basic TV-radio course which will eventually be tried out in pilot classes and supplied to nation's schools for training of servicemen. Committee disclosed teacher's training course will be offered at N. Y. Trade School in July as means of improving efficiency of instructors at technical schools.

Six new members were signed during year, bringing total membership to 386. At annual banquet, industry Medal of Honor was presented to outgoing chairman Robert C. Sprague.

Ralph A. Hackbusch, pres. of Hackbusch Electronics Ltd., Toronto, elected to new post of engineering director of Canadian RTMA, which he once headed. New v.p.'s and chairmen of 3 major RTMA divs. are J. D. Campbell, Canadian Westinghouse, receivers; L. Harris, T. S. Farley Ltd., Hamilton, parts & accessories; H. S. Dawson, Canadian GE, technical products.

J. M. McKibbin, Westinghouse v.p. & gen. mgr. of consumer products, is feature speaker at annual TV-radio-appliance trade dinner July 21 at Western Merchandise Mart, San Francisco, as part of semi-annual market.

Annual Philco stockholders meeting was postponed from June 23 to July 28 at Land Title Bldg., Philadelphia.
DuMont's new line, comprising 12 basic models, features "Hi-Resolution" picture tubes for increased brightness, all-wood cabinets, 41-me IF, "automatic picture stabilizers," "anti-noise circuits," built-in antennas. Another talking point is new RA312 chassis, said to withstand rougher treatment than any comparable chassis. It uses less current, gives greater life to tubes and other parts, DuMont claims. In addition to 12 new models, line also has carryover 30-in. Royal Sovereign mahogany full-door console, listing at $1795.

Line will be backed by intensive ad campaign starting in mid-summer, using daily newspapers, trade papers and TV. Subsequent promotions will be at dealer level, featuring window and in-store displays, outdoor banners, etc.

**Full line:**

**Table Models:** Barton, 17-in. walnut $180, mahogany finish $190, blonde $200; Bradley, 21-in. walnut $200, mahogany finish $210, blonde $220; Baylor, 21-in. mahogany $240, blonde $250.

**Consoles:** Winsted, 21-in. open-face walnut $280, mahogany $290, blonde $300; Clifford, 21-in. open-face mahogany $330, blonde $350; Hamilton, 21-in. open-face mahogany $380; Delwood, 21-in. half-door mahogany $390; Richfield, 21-in. full-door mahogany $400, blonde $425; Belvidere, 21-in. full-door mahogany $425; Glendale, 24-in. open-face mahogany $445, blonde $475; Royal Sovereign, 30-in. full-door mahogany console $1795. Allenby, 21-in. open-face mahogany console with 90-degree tube, unpriced as yet.

Bendix Radio, making determined pitch to capture more of the TV market than the 2% its officials now claim, plans to step up its market research as first move in expanded merchandising program. Introducing 4 new models to distributors June 14-15 at Baltimore, gen. mgr. E. K. Foster stressed Bendix determination to emphasize quality, not quantity, in expansion. Sales mgr. H. C. Morgan told us that discounts on entire line were increased average of 4%. Prices of new models were generally unchanged, though prices on carryovers were reduced. Morgan said Bendix would not go in for mass price cutting, adding: "Too many people in this industry are kidding themselves into believing they can sell for less than they paid for the merchandise." He said Bendix TV business was running ahead of last year in both unit sales and dollar volume. Bendix policy will be to introduce a few models every 3 or 4 months in accordance with market requirements, rather than show full new line every year. Bendix also demonstrated a color set with 19-in. sample RCA tube but announced color production would start only "when there is a reasonable market which the dealer can profitably reach." New models shown were 21-in. blonde table model at $280; 21-in. open-face mahogany consoles at $270 & $300; 21-in. open-face mahogany console with top-mounted controls, $350. Also introduced was line of table and clock radios, from $20 to $35.

Raytheon's new line of "Aristocrat" series, in addition to low-priced "Challenger" series previously introduced (Vol. 10:18), was introduced June 18 at distributors' meeting in Chicago's Sheraton Hotel. All sets are 21-in. At same meeting color set with RCA 19-in. tube was demonstrated. Color set has 40-tube chassis, is available in black lacquer or blonde korina finish, sells for $1095. "Aristocrat" series comprises mahogany table $230, blonde $240; open-face mahogany veneer console at $260; mahogany $250, blonde $260; open-face mahogany console $300, blonde $310. All-channel models are $20 higher.

Olympic Radio shows 14-in. vertical chassis leatherette table model for $99.95 June 21 at Chicago's Congress Hotel. Company says weight of new model is about 35 lbs. Sales v.p. Herbert Kabat calls it "the first true 'second set' in the mass market."

GE's NEW LINE of 26 models, being introduced at Furniture Mart in Chicago June 21, comprises 17 & 21-in. only, is priced 10-16% below old line, ranges from 17-in. metal table at $150 to 21-in. full-door console at $450. Featured is a 21-in. "Lo-Boy" console in walnut or blonde oak at $450, in which picture is placed at lower angle than in conventional models, giving viewer downward line of sight. Line also contains 90-degree picture tube, is divided into 4 groups, each with a different chassis. Full line:

**Paeer Group:** 17-in. metal table $150 & $160; 21-in. metal table $180, with aluminized tube $200.

**Black Daylite Group:** 17-in. plastic table $170; 21-in. plastic table $200, with aluminized tube $230; 21-in. mahogany table $260, blonde oak $270; 21-in. open-face mahogany console $290, blonde oak or maple $310.

**Black Daylite Deluxe Group:** 21-in. mahogany table $300, cherry $320; 21-in. open-face mahogany console $370, blonde oak $390; 21-in. full-door mahogany console $400; 21-in. full-door blonde oak, walnut or cherry console $450.

**Ultra Vision Group:** 21-in. mahogany table $330, blonde oak $350; 21-in. "Lo-Boy" walnut or blonde oak console $450; 21-in. open-face mahogany or blonde oak console $450.

Also being introduced are 39 radio models, from $19 to $70 for tables, $30 to $50 for portables, $28 to $55 for clock radios. Feature of latter is calendar clock-radio, showing date and day of week on face of clock; day indicator changes automatically at midnight.

CBS-Columbia line being shown at Furniture Mart comprises seven 21-in. models starting with mahogany table leader at $190. Top of line is full-door console, with 90-degree tube, at $370. All sets have "900 Power-Tron" chassis, 21-tube transformer, 41-me IF. Sales v.p. Harry Schecter says exceptionally short line insures faster turnover and greater profit, with smaller inventory investment. Table models are mahogany at $190, blonde $200; mahogany, with "full-fidelity" sound and aluminized picture tube $230, blonde $240. Consoles are open-face mahogany wood $200; open-face mahogany $250, blonde $270; open-face mahogany veneer, with aluminized tube and phono jack, $300, blonde $320; full-door mahogany veneer, with aluminized tube & phono jack $350, blonde $370. Another 21-in. open-face mahogany console, aluminized tube, is unpriced.

Hallicrafters, following Crosby's introduction last week of "Super V 21 Plus" at $170-$190 (Vol. 10:24), came out this week with own 21-in. "King Size 21" table model in walnut at $180, mahogany $190, blonde $200. Like Crosby's features, Hallicrafters model has vertical chassis, 90-degree deflection tube, occupies one-third less space, is one-third lighter in weight than comparable model.

Admiral reduced 21-in. ebony plastic table model from $200 to $160 as summer special, new price to remain in effect through July 31. Admiral also raised eastern prices of 21-in. mahogany table from $250 to $260, blonde & maple $260 & $270, and 21-in. mahogany console from $320 to $330, blonde $330 to $340.

Emerson's Benjamin Abrams is subject of sketch by business writer Wm. M. Freeman in June 13 New York Times, focusing on success of Emerson's tiny radio portable and quoting him: "The portable radio within 2 years is to be the size of a package of cigarettes. A few years more and the wrist radio will emerge from the laboratory and the comic strips to full-scale reality."

Mrs. Fred Newbury, mother of 4, who started working 7 years ago on DuMont receiver production line and won promotion to group leader in the inspection service, won unusual distinction for a woman last week when elected pres. of Local 420, IUE-CIO, in poll of 3000 production & maintenance employees.
Topics & Trends of TV Trade: TV led all appliance sales by NARDA members last year—and a survey released this week shows it's expected to be No. 1 in sales this year, too. That's one of highlights of NARDA's 8th annual cost-of-doing-business survey, prepared by consulting economist Richard E. Snyder, 11 S. LaSalle St., Chicago, and available for $1 from NARDA, 1141 Merchandise Mart, Chicago. Main findings:

(1) Dollar sales increased 2.7% over 1952. (2) Dollar profits declined 22.8%. (3) Net profit ratio to net sales dropped to 2.3 to 3.2 in 1952, lowest return on record. (4) Service costs made spectacular rise, as did trade-in losses. (5) TVs, refrigerators, washers were biggest sellers, in that order. (6) Biggest proportion of dealers expect declines in both dollar sales and profits in 1954. (7) Biggest obstacles for 1954 were listed as national economic recession, price cutting, inadequate discounts, trade-in problems.

Dollar value of inventories at end of year was 8.4% higher than at end of 1952, when they were valued at 15.3% below end of 1951. Some 45% of dealers expect 1954 sales declines averaging 19%; about 35% expect increases averaging 14%; 20% anticipate no change. As to profits, 42% expect declines averaging 19%; 30% expect no change; 28% anticipate increases averaging 18%.

Federal Trade Commission's formal order dropping 4½-year price discrimination case against Sylvania is expected shortly, following recommendation of FTC prosecutors last weekend that examiner's initial decision against Sylvania should not be sustained (Vol. 6:2, 8:46, 9:52). Sylvania was charged with selling radio renewal tubes to Philco in 1949 for 7-9¢ less than to its own distributors, and its defense was that price differentials were justified by costs and could not affect competition by its own distributors. Last Dec. examiner Webster Ballinger upheld FTC charges against Sylvania. In their brief upholding Sylvania's defense, prosecutors noted that price discriminations "are largely with respect to a limited number of tube types, which are not sold in substantial volume. Previously, it had seemed that a much larger volume of business and a greater probability of injury to competition would be involved in connection with such tube types."

Caltech Electronics Co., Culver City, Cal., reports production will start June 21 on 100% printed circuit TV chassis for private label lines—and promptly was sued in Los Angeles Superior Court by Kaye-Halbert, which alleged that secret information on printed circuits was "pirated" by several Caltech officials formerly employed by Kaye-Halbert. In suit seeking $190,000 damages and injunction, Kaye-Halbert said its own printed circuit chassis would be in production by Aug. Caltech's chassis utilizes 9 printed circuit sections and transformer unit, according to Herman Kaye, Caltech pres. and onetime secy.-treas. of Kaye-Halbert.

CBS-Columbia Inc., which inherited considerable private-label business from its precursor Air King, is discontinuing that business and within 30 days will complete commitments to Sears Roebuck and Firestone Stores, says pres. Seymour Mintz. Sears' main eastern supplier is Warwick Mfg. Co.

Sylvania signs agreement with Thorn Electrical Industries Ltd. (Jules Thorn, chairman), British manufacturer of Ferguson TV sets, for production of color tubes in London by jointly-owned company to be known as Sylvania-Thorn Color Laboratories.

Stromberg-Carlson, planning re-entry into radio production, starting with $29.95 portable, readying fall ad campaign, thru D'Arcy Adv.

Distributor Notes: RCA Victor Distributing Corp. announces resignation of John W. Holzman as sales & merchandising v.p.; effective July 6, he will be v.p. & gen. mgr. of Ohio Appliances Inc., Cincinnati ... Motorola appoints newly-formed Equipment Sales Corp., 71 Lipscomb St., Mobile, J. C. McPherson, pres. ... Capehart-Farnsworth apparatus Modern Pumps Appliance Inc., Oklahoma City, replacing William Moe Co., ... Emerson-Long Island Inc. promotes Bernard C. Pragerston to pres., replacing Stanley M. Abrams, now mgr. of all Emerson distributing companies ... RCA Victor Distributing Corp.-So. California, Los Angeles, appoints Ted Wyatt as sales mgr., replacing Parsh Henry, now sales mgr. of Leo J. Meyberg Co., San Francisco (RCA) ... Gerald O. Kaye & Assoc., N. Y. (Crosley-Bendix) appoints Stanley Meyers, ex-Gross Distributors (Stromberg-Carlson), as district mgr. ... Admiral Distributors Inc., San Francisco, names Ross D. Siragusa Jr. as asst. to gen. sales mgr. Helmuth Tamberg; Maryland Wholesalers, Baltimore (Admiral) appoints Ben Moss, from Los Angeles factory branch, as credit & personnel mgr. ... Western Empire Distributing Co., San Francisco (Sylvania) appoints Bert Tagger field sales mgr. ... Harry Alter Co., Chicago (Crosley-Bendix) names Glen Kuffer district sales mgr., replacing Edward Fanning, resigned ... GE Supply Co., Kansas City, appoints E. D. Shiffer district mgr., replacing John W. Puckett, now at N. Y. headquarters ... Philco Distributors Inc., N. Y., promotes Leonard Rutstein to adv. mgr., J. Scott Cooper to promotion mgr. ... Graybar names F. M. Sholders branch mgr. in Kansas City, W. A. Arthur in Flint, J. L. Ringwald in Oklahoma City, C. C. McGraw in Omaha ... Lew Bonn Co., Minneapolis (Capehart-Farnsworth) opens branch at 313 N.P. Ave., Fargo (Curtis Kittelson, mgr.).

Advertse Research polled 765 TV homes in metropolitan N. Y. during May in 63rd monthly survey, and found:

(1) RCA sets were in 30% of homes, with Admiral and DuMont 8% each. (2) Among those planning future TV purchases, most-wanted brands were RCA, GE, Emerson, DuMont, Admiral (Advertse didn't say in what order). (3) More than 9% have at least 2 sets in working condition. (4) Living room, den, bedroom, dining room—in that order—are most popular set locations. (5) More than 26% are 21-in., but only 3% are larger than 21-in. (6) Greatest number of sets are 2-3 years old. (7) More than 50% are consoles, 30% tables. (8) More than 67% said they would buy color set now if price were $250; less than 2% indicated willingness to spend $1000; about 20% wanted larger screen sizes before they bought any color set. (9) About 16% had seen color program, mostly in stores, and of that group 60% liked it, 27% did not. (10) Average of 2 working radios was found in each home.

Canadian TV sales totaled 408,531 in 12 months ended April 30, representing factory value of $158,000,000, up from the 222,000 sets sold in preceding year, according to annual report of A. B. Hunt, retiring pres. of Canadian RTMA. Radio sales in 12 months ended April 30 were 552,000, down from 600,000 preceding year. Canadian RTMA membership now totals 96, composed of 64 in parts div., 21 in receiver div., 11 in technical products.


With opening of new HJRN-TV, Bogota (Ch. 7) on June 14, Colombian Govt. control board announced that TV sets & tubes are now off restricted list and can be imported free of restrictions.
Pre-trial examinations in Zenith's counterclaim suit against RCA, GE and Western Electric, filed in Chicago Federal court but held up for several years in view of Zenith's earlier patent suit filed in Wilmington Federal court, got go-ahead from Federal Judge Igoe in Chicago court this week when he stated, "It now appears that 2 different suits are prescribed in 2 different courts, and the Federal court should not stay the proceedings here."

This was hailed as a "smashing victory" by pres. E. P. McDonald, of Zenith, which is demanding triple damages amounting to $13,556,000 while its subsidiary Rainland Corp. demands $2,700,000. They alleged they have been excluded from Canadian TV market as result of alleged conspiracy growing out of patent license agreements, and charge violation of the Sherman Anti-Trust Act. Judge Igoe's opinion said outcome of the Delaware case would have little effect on counterclaim in Chicago court, and on June 10 he ordered Zenith & Rauland to prepare order for pre-trial examination within 10 days. An RCA spokesman stated: "The Delaware action was filed about 2 years before the Chicago suit and we will vigorously oppose any move by Mr. McDonald in the Chicago suit which would interfere with an early trial in the Delaware action. As we read Judge Igoe's opinion in the Chicago suit, it gives Zenith no right at all to delay trial of the Delaware suit but merely gives Zenith a right to conduct pre-trial examinations relative to an alleged loss of business by Zenith in Canada."

Crosley bowed out of picture tube production business this week, closing tube plant at Batavia, Ill. and transferring its engineering & development functions to Cincinnati headquarters. Purchased from Sarkes Tarzian in Oct. 1952 (Vol. 8:43), Batavia plant was put into operation in anticipation of possible tube shortage, said TV-radio gen. mgr. Leonard F. Cramer. He said decision to discontinue plant would have no effect on licensing agreements with Chromatic TV Labs. Plant employed about 70 at time of closing, and has "well served its purpose in helping to supply large-screen picture tubes for Crosley production during the period of shortages," said Cramer. Crosley actually had engaged in tube manufacturing only during periods of extreme shortages, but color production line was set up several months ago on a standby basis. Cramer declared that while Crosley has "the greatest confidence" in the ultimate impact of color, "it has now become apparent that the conversion to color will be a somewhat slower process than was the case with the inauguration of black-and-white TV."

Electronic garage-door opener at $179.95 will get mass-marketing push by Alliance Mfg. Co., makers of Alliance Tenna-Rotors and other TV products. To be sold through electronic wholesalers, new product employs radio impulse transmitter in auto. Pulsing button on dashboard opens, closes and locks garage doors, turns garage lights on and off.

New industrial TV accessory: All-weather protective box, equipped with fan, heater, thermostat, windshield wipers, to house TV cameras which do industrial tasks outdoors or in extreme temperatures, manufactured by Tenney Engineering Inc., Union, N. J. for RCA and sold through RCA equipment distributors.

RCA tube div. announced this week that ferrite cores which it heretofore has made only for own electronic components are now being made for other manufacturers, some to specifications, at Camden and Findlay, Ohio plants.

Dr. Mervin J. Kelly, pres. of Bell Labs, awarded honorary Master of Arts degree at June 16 commencement of U of Pennsylvania.

Brig. Gen. Wesley T. Guest, commanding general at Ft. Monmouth, leaves July 5 for Heidelberg, Germany, to be chief signal officer of Army's European command.

Financial & Trade Notes: Average industrial earnings gained 3% nationally, according to New York Times quarterly survey of 586 manufacturing companies—but cross-section of 13 TV-radio-phonograph manufacturers (unidentified) showed average profit of 23% less in first 1954 quarter than in corresponding 1953 quarter. Profit of the 13 was $220,870,000, down from $258,324,000—this despite elimination of excess profits tax which the Times on June 13 stated was the major factor contributing to higher earnings in a period when sales of many companies were below last year's. Same survey shows that profits of 13 manufacturers of electrical supplies & equipment, also unnamed, went up 45% (to $75,500,000 from $54,790,000), with GE & Westinghouse accounting for 90% of the profits. House appliances category (10 companies) was down 26% ($7,617,000 vs. $10,288,000).

Among officers' and directors' stock transactions reported by SEC for April: Octave Blake sold 500 Cornell-Dubilier, holds 36,208 directly, 7139 through I. O. Blake estate; Robert Paxton bought 600 GE, holds 1538; Paul R. Doezl bought 500 Indiana Steel, holds 2300, trusts hold 3080; Conway P. Cee bought 100 RCA (Feb.), holds 100; Jeffrey S. Granger partnership bought 500 Sentinel Radio, holds 1000 in addition to 1500 held directly by Granger; Clifford M. Sparks sold 500 Sparks-Withington, holds 150; John H. Ashbaugh bought 300 Westinghouse, sold 168, holds 2291; Tomlinson Fort sold 200 Westinghouse, holds 715; Leslie F. Lynde bought 375 Westinghouse, sold 602, holds 785; Leonard B. McCully exercised option to buy 1350 Westinghouse, sold 805, holds 2342; A. C. Montolth exercised option to buy 1500 Westinghouse, sold 895, holds 2142; John E. Payne sold 350 Westinghouse (March), exercised option to buy 550, holds 900; Harry E. Seim bought 1350 Westinghouse, sold 828, holds 2444; W. W. Sproul Jr. sold 526 Westinghouse, holds 285.

Radio & Television Inc. (Brunswick TVs, radios, phonographs) released 1953 statement last week, showing $177,042 sales, $87,507 net loss. This compares with sales of $367,276, net loss of $50,699 in 1952. As of Dec. 31, 1953 total assets were $150,984, of which $60,022 represents investment in Thomasville Furniture Co., $32,846 valuation placed on Brunswick trade name. Capital stock issued totaled $359,000 at 10¢ per share, surplus account shows $104,085. Chairman David E. Kahn's statement to stockholders points out difficulty of marketing other items, expresses hope of retaining identity with TV industry, forecasts commercial color TV in 2 years and "the future advent of 3-dimensional TV."

Oak Mfg. Co. profit in first 3 months was $240,970 (46¢ a share) on sales of $3,969,618, compared to $397,578 (76¢) on $5,384,243 in first quarter of 1953. Pres. R. A. O'Reilly foresaw "a pretty good second half" of 1954 for TV industry, reporting pickup in parts orders from set makers in May and first week in June.

Dividends: Packard-Bell, 25¢ payable July 26 to stockholders of record July 6; General Electric, 40¢ Aug. 2 to holders June 25; American Broadcasting-Paramount Theaters, 25¢ July 20 to holders June 25; Motorola, 37½¢ Aug. 2 to holders July 1.

Telemews Productions Inc., TV film producer whose chairman is Herbert Scheffel and principals include Marshall Field and Conde Nast Publishing Corp., has purchased Industrial Publishing Co., Cleveland, which will continue publishing these trade journals as a division of Telemews: Industry & Welding, Flow, Applied Hydraulics, Commercial Refrigeration & Air Conditioning, Precision Metal Molding, Occupational Hazards. Mr. Scheffel is also a major owner of WFTV, Duluth; WICS, Springfield, Ill.; KETV, Little Rock (CP); KCTV, Sioux City, Ia. (CP).
X EDUCATIONAL stations now on the air; 25 grants outstanding, 17 of which are more than one year old; 5 furnishing tentative starting dates; 18 applications. This record, as against 248 educational channel reservations, led FCC's newest member, Comr. Robert E. Lee, to observe in speech before Maryland-D. C. Broadcasters Assn. June 18 in Ocean City, Md.: 

"If educational TV continues to grow at the pace set since 1952, it will take more than 50 years—at the present rate of 1.2% per year—before the full educational allocation will result in operating stations. Meanwhile," he added, "some of the networks complain that they cannot obtain satisfactory outlets in the first 100 metropolitan areas for their programs. Are we thus depriving people of TV service?"

Comr. Lee obviously is skeptical about educational TV's prospects, citing high cost of TV installation and operation, difficulties in getting funds for educational stations, prior needs of "traditional teaching methods." He notes danger that educational stations may seek to go commercial, asks: "Is there any more justification for commercial operation of tax-supported and/or tax-exempt broadcast stations than there is for gov't-owned and operated manufacturing establishments and retail stores?

"I am not advocating the lifting of the reservation of these channels," Comr. Lee said, "I will go on record here and now as voting for these grants whenever the community can: (1) Show financial, technical and programming ability in accordance with the Communications Act. (2) Demonstrate to the satisfaction of the Commission that they can and will render a satisfactory service in the public interest."

Note: Comr. Lee's speech is most outspoken statement by any FCC member yet in favor of "yardsticks" for educational grants not yet imposed by Commission. He's first to resist openly the "reserved forever" thesis of Comr. Hennock, whose shrill campaign put over the original educational reservations. It's a speech meritng full reading by commercial and educational TV protagonists alike; available from FCC as Mime No. 7178, or we'll get you a copy.

Congress earmarked $6,544,400 for FCC's next year's budget in passing appropriations bill this week, House refusing to go along with Senate's desire to give $750,000 for spectrum monitoring. With less money than last year's $7,400,000, Commission is cutting back staff. Several lawyers who were hired for one year will be dismissed June 30, and 10 positions were abolished—8 accountants, 2 economists. To eliminate the 10 jobs, 53 people will be affected—15 transferred to new jobs at same pay, 33 demoted to 1 to 4 grades, 5 fired. Resentment among the 53 runs high, with complaints that wholesale shifts are inefficient as well as unfair and that equal savings could be effected with less disruption. FCC's basic reason for shifts, in addition to savings, is that Broadcast Bureau is top-heavy with accountants no longer needed for TV processing.

First sale of an FM-only station in many years was concluded this week, when Harry Sherman, chairman of Book-of-the-Month Club, purchased pioneer FM "good music" station WABF, New York, from Ira Hirschmann for undisclosed sum. Station has been silent for some time, but will be reopened on full schedule in fall with Van H. Cantrell in charge of programming and Hirschmann continuing in advisory capacity. He retains his main business, WABF Inc., which sells and installs hotel TV systems.

Members of NBC Symphony Orchestra, disbanded after Toscanini's April 4 farewell, are seeking to revive it, have named composer-conductor Don Gillis temporary chairman of organization to explore financing.

Owners of Phoenix's KTAR take over KTVL-TV, Phoenix-Mesa (Ch. 12) as of July 1 under deal approved by FCC this week—and probability is the call letters will be changed to KTAR-TV. They acquired the NBC-TV outlet, founded in April 1953, in consideration of about $251,242 indebtedness, large part of which is payment due on transmitter and equipment. Station continues on NBC-TV, retains old staff, but quarters are being moved into spacious new KTAR building which was constructed for TV. KTAR gen. mgr. Richard O. Lewis takes charge. Sellers are Harry L. Nace estate (35.72%), Dwight Harkins (35.6%) and Lorenzo Lisonbee (10.42%), who continue ownership of radio KTVL. The KTAR firm is controlled by John J. Louis, head of big Needham, Louis & Brorby advertising agency; same interests also own KVOA-TV, Tucson (Ch. 4), and 4 Arizona radio stations. They originally applied for Phoenix's remaining Ch. 3, but withdrew in favor of this deal, leaving way open for last week's unopposed grant to Arizona Television Co., 40% owned by ex-U. S. Senator McFarland (candidate now for governor) and 10% by Edward Cooper, ex-side to Senate Interstate Commerce Committee, now with Motion Picture Assn. (Vol. 10:24).

TV takes a beating and radio gets a clean bill of health in NCAA's Fifth Annual Report of the Effects of Television on College Football Attendance, released by U of Chicago's National Opinion Research Center, which conducted field study. Burden of report was that live TV coverage of college football games cut 1953 attendance 27% below 1947-48 base period but that radio served "a real function" by creating fans. It disagrees with conclusion in recent study by N. W. Ayer & Son's Jerry Jordan, that sports attendance picks up after TV's "novelty effect" wears off (Vol. 9:9). Concludes NCAA report: "It appears that watching the telecasts of games breaks the habit of attendance and becomes a new habit itself." Report held out consolation that maximum impact of TV has been reached and that further inroads should not be expected as long as NCAA's game-of-the-week system continues. Radio's usefulness, report states, lies in its mobility and its offer of several games including local.

Television Advertising Bureau's planning committee meets jointly with executive committee (Vol. 10:22) in New York June 29 to finalize details of action program. Members are George B. Storer Jr., chairman; Jack Harris, KPRC-TV; Frank Schreiber, WGN-TV; W. D. Rogers, KDUB-TV; George Coleman, WGBI-TV; Robert Hanna, WRGB; Payson Hall, Meredith stations. Latest additions to TVAB membership committee: Robert Lemon, WTTY; Henry Slavick, WMCT.

NARTB's 1953 convention is expected to be in Washington, with board likely to give formal approval at meetings week of June 21 at Washington's Mayflower Hotel (Vol. 10:23). Added to agenda for discussion are proposed set circulation study, TV Advertising Bureau, uhf hearings, subscription TV, educational TV.

Sen. Hunt (D-Wyo.) shot himself to death June 19 with .22 caliber rifle. He was found alone in his office, with bullet wound in his head, by assistant about 9 a.m. and died 3 hours later at Casualty Hospital. He recently stated he would not be a candidate for re-election this fall because of ill health. A member of Senate Interstate & Foreign Commerce Committee and its communications subcommittee, he had attended uhf hearings only day before shooting, appeared in good spirits and asked several questions about progress of community antenna systems in Wyoming, in which he was especially interested.

Hearing on Comr. John C. Doerfer's renomination to new 7-year term on FCC (Vol. 10:23) was scheduled by Senate Commerce Committee for 10 a.m., June 23.
**THE RADIO RATE CUTS—A REBUTTAL:** "Not so," says Ben Strouse, longtime independent radio station operator, member of NARTB board, gen. mgr. of Washington's enterprising WWDC (MBS). "The networks aren't everything," is essence of his rebuttal argument, holding we were wrong in our deduction that an economic squeeze on smaller stations is the logical "chain reaction" to the latest radio rate reductions projected by CBS & NBC (Vol. 10:25). Our thesis was this, in a discussion of this latest facet the "revolution being wrought in AM ever since TV hit its stride":

"Reduced network demand for affiliates' time, to say nothing of depressed station enthusiasm for network shows and income, means turning on the heat to sell more local time to local and spot advertisers. Affiliates are usually leading stations in a city, with highest rates. Now they may reduce rates and/or make deals to match or better their rivals so as to wean away local sponsorships once spurned."

Radio rate cuts are the chief topic of concern in the broadcasting industry today -- subject, in fact, of a special protest meeting of NBC radio affiliates in New York's Hotel Plaza, June 28 -- so Mr. Strouse's rebuttal merits full attention. In our own behalf, though, it should be noted that we've had only 2 dissents from dozen or so broadcasters whose reactions we've received so far, by mail or verbally. We have so much regard for the radio medium (which is really the father of TV), and so much respect for Ben Strouse's opinion, that we publish it in full on p. 6.

**NARTB PLANS TV SET CENSUS, OWN AD BUREAU:** NARTB's television board wants big TV sales promotion job done under its big tent, a la BAB, rather than by the now-forming Television Advertising Bureau (Vol. 10:17-22) -- and to that end, at its Washington meetings this week, it got moving on 2 closely related projects designed to drive home TV's value as an advertising medium. Association's TV board approved:

1. Letting contracts for pre-testing circulation census as first step toward a nation-wide plan to determine sets-in-use coverage of stations. Long-delayed project, tentatively called TV Audit Circulation, has backing of network researchers, looks to semi-annual county-by-county figures that will be accepted as standard.

2. Setting up industry-wide sales promotion group, a plan first initiated by NARTB in Dec. 1952 but dormant until recent formation of TVAB, which claimed 105 stations signed after first organization meeting during NARTB Chicago convention and which holds next meeting June 29 in New Weston Hotel, N.Y. NARTB move is in direct opposition to TVAB project, whose consultant is Richard F. Doherty, ex-NARTB v.p. He said this week TVAB expected to have membership of 200 stations by July.

Close inter-relation of the 2 NARTB moves was stressed by WGAL-TV's Clair McCollough, new TV board chairman, who explained: "Obviously, the primary responsibility of TV broadcasters to advertisers and their agencies relates to the circulation of the medium. We should know what we have to sell before we set about to sell it. When we're ready to sell it, we should do so on an industry-wide basis."

Alfred Politz Inc., N.Y. research firm, will do the pre-testing job which, according to retiring TV board chairman Robert D. Sweeney, WDSU-TV, is merely paper
work to determine methods to be used in actual survey. It should be completed in few weeks, will be followed by pilot test involving sampling of specific areas. As to when final tests will get under way, NARTB officials are in disagreement. Actual testing will be conducted by "an industry-wide organization" yet to be formed and will cost "several hundred thousands of dollars" annually.

New promotion organization will be corporation separate from NARTB, similar to BAB, which Chairman McCollough called "a successful going organization which represents all elements of radio and sells and promotes in behalf of all elements." New organization will "not only employ the statistics developed out of the circulation studies, but also will originate sales promotion materials and methods to promote the virtues of TV as a sales medium on an industry-wide basis."

Swezey saw no permanent conflict between NARTB's projected group and TvAB, said there was no "ill feeling," felt certain they will eventually get together out of common necessity to avoid "intramural warfare characteristic of the in-fighting of the early days of radio, when Station A competed against Station B rather than working on behalf of radio itself." Eventual big fight for the advertising dollar, as Swezey sees it, will be between color TV and the magazines & newspapers. Therefore, in his view, it's mandatory for whole industry to get together to sell TV "as a facility" rather than one phase of it in opposition to another.

* * * *

There's no question but that swift-moving TvAB prodded NARTB into action and there's no question that, though aims are avowedly the same, TvAB is suspect to many on NARTB board and to networks because it's backed by the national reps and excludes networks as such. They fear this means it will undertake to sell national & local against network -- "against the TV medium as a whole," as they put it. The networks have made no secret of their unwillingness to put their owned stations into TvAB.

The chips are down as between the 2 projects, that's clear -- and NARTB board feels it can muster backing of nearly all its 256 station members (20 of them CPs), many of which are also identified with TvAB. From the sidelines, it's clear too that they must somehow be gotten together, though NARTB people say they tried to do it in advance of Chicago meeting but were rebuffed. No further approaches are scheduled, but they're altogether likely. Possible bridge is presence of W.D. (Dub) Rogers, KDUB-TV, Lubbock, Tex., on both NARTB board and on TvAB executive committee. Also, there's George B. Storer Jr., who is on TvAB executive committee while his father sits on NARTB board. The senior Storer wasn't present at this week's meetings.

(For other news about NARTB board meetings, see pp. 5 & 7.)

3 VHF STARTERS AS PITTSBURGH UHF QUITS: Indianapolis gets a second outlet this week, and 2 small cities in center of rich farm areas get their first, as one big-city uhf quits -- bringing TV's score to 387 on the air, 126 of them uhf. The new markets are LaCrosse, Wis. and Sedalia, Mo. Station signing off is WKJF-TV, Pittsburgh (Ch. 53), which leaves air just short of one year since it began operation. The starters:

WISH-TV, Indianapolis (Ch. 8) was all set to turn on test patterns June 26, definitely goes commercial July 1 with programs from all 4 networks and good backlog of national & local, reports Robt. B. McConnell, v.p. & gen. mgr., whose father Bruce McConnell is pres. and 50.7% stockholder. Indianapolis is last of the one-station cities among top 42 ranked in 1950 census (43rd being Toledo). WISH-TV will be basic ABC, primary NBC, while WTTV in nearby Bloomington (Ch. 4) remains NBC primary and pre-freeze WFBM-TV (Ch. 6) remains basic CBS. Equipped with 50-kw RCA transmitter, 473-ft. Ideo tower, WISH-TV is occupying 3-story addition to radio building. One of its stockholders is Frank E. McKinley, one-time Democratic national committeeman, 10%; P.R. Mallory Co. owns 10%. Robt. Ohlyer is sales mgr.; James Conley, midwest sales mgr.; Steve Briggs, program mgr.; Stokes Gresham Jr., chief engineer. Base rate is $800, network rate $1200. Rep is Bolling.

WKBT, LaCrosse, Wis. (Ch.8) began test patterns June 21, starts regular program Aug. 21 as NBC primary, carrying also CBS & DuMont. Nearest other stations are in Rochester, Minn., 60 mi.; Eau Claire, Wis., 70 mi.; Austin, Minn., 87 mi.; St. Paul-Minneapolis, more than 100 mi. It has 10-kw RCA transmitter with 12-bay
antenna. Gen. mgr. Howard Dahl owns 9%, his radio WKBH owns 40%; LaCrosse Tribune recently sold its radio WKTV to aquire 41%, remainder is owned by 5 residents. Tom Maloney is program mgr., Al Leeman chief engineer. Base rate is $200, rep Raymer.

KDRO-TV, Sedalia, Mo. (Ch. 6), located 85 mi. east of Kansas City and 50 mi. from nearest TV station at Columbia, Mo., began sporadic tests this week of 5-kw GE transmitter with 3-bay antenna on 337-ft. former FM tower. It was to be checked out by GE engineer this week end, ready to go on regular 4-10 p.m. daily schedule as of July 1, according to owner Milton Hinlein. Herb Brandes is gen. mgr.; James Glenn, sales mgr.; Robert Harvey, program mgr.; Jack Coll, production mgr.; Roscoe Maracle, chief engineer. Base rate is $200. Rep is Pearson.

* * *

Pittsburgh uhf wired FCC that it's going dark July 2 for 90 days, or until it can gauge outcome of current Senate uhf probe. Owner is Agnes J. Reeves Greer, wealthy coal mine operator who publishes the Morgantown (W.Va.) Dominion News and owns radio stations there and in Elkins, W.Va. Station got some NBC service, but most went to DuMont's WDTV (Ch. 2) while WENS (Ch.16) gets some ABC & CBS. WKJF-TV is the 18th station to quit air (not counting 2 share-time mergers). Of these, 15 are uhf -- most retaining CP status.

On imminent list, having promised late June or early July starts but not yet reporting tests: WDAC-TV, Nashville (Ch. 5); WTHI-TV, Terre Haute, Ind. (Ch. 10); WCHS-TV, Charleston, W.Va. (Ch. 8); WPBN-TV, Traverse City, Mich. (Ch. 7); KGEQ-TV, Enid, Okla. (Ch. 5); KGVO-TV, Missoula, Mont. (Ch. 13); KSJB-TV, Valley City, N.D. (Ch. 4); WMSL-TV, Decatur, Ala. (Ch. 23).

SENATORS TO PARLEY WITH FCC ON UHF AID: Public hearing phase of uhf probe completed, the Senate communications subcommittee hopes to sit down next week with the FCC, and possibly others, to try and decide what should be done about it.

Subcommittee didn't get opportunity to hold its announced closed session on uhf problems this week because of Doerfer confirmation hearings which occupied its parent Interstate Commerce Committee June 23 & 24 (see p. 6), Following windup of uhf airings June 22. Group now hopes to meet with Commission latter part of next week -- and some action by subcommittee could be forthcoming following week.

It's still anybody's guess just exactly what action subcommittee will take -- since the Senators themselves haven't decided yet. But in view of fact that no witnesses objected to a study of feasibility of reallocation, it's a reasonable assumption that one subcommittee recommendation probably will be for an FCC study of the technical possibilities of various types of reallocation plans proposed.

Subcommittee may also ask industry lawyers and engineers, representing all sides in uhf dispute, to work with it or with FCC on further study. In statement at conclusion of the public hearings June 22, Chairman Potter (R-Mich.) said the group hopes to call on FCC "and possibly seek advice of the best counsel we can secure on points that we need to search further." He added:

"I can assure you that we are not going to make any half-cocked decisions, but we are going to act immediately...Not only the members of this committee, but all members of Congress, are greatly concerned about this problem, if the communications that I have received from the various members of Congress are any indication."

Subcommittee is expected to reiterate its unanimous endorsement of the effort by Sen. Johnson (D-Colo.) to remove the 10% excise tax from TV sets with all-channel tuners -- aimed at encouraging the set makers to discontinue vhf-only sets. Senate Finance Committee, of which Johnson is member, has already agreed to consider this proposal as an amendment to House-passed estate tax bill (HR-6440).

Sen. Johnson refused to say die when the Finance Committee spurned his tax amendment 3 weeks ago (Vol.10:22), now is encouraged about its chances. He told us he expects Committee to consider the amendment next week or week after, that it has good chance of Committee and Senate approval, that biggest hurdle may be House.

The only legislation actually before subcommittee at uhf hearings was the sliding-scale multiple-ownership bill (S-3095) introduced by Sen. Johnson as substi-
tute for FCC's 5 vhf & 2 uhf proposal. Nobody favored the Johnson bill -- in fact, Sen. Johnson himself disavowed it -- so subcommittee is expected to pass it by.

* * * *

Winding up network testimony June 22, NBC v.p. Joseph Heffernan outlined role of that network and parent RCA in building up and encouraging uhf. He reluctantly went along with CBS & ABC (Vol. 10:25) in agreeing to study of a "de-intermixture" allocation. However, he pointed out that Dr. Allen B. DuMont -- once the strongest proponent of non-intermixture -- had told the subcommittee that such a plan now would be impractical (Vol. 10:21). And he added this warning:

"We do not oppose a study of this by the Commission. We do suggest, however, that the institution of the study should not raise false hopes that it can yield a quick solution of problems that have been mentioned here, or that the elimination of intermixture can be accomplished without a major wrench to the viewing public and the broadcast operators who would be affected.

"We believe also that, before concluding to make such a study, everyone concerned should give careful thought to the effect the very institution of the study might have on uhf itself. Would conversion to uhf continue, or would the public just wait and see and all conversions stop? Would advertiser interest in uhf be further dampened while the industry waited for the development of a new allocation plan?"

NBC favored Johnson excise tax proposal, boosters & satellites, FCC's 5-&-2 multiple ownership plan -- and opposed the proposal to limit color telecasting to uhf as a sure way to stop the growth of color TV by making it a "hostage in the contest between uhf and vhf."

NBC has 46 uhf affiliates, Heffernan declared, and has "succeeded in selling them to advertisers substantially to the same extent as our vhf affiliates in comparable markets." Using vhf experience as a guide, he predicted that it should be at least 3 years before most uhf stations reach break-even point, and because they don't have ready-made circulation "they must be prepared to suffer financial losses."

* * * *

Rebuttal period brought several new proposals June 22, plus a rehash of most old ones. Ted Pierson, counsel for 135 vhf operators, grantees and applicants who oppose reallocation, explained his clients' position:

"We believe that the remedy of de-intermixture is a drastic one that would be of doubtful use even as a last resort. If, given time and the help of the Congress and the Commission, the industry does not defeat this problem, then perhaps de-intermixture must be seriously considered and perhaps even adopted. I think its great injury to the public requires that we exhaust other remedies first.

"I would think that a program of de-intermixture would require very careful study and research, and to that end I suggest that the Committee immediately refer the matter to the FCC...and that the Committee set up an ad hoc committee of experts, engineers and those acquainted with the problem, to make a study of the actual effect it would have in the various areas."

With all the talk about de-intermixture, it should be noted that those at FCC who have given intermixture problem exhaustive study, during 1948-52 allocations proceedings and recently, have very grave doubts that de-intermixture will do much to alleviate situation. And uhf proponents themselves, though they favor study of de-intermixture, generally believe it should be interim step to all-uhf plan.

Other new proposals made by Pierson: (1) If Congress rejects bill to exempt all-channel sets from excise tax, Committee should consider urging voluntary agreement among set makers to eliminate vhf-only sets, after first getting ruling from Attorney General whether such a deal would violate anti-trust laws. If it would, special legislation should be prepared to exempt the manufacturers from anti-trust prosecution. (2) Encouragement of more and better film programming by providing tax inducements to movie producers, TV film stars, writers and directors.

Speaking for uhf stations, Ben Cottone (UHF Industry Coordinating Committee) and Wm. A. Roberts (UHF TV Assn.) reiterated their pleas for all-uhf allocation. They differed on govt. regulation of networks, Roberts favoring, Cottone opposing.
FCC Chairman Hyde defended Commission’s actions – particularly streamlined procedures making possible quick grants following mergers and drop-outs, hotly criticized by uhf spokesmen. He pointed out that Senate Commerce Committee unanimously approved FCC’s rule to award quick grants to applicants when their competitors drop out of hearings. FCC had mandate from Congress to do something about TV application logjam, he said, and “elimination of red tape is not a violation of the anti-trust laws, nor is it something to get emotionally excited about.”

Getting emotionally excited, Comr. Hennock made minority report, comparing uhf’s position with the fate of FM. She offered one entirely new proposal, not even included in her prepared text: Ben from interstate commerce all sets not equipped to receive uhf. She pleaded for a 5-year program to move all stations to uhf, for immediate action to “make network programs available to uhf stations,” for ban on “mergers, drop-outs and drop-ins,” for reinstatement of cancelled CPs of uhf permittees who had asked more time to build, for boosters to increase uhf station areas.

Note: News of uhf’s plight has even been brought to attention of President Eisenhower. When NARTB board called on him June 25, he remarked that an earlier visitor had told him about TV channel problems. He said he had impression that it was a technical matter, which he felt ought to be referred to – as he put it – the CAB or some other agency in town which handles that sort of thing.

Personal Notes: Richard Pack, recently resigned director of programs & operation of NBC’s TV-radio flagships in N. Y., WNB&T & WNBC, returns from European vacation July 27 to join Westinghouse Broadcasting Co. as national program director of its 2 TV and 5 radio stations ... Kingsley F. Horton, CBS-TV Pacific Coast sales mgr., joins McCann-Erickson Inc. July 1 as TV-radio account executive ... E. Stratford Smith, of Washington law firm Welch, Mott & Morgan, scheduled to be named exec. secy. of National Community TV Assn., also continuing with law firm ... Joseph V. Hefferman, NBC financial v.p., left for England June 23 on 3-week vacation ... Harold B. Gay, account executive of WABC-TV, New York, retiring pres. of Colgate Alumni Corps., elected alumni member of Colgate board of trustees ... George Stanton, ex-Free & Peters, named media director, Dancer-Fitzgerald-Sample, Chicago ... Wm. A. Pomeroy, ex-gen. mgr. of WLS-TV & WLS, Lansing, and former pres. of Michigan Assn. of Broadcasters, joins sales staff of Guild Films Co. ... John T. Madigan, ex-ABC-TV special events mgr., named program mgr., effective in July, of upcoming Mt. Washington’s WMTW (Ch. 8) ... George J. Higgins, new sales mgr., elected v.p. by board of new KMBC Bestg. Co. formed by Cook Paint & Varnish Co. for purchase of KMBC-TV & KMBC, Kansas City (Vol. 10:24) ... Dick Kidney, newscaster, assumes additional duties as program mgr. of WVPC-TV, Hampton-Norfolk, succeeding Irving Drill ... George Grant, ex-WKNA-TV, Charleston, W. Va., named national sales rep. WLWD, Dayton ... Felix Adams, ex-WLW, KMBC & WISH, now sales mgr. of KLAC, Los Angeles, under pres. & gen. mgr. Mortimer W. Hall ... Roy M. Danish shifted from director of MBS commercial operations to asst. to pres. Tom O’Neil ... William W. Van der Busch, ex-WTVJ, Miami, appointed local sales mgr. of WTV, Ft. Lauderdale ... C. R. Woods named Wichita sales & studio mgr. of KTVI, Hutchinson, replacing Ernie Dallier, now sales mgr. ... Robert H. Mihlhaugh, Notre Dame law student from Lima, O., named law clerk for summer months by FCC Comr. Hennoek ... Joseph S. Sample resigns as v.p. & media director, Dancer-Fitzgerald-Sample Inc. ... Wynn Case resigns as TV-radio v.p., Cunningham & Walsh, handling Chesterfiled account ... Rodney Erickson, mgr. of account planning, Young & Rubicam TV-radio dept., elected v.p. ... Glenn Kyker, ex-Kenyon & Eckhardt, named sales promotion mgr. of WWJ-TV & WWJ, Detroit.

NARTB boards, in addition to approving major steps toward organized sales promotion of TV (see p. 1), took these actions at Washington meetings this week: (1) Selected Washington for 1955 convention, Chicago in 1956. (2) Accepted resignation of administrative v.p. Robert K. Richards, effective Sept. 1, when he will become consultant on retainer basis. (3) Approved revised budget for fiscal year ending March 31, calling for expenditure of $700,000 in general fund. (4) Asked pres. Harold Fellows to appoint committee to confer with representatives of University Assn. for Professional Radio Education to set up organization to train broadcasting personnel. (5) Adopted rule setting term of TV board chairman and vice chairman at one year, instead of present 2 years, with limit of 2 successive terms. In addition, radio board heard report of protests filed by Fellows and radio v.p. John F. Meagher with record companies against their plan to ship 45rpm records to radio stations, instead of customary 78rpm, estimating cost of converting playback equipment might involve outlay of “several hundred thousands of dollars” and authorized NARTB engineering dept. to compile list of 45rpm playback equipment for radio membership. Also, Fellows reported to board on NARTB plan to petition FCC for unrestricted use of remote control transmitters.

Clair R. McCollough, WJCL-LTV, Lancaster, vice chairman of NARTB’s TV board, elected chairman, succeeding Robert D. Swezey, WDSU-TV, New Orleans, who continues as board member; Campbell Arnoux, WTAR-TV, Norfolk, elected vice chairman, both terms for 2 years. Harry E. Clay, WKHK, Shreveport, elected chairman of radio board; E. K. Hartenbower, KCMO, Kansas City, was elected vice chairman.

Arthur C. Stringer, 57, ex-NARTB official recently handling its convention equipment exposition, died in Washington June 24 following a heart attack. Besides his widow, 2 children survive—“Tippy” Stringer, former U of Maryland homecoming queen, now a performer on WNBW, Washington; Arthur C. Jr., on staff of WMY-TV, Greensboro, N. C.

Don Hollenbeck, 49, veteran CBS-TV newscaster, committed suicide June 22 in his gas-filled N. Y. apartment. He suffered severely from stomach ulcers and had been hospitalized twice in last several months. Native of Lincoln, Neb., he won the George Polk Memorial Award in 1949 for outstanding reporting.
Ben Strouse, gen. mgr. of WWDC, Washington (MBS) takes issue with what he calls our “provocative” discourse on “Radio Rate Cuts—What They Could Mean” (Vol. 10:25) and replies with these predictions: (1) National spot and local radio will have their best year in 1954. (2) National spot and local radio will be even bigger in 1955. (3) There will be more AM stations on the air in 1955 in this country than in 1954. Here’s his reasoning: “From a revenue point of view, networks have become increasingly unimportant to affiliates. Most Mutual and ABC affiliates have long since stopped looking to the network for a substantial percentage of their income and apparently that is becoming increasingly true of NBC and CBS affiliates.

“But that doesn’t mean that radio is going down hill. Quite the contrary. National spot and local business continues to climb and climb.

“Changing times and conditions necessitate realistic re-examination of rate structures. Network rate cuts need not affect spot rates. Our station, WWDC, established a single day and night rate over 4 years ago. We think it was logical then and it is even more logical today. We did it by increasing daytime rates rather than by decreasing nighttime rates, coincident with a power increase. We think that there is a tendency towards lower nighttime rates and higher daytime rates in all stations. We probably have seen the newspaper slogan, ‘All advertising is local.’ That applies to radio too. We think that radio is still the most effective and least expensive medium for local advertising and national spot and that well managed stations will continue indefinitely to grow and prosper.

“This is a competitive, 16-station market and while you may be right that a few small, marginal stations may drop out eventually, we don’t think many will. Most of the smaller stations in this market and in many markets have found their niche. They specialize, going after good music listeners, Negro listeners, hillbilly listeners. And that specialization pays off. With low overhead and low rates, they attract different advertisers who cannot afford the larger radio stations, television or newspapers. Poorly run small stations under competitive conditions, stations that merely imitate others, may fold, but that’s always true under our free enterprise system.

“We have found out one thing in competitive Washington. The more men that are out selling radio, the more total radio business develops—and yet with all of our 16 stations we don’t have as many men on the street as do the 3 local newspapers. You can log about 500 advertisers on radio each week in Washington and that’s probably 5 times as many as there were when there were only 4 stations here.

“Here’s one more point that you missed. We haven’t yet scratched the retail surface: 15 or 20% of the newspaper lineage of the 5 leading local department stores would sell out every radio station in town. Together with B & B we are working on it now and making progress, and that’s happening in city after city. If we are successful, the radio problem in this city and many others will be one of obtaining availabilities.”

Comr. John C. Doerfer’s confirmation to new 7-year term on FCC appears assured—and there’s strong presumption President Eisenhower will name him chairman—as result of June 23-24 hearings before Senate Commerce Committee.

This, despite full, frontal attack on him during hearing by broadcaster-publisher-industrialist Edward Lamb, who accused Doerfer of trying to take his licenses away out of “depraved” political motives.

Paradoxically, testimony at hearings would also support a prediction that Lamb—though he apparently faces a long, tortuous gauntlet—will eventually be cleared of Communist charges and be allowed to retain his stations.

Almost entire committee heard case, and audience jammed the committee room. The Republicans in addition to Chairman Bricker were Schoeppel, Potter, Duff, Payne, Butler, Bowing. Democrats were Edwin Johnson, Pastore, Monroney, Smathers. Sen. Kefauver, not a member of committee, listened in first day.

Lamb testified June 23, supported by his exec. v.p. and counsel J. Howard McGrath, former U.S. Attorney General. Doerfer took stand next day, when former Lamb counsel Ben Gaguine also testified at committee’s request.

All of the witnesses were sworn. Testimony of Lamb and Doerfer was flatly contradictory on key matters regarding their conversation in latter’s office. Testimony of Gaguine, who was the third man in the room during the conversation, greatly enhanced Doerfer’s chances of Senate approval. He said he considered Doerfer’s version “substantially correct.” Gaguine also largely contradicted Lamb’s testimony that Chairman Hyde said rest of FCC members felt Lamb was being treated unfairly but that they were “helpless” to intervene.

Lamb reiterated what he told court recently (Vol. 10:14) and amplified on it. Key statements were the charges that Doerfer said “it would be better if you were still a Republican” and that Lamb “would live to regret” he had been counsel for labor unions.

Doerfer flatly denied making such statements. and Gaguine said he would have remembered them if they had been made—though he considered it conceivable the “Republican” statement could have been made, but “in jest.”

Regarding Lamb’s testimony that Doerfer sought to probe his political and social beliefs as well as his financial position, Doerfer said that Lamb volunteered the information. Lamb had also testified that he told Doerfer he’d finance any FCC investigation of him; Doerfer confirmed this, said he told Lamb it wouldn’t be good public policy to accept such assistance.

Doerfer obviously impressed committee with his recitation of how he got into Lamb case. He said he found in his office files (formerly Comrs. Robert Jones’ and Eugene Merrill’s) serious charges of Communist affiliation against Lamb, including derogatory FBI report, and he learned that little of it had ever been brought out in hearings. Thereupon, he said, he urged FCC to reopen case and try to get the material in probative form and determine whether charges are true. He made pointed note that Commission agreed with him unanimously, launched its own investigation.

Doerfer reiterated time and again that he hadn’t prejudged case, was interested solely in finding out if charges are true. Lamb testified that his name had appeared as member of “letterhead” organizations before they were labeled subversive by Attorney General; that he had never had anything to do with them; that “I wish I had never heard of them.”

Doerfer made it clear he wanted to explore circumstances of Lamb’s memberships—when and why he dropped them—before concluding they should be held against him. This attitude seemed fair to committee, even to Democrats, judging from the questioning.

Heart of whole business seems to be this question Doerfer said he propounded to Lamb during their interview:

“Where are you going to be when the whirlwinds blow? That’s the question and that’s all I’m concerned with. I want to know your emotional makeup.”

What Doerfer was referring to was attitudes expressed by Lamb in his book, The Planned Economy of
Soviet Russia, written in early 30's, in which Doerfer said Lamb advocated, among other things, that farmers and workers should take possession of the means of production.

Doerfer said he had thought book might have been a "youthful indiscretion" but that Lamb countered: "What's wrong with the book? I probably don't subscribe to all that now."

Sen. Pastore (D.-R.I.) probably posed most basic question of all, when he asked Doerfer if he thought he would be able to determine Lamb's "emotional stability." Doerfer thought he could, after a hearing. Hence, FCC hearing on Lamb, due to start July 28 unless delayed by Lamb's court appeal, will have as fundamental issue the charge that he cannot be relied upon "when the whirlwinds blow," i.e., if the ultimate military showdown with Russia comes.

Such a charge is virtually impossible to prove—and those who attended the hearings are betting that Lamb will retain his broadcast interests, albeit damage to reputation has already been done. A flaming liberal lawyer of the 1930's, turned fabulously successful businessman in the 1950's, he now controls multi-million-dollar operations which encompass manufacturing, real estate, amusement parks, etc., as well as one TV station (WICU, Erie). He contends he's being persecuted because he's New Deal Democrat.

"If this can happen to a Democrat now, it can happen to Republicans," he has repeatedly stated. Out of hearings he at least get assurances he would be presented with specific list of charges not shown him up to now.

Senate committee meets on Doerfer June 28. Only thing unfinished is statement to be supplied by Sen. Kefauver (D-Tenn.). Lamb had testified that Kefauver had talked to Hyde who said he believed Lamb is being treated unfairly.

NARTB Code Review Board this week backed up testimony of v.p. Ralph W. Hardy before House Interstate & Foreign Commerce Committee urging defeat of Bryson bill to ban interstate advertising of alcoholic beverages, including beer (Vol. 10:21). In letter to committee chairman Wolverton (R-N.J.), code board chairman John E. Petzer, WKZO-TV, Kalamazoo, wrote that code is based on voluntary compliance of stations, networks and advertisers, and that beer sponsors have greatly improved their commercials as result of educational campaign.

Ten FCC lawyers have resigned or been dismissed because of reduced budget (Vol. 10:25), most of them leaving June 30. They are Walter L. Baumgarten, Francis W. Dunn, Joseph McCormack, Rex W. Van Atta, George M. Martin, John J. Webster, Wm. J. Huff, Paul R. Conway, Julian S. Ege, John A. Cooper, Bertram Tolley. Most had been hired with understanding jobs weren't to extend beyond June 30.

BBDO's Frank G. Silvernail has been appointed 1954-55 chairman of AAAA standing committee on broadcast media, with John H. Stewart, Glenn Adv., Ft. Worth, as vice chairman. John F. Devine, J. Walter Thompson, is chairman of TV-radio production committee; Alvin B. Fisher, of Lang, Fisher & Stashower Inc., Cleveland, vice chairman.

Wesley I. Nunn, adv. mgr. of Standard Oil Co. of Indiana, elected chairman and Elon Borton elected pres. & gen. mgr., Advertising Federation of America, at Boston convention this week; Miss Viola Erickson, cexec. v.p. of Cleveland Better Business Bureau, elected secy.

Rogers & Smith and Potts-Turnbull, old-time Kansas City ad agencies, have merged; new firm, Rogers & Smith, Potts-Turnbull now located in Pickwick Bldg.

Network Accounts: NBC-TV reports greatest volume of new business for any 60-day period in its history in 2 months ended June 15. Pres. Sylvester L. Weaver Jr. announced sales covering new business totaled $22,543,000 in gross time billings. Talent costs bring total to $35,500,000, he said, purchases ranging from one-min. partic. to multi-million-dollar buys of color "spectaculars"… Procter & Gamble switches Welcome Travelers from NBC-TV to CBS-TV starting July 5, Mon.-thru-Fri. 1:30-2 p.m., thru Dancer-Fitzgerald-Sample… Hawaiian Pineapple Co. (Dole) buys Fri. 2:45-3 p.m. segment of Art Linkletter's People Are Funny on CBS-TV starting July 30, thru N. W. Ayer & Son… Johnson & Johnson buys partic. sponsorship of new Imogene Coca show,untitled as yet, on NBC-TV starting Oct. 2, 3 out of 4 Sat. 9-9:30 p.m., thru Young & Rubicam; other sponsors are Tums, Griffin Shoe Polish, S.O.S. Cleanser… Wesson Oil buys 10 partic. on Home on NBC-TV, starting Aug. 5, Mon.-thru-Fri. 11 a.m.-noon, thru Fitzgerald Adv., New Orleans; Cameo Curtains Inc. buys 3 partic. starting Sept. 9, thru Friend-Reiss-McGlone… Grove Laboratories (Fitch hair products) buys 75 partic. on NBC-TV's Today starting in Oct., Mon.-thru-Fri. 7-9 a.m., thru Harry B. Cohen Adv.; Royal Typewriter Co. buys 19 partic. starting in Aug., thru Young & Rubicam… International Shoe Co. (Peter Shoes) buys 26 partic. on Pinky Lee Show on NBC-TV starting Aug. 19, Mon.-thru-Fri. 5-5:30 p.m., thru D'Arcy Adv. … Exquisite Form Inc. (brassieres) to sponsor Arthur Murray Party on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. … General Foods buys December Bride as replacement for Red Buttons Show on CBS-TV in fall, Mon. 9:30-10 p.m., thru Benton &Bowles … Camels to sponsor The Hunter on NBC-TV starting July 11, Sun. 10:30-11 p.m., replacing Man Against Crime, thru Wm. Esty Co. … International Shoe Co. (Red Goose shoes) to sponsor Tue. 10:15-10:30 a.m. segment of Ding Dong School on NBC-TV starting Sept. 28, Mon.-thru-Fri. 10-19:30, thru D'Arcy; Wander Co. (Ovaltine) to sponsor Wed. 10-15:10:30 portion, thru Tatham-Laird … Minute Maid Corp. (frozen juices) increases sponsorship of 5:30-6 p.m. segment of Super Cirus from alt. week to weekly on ABC-TV starting June 27, Sun. 5-6, thru Ted Bates & Co. … Gillette to sponsor Highlights of the Week in the World of Sports as summer replacement for boxing bouts on NBC-TV starting July 2, Fri. 10-10:30 p.m., thru Maxon Inc. … Fred Waring troupe to do 4 programs, at least one in color, as part of General Electric Theatre series next fall on CBS-TV, Sun. 9-10 p.m. … Hazel Bishop Inc. (cosmetics) drops Dr. I.Q. on ABC-TV, Sun. 9:30-10 p.m., but program will continue as sustainer … Monsanto Chemical Co. nears agreement with CBS-TV for purchase of 102 partic. on Morning Show, Mon.-thru-Fri. 7-9 a.m., thru Gardner Adv., St. Louis.

Shakeup in program schedule of CBS-TV, effective July 5, involves these new time positions: Garry Moore Show shifts to Mon.-thru-Thu. 10:10-10:30 a.m., Fri. 10-11:30; Arthur Godfrey Time, Mon.-thru-Thu. 10:30-11:30 a.m.; On Your Account, Mon.-thru-Fri. 4:30-5 p.m.; Robert Q. Lewis Show, Mon.-Wed.-Fri. 2-2:30 p.m.; Double or Nothing, Tue. & Thu. 2-2:30 p.m.; The Seeking Heart, Mon.-thru-Fri. 1:15-1:30 p.m.; Portia Faces Life, Mon.-thru-Fri. 1:15-2:15 p.m.; Brighter Day, Mon.-thru-Fri. 4-4:15 p.m.

Frank B. Parrish, 45, onetime band leader, since last fall gen. mgr. of Midwest Television Corp., Indianapolis, applicant for that city's Ch. 13, died June 23 while on a business trip to Lebanon, Pa.

Claude Mahoney, CBS Radio Washington newsmen, awarded honorary degree of Doctor of Humanic Literature by his alma mater, DePauw U.
HEAVY LOSSES suffered by pre-freeze stations were detailed by operators in oral and written statements filed with communications subcommittee of Senate Interstate State Committee at hearings on uhf (Vol. 10:25). Typical financial stories in subcommittee's record:

George B. Storer's WSPD-TV, Toledo, went on air July 1, 1948, had cumulative operating loss of $324,000 by Dec. 1, 1950, operating losses continuing 18 months; his WJLB-TV, Detroit, went on air Oct. 24, 1948, lost $147,000 by Dec. 1, 1950, had operating losses 11 months; his WAGA-TV, Atlanta, went on air March 8, 1949, lost $226,000 by Dec. 1, 1950, had operating losses 21 months. Other reports from pre-freeze operators:

Hulbert Taft Jr., WKRC-TV, Cincinnati—operating loss of $518,449 (including depreciation) April 1949-Feb. 1951.

J. Leonard Reinsch, WSB-TV, Atlanta & WHIO-TV, Dayton—capital investment plus operating losses prior to 1951 exceeded $2,000,000.

D. Lennox Murdoch, KSL-TV, Salt Lake City—lost $68,508 in 1949 (7 months), $127,207 in 1950, $132,511 in 1951, $55,962 in 1952, before showing first yearly profit last year.


Crosley Bestg. Co.—lost $1,642,130 on its 3 Ohio stations before first profit dollar. Operating losses to Nov. 1, 1950 totaled $65,920 for WLWT, Cincinnati, $71,534 for WLWC, Columbus, $18,675 for WLWD, Dayton. WLWA, Atlanta, has been continuously in the red.

Chris J. Witting, Westinghouse Bestg. Co.—lost more than $300,000 on WBZ-TV, Boston, from sign-on June 14, 1949 through 1949.


WKY-TV, Oklahoma City—lost $260,645 in 1949-50 before showing first profit.

These post-freeze vhf stations also reported losses: KERO-TV, Bakersfield, Cal.—lost $4400 in addition to all radio profits in 1953, but now in black. KOLN-TV, Lincoln, Neb. (Fetzer Bestg. Co.)—lost $350,000 in 1953 "due to competition from Omaha stations and the refusal of certain national networks to give us an affiliation." WSLI-TV, Jackson, Miss.—first full month's operation (April 1954) showed net loss of $18,000. KWFT-TV, Wichita Falls, Tex.—loss of $89,242 from March 1953 to April 1954.

"Uhf operators have done a great job of inducing conversions" in many cities, even though some vhf signals are available to local viewers, said NBC v.p. Joseph Heffernan in his June 22 testimony before Senate communications subcommittee. As examples, he cited these uhf conversion figures, based on an independent survey made in April: In Harrisburg, Pa., 80% of sets can receive uhf stations; Youngstown, 75%; Muncie, Ind., 70%; Montgomery, Ala., 98%; Mobile, Ala., 91%; Madison, Wis., 98%; Greenville, S. C., 70%; Danville, Ill., 87%; Zanesville, O., 78%.

The 7 telecoster tenants of Empire State Bldg. went to court this week over rents they're paying for air rights. They ask N. Y. Supreme Court to declare rent control law applicable, thus avoid the arbitration which they don't want. First 5-year lease expired in May; new one was agreed on, with rents to be set later. Each station has been paying $70,000 annually for air rights. Rent for space in building is not in dispute. It's understood building management and stations are actually not far apart on price now.

No CPs were granted this week, but an examiner unloaded one of the "big ones," an initial decision for Ch. 8, Portland, Ore., favoring KGW over Westinghouse (KEX) and Portland TV Inc. Cascade TV Inc. was ruled in default. KGW is $59.97% controlled by Mrs. Dorothy S. Bullitt, the owner of KING-TV, Seattle. Hearing started Oct. 1, 1952, almost 21 months ago.

Examiner Elizabeth Smith ranked KGW over Westinghouse because: (1) Four of KGW's stockholders and directors are local residents, will take active part in day-to-day management. (2) KGW stockholders have fewer TV-AM-FM interests. (3) KGW proposes superior programs, particularly in children's shows. Westinghouse immediately served notice it would contest decision.

KGW was picked over Portland TV, despite latter's lack of TV-radio interests, because of former's experience in TV, its firm plans for programs and staff, its greater proposed ownership-management integration, its record of participation in local civic activities on part of principals.

One vhf CP is to be deleted under terms of transfer deal filed with FCC this week by Garman-Whraith groups KWIR-TV (Ch. 10) and Tribune-Journal's KISJ (Ch. 6), both Pocatello, Ida. With no money involved, Tribune-Journal is to turn over Ch. 6 CP to other group, which would drop Ch. 10 authorization.

Two uhf CPs were cancelled—WUCI, Champaign-Urbana, Ill. (Ch. 21) and WBEC-TV, Pittsfield, Mass. (Ch. 61)—making 73 uhf grants turned in vs. 12 vhf.

Two uhf applications were dismissed—WGRD, Grand Rapids (Ch. 23) citing "serious plight of uhf" and leaving Peninsular Bestg. Co. unopposed for grant, while dropout of WSSB, Durham, N. C. (Ch. 73) leaves none seeking the channel.

In Detroit, Woodward Bestg. Co., controlled by Max Osnos, owner of Sam's dept. store, dropped Ch. 50 application to purchase—for token $100—CP for WCIO-TV (Ch. 62) held by UAW-CIO, the union which had once ventured into FM, then withdrew. Woodward dismissal leaves WJLB free for Ch. 50 grant.

Among other actions, FCC this week: (1) Set July 23 for start of 3-way hearings on Ch. 9, Orlando, and 7-way fight on Ch. 11, Toledo, in both of which Edward Lamb is an applicant. Pending Lamb's appeal of "communist" charges (see p. 6), the hearings will exclude issues on those charges. (2) Denied protest of uhf WTVI, Belleville-St. Louis against grant of Ch. 4 to KWK. Counsel for parties and FCC have agreed not to put KWK-TV on air before July 8 pending July 1 oral argument before Court of Appeals and subsequent court decision.

Protest against microwave granted to J. E. Belknap & Assoc. to serve community systems, filed with FCC by WMCT, Memphis (Vol. 10:19, 23) was opposed this week by Belknap. It argued that WMCT's quarrel over "piracy" of signals is with community antenna operators, not Belknap—and that station has recourse to courts. Belknap stated that WMCT hasn't outlined "with particularity" the injury it will suffer, thus doesn't qualify as protestant. It also claimed that question of FCC's jurisdiction over community systems is immaterial to matter.

Picking of WOR-TV, WOR and Mutual's New York facilities by AFM musicians was banned in permanent injunction granted this week by N. Y. Supreme Court Justice Walter, who also ruled the stations were entitled to damages because picking was an attempt to achieve an illegal objective. A referee was ordered to take testimony to determine extent of damages. Picket line was set up Feb. 28 after stations dismissed staff of 40 musicians (Vol. 10:10). Court held union had violated Leu (anti-Petriello). Act which forbids union to compel broadcast licence to hire employees whose services are not needed.
Telecasting Notes: Frederic W. Ziv, the onetime Cincinnati adman who built up the industry's biggest independent TV film and radio transcription businesses on the theory that anything the networks do he can do better transcribed—except news and spot events—made TV program history this week by signing of Eddie Cantor to a 7-year TV film-radio transcription contract. The indestructible Cantor will henceforth do 39 variety films a year (appearing in 13, directing the others) and same number of radio transcriptions exclusively for Ziv, for which he's being paid a reported guarantee of $4,500,000, with possibility of residual rights doubling this amount . . . Local stations will get the Cantor series via the Ziv syndicates, Mr. Ziv telling us: "Local and regional advertisers want, deserve and are going to get the very top-ranking names and shows—and we're going to give them to them." Other network "alumni" in Ziv production currently are Meet Corliss Archer and Mr. District Attorney, and among the talent already under Ziv radio contracts are Humphrey Bogart, Lauren Bacall, Tony Martin, Fred MacMurray, Ginger Rogers . . . Some more big-name TV film shows are also on the Ziv planning board, as yet unreveala— and it could be he's starting a really big trend away from live. Cantor is reported to have rejected network offer to continue live, as on Colgate Comedy Hour last 4 years; he'll call Ziv TV shows the Eddie Cantor Comedy Theatre . . . CBS-TV Film Sales has report showing that, thanks to new stations and increased sets-in-use, film reruns deliver more homes than original run despite lower ratings. In 1953 there were 6,000,000 more sets than 1952, hence that many more "first-run homes—and a show like Range Rider, which got a 56.0 rating in 52,000 New Orleans homes in Feb. 1952, on second run on same station in Dec. 1953 got 42.3 but delivered 74,300 homes . . . Matthew Fox's Motion Pictures for Television Inc. (feature films) has been combined with MPTV Syndication Corp. (syndicated films), with Edward D. Madden v.p. in charge of overall operation. E. H. Ezzes sales v.p. of the consolidation . . . NBC and British Broadcasting Corp. have signed contract for exclusive exchange of news film and cooperation on film coverage; NBC has 23 fulltime cameramen and 150 part-timers in more than 50 countries, BBC has 10 full-time and 200 part-time . . . Program buyers guide, listing more than 1400 TV & radio shows available for fall-winter season, will be off the presses of Radio-TV Daily July 30; 1954-55 edition, 15th annual, is titled Shows . . . More rate increases: WNBK, Cleveland, raises 20-sec. Class AA rate (7:30-10:30 p.m. Mon.-Sat.; 6:30 p.m. Sun.) from $300 to $375, 20-sec. Class A from $225 to $290; KWVL-TV, Waterloo, Ia. raises base hour from $300 to $400, min. $60 to $80; WBAY-TV, Green Bay, Wis., $300 to $400 to $50 to $80; WNMAO-TV, Raleigh, $200 to $250 & $40 to $59; KOR-TV, Albuquerque, $250 to $300, & adds 7:30 p.m. daily Class AA rate for announcements only of $50 min. $25 10-sec. and Class A min. goes from $28 to $40 . . . Rate reductions: WBTM-TV, Danville, Va. cuts base hour from $200 to $150, min. $50 to $30 and WAPA-TV, San Juan, P. R. cuts hour from $225 to $200 . . . New reps: KHSI-TV, Chico, Cal. to Avery-Knodel; CSHJ-TV, St. John, N.B. to Adam Young (for U. S.); WMIN-TV, St. Paul to Blair, which also represents WTGN-TV, other station sharing Ch. 11.

Jimmy Pettrillo's AFM musicians drew $6,086,000 in salaries & wages last year from TV, which ranked third as source of employment for musicians (behind radio and theatre), according to annual report. TV earnings breakdown lists $2,461,000 derived from single engagements on live national shows; $2,316,000, local miscellaneous jobs; $817,000, film producers; $491,000, networks & stations for regular staff musicians. Radio paid $18,500,000, theaters $6,489,900, recording companies $3,768,400.

Langer bill (S-3294) to outlaw advertising of alcoholic beverages in interstate commerce, including beer, is as dead as the Bryson bill, companion measure in House (Vol. 10:21). Spokesman for Senate Commerce subcommittee, which this week heard same wet vs. dry arguments as House Committee, said not only sentiment of subcommittee but time is against Langer bill. Proposed Congressional adjournment date is July 31. Testifying for TV-radio industry, NARTB v.p. Ralph W. Hardy denounced bill as "a very discriminatory piece of legislation. It singles out for severe restrictions radio and TV broadcasting which, by their electronic nature, are interstate in nature, along with certain media which cross state lines, and places them in a manifestly unfair competitive position with respect to strictly intra-state media." He said TV-radio industry long ago agreed not to accept "the advertising of hard liquor," but declared broadcasters must "stand firm on the right to advertise products and services which are legal and generally available for public sale and use.

Opposition to Hinshaw bill (HR 6431), which would classify subscription TV as common carrier, was registered by RETMA pres. Glen McDaniel in June 23 letter to Rep. Wolverton (R-N. J.), chairman of House Commerce Committee. McDaniel wrote: "We know of no one who proposes that he be licensed by the Govt. to provide subscription TV facilities to enable subscribers to communicate with each other, or to provide a common carrier service to all purveyors of program material. Rather, the concept is that a purveyor of program material will use subscription TV as a means of financing the entertainment." McDaniel added that it's RETMA's policy to support "innovations which show a reasonable promise of serving the public interest." And he recommended that consideration of pay-as-you-look be left to FCC. Commission recently advised committee it believed fee TV should be classified "broadcasting", not common carrier (Vol. 10:20).

Most of the Senators on Army-McCarthy investigating subcommittee tend to oppose commercial sponsorship of televised Congressional hearings. UP roundup quotes Sens. McClellan (D-Ark.), Jackson (D-Wash.) & Potter (R-Mich.) as strongly opposed to commercial sponsorship. Potter, chairman of Senate Commerce subcommittee on communications, is co-sponsor with Sen. Bennett (R-Utah) of bill to forbid sponsorship of televised hearings (Vol. 10:25). Sen. Symington (D. Mo.) said he was "inclined" to be against commercial sponsorship, but wanted to study the question more. Acting Chairman Mundt (R-S. D.) said he had received "virtually no complaints" as result of sponsorship of Army-McCarthy hearings; Sen. Dirksen (R-Ill.) had no objections either. Chairman Jenner (R-Ind.) of Senate Rules Committee said Bennett's bill probably will be considered in connection with his committee's forthcoming hearings on investigating procedures.

Sen. Earle C. Clements (D-Ky.) was named by Senate Democratic Steering Committee to Senate Interstate & Foreign Commerce Committee to fill vacancy created by death last week of Sen. Hunt (D-Wyo.). Sen. Clements served in House 1944-47, was elected governor of Kentucky in 1947, has been in Senate since 1950. At week's end it was not decided which Democratic committee member would fill Hunt's post on communications subcommittee.

Amendment of political broadcasting rules proposed by FCC this week would provide that "charges made by any broadcast station for broadcasts by a locally qualified candidate for public office shall not exceed the charges made for comparable use of the station for other purposes." Comments may be filed until July 26. Document is Public Notice 54-795, Doc. 11092, available from FCC—or from us.
RCA's FIRST 12½-kw uhf amplifier (Vol. 10:4,7) goes out week of June 28 to WBRE-TV, Wilkes-Barre (Ch. 28), to be followed first week in July by one to WFMJ-TV, Youngstown (Ch. 21) and then to WKBN-TV, Youngstown (Ch. 27). Type tests were completed this week, and only comment from Camden is, "it looks very good." Plan is to ship about 4 per month, though this schedule may not be met. Next on priority list, due for July deliveries, are WSHT-TV, South Bend (Ch. 34) and WHP-TV, Harrisburg (Ch. 55). New super-gain antennas, giving gain of about 45 at low end of uhf spectrum and 60 at high end and making possible 500-kw ERP when used with the 12½-kw transmitter, won't be ready for deliveries until late fall.

GE shipped 20-kw transmitter this week to WCNYTV, Carthage, N. Y. (Ch. 7), due on air Aug. 15; its 12-bay antenna will follow in about week. On June 22, GE sent 12-bay antenna to KPLC-TV, Lake Charles (Ch. 7), which has had 5-kw transmitter since March, plans Sept. debut. On June 25, a 12-kw transmitter went to WINT, Waterloo, Ind. (Ch. 15), which already has antenna, and it's due to start in July.

DuMont has shipped 5-kw transmitter for KXJB-TV, Valley City, N. D. (Ch. 4), due on air in early July, and on July 2 it ships another 5-kw to WTVD, Durham, N. C. (Ch. 11), due to start Aug. 20. DuMont also reports orders for 50-kw transmitter from WATV, Newark (Ch. 13), and for 50-kw amplifiers from KHQA-TV, Hannibal, Mo. (Ch. 7) and KORI-TV, Cedar Rapids, Ia. (Ch. 9).

RCA shipped 50-kw transmitter June 25 to KWTW, Oklahoma City (Ch. 9), now on air and building new 1572-ft. tower, highest in TV. RCA on June 24 shipped 50-kw driver to WCHS-TV, Charleston, W. Va. (Ch. 8), due on air in July.

Note: In this column last week (Vol. 10:18), it was reported that Campbell Arnoux, gen. mgr. of WTAR-TV, Norfolk, claims his station is only one outside the network keys with a complete standby transmitter — retaining old 5-kw plant ready in addition to the new 25-kw. WTMJ-TV's Walter J. Damm reports from Milwaukee that when that station went on air with new 1035-ft. tower and transmitter, it retained old 5-kw and 300-ft. tower as a working standby, remodeled for color as well. WTMJ-TV, says Damm, "is probably the only TV station in the country which is operating a 10-kw transmitter plus a 25-kw amplifier through its 12-gain antenna [which] permits us to run the equipment at about 50% capacity at a tremendous tube and equipment saving."

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

WGR-TV, Buffalo, N. Y. (Ch. 2), planning late July test patterns and Aug. programming as NBC basic, expects to have 436-ft. Emsec tower and RCA 6-bay antenna ready in 2 weeks. It's now installing 25-kw RCA transmitter in Hotel Lafayette penthouse where WGR radio also is located. WGR-TV studios and offices will be in remodeled building at 184 Barton St. Gen. mgr. is Joe J. Bernard. Base hour will be $800. Headley-Reed will be rep.

KXJB-TV, Valley City, N. D. (Ch. 4), has its 5-kw DuMont transmitter, plans to meet July 1 test target, reports pres. John W. Boler, who also operates KGJB-TV, Minot, and N. D. radio stations KGJB, Minot & KSJB, Jamestown. It has 920-ft. up of 1085-ft. tower, "tallest in upper midwest," scheduled to be ready for 6-bay RCA antenna by June 25. It will begin programming Aug. 1 as CBS primary affiliate, having studios in both Valley City & Fargo. Base hour will be $200, with $300 combination rate with KGJB-TV. Weed will be rep.

WPBN-TV, Traverse City, Mich. (Ch. 7), is installing 1-kw RCA transmitter and studio equipment in new building, plans test patterns early in July, NBC programming later that month, reports pres.-gen. mgr. Les Biederman. Construction of 460-ft. tower with 6-bay RCA antenna is scheduled for completion in about 2 weeks. It will be only TV station of Paul Bunyan Network, operator of 5 AM locals. Base hour will be $120. Hal Holman will be rep.

WMTW, Poland, Me. (Ch. 8 assigned to Lewiston), designed to be super-coverage telecaster from atop 6288-ft. Mt. Washington, N. H., now plans Aug. 15 test patterns, may not begin programming until Sept. 1, writes v.p.-gen. mgr. John H. Norton Jr. RCA-equipped studios in Riccar Inn are about ready and transmitter building is being prefabricated, with assembly at mountain site scheduled about July 1. RCA 25-kw transmitter is being wired and tested before being transported up mountain for installation, around July 20. A special antenna to be used on old Yankee Network's 50-ft. FM tower has been built by Andrew Alford, designer of WOB-TV's Empire State antenna. WMTW will be primary CBS affiliate. Harrington, Righter & Parsons will be rep.

CIBC board of governors on June 18 recommended these 3 additional private applications for TV licenses (tantamount to a CP): CKX, Brandon, Man. (Ch. 2); CKCW, Monetoon, N. B. (Ch. 2); CJIC, Sault Ste. Marie, Ont. (Ch. 2). This makes total of 28 Canadian TV stations authorized, 11 already in operation. Action on Ch. 2 application of CJON, St. John's, Nfld., was deferred because CIBC plans to request permission to operate own TV outlet there. Except for bilingual stations in Montreal and projected bilingual outlet in Ottawa (Vol. 10:25), the Canadian Govt. licenses only one TV outlet in each city. Recommended for boosts to 100-kw visual power and higher tower are upcoming CHCT-TV, Calgary, Alta. (Ch. 2) and CFQC-TV, Saskatoon, Sask. (Ch. 8), both due in Sept. The 12 other CPs outstanding and their prospective starting dates: CFRN-TV, Edmonton, Alta. (Ch. 3), fall; CBHT, Halifax, N. S. (Ch. 3), "late in 1954"; CKWS-TV, Kingston, Ont. (Ch. 11), early fall; CBC's 2nd in Ottawa (Ch. 9), Dec.; CHEX-TV, Peterborough, Ont. (Ch. 12), Jan. 1955; CFPA-TV, Port Arthur, Ont. (Ch. 2), Aug.; CFM-J-TV, Quebec City, Que. (Ch. 4), July; CKCK-TV, Regina, Sask. (Ch. 2), July; CJBR-TV, Rimouski, Que. (Ch. 3), mid-Sept.; CHLT-TV, Sherbrooke, Que. (Ch. 7), no target; CJGB-TV, Sydney, N. S. (Ch. 4), July; CKLW-TV, Windsor, Ont. (Ch. 9), Aug. 15.

Allocations changes proposed by FCC would add Ch. 79 to Toledo, substitute Ch. 70 for Ch. 15 in Port Chicago, Cal., substitute Ch. 35 for Ch. 28 in Salinas-Monterey, Cal., Commission received petition from CP-holder KELP-TV, El Paso (Ch. 13) to shift educational reservation from Ch. 7 to 13 there, so that it may get modification to go to Ch. 7, stating that it will be at competitive disadvantage if it is at top of dial. Applicant WORA, Mayaguez, Puerto Rico (Ch. 5), asked that Ch. 6 be shifted from San Juan to Caguas, Ch. 11 from Caguas to San Juan. WWPA (AM), Williamsport, Pa., seeks allocation of Ch. 9 to Blossburg, Pa.

Request for Ft. Wayne studios, filed by CP holder WINT, Waterloo (Ch. 15), was attacked bitterly by WKJG-TV, Ft. Wayne (Ch. 33) and applicant Anthony Wayne Bestg. (Ch. 69), who claim WINT is trying to circumvent FCC's rules and never intended to build at Waterloo or Angola.

KOYR are new call letters assigned to H. Leslie Hoff-mann's new-building Television Diablo, Stockton, Cal. (Ch. 13), formerly KHOF, with which he expects to cover San Francisco bay area, due on air Aug. 15 (Vol. 10:28).
PARADOX OF CURRENT TV PRICE SITUATION: Trade continued to reduce prices this week—at least on leader models—but at same time the manufacturers talked, publicly and privately, of raising TV prices generally by fall. This apparent paradox is partly explained by desire to tempt slow summer market with bargain-basement buys, but it's also symptomatic of considerable confusion among set makers on economic trends.

Trade is thus still feeling its way on price tightrope, trying to recapture profits on one hand while retaining high unit sales on other. Further clarification is expected when Philco and Motorola, only 2 major producers which have not yet introduced their new lines, bring them out shortly.

Philco, strike-bound for 45 days up to June 15, this week set its distributor convention for Aug. 2-3 at Waldorf-Astoria, N.Y. Brand-new TV-radio lines will be shown, spokesman said, dispelling reports that several carryovers would be included because of time lost during strike. Meanwhile, no hint of how line will be priced. Motorola introduces new line July 5-9 at Chicago's Conrad Hilton Hotel. Its prices probably will be generally firm, but lower leader models are distinct possibility.

While trade awaited further price clarification from industry's pace-setters, Emerson's Ben Abrams this week flatly predicted industry-wide price increases by fall, announced he plans to boost prices 10-20% within 90 days—even while introducing a lower-priced line, leading off with 17-in. table model at $150, which is lower by $10 than Crosley's "Super V" (for details of line, see p. 12).

Crosley itself is considering higher prices for its newly-introduced 21-in. "Super V 21 Plus" (Vol.10:24). Leonard F. Cramer, Aveo v.p. & TV-radio gen. mgr., said increases are contemplated, but by no means decided upon, because of higher labor costs and indications that parts prices might go up.

* * * *

At Chicago marts this week, there was plenty of support for viewpoints of Abrams and Cramer, even before they spoke. We heard talk of price hikes by fall in exhibit spaces of nearly all 17 set makers who have permanent booths there. True, they didn't say flatly they would raise prices. Most spoke of the need to increase them—but several of the major manufacturers, at least, spoke with an assurance that seemed to betoken definite intentions.

After traditional summer lull, manufacturers look to final 4 months of 1954 for big production push—bigger, in fact, than the 1,904,718 TVs turned out in the first 4 months of year, now that high inventory has been worked off. This prospect was supported by comments of several manufacturers at RETMA parley last week.

Dealer attendance at marts, normally light in midyear, was way down. (Other products apparently had similar experience, for it was widely conjectured that mart dates may be changed next year to spring and fall.) Those dealers we spoke to were generally favorably impressed by new lines, thought they could do well profit-wise with step-ups. As for discounts, traditional complaint of dealers, it was every man for himself, each dealer negotiating his own terms, based chiefly on his volume.

* * * *

TV production went up to 104,192 week ended June 18 (including only 2 days of production at Philco), compared to 98,179 preceding week and 72,042 week ended June 4. It was highest since week ended April 30, last full week of production at Philco. It was 1956's 24th week, brought production for the year to date to about 2,580,000 compared to 3,860,000 in corresponding period of 1953.

Radio production also rose nicely, totaling 199,737 (79,754 auto), up from 169,942 week ended June 11 and 140,812 week before. It was highest week since May 14. For 24 weeks, output was 4,550,000 vs. 6,700,000 first 24 weeks of 1953.
Topics & Trends of TV Trade: Emerson Radio introduced 17-in. vhf-only table model at $130, $140, $150 & $160 this week—starting $10 lower than even Crosley’s “Super V” $140-$160 range—but pres. Benjamin Abrams told distributors at same time that its prices would be increased by 10-20% within 90 days and predicted rest of industry would also be forced to raise prices.

Emerson’s line also figured obliquely in uhf hearings on Capitol Hill this week. Comr. Hennock told Potter subcommittee a “well-known” TV manufacturer told her a vhf $130 set could be produced as all-channel for same price if excise tax on all-channel sets were removed. An aide to Comr. Hennock later told us she was referring to Abrams.

Emerson’s 19-model line was priced average 13% below comparable models in old line and included a 14-in. table model at $150. Latter weighs 40 lb., is 12-in. high, 15-in. wide, is claimed to be “truly portable.” The 17-in. leader at $130 is not “stripped down,” Abrams said, explaining it has standard-size chassis, with “same circuitry found in all our other models.”

Abrams indicated new low prices represented attempt to capitalize on slow summer market. He said it was “inconceivable” that the general industry price structure can be maintained much longer at current low level, adding that “the ingenuity of this industry, great as it is, has been considerably taxed in this drive for lower prices.”

This is Emerson’s full line:

**Table Models:** 17-in. ebony wood $130, walnut $140, mahogany wood $150, blonde $160; 14-in. ebony wood $150, brown $160; 17-in. mahogany wood finish $160, blonde $170; 17-in. mahogany $180, blonde $190; 21-in. mahogany wood finish $180; 21-in. mahogany wood finish $200, maple, walnut, blonde or limed oak $230; 21-in. mahogany or blonde wood $250; 21-in. Early American maple wood (on base) $270; 21-in. mahogany wood de luxe $250, blonde $270; 21-in. mahogany wood de luxe with side controls $280, limed oak $300.

**Consoles:** 21-in. open-face mahogany wood $230, blonde $250; 21-in. open-face mahogany wood $300, blonde $320; 21-in. half-door mahogany wood $350, blonde $370; 21-in. full-door French provincial $430; 27-in. open-face mahogany wood $500; 27-in. full-door mahogany wood $600; 27-in. full-door mahogany wood $700.

**Combinations:** 21-in. mahogany (with phonos only) $250, blonde $280; 21-in. full-door mahogany wood (with radio and 3-speed phonos) $550.

Also introduced were a high-fidelity portable phonograph listing at $50, six table radios from $15 to $40, a clock radio at $25-$28, four portable phonographs ($40, $50, $60, $80) and a 3-speed radio-phonoscope at $130.

Federal Trade Commission’s proposal to require merchandising ads to disclose fully how many channels a TV set can receive (Vol. 10:23-24) drew formal opposition of RETMA this week—pres. Glen McDaniel writing FTC attorney H. Paul Butz that no deception is involved in failure to label vhf-only or all-channel sets as such. He wrote it would be “untenable” to contend there was deception in sale of 21,000,000 vhf-only sets prior to allocation of uhf frequencies. He asserted it was comparable to charging deception in sale of AM sets if label “not capable of receiving an FM signal” was not included. McDaniel asked for reopening of 3-year-old trade practices conferences if FTC insisted on provision. Butz said this week that several TV manufacturers had also written individually to express opposition.

Fourth annual Sylvania TV awards, for advancing creative programming techniques in year ending Oct. 31, 1954, will be presented at N. Y. dinner Nov. 30. Deems Taylor again heads judges.

**V**ACATION shutdown schedules of manufacturers, as revised by RETMA on basis of reports from its members, include following periods:

**Set manufacturers:** Arvin, June 19-July 6; Avco, July 1-16; Bendix Radio, June 27-July 12; CBS-Columbia, July 1-15; Capehart-Farnsworth, July 2-19; DuMont, July 1-13; Emerson, June 27-July 10; GE, July 5-19; Hallicrafters, June 28-July 8; Hoffman Radio, July 16-30; Magnavox, June 25-July 9; Motorola, July 2-19; Olympic Radio, July 1-10; Packard-Bell, June 21-July 5; Philco, July 1-22; RCA, July 17-31; Raytheon, July 2-16; Stewart-Warner Electric, July 2-18; Stromberg-Carlson, July 5-19; Sylvania, July 19-Aug. 2; Wells-Gardner, July 2-16; Westinghouse, July 19-Aug. 5; Zenith, July 5-19. Admiral, not a RETMA member, closes down first 2 weeks of July.

**Tubes:** CBS-Hytron, July 2-16; DuMont, June 24-July 15; Eitel-McCullough, July 31-Aug. 14; National Union Electric Corp., July 1-18; Tung-Sol, July 19-Aug. 2; Westinghouse, July 18-31. Among those not shutting down is Kimble Class Co.

**Components and others:** Aerovox, July 12-26; Alliance Mfg. Co., July 3-19; American Condenser, July 5-19; American Phenolic, July 19-Aug. 2; David Bogen Co., July 5-19; Clarostat, July 4-11; Erie Resistor, July 5-19; Gabriel Co., July 30-Aug. 9; General Instrument (F. W. Sickles div.), July 2-16; Hazeltine, July 26-Aug. 9; International Resistance Co., July 24-Aug. 8; Machtlett Labs, Aug. 2-16; Oak Mfg. Co., July 5-19; Quam-Nichols, June 26-July 11; Radio Condenser, July 19-Aug. 1; Sangamo Electric, July 16-Aug. 1; Weston Electrical Instrument, July 19-Aug. 2.

Federal Reserve Board, in Part 2 of its 1954 Survey of Consumer Finances, reported this week that in early 1954 nearly 50% of all consumer spending units owned a TV set and that proportion of consumer units buying TV rose from 11% in 1952 to 14% in 1953. Substantial increases in the proportion of consumers buying sets were reported in all regions except northeast in 1953, though more sets are owned in northeast than any other area. Amounts spent for TV sets declined sharply after 1948 as volume production was achieved, but since 1950 they have been relatively constant. Study is conducted by FRB in cooperation with U of Michigan Survey Research Center.

TV shipments to dealers totaled 2,065,871 in first 4 months, exceeding production of 1,904,718 in that period, according to RETMA’s cumulative state & county tables released this week and available on request. They compared with 2,452,508 shipped in first 4 months of 1953, when production was 2,872,821. New York led, with 192-720; then California, 132,613; Pennsylvania, 131,072. In April alone, shipments totaled 410,032, compared with 582,839 in March and 392,492 in April 1953.

CBS-Columbia will burst forth with saturation advertising campaigns in 45 top markets, mainly newspapers and TV-radio spots, next fall in its bid, under new pres. Seymour Mintz (ex-Admiral), to acquire major position in TV-radio market. This week at Chicago, sales v.p. Harry Schelter disclosed it now has 65 distributors, expects to have 85 by end of year, aims to have 2000 additional dealers. TV line was disclosed at Furniture Mart (Vol. 10:25).

Trav-Ler Radio introduced 8 new TV models, all under $200 and starting with 17-in. mahogany finish table model at $130 (vs. $150 in old line) and ending with 21-in. blonde console at $190 (vs. $200). Also introduced was 3-speed portable phonograph at $30. Pres. Joseph Friedman said first-half sales would approach $9,000,000, compared to $8,400,000 in first 6 months of 1953, but that profits would be somewhat below the $468,607 (61c a share) earned in first half year ago.
Trade Personals: John J. Holland, ex-electronic equipment contracting officer for Army Signal Corps, Ft. Monmouth, joins Stromberg-Carlson as head of TV-radio div. quality control ... Dr. Allen B. DuMont named Father of Year in science by Boys Clubs of America ... Frank M. Folsom, RCA pres., one of group of 17 businessmen at stag dinner at White House June 24 ... Douglas Wallace, Pittsburgh mgr. of Graybar since 1943, elected to Graybar board ... Herbert A. Frank, ex-CBS-Columbia, named DeWald Radio gen. sales mgr., replacing J. Steven Kanonah, resigned ... Don Larson, ex-adv. director, Hoffman Radio, named to new post of gen. mgr., West Coast Electronics Manufacturers Assn. ... Gordon M. Christie, ex-Sylvania sales mgr. of Asia & Africa, appointed sales mgr., eastern hemisphere, CBS-Columbia ... H. Leonard Sain, with GE since 1929, appointed pres. & gen. mgr. of General Electric, S.A. Argentina ... R. E. Johnson, GE, elected pres. of Electric Club of Los Angeles ... James C. P. Long promoted to mgr. of Sprague Electric's Washington engineering office, replacing John P. Sheridan, now coordinator of gov't. activities at N. Adams, Mass. headquarters ... George J. Koeck Jr. promoted to Zenith Radio midwest district sales rep., Kansas City, replacing Wm. R. Campbell, now sales mgr. of Columbian Electrical Co., Kansas City (Zenith) ... Norman C. Sabee, ex-Coolerator Co., named national merchandising mgr., Crosley-Bendix home appliances ... Frank N. Krautmann Jr., ex-adv. & sales promotion mgr., Crosley div., Avco, named to similar post in GE's laminated & insulating products dept. ... J. McNamee named gen. mgr. of Danielson, Conn. plant, General Instrument's F. W. Sickles div., succeeding T. Jackson, now Elizabeth plant mgr. ... Wm. Griffin, ex-Hallcrafters, named Bendix Radio northeast regional mgr., Newark ... Walter H. Kelly, ex-Proctor Electric Co., named sales mgr. for 11 eastern states by Winchager Corp., Zenith subsidiary ... Mrs. Azilda Nielsen elected pres. of Best Mfg. Co., Irvington, N. J. (speakers), succeeding her late husband, E. W. Nielsen ... Dr. Rodolfo M. Soria, American Phenolic development director, appointed engineering director, succeeding Richard M. Purinton, now New England rep. ... Harry I. Chaney, ex-Tele King & ex-Electronic Devices Co., named chief engineer, Kay- Townes Antenna Co., Rome, Ga. ... Robert L. Farnsworth promoted to asst. sales mgr., Pentron Corp. ... Robert N. Vendeland upperd to Jerrold promotion mgr. ... John L. Exterhal, Philco asst. counsel, elected v.p. of U. S. Trade Mark Assn.

Bill to let armed forces own & operate TV stations at remote foreign and domestic bases (Vol. 10:19,23), already passed by Senate, got hearing this week by House Armed Services subcommittee headed by Rep. Leroy Johnson (R-Cal.), but its approval was held up following conference between Johnson and NARTB officials. NARTB wants safeguards in the bill to make sure gov't-operated stations don't compete with privately owned ones, will submit comments to subcommittee next week. Broadcasters' group is expected to ask that bill be amended to include these provisions: (1) No advertising to be permitted on the gov't. stations ... (2) Area of coverage to be limited to the base itself. ... The term "isolated," used in bill, to be carefully defined. At this week's hearings on bill (S-3401), Maj. Gen. Harlan N. Hartness, Defense Dept. information & education chief, described 6 months trial operation of pilot TV plant at Limestone Air Force Base in Maine (Vol. 9:52), which is to be officially dedicated July 4, and said, "The men are thoroughly sold on it." Armed Forces already have tentative plans for initial group of 12 low-powered TV stations—all overseas—in such areas as the Azores, Iceland and Saudi Arabia, but construction must await passage of current bill and subsequent appropriation (Vol. 10:19).

The story of Sarkes Tarzian and how his Sarkes Tarzian Inc. grew from a $40,000 investment in 1943 to 2500 employees in Bloomington, Ind., handling $17,000,000 worth of tuners, $5,000,000 worth of rectifiers and $3,000,000 in TV-radio station business last year, is recounted in financial section of June 20 New York Times. Now 53, Tarzian is an "alumnus" of Atwater Kent and RCA, going to Bloomington in 1940 from Buenos Aires, where he was RCA chief engineer, to work on proximity fuses during war, then striking out on his own.

Here's how TV will stack up in 1960, according to survey by Chicago's Columbia College embracing 154 TV station executives, 14 network officials, 10 TV directors of leading ad agencies: (1) 913 stations on air, as against 387 now. (2) 80,000 working in telecasting, as against 43,000 now. They thought added personnel would come from in-service training by stations, more women will be employed. color won't enlarge personnel requirements.

"Trade or profit bootleggers" is way members of Northwest Appliance & TV Assn., Seattle, designate so-called discount houses. Group is so worked up that it adopted resolution stating that any member who refers to such a firm at an association meeting as a "discount house" will be fined 25¢.

Rudolph Wurlitzer Co., big retail music chain, discontinues TV set sales in its 4 Chicago stores, spokesman blaming increased competition from discount houses. Only Cincinnati stores will continue to carry TV. Outlets in N. Y., Philadelphia, Detroit & Buffalo having already dropped it.

Westinghouse's new line, to be introduced via closed-circuit telecast July 12, will be "slightly lower" than current models, though 17-in. leader is expected to remain at $160. Top end of line is said to be 24-in. full-door console in mahogany and blonde at $400. Several 24-in. sets will be added to line, it was indicated.

Charles Taylor Wandres, 56, recently appointed N. Y. area sales mgr. for Capehart-Farnworth, died June 23 at a nursing home in Norwalk, Conn. He formerly was with DuMont for 6 years after 15 years with GE. Surviving are his wife and 2 sons.

Dr. David Galen Mc'aa, 72, radiotelephony pioneer and associate of Marconi in his early experiments, died June 23 at Long Branch, N. J. For last 12 years he was civilian engineer for Signal Corps at Ft. Monmouth, N. J.
Color Trends & Briefs: Color program fare this fall begins to shape up as something substantial, with this week's announcement from CBS that it will have at least 3 color shows weekly, for total of more than 40 for season. CBS confirmed that it will rotate its regular black-and-white programs in color "premieres," as did NBC, in addition to inaugurating new Best of Broadway series of great plays (Vol. 10:11).

NBC has capacity of 12-15 hours of color weekly from New York studios alone, and its salesmen are now out beating bushes to sell them. NBC's sale of 90-min. "spectaculars" (Vol. 10:13), plus CBS's new schedule, guarantees customers full opportunity to judge color—something they scarcely have now.

CBS network program v.p. Hubbell Robinson disclosed the rotating plan in talk to Advertising Federation of America in Boston June 22, in which he reiterated CBS's contention that color, at maturity, will cost 5-20% more than black-and-white for talent and production—with average of 10%. Report is that CBS will absorb extra color costs for the premières this fall. Robinson said that 60-70 affiliates will carry the shows. Following is CBS schedule:

Best of Broadway, Sept. 15, Oct. 13, Nov. 10, Dec. 8, Jan. 5, Feb. 2, March 2; Toast of the Town, Aug. 22; Big Payoff, Aug. 22; Danger, Aug. 31; Jo Stafford Show, Sept. 7; Love of Life, Sept. 8; Art Linkletter's House Party, Sept. 16-17; What's My Line? Sept. 19; My Favorite Husband, Sept. 25; Jane Froman Show, Sept. 30; Chrysler Show, Sept. 30; Garry Moore Show, Oct. 4-8; Red Skelton Show, Oct. 5; Meet Millie, Oct. 12; Studio One, Oct. 18; Bob Crosby Show, Oct. 19-22; You Are There, Oct. 24; Mama, Oct. 29; Jack Benny Show, Oct. 31; Perry Como Show, Nov. 5; That's My Boy! Nov. 6; Suspense, Nov. 16; Meet Millie, Nov. 16; Beat the Clock, Nov. 20; Arthur Godfrey & Friends, Nov. 24; Valiant Lady, Dec. 1-2; Two for the Money, Dec. 11; Arthur Godfrey Time, Dec. 11; Search for Tomorrow, Dec. 20; Omnibus, Dec. 26; Guiding Light, Dec. 30; Douglas Edwards & the News, Jan. 10-11; Jackie Gleason Show, Jan. 15; Strike It Rich, Jan. 18; On Your Account, Jan. 21; Robert Q. Lewis, Jan. 24-28; Arthur Godfrey's Talent Scouts, Jan. 31; Two in Love, Feb. 5; I've Got a Secret, Feb. 9; Sports Spot, Feb. 16; The Morning Show, Feb. 21-25; Sunday News Special, Feb. 27.

* * * * *

NBC-TV affiliates in 31 cities are now equipped for rebroadcast of network color, and 33 more are due by year's end. The 31 are in New York, Washington, Chicago, Cleveland, Los Angeles, Philadelphia, Baltimore, Milwaukee, St. Paul, St. Louis, Omaha, Denver, Salt Lake City, San Francisco, Wilkes-Barre, New Haven, Johnstown, Boston, Providence, Kansas City, Oklahoma City, Ft. Worth, Dallas, Youngstown, Houston, Lancaster, Wilmington, Cincinnati, Toledo, Detroit, Grand Rapids. Those to be added this year: Birmingham, Fresno, Dayton, Columbus (O.), Huntington, Schenectady, Utica, Syracuse, San Antonio, Winston-Salem, Memphis, New Orleans, Atlanta, Davenport, Bloomingston (Ind.), Louisville, Wheeling, Buffalo, Roanoke, San Diego, Portland (Ore.), Seattle, Jackson (Miss.), Peoria, Harrisburg, Norfolk, Richmond, Des Moines, Bethlehelm, Erie, Springfield (Mass.), Columbia (S. C.), Ft. Wayne.

One-week color training sessions for distributors' technicians are being conducted at Rochester plant by Stromberg-Carlson, under direction of John H. Craft Jr., TV service mgr.

First 35mm color film telecast was scheduled by NBC over WNBT, New York, for Mrs. U.S.A. program 3-3:30 p.m. June 26. The few previous film colorcasts were 16mm.

Network color schedules: NBC-TV—June 30-July 1, segments of 7-9 a.m. Today and 11-noon Home from mobile unit at Governor's Mansion, Columbus, O.; July 1, The Marriage, 10-10:30 p.m. Today and July 2, New Review, 5:30-6 p.m. Over WNBT, New York only, NBC has daily Here's Looking at You, 1:30-2 p.m., and WCBS-TV starts weekly color film series Time for Color, 5-5:30 p.m. June 28, CBS's KNXT, Los Angeles, started 60-min. color bar schedule June 19 at 10:30 a.m., will carry it each Sat. before sign-on. For its mobile pickups in Washington, July 14 & 16, NBC has chosen Lee Mansion and Mt. Vernon.

Reports Ford is buying 25,000 color sets from RCA for dealer showrooms are denied by RCA which said there have been only "tentative and casual conversations" on the matter. There appears to be strong possibility, however, that deal involving about 2000 sets, at least 25,000, may be in the works. NBC this week announced Ford is buying 45-min. of the 90-min. color "spectaculars" every fourth Mon. 8-9:30 p.m., starting Oct. 18. RCA is taking the other 45 min.

"Road show" color school for technicians is being conducted by Hoffman Radio with mobile unit working out of new Kansas City plant. Crew takes equipment to St. Joseph, Springfield, Joplin, Columbia, all in Missouri, and Topeka, Kan.—conduction 3-hour classes one night a week for 8 weeks in each city. A recent 10-week series in St. Louis attracted more than 400, at $10 fee.

Some 7-10,000 color sets have been sold to date, NBC v.p. Joseph Heffernan estimated this week in reply to question by Sen. Potter (R-Mich.) at Senate hearings on uhf problems. RCA sold 5000, he said, and other manufacturers "2,500 or possibly 5000."

DuMont color scanner was delivered to CBS, New York, June 16; another has been shipped to KTLA, Los Angeles. DuMont reports production well underway, but demand already well beyond ability to deliver in immediate future.

New spring book catalog of John F. Rider Publisher Inc., 480 Canal St., N. Y., includes Introduction to Color Television, by M. Kaufman and H. Thomas (150 pp., $2.10) and Highlights of Color Television, by John R. Locke Jr. (48 pp., 99c).

3-D TV, oft-discussed, sometimes demonstrated, but seldom taken seriously (except in some industrial applications) is getting the full treatment by RCA scientists. chairman David Sarnoff revealed in interview with June 16 Hollywood Daily Variety. "We have been conducting laboratory tests at Princeton for the past 3 years, and the results have been encouraging," he is quoted. "It's coming along and 3-D will be a reality before many more years, and most certainly our time." Gen. Sarnoff also said: (1) Video tape recordings will be field tested by end of this year. (2) The East has a definite advantage over Hollywood as a 3-D production center. "I guess Hollywood has to unlearn a lot of bad habits acquired during the lush days of picture-making. The East, however, has much to learn from Hollywood to compete in the new medium of color TV." (3) There will be a ready market for the 50,000 color sets made this year, and more than 300,000 sets will be sold next year.

For pioneering use of TV in medicine, Smith, Kline & French pharmaceutical house was awarded plaque and citation by American Medical Assn.—first such award by AMA to a commercial house. Citation was for March of Medicine network programs and use of closed-circuit color TV to demonstrate medical procedures at AMA meetings.

In England, too: The 1160-seat Theatre Royal, Man chester, has closed down and auctioned all appurtenances "because TV hurt attendance," reports Canadian Press.
Financial & Trade Notes: Stromberg-Carlson’s WHAM-TV & WHAM last year accounted for $2,600,000 in revenues, reports Hudson Fund, which has added the stock to its portfolio. Company’s business of $65,241,861 last year (Vol. 10:9) was 50% represented by telephone equipment div.; 29% by TV-radio div.; 17% by sound equipment div. This year, it’s expected to reach new peak of $70,000,000. Last year, Stromberg acquired Southern Electric & Transmission Co. (electronic wire carrier equipment) and 50% interest in Electronic Control Systems Inc. (process controls), an outgrowth of Hughes Aircraft. Note: TV-radio div. in 1949 accounted for 59% of sales; down to 29% now, this is attributed to management’s policy of "reducing the company’s dependence on this highly competitive, cyclical industry."

Herbert A. Gumz, ex-production v.p., Webster-Chicago, is scheduled to take over as gen. mgr. of Crescent Industries Inc., Chicago (tape recorders, record changers, speakers) and to continue company with Sears, Roebuck backing. Crescent has been operating under Chapter XI, with Jerry Kahn as manager for trustees, and for a time was being considered for purchase by Muter Co. Under new arrangement, Sears will guarantee loans, have 2 members of board. Small creditors will be paid in full at once, larger ones over an extended period. Hearing on petition to dismiss Chapter XI proceedings has been set for July 2 before Federal Judge Igoe.

General Instrument Corp. will report loss for first fiscal quarter ended May 31 as against $456,077 earnings (75c a share) in same 1953 quarter, chairman Abraham Blumenkrantz attributing drop to lagging TV business. Quarterly dividend was halved to 123 1/2c, payable Aug. 3, Mr. Blumenkrantz stating: "This dividend reflects current conditions in the TV industry. Retail set demand has been and promises to continue good but manufacturers have been living off inventory. Furthermore, the industry’s emphasis on lower priced sets has exerted downward pressure on prices of component parts."

American Phenolic Corp. earnings were $121,016 (30c a share) on sales of $6,261,035 in first quarter of 1954, down from profit of $300,670 (75c) on sales of $8,802,067 corresponding 3 months of 1953. Pres. Arthur J. Schmitt attributed declines chiefly to dip in defense billings, reporting civilian orders exceeded military requirements this year for first time since 1950.

Westinghouse first quarter profit was $26,286,000 ($1.61 a share), 56% above the $16,858,000 ($1.04) in same 1953 quarter. Sales were $406,597,000, vs. $382,226,000 a year earlier. Pres. Gwilym A. Price attributed higher earnings to bigger sales volume, expiration of excess profits tax and leveling out of pre-production expenses in new facilities. Cleveite Corp., whose pres. James L. Myers reports gains over last year’s first quarter in electronic products, had gross income of $16,707,031 and profit of $941,115 (48c a share on 17,799,052 shares) in first quarter 1954 as against $16,190,440 sales and $932,785 profit (54c on 1,599,625 shares) in same 1953 period.

Davega Stores Corp., in year ended March 31, had loss of $181,181 vs. earnings of $118,998 (24c a share) in same 1953 period.

Dividends: Emerson Radio, 10c regular quarterly and 5c extra payable July 15 to stockholders of record July 6; General Instrument, 12 1/2c Aug. 3 to holders July 2; American Phenolic, 12 1/4c July 30 to holders July 17; Reeves-Ely Labs, 19c July 1 to holders June 25.

Russia sends delegation of TV experts to Britain for 3-week study of British TV next month under UNESCO auspices.

National advertisers will spend $1.24 billion on TV in 1958—more than double the $829,700,000 they spent last year, and exceeding every other medium except direct mail. That’s prediction of DuMont Network research dept., as relayed to Senate communications subcommittee by director Ted Bergmann in exhibit filed in uhf hearing record June 24. Using Printers’ Ink-McCann-Erickson table of advertising expenditures (see p. 370, TV Factbook No. 18) —which shows total 1953 national advertising expenditures of $4.5174 billion, including $329,700,000 for TV, $379,000-000 for radio, $634,000,000 for newspapers—DuMont researchers added these projected figures for next 5 years: 1954, TV $675,000,000, radio $375,000,000, newspapers $846,000,000, total all media $4.836 billion; 1955, TV $800,000,000, radio $375,000,000, newspapers $675,000,000, total $5,135 billion; 1956, TV $1 billion, radio $400,000,000, newspapers $730,000,000, total $5.619 billion; 1957, TV $1.1 billion, radio $370,000,000, newspapers $745,000,000, total $5.772 billion; 1958, TV $1.24 billion, radio $375,000,000, newspapers $770,000,000, total $6.045 billion.

Radio is the “everywhere medium,” not only used everywhere but by almost everyone, and it’s still the biggest advertising medium in America, said CBS Radio Network sales v.p. John Karol last week in speech before Assn. of National Advertisers in Chicago. During an average week, he said, 92% of America’s 47,000,000 radio homes listen to radio and “they listened for almost one full day—20 hours and 44 minutes.” In a typical afternoon minute, 10,000,000 listen to radios, and in a typical evening 13,000,- 000. Referring to projected night rate cuts, he stated: “Our network is examining a new evening-rate structure that will further increase nighttime radio’s cost efficiency . . . The networks, in general are doing what other media could not do. They are adjusting their costs in relation to delivered audience. In spite of inflation and higher operating costs, the networks generally have been basing rates on audience and not on the cost of doing business. That, we believe, is the soundest way of making the advertisers’ dollar more effective.”

FCC approved $153,000 sale of WTM, Charleston, S. C. (5-kw on 1250 kc, NBC) this week, thus paving way for Evening Post Publishing Co. (Charleston News & Courier and Post) to exercise option to acquire 30% of upcoming WUSN-TV, Charleston (Ch. 2) while J. Drayton Hastie family continues ownership of WUSN (250-watts on 1450 kc, MBS). Purchasing group comprises Charles E. Smith, WTBQ, Cumberland, Md., 40%; George H. Clinton, WPAR, Parkerburg, W. Va., 40%; David W. Jefferies, 10%; Dorothy A. Marks, 10%.

Commercial TV for Britain was given final approval June 22 by House of Commons, 291-265. Conservative-sponsored bill would permit commercial programs to exist alongside govt-operated non-commercial BBC (Vol. 10:11). Bill now goes to House of Lords, where approval is certain, thence to Queen Elizabeth for signature. During debate, Labor opposition again warned that they will kill commercial TV if they get back into power.

Murray Carpenter, owner of 250-watt WGUI, Bangor, Me. and grantee of WTW0 there (Ch. 2), due on air in fall, has sold his radio station for $35,000 to Sherwood Tarlow, owner of WHL, Medford, Mass.

Biggest theatre-TV event to date was June 17 Mar- ciano-Charles heavyweight title bout, carried by 61 theatres in 45 cities, which reportedly grossed about $450,000. Fight was televised and syndicated by Theatre Network TV Inc.

Lincoln Dellar, owner of KXOA, Sacramento, Cal. and applicant for Ch. 3, has sold his KXOC, Chico, Cal. (10-kw on 1050 kc, MBS) for $150,000 to Hal Gibney, Hollywood TV program producer presently working on Dragnet.
CBS-TV NETWOK bills went to all-time high $11,497,850 in May, shading NBC-TV for fifth straight month this year. The 4 networks totaled $125,494,679 in May, reports Publishers Information Bureau, second only to March and comparing with $129,392,907 in May 1953. Five-month total of $125,496,864 compares with $87,805,551 for same 1953 period, all networks showing gains.

Each of the 4 radio networks showed diminished bills in May, their aggregate going to $10,060,050, low for year, from $10,147,428 in May 1953. Biggest loser was NBC, whose $2,700,725 for the month compared with $4,141,070 for same 1953 month. CBS, consistent top runner, slipped to $5,115,837 from $5,334,225. The PIB report:

<table>
<thead>
<tr>
<th>NETWORK TV-Radio Billings</th>
<th>May 1954 and January-May 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>(For April report see Television Digest, Vol. 10:22)</td>
<td>(For preceding years, see TV Factbook No. 18, p. 369)</td>
</tr>
</tbody>
</table>

**Network TV Billings**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>1953</td>
<td>1954</td>
<td>1953</td>
</tr>
<tr>
<td>CBS</td>
<td>NBC</td>
<td>ABC</td>
<td>DuMont</td>
</tr>
<tr>
<td>$11,497,850</td>
<td>$10,713,329</td>
<td>$11,485,800</td>
<td>$11,045,917</td>
</tr>
<tr>
<td>$7,622,432</td>
<td>$8,502,542</td>
<td>$5,334,225</td>
<td>$11,497,850</td>
</tr>
<tr>
<td>$7,377,671</td>
<td>$7,377,671</td>
<td>$30,864,773</td>
<td>$30,864,773</td>
</tr>
<tr>
<td>$2,111,965</td>
<td>$11,379,631</td>
<td>$12,899,785</td>
<td>$12,899,785</td>
</tr>
<tr>
<td>$8,299,392</td>
<td>$6,794,306</td>
<td>$8,299,392</td>
<td>$6,794,306</td>
</tr>
<tr>
<td>$8,299,392</td>
<td>$8,299,392</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$125,494,679</td>
<td>$125,496,864</td>
<td>$87,805,551</td>
</tr>
</tbody>
</table>

**Network Radio Billings**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>1954</td>
<td>1953</td>
<td>1954</td>
<td>1953</td>
</tr>
<tr>
<td>CBS</td>
<td>NBC</td>
<td>ABC</td>
<td>DuMont</td>
</tr>
<tr>
<td>$8,135,837</td>
<td>$7,334,225</td>
<td>$2,012,764</td>
<td>$1,894,474</td>
</tr>
<tr>
<td>$5,334,225</td>
<td>$6,794,306</td>
<td>$2,012,764</td>
<td>$1,894,474</td>
</tr>
<tr>
<td>$26,065,483</td>
<td>$25,232,617</td>
<td>$14,759,802</td>
<td>$14,759,802</td>
</tr>
<tr>
<td>$29,944,126</td>
<td>$29,944,126</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>$54,477,931</td>
<td>$54,477,931</td>
<td>$26,830,711</td>
</tr>
</tbody>
</table>

**Network Television—January-May 1954**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>NBC</td>
<td>DuMont</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>$2,789,574</td>
<td>$10,713,329</td>
<td>$11,485,800</td>
<td>$11,045,917</td>
<td>$87,805,551</td>
<td></td>
</tr>
<tr>
<td>$1,128,425</td>
<td>$11,379,631</td>
<td>$12,899,785</td>
<td>$12,899,785</td>
<td>$54,477,931</td>
<td></td>
</tr>
<tr>
<td>$1,098,860</td>
<td>$6,794,306</td>
<td>$14,759,802</td>
<td>$26,830,711</td>
<td>$54,477,931</td>
<td></td>
</tr>
</tbody>
</table>

**Network Radio—January-May 1954**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>CBS</td>
<td>NBC</td>
<td>DuMont</td>
<td>Total</td>
<td></td>
</tr>
<tr>
<td>$1,186,307</td>
<td>$1,821,548</td>
<td>$2,012,764</td>
<td>$1,894,474</td>
<td>$54,477,931</td>
<td></td>
</tr>
</tbody>
</table>

**Note:** Revised as of June 24, 1954.

**Fabulous 2000-ft. TV tower costing around $1,000,000 is being considered by WHAS-TV, Louisville—though Govt. Airspace Committee hasn't yet approved it nor has application been filed with FCC. Tower would be tallest yet, exceeding 1572-ft. structure now being built by KWTW, Oklahoma City. First 35-ft. of latter went up June 21. There seems to be no question of physical feasibility of 2000-ft. structures, several tower manufacturers having shown willingness to build them.**

**TV reception's silly season is here again.** Freak tropospheric conditions hit New York June 23, resulted in about 150 phone calls to WABC-TV (Ch. 7), complaining of interference by other stations—with Boston's WNBC-TV (Ch. 7) coming in strongly in New York's northern suburbs. Clear pictures from Washington and Philadelphia stations were also received by a number of N. Y. viewers, as was sound of WDEL-TV, Wilmington (Ch. 12).

Type approval of frequency monitors for TV visual & aural transmitters and modulation monitors for TV aural transmitters was proposed by FCC in Public Notice 54-797, Doc. 11094, copies of which are available from FCC—or we'll get them for you. Deadline for comments is Aug. 16.

**Time Inc. acquired its third TV interest this week, with FCC's approval of purchase of KLZ-TV, Denver (Ch. 7), along with AM-FM, for $3,533,700 from theatremen Harry E. Huffman & Frank Ricketson, gen. mgr. Hugh L. Terry, Theodore R. Gamble and J. Elroy McGaw (Vol. 10:25).** Huffman and Terry are selling because of illness. Approval was over objections of Wollberg Theatres' Denver TV Co., which had lost to Huffman group in comparative hearing. Commission rejected Denver TV's claim that sale to non-Denver interests 4 months after station began operations negates the comparative hearing which Huffman won largely because of local ownership. FCC stated that Communications Act says it can approve sale to qualified purchaser but must ignore merits of any third party such as Denver TV. Comm. Lee dissented, raising question as to whether Congress intended such sales, whether sale came too soon after station began, whether price is too high, whether loser in hearing has rights in matter, etc. He wanted a hearing. Time Inc. and subsidiaries also own 50% of KOB-TV, Albuquerque, and 80% of KDYL-TV, Salt Lake City.

**San Antonio Express and News (Frank G. Huntress Jr., pres.), has definitely concluded $3,500,000 cash deal to purchase Storer Broadcasting Co.'s KGBS-TV (Ch. 5) along with KGBS (50-kw day, 10-kw night on 680 kc, CBS)—and transfer papers were filed with FCC June 25. At same time, newspaper sought authority to sell its KTSA (5-kw on 550 kc, ABC) to O. R. Mitchell, local Dodge-Dodge-Plymouth dealer. Banking for deal was arranged through Society for Savings, Cleveland, after May 20 deadline had passed, casting some doubt whether newspaper planned to go through with it (Vol. 10:22). Storer had to sell one of its 5 TV stations to pave way for approval of recent $10,000,000 purchase of Empire Co Co. (Vol. 10:2), which involves acquisition of another vhf in Cleveland and uhf in Portland, Ore. The uhf cannot be acquired unless FCC passes proposed rule permitting one entity to own 2 uhfs in addition to 5 vhf; rule is favored by Commission majority but has been held up pending Senate uhf probe.**

**N. Y. State Board of Regents, whose U of the State of N. Y. holds 7 CPs for uhf stations in as many cities but failed to get the Legislature to appropriate for them, this week granted charter to Metropolitan Educational TV Assn. Inc. of New York City to broadcast non-commercial educational programs in metropolitan N. Y. and Westchester, Nassau & Suffolk counties. Plan is to get Ch. 25 transferred to group, with headquarters at 20 W. 40th St., which will try to raise $1,000,000 for the project from participating institutions. Charter provides for 37 trustees, including city's sup't of schools, prominent citizens and one each from 18 local universities, museums, libraries, etc. Only person identified with radio among 19 thus far designated is Mrs. Helen Sachs Straus, WMCA. Sidney Dean, McCann-Erickson, is also a trustee.**

**Educational KTHE, Los Angeles (Ch. 28), bereft of backer G. Allen Hancock (Vol. 10:24), plans to continue indefinitely, though prospect is that Wm. Sener may resign as station mg. to join Capt. Hancock, his uncle, at latter's California ranch. U of So. California, according to educational TV leaders, is prepared to expand its financial assistance to assure continuance of station. In another educational TV development, newly-appointed Texas Commission for Educational TV, at first meeting in Austin June 19, adopted resolution asking FCC "to continue for an indefinite time the 18 TV channels reserved for educational use" in Texas.**

AT&T extended TV network service to KTTS-TV & KYTV, Springfield, Mo. last week end. Scheduled for interconnection July 1 are WKNA-TV, Charleston. W. Va.; WISH-TV, Indianapolis; KCBD-TV & KDUB-TV, Lubbock, Tex.
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 1320-ft. CP of WLWA, Atlanta, and the 1282-ft. grant of WTTV, Cadillac, Mich. This week, WTTV 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 committees 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 foolishness 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, W TAR-TV; W.D. (Dub) Rogers, KDUB-TV; Merle Jones, CBS; Roger Clipp, WFL-TV; Lawrence Rogers, WSAS-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. Courter 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 WSFA-IV, 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 Farme-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 (Vol. 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 Inyobern, 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 enterprising 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 626 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 FM stations 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 KBTB, 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 coordinating network's upcoming color "spectaculars"... George McFarrett, 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 Group, 1955 Stanford U graduate who this June got first Master of Arts in TV awarded by that university, joins upcoming WDTV, Durham, N. C.; he formerly worked for KPIX & KRON-TV, San Francisco... Gordon Waltz promoted to production mgr., WLTW, Cincinnati... Robert Z. Morris- son Jr., ex-NBC N. Y. sales office of new WKBV, 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, KKV & KVOI, 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. Quentin 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.
Telescasting 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 $825. 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 type segments, are WNQB $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, KTTL $1400, KTLA $1250, KHJ-$1000, KCOF $900 ... Highest rates of all prevail in New York City—led by CBS-TV’s recent hike to $9000 (Vol. 10:18) and WNBT’s AA to $5200 (Vol. 10:22) ... There’s best pick 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 Premiciet & Sherlock Holmes, for MPTV, in France; Paris Detective & 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” ... “Vispax” have become great new “Tip 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 get $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-and-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, 1 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 mothebu 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 (lexana), 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 renamed most dept), 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 & Green, N. Y.; Motor Products Corp., Detroit (auto accessories), thru Betteridge & Co., Detroit; Shawe-Delaware Floor Products, div. of Congoleum-Nairn Inc., Trenton, N. J. (Draylon enameled surface floor coverings), thru E. T. Howard Co. N. Y.; Seldon-Watts Seed Co., St. Paul, Minn. (Smootheen, 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 KTHE, now carried via kine on WCBS-TV, New York, will be carried live on CBS-TV from its KNXT, Hollywood, starting Aug. 1, Sun. 6:4-30 p.m: New title: Now and Then.

Two perennial bills were reintroduced 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); Leh & Fink (Ray Bolger Show); American Dairy Assn. & American Motors (Disneyland); Elgin Watch Co. (Elgin Hour); Van Camp Sea Food. (Name of the Same) ... Toni and Frigidaire to sponsor Red Skelton Revue on CBS-TV starting July 21, Wed. 8:30 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 Klettter 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 ... Leh & 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.): Hawk's Falls, shifts to 4:11-15; 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 appalled 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 the radio network as constituted was as follows: Robt. D. Swezy, WDSU, New Orleans; Robt. Hanna, WGY, Schenectady and E. R. Vadeboncouer, WSYR, Syracuse, vice chairman; Harold Essex, WSJS, Winsto n-Salem, vice-treas.; Paul W. Morency, WTIC, Hartford; George Norton, WAVE, Louisville; Milton Greenbaum, 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 on basis of one-time rates. We'll publish the tabulation in out forthcoming Radio 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:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Network TV</th>
<th>Network Radio 1953 Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Procter &amp; Gamble Co.</td>
<td>$14,790,061</td>
</tr>
<tr>
<td>2</td>
<td>R. J. Reynolds Tobacco Co.</td>
<td>9,053,338</td>
</tr>
<tr>
<td>3</td>
<td>American Tobacco Co.</td>
<td>7,285,961</td>
</tr>
<tr>
<td>4</td>
<td>General Mills Inc.</td>
<td>5,957,473</td>
</tr>
<tr>
<td>5</td>
<td>Gillette Co.</td>
<td>5,684,508</td>
</tr>
<tr>
<td>6</td>
<td>Liggett &amp; Myers Tobacco Co.</td>
<td>5,041,047</td>
</tr>
<tr>
<td>7</td>
<td>P. Lorillard Co.</td>
<td>3,789,430</td>
</tr>
<tr>
<td>8</td>
<td>American Dairy Prod. Corp.</td>
<td>3,050,410</td>
</tr>
<tr>
<td>9</td>
<td>Philip Morris &amp; Co.</td>
<td>2,883,704</td>
</tr>
<tr>
<td>10</td>
<td>Kellogg Co.</td>
<td>2,852,926</td>
</tr>
</tbody>
</table>

Rankings of the 5 Using Radio as Chief Medium

| Sterling Drug Inc. | $5,824,340 | $11,010,929 |
| Champion Home Prod. Corp. | 3,905,000 | 3,785,355 |
| Swift & Co. | 3,783,972 | 3,785,355 |
| Gulf Oil Corp. | 2,109,049 | 2,109,049 |
| Harel Bishop Co. | 2,050,279 | 2,050,279 |

Proposed sale of KVGY, Tulare, Cal. (Ch. 27), which was started Nov. 16 as KCKO-TV, was reported to FCC this week by owner-manager Sheldon Anderson, who recently sold out his remaining holdings in KBAT-TV, Bakersfield (Ch. 29) along with radio KAFY (Vol. 9:47, 50). Radio KCKO (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 $475,000. 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, sec.-treas., Los Angeles builder, net worth $15,041; J. R. Hicks, Lp., Wood, Cal., director; Donald R. Luckham, Burbank, Cal., director. Walters and Fray each subscribe 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 $63,138,077 in total assets, of which $575,772 are fixed; liabilities include bank overdraft of $17,155, accounts payable $102,970, deferred adv. time sales $67,556, 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.”

McClelchy 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 station operated losing 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.

KVTV are now called letters of pre-freeze KHYL TV, now owned by Time Inc., effective July 1; radio KHYL 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 gov't-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).

"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 gov't. 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.

STATIONS 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, WNBC & WPIX (all 1456-ft.), plus WOR-TV (1240) and WATV (1200)—all on Empire State Bldg., N. Y.; WHIO-TV, Dayton (1068); KXJB-TV, Valley City, N. D. (1058); 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); WFMJ-TV, Milwaukee (1032); W'TAR-TV, Norfolk (1029); WFMJ-TV, Youngstown (1015).

These hold FCC grants to build structures in excess of 1000-ft.: KWTU & KETA, Oklahoma City (1572); WFAA-TV & KRLD-TV, Dallas (1521); WJLA, Atlanta (1229); WWTW, Cadillac, Mich. (1252); WLAC-TV, Nashville (1179); WBAP-TV, Ft. Worth (1113); KTVO, Kirksville, Mo. (1101); WMCT, Memphis (1088); KARK-TV, Little Rock (1084); WWJ-TV, Detroit (1065); KOTV, Tulsa (1060); WUOM-TV, Ann Arbor, Mich. (1047); KMTC-TV, Kansas City (1023); KCKT, Great Bend, Kan. (1006).

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 (1058); Midwest TV (1014) & Crosley (1016), Indianapolis; KPH (1057), KANS (1064), Wichita TV (1071) & KAKE-TV (1079), Wichita; KTBb (1151), KWKH (1138) & Shreveport TV (1200), Shreveport; DuMONT (1037), WCOP (1085), WHDH (1249), Greater Boston TV (1065), WEEE (1133), Boston; Booth Radio & TV (1075) & WKHM (1056), Parma-Onondaga, Mich.; KMOX, St. Louis (1018); KFAB, Omaha (1050); Great Lakes TV (1233) & WWOL (1078), Buffalo; WSOJ (1073) & Piedmont Electrosystms (1049), Charlotte; WPTV (1189) & WRAL (1170), Raleigh; Toledo Blade (1036), WTOP (1034); WTOP (1038), Citizens Bestg. (1043), Maumee Valley Bestg. (1055) & Anthony Wayne TV (1039), Toledo; KVJJ (1051), KOTV (1133) & Okla. Ed. (1133), Tulsa; WREC (1050), WMPS (1049) & WMCT (1068), Memphis; Ft. Worth TV (1079) & KFJZ (1074), Ft. Worth; KGUL-TV, Galveston (1199); Benchview Bestg., Norfolk (1029); WAVY, Portsmouth, Va. (1026); Independent TV (1046), WISN (1046) & WML (1066), Milwaukee-Whitefish Bay.

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 WIPE, 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 WMVT, 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 Dieks. 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. 7d).

Note: Two more operators dispute WTR-TV's Campbell Arnoux in claim his station is only one with complete standby transmitter plant (Vol. 10:25). Besides that of WTXJ-TV's Walter Damm, we have this statement week by P. A. Sugg, WKY-TV, Oklahoma City, that it also has complete 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, 780-ft. tower and GE antenna. In addition, we also have a 500-ft. stand-by unit at Empire State."*

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, one-time 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 Braham.

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 superturnstile 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 KHTH; B. F. Orr, pres. of KTRH; John Paul Goodwin, advertising executive, now in TV-commercial film production. Rep not yet chosen.

WGHT-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-I Television.

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 CCH-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.

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-watt KBIZ, Ottumwa, and WHZ, 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 KWLK, Longview, Wash., in association with Glenn E. McCormick. Mrs. McClung retains KHSI-TV & KHSI, Chico, Calif., and KVCC, 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).
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 3,500,000, 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.

* * * *

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.

* * * *

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 2,880,000 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 189,942 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 merits 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.”


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 it 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.


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.


Frederick H. Corregan, 64, RCA Victor finance v.p. from 1923-44, lately treas. of Horisons 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 Gov't. 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, Knemper & 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 $1755 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, 384,300 radios were shipped, compared to 418,997 in March.

**Electronics Reports:** New tube of radically different design—smaller and more compact than conventional tubes, says 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, 1/4-sq. in. area produced 1/4 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.


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 $177,099,791 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 $75,926,566 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 Aischler 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 divisions 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 $112,983 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 time sales was $15,504 and its selling administrative & general expenses $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, $371,813 national spot, $383,222 “Texas spots and programs”; net income from sales after all commissions, etc., $870,334; total expenses, $773,822 (engineering dept., $160,624, production & film dept., $172,776, sales dept., $255,067, administrative $205,155); 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, $95,694; expenses $81,427, of which engineering represented $27,060, production & film $15,471, sales $17,021, administrative $21,871; net profit, $13,267. 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 600 rpm 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 strict 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, WNB, 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.

WESTINGHOUSE acquires KPIX, San Francisco (Ch. 5) in an exchange-of-stock deal which FCC approved July 2—and delay of some 4 1/2 months since Feb. 15 closing date of deal has given the selling principals a gain of nearly $1,200,000 in the market value of their Westinghouse stock. Original sale price was $20,000,000 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 $7,878,280.

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 Schill’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 Broadeners Inc., solely owned by Wesley I. Dumn, receives $1,775 shares of Westinghouse stock worth $5,990,018 on basis of 73 1/4 closing price July 2; Philip G. Lasky gets 11,845 shares (worth $676,646) plus $209,994 in cash; R. C. D. Bell gets $461 shares (worth $191,769) plus $149,990 cash; Franklin Dumin gets 553 shares (worth $185,908) plus $45,010 cash; George Hughes gets 1692 shares (worth $123,593) plus $30,006 cash.

New and complete allocation plan, which “tries to eliminate internixture,” 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 590 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, Col. (1-kw on 1350 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. Polly (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, Polly’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 25, 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 taking on 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 semiannual 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.
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: $995 & $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 build-up; 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 newsman 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.

* * *

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: 17½x13½-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 36,000,000 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. * * *

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. (Elzev 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. Beam, 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. Emseco 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 UHF'S 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, la.

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 vhf 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 intention of the Mississippi statutes" in his Hotel Buena Vista.

* * * *

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. 64) 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 protest 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.

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.
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 Double-day'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 to theatres—even though latter advertise at premium rates and Cowles family has no stations in Minneapolis; theatremen 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 dub of Meet Corliss Archer, for which Eiv TV reports it paid $4,000,000 for rights; Ann Baker will play title-ager role of F. Hugh Herbert story that began as Broadway hit Kiss and Tell, then had radio and film runs. Scherwin 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, 28% 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 Wn. Grady Sr., ex-MGM casting director, and producer Wn. 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; KETV, Santa Barbara, $300 to $400 & $60 to $80; WFTV, 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).

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 is not 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 (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 Phoebie on NBC-TV in fall, Fri. 9-9:30 p.m., thru BBBD ... Norex Cross 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.; others sponsor signed so far are Scott Paper Co. and Aluminum Ltd. of Canada ... Doeksin 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.

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 Thriftmart Markets, buys new My Big Moment on KNXT, Los Angeles, Thu. 10:30-11 p.m.; film star Richard Arlen is m.e. 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; KC7J-TV, Pueblo; KRD0-TV, Colorado Springs—linked by microwave. Wn. 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."

---

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 12-18, WNBT, New York only, Her'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, 28). 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. Comms. Bartley & Henneck dissented, former saying he feared people will buy sets, then be unable to get service.

Thirty-one theatres have already signed up for theatre-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, 2040-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 WFTV-NT, Norfolk, that it had only complete standby transmitter in full working order (Vol. 10:25). Besides me-too protests from WTMJ-TV, WKY-TV & WQR-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 or at 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.

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:

KTV, 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 855-ft. Winch charger tower with RCA antenna. Base hour rate will be $256.00. Hollingbery will be rep.

WJNO-TV, Palm Beach (Ch. 5), moved to 5 Cocoonat Row from West Palm Beach, now plans "infrequent" test patterns beginning Aug. 1, programming Aug. 22, reports gen. mgr. Walter L. Desiris. 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.

WTW, 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 WWE 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.

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 173.3-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); WIA-TV, 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); WGBR-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, I1l. (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. 80, 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 Folson is now sole chairman of NCCET, Dr. Milton Eisenhower having resigned as co-chairman due to pressures of other work.
PORTENTS & 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 Folson 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-and-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).

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.

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., 23% in Jan. Of 5-month radio production, 1,744,160 were auto sets, 1,086,812 home sets, 701,135 portable, 516,688 clock. May radio production was 722,104 (316,519 auto).


- -

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.


**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 CFs 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 5th 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. console at $370 and 24-in. consoles at $550 to $410. Both lenders are expected to be raised substantially by fall, however. All models except the console will 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 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-phonograph 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.

* * *

Picture tube sales in first 5 months totaled 3,275,301 units, valued at $69,052,156, down from 3,633,288 at $84,464,685 sold in first 5 months of 1955, reports RTMA. Some 77% were 19-in. and larger. In May alone, 584,782 picture tubes worth $12,062,269 were sold, compared to 727,685 at $14,994,779 in April and 579,332 at $12,124,090 in May 1955. 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 ago. May sales were 28,650,825 at $20,465,451, compared to 29,640,942 at $21,607,480 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 1955 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.


OFFMAN RADIO'S new line, introduced to distributors this week at Pasadena convention, comprises 15 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 "Trip-Phonic" system, featuring 3 speakers and 10-watt audio output and is said to produce sound from 20 to 15,000 cycles. Optional all-channel tuners on all models are average 10% extra. Full line:


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 $382 in first 5 months of 1954, when production was 179,172, reports Canadian RTMA. Projected production estimate is 97,390 more sets in next 3 months. Inventory at end of May was 89,118, 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. Sheahan (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. Greenbaum 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.

* * *

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 126,461 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 13,904, 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 Alslyne, Noel & Co. and Crowell, Weedon & 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. Ridgewood.

Richard C. Patterson Jr., onetime NBC exec. v.p., during Truman Administration Ambassador to Yugoslavia & Guatamala and Minister to Switzerland, sworn in this week as Commissioner of N. Y. Dcpt. 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.


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 gov't. 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 gov't. 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.


"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.
Post-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 Bestg. Co. began operation Oct. 19, 1953, sharing time with KOOL-TV, but quit air permanently Dec. 31, 1954 (see Television Digest, Vol. 10:19).

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

KDVD-TV, Pueblo, Colo. (Ch. 3)—Pueblo Radio Co. Inc. began operation March 18, 1953, but quit air permanently July 12, 1954, reverting to CP status (see Television Digest, Vol. 10:20). CP expires Sept. 1, 1954.

KFXD, Van Nuys, Calif. (Ch. 6)—Frank E. Hurt & Sons Inc. began operation June 18, 1953, but quit air Aug. 12, 1953, reverting to CP status. CP has asked FCC for action on petition to revoke or suspend KFXD (see Television Digest, Vol. 10:9 & 10:15). CP expires Sept. 1, 1954.

WFTV, Princeton, Ind. (Ch. 32)—Indiana Tele-\[...\]casting Inc. began operation Dec. 6, 1953, but quit air July 17, 1954, reverting to CP status (see Television Digest, Vol. 10:19). CP expires Sept. 1, 1954.


WFTV, Battle Creek, Mich. (Ch. 61)—Battle Creek \[...\] Television Inc. began operation May 13, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for \[...\] to operation (see Television Digest, Vol. 10:18, No. 21). Has requested extension of CP which expired June 13, 1954.


WFTV, Dubuhr, Minn. (Ch. 38)—Great Plains Television Properties of Minnesota Inc. began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status pending FCC action on petition to allocate time to \[...\] (see Television Digest, Vol. 10:19). CP expires Dec. 1, 1954.

KAVN, Monroe, La. (Ch. 11)—Deacon Bestg. Inc. began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status pending FCC action on petition to allocate time to KAVN (see Television Digest, Vol. 10:19). CP expires Dec. 1, 1954.

WKZK-TV, Battle Creek, Mich. (Ch. 61)—Booth Television & \[...\] Status when station expires July 27, 1953, but quit air April 23, 1954, reverting to CP status, and filed application for \[...\] to operation (see Television Digest, Vol. 10:18, No. 21). Has requested extension of CP which expired June 13, 1954.

WTVT, Naples, Fla. (Ch. 16)—Trendle-Campbell Bestg. Corp. began operation Aug. 11, 1953, but quit air May 1, 1954, reverting to CP status, and filed application for \[...\] to operation (see Television Digest, Vol. 10:17, 24).

KCTV, Kansas City, Mo. (Ch. 20)—Allen B. DuMont Labora-\[...\]TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\] TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\] TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\] TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\] TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\] TV, Kansas City, Mo. (Ch. 26)—Allen B. DuMont Labora-\[...\]

Carl Hayden's KMO-TV, Tacoma, Wash. (Ch. 15), 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 $3,523,760. Mr. McCaw does not take over radio KMO, which Hayden 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 Hayden 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 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, Binghamton, N. Y. (Ch. 12) with radio WNEF, 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, $25,565 deferred. Earned surplus up to Dec. 31, 1953 was $408,655; at April 30 it was $484,054. Total net worth was given as $418,054.

Brown 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; KMR, Oroville; KONG, Visalia. Chenault is mgr. of radio KYNO, Fresno. Brown Industries (Warren Brown Jr., pres.) also publishes Fontana Herald News and LaMesa 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 employ-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, KTAI Broadcasting Co., was recently approved by Commission (Vol. 10:18, 25).

Power increases: KLYZ-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.
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.

* * * * *

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-and-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 Sirgusa 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 WAGY, 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 uhf 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 Bolier is claiming that market, reporting "strong signal 125 to 190 mi." and even Aberdeen, S.D. dealers getting "excellent pictures." It's Bolier'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).

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 KJEO-TV (ABC & CBS) -- are both reputed to be doing well, both intensive 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 WTVF 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.

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 parcelled 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 470-880 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 set up 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.

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


Network Accounts: Color "spectaculars" on NBC-TV this fall are completely sold out, as result of signing of 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 Perrinau-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. 7-8 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 $1,534,562 sales and $439,952 profit (41¢ per share) after taxes in first 6 months of 1954 compared with $1,617,817 & $530,652 (60¢) 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 was not to 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 taken 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 dept's., 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 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 Braslettes 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 “bitting 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.; 10-11 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.

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—KTIA, 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 prefreeze 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.; Grand 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 KCRY-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).

Clara Logan’s National Assn. for Better Radio & TV came up with another sure-fire headline-grabber this week—good gist 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. devoted to children’s shows—26 hours & 10 min. classified as “objectionable,” 18 ½ hours excellent or good, 15% as fair or poor. Group’s 1951 analysis covered 54% hours, rated 13 hours good or excellent, 29 objectionable, 12% 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 Puppies. 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 WBEE-TV, Wilkes-Barre (Ch. 28), and next being due to go to WKBN-TV, Youngstown (Ch. 27).

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 KTLJ, Corpus Christi (Ch. 34) 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 & KLIB, Dallas, and hold CP for KLIP-TV, Dallas (Ch. 29). KELP-TV rep will be ForJoe.

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. Brickenden. 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.

Its 125-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 topped 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 KSJR-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 KJX-BV 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 KJX-BV 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 more 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."

* * * *

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.

* * * *

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 NARDAs 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-phon combinations, and brisk order business was reported by manufacturers.

**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 4,355,000 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-amp-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.

---

**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 $1,177,335, 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 $1290. 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, blonde $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 $330, 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 afaya 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-phon combo 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-phon 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-phonograph combination at $130. Westinghouse also made debut in high-fidelity field, with 3 radio-phonos at $170, $350 & $470.

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 $250; 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. plextone 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. Leatham, 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 $235,000,000, 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 $8,556,181. Second-quarter earnings this year may not quite cover the 50c 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.

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 $819,683 ($1.15 per share) compared to $697,320 (98c) 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 $29,216,497 vs. $24,688,235 for same 1953 period.

General Instrument Corp. reports net operating loss of $176,502 on sales of $4,684,405 for 3 months ended May 31, compared with profit of $456,076 (75c 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.

Charles Gordon Pyle, 60, exec. director of National Assn. of Electrical Distributors and one-time 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 Holly-wood 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 re-search 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 90 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.

Six southeastern cities got network color from AT&T color-corrected routes July 15: Atlanta, Jackson, Birming-ham, 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.

Televisioned 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 Mar-riage, 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, WNTB, 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. J. 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 WKNY-TV 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. Dowis, pres., 101.5 shares; Myron N. Blank, Des Moines thea- treman, 328.4; Morris B. Ebin, Minneapolis thea- treman, 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.; $19,350, technical dept.; $17,255, sales dept.; $14,856, administrative. Station is 80% owned by oilman W. R. Tuley, 10% each by No. Caro- lina broadcasters Harold Thomas & J. Horton Doughton, who propose to sell to So. Central Broadcasting Co., 99.5% owned by John A. Engelbrecht, gen. mgr. of WIKY; 39.8% by George F. Stoltz, chief engineer; 19.8% by Leigman 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 (educa- tional), by Ala. Educational TV Commission, (CP for WEDM, Munford, Ala.), replacing application of Bir- mingham 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 Jackson- ville, 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 presi- dential 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 are:

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 panel- ists 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 Selbert, 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 Senatoria- 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 satisfac- tory 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 re- corder, which makes high-grade cine-type film from moni- tors. 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 Educa- tional 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 equip- ment and $25,000 cash.

NLRB relinquishes its jurisdiction over some TV-radio stations in directive issued this week. Labor Board an- nounced 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.
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 Higging, 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.

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 Comm. 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 "indictive" 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."

* * *

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 a year to complete its study (Vol. 5:25 & 6:23). 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, once 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.

* * *

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 uhf 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, 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.

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.

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.

* * *

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."

* * *

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 originsations.

**EPITOMIZING 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.

* * *

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 $8200 & $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.

Ownership 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 France 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.

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 each 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.

While commercial TV is the rule in Western Hemisphere, must 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.]


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. Hennoch, 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. (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 & Drewrys 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 & Slashower, 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 partial 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.-Thu. 7-7:15 p.m., thru Franklin Bruck Adv. In addition, an unidentified client bought Tue. 9:30-9:30 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 shakeup of CBS-TV's 7-9 a.m. Morning Show, which has attracted only 9 partial sponsors (4 currently) in 4 months on air, will place greater emphasis on entertainment rather than news, as reflected in replacement of newsmen 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, Sat. 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 Brasseries Inc.) of Stop the Music on ABC-TV starting Sept. 7, Tue. 10:30-11 p.m., thru Grey Adv. . . . Remington Rand and Shoe Polish to be alt. sponsors of Masquerade Party on CBS-TV starting Sept. 26, thru Young & Rubicam & Emil Mogul Inc. . . . Sterling Drug Co. to sponsor as yet untitled mystery show on ABC-TV in fall, Fri. 9-10 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. (billboards), 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 on 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-runge entertainers.

Lucille Ball-Dezi 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, Frankfurter, possibly other European cities, sends Edward Stern, pres. of international div. over on survey . . . Westbrook Pledger does 2-series yap at Peabody Awards in columns this week based largely on Peabody Award column Linda Hackett Jr., TV-radio editor, Los Angeles Examiner. "By common consent, Peabody Award is respected," is essence of complaint, which sees "leftists" significance in fact that Ed Munrow and Elmer Davis each won it 3 times, other winners including Cecil Brown, Raymond Gram Swing, Wm. Shirer, Eric Severeid, Martin Agronsky, Charles Collingwood, Paul White, Chet Huntley, Gerald W. Johnson. Our prediction: Peabody Awards will outlast both Messrs. Pledger 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 WTVD, 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 28 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 KINO-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, Texas (Ch. 9), now on air with GE 1-kw transmitter.

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 transmitting rating; it's a 25-kw DuMont.

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 KTTTS-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 Committee-man from Texas; Roy Hofheinz, mayor of Houston and 25% owner of KHTB; 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 2000-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 guying 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. 56) & 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, Inogene 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.

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.

Hallicrafters' 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.

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 Personal:
Ray George, Fred Ogilby, Ray Rich & Sam Rengrenstrief, 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-REMTA 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 equipment, 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. Leuchter, now Atlanta sales rep ... Jack Weissman, ex-O'Donnell Distributing Co., Syracuse (Crosley), named Emerson Radio southeastern 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.


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 1200. TV engineering, including developmental work on color, will continue at Buffalo TV-radio headquarters.

Sen. Williams (R-Del.) this week revived old charges, first aired before Kefauver crime investigating committee, linking Tele King Corp. chairman Louis I. Pkraiss with underworld characters Frank Costello and late Benjamin "Bugsy" Siegel. In Senate speech, Williams said Pkraiss 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. Pkraiss denied charges, saying Williams was "well aware there is no basis for making such 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 Pkraiss family and myself."


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 employees 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.
Topics & Trends of TV Trade: All but color sets and tubes, and radios using transistors, get patent royalty reductions of 25-55 1/2% 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 2 1/2% to 1 1/2% on TV sets and to 1 1/2% on sound equipment.

The 2 1/2% rate had prevailed since 1940 when it was cut from 5% set in 1932, which was first reduction from the 7 1/2% 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:

<table>
<thead>
<tr>
<th>Present Rates</th>
<th>New Rates</th>
<th>Amount of Reduction</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sound Receivers (using tubes)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Sound Receivers (using transistors)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Auto Radios (using tubes)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Auto Radios (using transistors)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Commercial Radio Apparatus</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Television Receivers (black- &amp; white)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Television Receivers (color)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Kinescopes (black- &amp; white)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Kinescopes (color)</td>
<td>11%</td>
<td>11%</td>
</tr>
<tr>
<td>Other Electron Tubes</td>
<td>11%</td>
<td>11%</td>
</tr>
</tbody>
</table>

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 milliamper tube filaments so that they may be operated in series directly across powerline 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).

Hallows 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 gov't. business loans in last 9 months: Oregon Electronic Mfg. Co., Portland (22 employees), $75,000 (bank participation loan), for working capital; Resdel Engineering Corp., Los Angeles (64 employees), $81,000, working capital; Industrial Television Inc., Clifton, N. J. (90 employees), $100,000, working capital; Lummis Engineers, Philadelphia (7 employees), $10,000, new machinery & working capital; Pioneer Electronics (picture tubes), West Los Angeles (50 employees), $85,000, debt payment, new equipment & working capital; Plamondon Magnetics Inc., Chicago (10 employees), $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 219,161; then California, 165,544; Pennsylvania, 147,991. In May alone, shipments were 304,227, compared with 410,092 in April and 243,248 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 a 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 $11,128 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 (25,607 shares). In addition, purchasers would also pay 75% of cost of drilling new 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 115,506 shares, or 16.6%. 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 $82,000 & $431,000 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 3½-4½ this year on American Stock Exchange. Offer was re-renewed 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 is 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, N.J. 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. 10; 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 Aveco common, 200 pfd., holds 1,595 common, 225 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, holds 13,010; John W. Belanger sold 133 G.E. holds 1000; Frederick D. Herbert Jr. received 3744 General Precision Equipment in exchange for Kearfott Co. Class B preference stock, sold 2562, holds 11,449; Wladimir A. Reichel received 5905 GPE in exchange for Kearfott stock, sold 500, holds 12,029; Richard A. O'Connor sold 996 Magnavox, holds 55,856; 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 3255; 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 $75,117,000 (87¢) earned in first 6 months of 1953 and $77,119,000 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 $1,371,022,000 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 $48,827,000 (53¢) after taxes of $56,500,000 on sales of $732,001,000, compared to $41,588,000 (48¢) after $99,000,000 on sales of $782,029,000 in second quarter of 1953 and $28,005,000 after $60,000,000 on $610,648,000 in 1952.

Sylvania's first-half earnings were $3,522,785 ($1.08 per common share) on sales of $127,070,038, 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 semiannual 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 $138,256,000 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 4,500 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 foresees 7,500,000 color sets in use in 1957; 24,500,000 in 1958; 37,500,000 in 1959.

Color picture tube replacement sales will be $65,000,000 in 1957, Thompson estimated, and that year black-and-white tube sales will be $180,000,000, while receiving tube replacement sales should amount to $312,000,000. For 1958, 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; WMJ-TV, Milwaukee—to be inserted in 11-noon Home show. Daily chronical Here's Looking at You, carried on WNBNT, 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 WNBNT 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, WNBNT, 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 material.

"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 Alsbeger (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.


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 WMYN-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 Dwrights 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. Scharfled, takes Commission severely to task for vacillating on "tests" and for adopting hearing procedures that "soon foundered 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 6th annual study by Northwestern U's Prof. Paul A. Witty. He labels 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: WHCS-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 (Holbert Taft Jr.) interests who also operate WKRC-TV & WKRC, Cincinnati.

FCC's security proposal (Vol. 10:24), aimed at eliminating subversive 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., Committee 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 Congressmen 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 squall" 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 squall" 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.
July 31, 1954

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 equiped 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, pleaded 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.
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).

Uhf telecasters who favor reallocation have written off Potter subcommittee investigation as virtually worthless. Harold H. Thomg (WISE-TV, Asheville, N.C.) and Fred Weber (WFPG-TV, Atlantic City, now off air), the pres. & v.p. of UHF Industry Coordinating Committee (86 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 uhf 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. Its 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

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 KFOJ. Hyde also thought KFOJ'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. Comrs. Henmook 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).

* * * * *

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 uhf 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 Conn. 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 Westhouse Broadcasting Co., assuming duties in N. Y. offices Sept. 1 and reporting to David E. Partridge ... John Cleghorn, gen. mgr. of WHQB-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 KZL-TV & KLZ, Denver, under gen. mgr. Hugh B. Terry ... Wayne Karl, relinquishing his post as mgr. of KGBF-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'Aulolo, ex-O. L. Taylor 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) Shoverman ... 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 Bestc. Co., Hollywood ... Warren Ambrose, ex-Leo Burnett Co., and Winfield Hoskins, ex-Needham, Louis & Broby, join TV commercial staff of McCann-Erickson, N. Y. ... Donna Quigley promoted to TV director, Cayton Inc., N. Y. ... Robert H. Forward, ex-ass. gen. mgr. of KABC-TV, Hollywood, appointed production director, Sportsvision Inc., San Francisco ... Lovick Draper named TV-radio director, Bozell & Jacobs, Houston ... Harold P. Sec, 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 (Smillin' 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.

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 one commercial 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 4-year absence, buys into 4 shows, thru Geoffrey Wade Adv., Chicago: Mon. 2:21:15 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. 10:10-11 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 Tom 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 $120,000,000 business this year, says Variety. That's not counting sales of feature films to stations or films 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 Britain

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 ease histories of commercial results in inter-mixed 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; HIKQ-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 7:20-10 p.m. daily and raises Class A hour from $325 to $400, min. $65 to $80.

A MENDMENT 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 NARB. 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!"

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 Arnowx, WTAJ-TV; Richard Moore, KTTV. McCollough said he hopes bureau will be in operation by Oct., or just about time Alfred E. Pollitz 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 TARB Chairman Moore sent questionnaire to about 120 station supporters asking their views on operating details of projected organization. Lawrence H. (Bud) Rogers, WSZV-TV, another prime mover in TARB, 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 Tvb against "anti-network" charges, which he said resulted from "inflammatory publicity."

Meeting of major record manufacturers with NARTB 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 WBKN-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 WSUA-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.

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-kw 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 Holleringby, 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; KLI-X TV, Twin Falls, Idaho (Ch. 11), and KWKV-TV, Pocatello, Idaho (Ch. 10), both due in fall; KIPT, Idaho Falls (Ch. 8), due in 1955; KTVI, Nampa-Boise, Idaho (Ch. 6), without target.

WMBV-TV, Marinette, Wis. (Ch. 11) has RCA 10-kw transmitter and 500-ft antenna with 12½-kw auxiliary, 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, Idaho (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. Holleringby 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. Lehig 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 6-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—KTVI (Ch. 12) having begun in June, 1953 and KEDD (Ch. 16) in Aug., 1953. Holleringby 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.

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.

GJCB-TV, Sydney, N.S. (Ch. 4), 10-kw RCA transmitter on hand and 400-ft. tower with RCA 12-slot wave-stack 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’Farrell 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 Sobin 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.

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?"

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 $995 & $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 WBTW, 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.; WNBTV, 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 Aleoa 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 station 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 Finals (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).


GE has set up two $300,000 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.


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. EBING, 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.

* * *

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%.

* * *

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.

* * *

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 deprivations 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 transfership 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.

* * *

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.


Trans-Vue Corp., Chicago (David Kreehman, pres.; Edward Kaye, v.p. & secy.) absorbs predecessor Jackson Electronics & Television Inc., as well as Mercury Electro-Products Inc., and now produces TV's 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 TV's, radios and phonos was approved this week by Senate Finance Committee as amendment to tax bill (HR-6410). Exemption was requested by manufacturers of commercial and gov't. 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 $789,558,000, were off 9.2% from the $557,690,000 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 26% 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 (60c) compared with $8,892,000 (57c).

Standard Coil Products Co. reports consolidated net sales of $19,571,648 for second 1954 quarter, net income $952,690, or 60c a share on 1,470,000 common shares outstanding. This compares with $23,409,595 sales and $999,386 profit (69c) for same 1953 quarter. For 6 months ended June 30, sales were $39,542,948 vs. $40,450,324 for same period last year. Net income for the 6 months was $1,358,996 (92c a share) after $1,475,730 Federal taxes as against $2,736,431 ($1.86) after $4,012,000 taxes in first half of 1953.

Stromberg-Carlson earnings were $1,177,750 ($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 as 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 $104,014 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 $2,511,652 ($5.27 a share on 700,385 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 $92,500,000 for fiscal year ended June 30, compared to $57,917,000 for 1953 fiscal year, said pres. Frank Freimann at this week's N.Y. showing of new products.

Stewart-Warner Corp. earnings were $1,511,500 ($1.13 per common share) after taxes of $1,208,745 on sales of $48,974,416 in 6 months ended June 30, compared to $2,149,064 ($1.50 after $2,149,064 taxes on sales of $67,383,941 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 $48,390,000 ($2.75 on 16,117,206 common shares) after taxes of $54,300,000 on sales of $311,709,000, compared to profit of $36,668,000 ($2.19 on 15,870,271 shares) after taxes of $39,755,000 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 $308,263,000.

Dividends: Standard Coil Products, 25c payable Aug. 18 to stockholders of record Aug. 8; P. R. Mallory, 50c Sept. 1 to holders Aug. 13; Westinghouse, 50c Sept. 1 to holders Aug. 9; Stewart-Warner, 40c Sept. 4 to holders Aug. 13.

RKO and subsidiaries earned $558,118 in 6 months ended June 30, more than double the $388,553 earned in corresponding 1953 period. Second-quarter profit was $418,696, after $380,000 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 Ray- mond B. George, Frederick D. Ogilby, Samuel N. Regen- strict and Raymond A. Rich.

Packard-Bell Co. reports net income of $334,850 (49c 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 Himan 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 KFAN-TV, says ball club's pres. Damon Miller.

Splendid legacy: Mother of war vet will be 33 TV sets for ward use in VA hospital at Lyons, N.J.
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 $9,256,977. 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 $5,400,430.

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**

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>DuMont</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 1954</td>
<td>$11,448,180</td>
<td>$9,256,977</td>
<td>$2,405,994</td>
<td>$5,400,430</td>
<td>$24,507,123</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>NBC</th>
<th>ABC</th>
<th>MBS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>June 1954</td>
<td>$4,173,407</td>
<td>$2,618,614</td>
<td>$2,405,994</td>
<td>$5,400,430</td>
<td>$10,738,445</td>
</tr>
</tbody>
</table>

June 1954 network billings of $24,507,123 include $11,448,180 for CBS, $9,256,977 for NBC, $2,405,994 for ABC, and $5,400,430 for MBS.

**NETWORK TELEVISION—January-June 1954**

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>MBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Feb.</td>
<td>$2,232,372</td>
<td>$9,063,681</td>
<td>$1,008,106</td>
<td>$11,366,169</td>
<td>$22,944,159</td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,940,699</td>
<td>$11,379,631</td>
<td>$2,032,526</td>
<td>$16,081,600</td>
<td>$29,370,456</td>
</tr>
<tr>
<td>Apr.</td>
<td>$2,354,486</td>
<td>$10,626,410</td>
<td>$2,522,335</td>
<td>$15,673,909</td>
<td>$32,657,645</td>
</tr>
<tr>
<td>May</td>
<td>$2,241,656</td>
<td>$8,181,620</td>
<td>$1,832,166</td>
<td>$11,196,000</td>
<td>$23,481,065</td>
</tr>
<tr>
<td>June</td>
<td>$2,310,244</td>
<td>$11,448,180</td>
<td>$778,920</td>
<td>$9,069,779</td>
<td>$24,857,123</td>
</tr>
</tbody>
</table>

**TOTAL** $15,200,029 $65,916,429 $6,594,935 $62,723,076 $74,503,773

**NETWORK RADIO—January-June 1954**

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>MBS</th>
<th>ABC</th>
<th>DuMont</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>$2,630,694</td>
<td>$5,165,174</td>
<td>$1,086,925</td>
<td>$2,391,573</td>
<td>$12,255,262</td>
<td></td>
</tr>
<tr>
<td>Feb.</td>
<td>$2,484,977</td>
<td>$7,843,931</td>
<td>$1,594,157</td>
<td>$2,076,849</td>
<td>$12,200,705</td>
<td></td>
</tr>
<tr>
<td>Mar.</td>
<td>$2,764,547</td>
<td>$5,456,351</td>
<td>$2,034,941</td>
<td>$3,038,287</td>
<td>$13,045,175</td>
<td></td>
</tr>
<tr>
<td>Apr.</td>
<td>$2,367,026</td>
<td>$5,044,491</td>
<td>$1,991,992</td>
<td>$2,582,939</td>
<td>$12,977,466</td>
<td></td>
</tr>
<tr>
<td>May</td>
<td>$2,307,029</td>
<td>$5,116,647</td>
<td>$1,908,198</td>
<td>$2,785,725</td>
<td>$12,112,399</td>
<td></td>
</tr>
<tr>
<td>June</td>
<td>$2,400,954</td>
<td>$4,173,407</td>
<td>$1,540,430</td>
<td>$2,618,614</td>
<td>$10,100,782</td>
<td></td>
</tr>
</tbody>
</table>

**TOTAL** $15,170,597 $29,707,034 $11,055,964 $10,738,445 $74,503,773

*Revised as of July 28, 1954.

Note: These figures do not represent actual revenues to the networks, which do charge 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. In terms of dollars actually paid may be inflated by as much as 40%.

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 summary 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 $249,007 came from local & national, $75,445 from NBC. Expenses ran $179,236, including $59,706 for production, $38,764 technical, $34,827 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 $11,428.

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 $99,077, 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. 10:117), RCA set up 1-kw booster "shadow" area 37 mi. from WJTV, Jackson, Miss. (Ch. 29), 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—named X.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 TBC Television (comprising some 40 local stockholders), and taking over an option on one-third of Mr. Sharp's holdings held by Charles E. Salkl, 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; WNM-TV, Neenah, Wis., Aug. 7.
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 11%-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 15% 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 Comm. 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 Com-
mittee 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 "sup-
plant" 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 QUITS:** 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, 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 ap-
plicants 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.

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.”

Telefunso’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 Erie 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. Keuffer. “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. McConnaughey, 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. Doerfer 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 KTIE, 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 NAR TB (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 NAR TB, 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 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 NAR TB'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., KDUUB-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 topogran" 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 Nielsen 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. 10:30-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 Medici on NBC-TV in fall, Mon. 9-9:30 p.m. 3 out of 4 weeks, thru Manus, John & Adams. Scruton to be co-sponsor of One Man's Family on NBC-TV starting in fall, Mon.-Thur.-Fri. 3:30-5 p.m., thru Edward Klettler & 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.-Thur.-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 Budd Herman resigning. In N. Y. office, Wm. Mailliet 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 Dyls 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. Thornycroft, 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. 19:27).

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 12 1/2-kw amplifier to WCOV-TV, Montgomery, Ala. (Ch. 20), KPTV, Portland, Ore. (Ch. 27), due to get 12 1/2-kw also, reported it has received a 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.

* * *

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; WLOI, Tupelo; WNAG, Grenada; WMOX, Meridian. With his mother he's also licensee of WROX, Clarksdale, and with gen. mgr. Bob McManey, 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. McGillvra will be rep.

WSAU-TV, Wausau, Wis. (Ch. 7), shooting for Oct. test pattern and programming targets, has 12-bay RCA superturnstile 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 grantees (Vol. 10:28), and publishers of these Wisconsin dailies: Wausau Record-Herald, Wisconsin Rapids Tribune (WFHR), Marshfield News-Herald, Antigo Daily Journal (WATK), Rhinelander 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 superturnstile 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.

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 participates. 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 Hawaiii 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 Lexingon 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 Doernmann's Dat Theatre TV (formerly Stadium TV Network), at average admission price of $2 per seat. DuMont will do camera work. Exec. v.p. Wm. Rosensoh 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). Machine 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, twelve in 12,700-13,500 mc band. Commission deferred action on proposal to assign channels in 7050-7125 mc band to television 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 Com. 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 key to only that 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 renewal 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.”

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 Ch.ysler (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 11th 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. headquartering 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 8391 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 incompatibile, 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 have 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 $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 $13,393,845. They compared with $584,752 at $12,062,269 in May and 746,822 at $14,528,475 in June 1953. Receiving tube sales for 6 months totaled 165,709,050 valued at $120,720,391, compared to 243,169,348 at $165,403,550 in first half of 1953. June shipments were 31,031,915 worth $21,694,500 vs. 28,650,825 at $20,465,451 in May and 42,506,685 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. 4015 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.

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.)

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 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.

* * *

REMTA 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:

<table>
<thead>
<tr>
<th>PRODUCTION</th>
<th>RADIO PRODUCTION BY TYPES</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Total TV</strong></td>
<td><strong>Total Radio</strong></td>
</tr>
<tr>
<td><strong>Home Sets</strong></td>
<td><strong>Portables</strong></td>
</tr>
<tr>
<td><strong>January</strong></td>
<td>420,571</td>
</tr>
<tr>
<td><strong>February</strong></td>
<td>426,933</td>
</tr>
<tr>
<td><strong>March (5 wks)</strong></td>
<td>599,606</td>
</tr>
<tr>
<td><strong>April</strong></td>
<td>457,608</td>
</tr>
<tr>
<td><strong>May</strong></td>
<td>396,287</td>
</tr>
<tr>
<td><strong>June (5 wks)</strong></td>
<td>544,142</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td>2,845,147</td>
</tr>
<tr>
<td><strong>1,313,271</strong></td>
<td><strong>843,039</strong></td>
</tr>
</tbody>
</table>

**Trade Personalities:** 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 re-election 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 Aveo, 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. Pomery; M. C. Rosseto replaces Pomery as northern California sales rep.; Norman R. Scott named southeastern regional mgr.; Alfred S. Ross metropolitan N.Y.-N.J. mgr.; John S. Dew, 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, Cleve Corp. operations v.p. in charge of manufacturing & sales subsidiaries, named corporate gen. mgr. with responsibility for all Cleve 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. An 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-me 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 Ogilby 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 Ogilby. "Every manufacturer in the business of making vhf-uhf combinations is old hat," said Ogilby.

"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 $500, which compares with $250 to $450 in same size just year ago. The 21-in. consoles range from $230 to $420, comparing with $300 to $550 year ago. There are no 17-in. which Ogilby 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.

* * * * *

Philco's first printed-circuit radio line was also introduced, radio v.p. Wm. 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-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.

* * * * *

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.


**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 employees, 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 employees 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 16¾-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 turning 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 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. Herter 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.

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. Hoepner, ex-ass. 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 125,000 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).

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 (63c a share), down from $1,466,471 (76c). For 6 months ended June 30, sales were $92,465,210, earnings $2,888,301 ($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.

Phlco 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 Phlco 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. K. Mallory & Co. profit of $313,383 (24c a common share) in first 6 months was sharp drop from $1,713,406 ($2.59) earned in first half of 1953. Sales declined to $26,-107,575 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.

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 30-min. ... 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) ... BKO 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: KVAT, 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 KVAT hour remaining $450; WTAP-TV, Norfolk, hour from $700 to $800, min. $140 to $160; WDAY-TV, Fargo, N. D., $290 to $360 & $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, defied 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 get 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 ($160,570 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: WIXI 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 Bctg. Corp. whose pres. and 65% 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, Calif. 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 ½ of new KUE, 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—$150,044 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 & KFPS, 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.
SUCCESSFUL UHF'S 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 rosier 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 L. Back pronounced it a huge success, but cautioned that it won't replace other modes of communication and needs more experimentation.

The black-and-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.

* * *

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 $135,000 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, la. Wm. R. Walker is station mgr.; Alistor Alexander, chief engineer. Base rate is $250. Rep is George W. Clark.

FUROR OVER FCC'S 'SATELLITE' POLICY: Hot controversy blurred 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."

* * * *

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-
How $128,700,000; that Gates in that $322,800,000; RETMA making communications with provide all announced Public rules favorable same RX-5A's, national repeaters, national trade can obtain (though Weber's 5800,000,000 or others, 1953 TV SHARE 57 1/2%. Notice) 1953 announcing petition for TV's portion of the nation's $7,809,200,000 ad bill for 1955 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.

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 identifications." 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).

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 1955 was $610,500,000, or 7.8% -- and not as high as the $688,700,000 estimated in its preliminary report for Printers' Ink.
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 Asso. 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. Streibelt, 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 Projector Center, Astoria, L. I. ... Wm. Phillipson, ex-ABC Hollywood, named exec. asst. to David O. Selznick in charge of producing television 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. Coeos 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 Terrel, ex-KNBH, Hollywood, promotion-publicity mgr. ... Mrs. Vonne Monsell, ex-WSAI, Cincinnati, appointed publicity director for all station offices ... 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 KTV, 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.

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 AIEEE's TV & aural broadcasting systems committee, succeeding Dr. C. E. Dean, Hazelton. C. M. Braun, Joint Committee on Educational TV, is new vice chairman; Dr. R. K. Hellman, Hazelton, 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.

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 one time 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 sponsor, 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-Brol, for Sona (blemish hider) and for Pro-Kleen (furniture cleaner) with good results, plans campaign also for unnamed new housesware 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 Zenore & Zerox 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 (cooker-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 Employees (IATSE) at Cincinnati convention this week, leading administration slate which won complete victory over "insurgent" group.

H O A G-B L A I R C O., 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 KTSL, Los Angeles (now KNXT). Initial stations are KFYR-TV, Bismarck, N. D.; KIDO-TV, Boise, Ida.; KBES-TV, Medford, Ore.; KREM-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."

"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 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 Trueeman 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.


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 went 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 NBC-TV starting Oct. 19, Tue. 8:30-9 p.m., thru McCann-Erickson . . . Chevrolet Dealers Assn. buys Treas- ury 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 Beauty and the News on DuMont starting Sept. 27, Mon.-thru-Fri. 7:15-7:30 p.m., thru Geoffrey 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 Honesty, Celeste on CBS-TV starting Oct. 10, Sun. 9:30-10 p.m., thru Young & Rubicam . . . Warner-Hudnut (home perma- nents) 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 . . . Lentheric 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, 3:30-4:45 p.m., taking Mon.-Wed.-Fri. one week, Tues. & Thu. next week, thru Edward Kletter & Assoc. . . . Schick to sponsor 10 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: Mar- riage (NBC-TV); Adventure (CBS-TV); Shakespeare on TV (CBS-TV); Johns Hopkins Science Review (Du- Mont); 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 re- cruiment, 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 15-30 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 Bestg. Co. (KJJB-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 problems 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%.

Edward Lamb took his case to Senate Commerce Com- mittee once again when his attorney, J. Howard McGrath, sent letter to Chairman Bricker (R-Ohio) and all com- mittee members protesting inadequacy of list of allega- tions 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. “Pre- sumably,” 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 defi- ance 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 sched- uled 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 opera- tors 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.
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-KNX 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, his book, as Val Adams says, that "some of the best TV 'talent' is not 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 KTHF. 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,-

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 Teleraudio'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 Gagster 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 $515 and Class A hour from $1215 to $1400, min. $550 to $575; 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).

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 intermixtures was a mistake and that correcting that mistake will take years, if it can be done at all. Also believe that in a great many markets, even if de-intermixtures 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...."

WEEK-TV, Peoria, Ill. (Fred C. Mueller, gen. mgr.): "This is a market that is completely uhf to date. Because 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 vhf 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 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...."

WTV0, 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 WTV0 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 uhf 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 do 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 . . ."

"WTVG 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 . . ."

---

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 . . ."

---

WBLG-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 stonecutter 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."

---

WTVG, 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 cashwise 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 $350 and expect another raise to $300 as soon as we go to higher power . . ."

---

WMTC, 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 government 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]—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.

---

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, transcription & films $1740, depreciation $1813, agency commissions $1643. Organizational expense items 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 12¼-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 29-kw amplifier to KTHV-TV, Kearney, Neb. (Ch. 13) to go with its 5-kw. Week of Aug. 16 GE ships 6-kw replacement transmitter to KPRC-TV, Houston (Ch. 2).

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, KTV (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.

W OBS-TV, Jacksonville, Fla. (Ch. 30), which recently got FCC approval for new transmitter site at Linder & Jernigan Sts., near WJJP-TV (Ch. 36), now won’t start until March, 1955, reports gen. mgr. Jim Macri. Its 490-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. Starn 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. Roussaville. 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 Tucson 450-ft. tower with RCA antena. 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 KBD-TV, Fresno. (Ch. 55), 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 3345 Lawton Ave., on grounds of Detroit Board of Education offices; studios will be at Lawton Ave. and at U of Detroit and Wayne U.

WF MZ-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 WWINI, 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 WDKN, 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 that the trade 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.

* * * *

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."

* * * *

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 $220; 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.”

**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 $340. 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 employees said to have joined (Vol. 10:32), reopened its doors Aug. 10 with a notice to employees 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 employees had joined Amalgamated Local 100 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 $35 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 99,680, compared to 98,115 at end of May. Quebec led in sales with 61,977; Toronto second, 39,506; British Columbia, 18,600; other Ontario, 16,250; Ottawa & eastern Ontario, 12,155; Hamilton-Niagara, 10,420; Prairies, 10,109; Windsor, 6378; Maritime Provinces, 5739. In June alone, sales were 22,345, production 32,368.

**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 Horton; 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.


Raymond Rosen Engineering Products Co., subsidiary of RCA Philadelphia distributor Raymond Rosen Co. (Thomas F. Joyce, prcs.) 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.


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-dimenional 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 (50¢). PM-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).


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., $165,500; 8000 Paramount Pictures, $259,000; 9000 Sangamo Electric, $228,375; 6000 Stewart-Warner, $133,500; 4500 Stromberg-Carlson, $172,125; 75 G. M. Gianinni conv. pfds., $11,700.

Eliminated were 20,000 Consolidated Vultee (exchanged for General Dynamics Corp.), 1400 Owens-Illinois, 32,000 Weston Electrical Instrument Corp.


Some of holdings in following were disposed of during quarter: Admiral, Aircraft Radio, Bendix Aviation, Burroughs, Douglas Aircraft, Eerie 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.).

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 9¢ 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 period 1952. For first 6 months of 1954, earnings were $1,725,000 (41¢) on sales of $174,676,000, compared to $12,028,500 (31¢), including $5,316,000 ($1.51) in non-recurring income, on sales of $238,522,000 in same period 1953 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 panel (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 period 1953. Gross income was $176,016,777 vs. $151,253,680 for same period 1953. During all of 1953, CBS Inc.'s consolidated net income was $8,894,642 ($3.80) on gross revenues of $33,103,000, 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 $34,681,000 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 $2,756,190 ($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 $27,346,213 vs. profit of $666,729 ($1.35) after taxes of $1,398,962 on sales of $34,305,401 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 $123,980 after taxes of $141,404 on sales of $5,701,000 in first 6 months of 1954, vs. profit of $318,620 after taxes of $6,795,911 on $7,776,971 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 $922,133 (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 $500,245 (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; Eerie 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 gleaming: 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 deprecation of RCA's 3-gun tube (Vol. 10:32) was to relay the reply which consultant Dr. Alfred N. Goldsmith gave to Lt. Gen. Albert C. Wedemeyer, an ex-Arco 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 $655 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, Buffalo, Cincinnati, Cleveland, Dallas, Davenport, Des Moines, Erie, Fort Wayne, Galveston, Gary, Harrisburg, Harrisville, Indianapolis, Iowa City, Detroit, Fort Worth, Fresno, Grand Rapids, Huntington, W. Va., Jackson, Miss., Johnstown, Pa., Kansas City, Lancaster, Los Angeles, Miami, Milwaukee, Memphis, New York, 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, W. Washington, Wilmington, Del., Winston-Salem, Youngstown.

AT&T's "present plans" contemplate extension of color from these 46 additional cities by Dec. 31:


* * *

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, WNB, 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, 5-5:30 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, 300 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 1550 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 3500; 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 1890; 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 981, holds 2810; Dale McFetters sold 381 Westinghouse, holds none; C. S. Weber bought 400 Westinghouse, sold 371, holds 882.

American Phenolic Corp. earned $252,277 (53¢ a share) on sales of $12,465,721 during 6 months ended June 30 vs. $573,651 ($1.72) on $17,563,592 for same 1953 period. In June 30 quarter, net was $131,261 (33¢) on $8,204,686.

Clevite Corp. profit for first 6 months was $1,646,758 ($46 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."
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 Clark 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 u/f) by a single entity in lieu of present 5 limit. Comr. Web- ster 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 KCRU-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 $715,000 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 WTWQ 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 39-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 KCRU-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.
In this issue:  
- Ex-Comr. Jones Heads Network-UHF Probe, page 1
- Far-Reaching Court Ruling on FCC Hearings, page 2
- More Than 400 on Air by Labor Day, page 3
- 'Satellite' Policy Still a Puzzler, page 3
- Scottsbluff CP & Wichita Initial Decision, page 4
- 'Senile Celluloids'—Is Time Running Out? page 4
- Transmitter Shipments & Upcoming Stations, page 8
- 'Spurious Radiation' Deadline Extended to Oct. 15, p. 9
- Tension Mounts in Color Tube Competition, page 10
- Low Prices Spark Trade's High Going Rate, page 10
- Admiral's New 'Automation' Process, page 13
- TV's Share of Ad Dollar $1.9 Billion by 19567 page 14

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 Commr. 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 truster". 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 editorializing 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 ecorated 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 Bcostg. 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 Bcostg. 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 uhf 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 uhf 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 Branhm.

'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 uhf 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 uhf 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.

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 originations in addition to repeating KFBC-TV's programs. Plant cost is estimated at $67,000, operation $48,000 first year. It will have 12.5-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 McCraken) 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.

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 proposal 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, Wescaco (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 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 Diggles, 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 XHVT, Mexico City, and publisher of the newspapers Novedades (Spanish) and News (English) there, was subject of encomium in Aug. 17 Congressional Record by Rep. McGreggor (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-WJBD-TV, named film director; Bruce Chick, traffic director ... Roger W. Clipp, gen. mgr. of WFLM-TV & WFL, Philadelphia, named to committee on business statistics, U. S. Chamber of Commerce ... Joseph Badino, Westinghouse Radio Stations, elected chairman of NATRB copyright committee, succeeding Edward Breen, KVFU, Ft. Dodge, Ia. ... Gregory Reeser resignes as midwestern field rep of NATRB stations 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. Peters, mgr. operations supervisory 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 football series ... Wm. McFadden, veteran theatrical producer, named DuMont studio operations supervisor ... 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-KOAL-TV, Denver, named sales mgr. of KCSJ-TV, Pueblo, replacing Robert Clinton, resigned ... Robert Brown promoted to local sales mgr., EBTV, Denver, succeeding Mart Thorp, resigned to join J. A. Peline 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 Hilybret named technical operations supervisor of WNBTV, N. Y. ... Charles E. Larkins designated sales promotion mgr. of WFAT-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 asmgr. 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 KQMF, Denver (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, this booming TV film activity, has created shortage of studio space in Hollywood—complete reversal of situation a 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 Rouch 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 Lassells lot operating at a record 90% 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 "filmdom" . . . 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 . . . Writing for TV, said the celebrated playwright to Herald 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 John Hopkins Science Review (Thu. 8:30-9 p.m.) "one of TV's longest hit runs," comments on its "sheoestring cost" in enthusiastic Aug. 21 article; last week, Tide Leadership Panel noted it also as one of 10 sustaining sponsors 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-Thur. 7:30-10 p.m. & 3-6 p.m., Sun-Thur-Sat. 10:15-11 p.m., Sat. 2-6 p.m., Sun. 11 a.m.-2 p.m.) is upped from $300 to $390 . . . Omaha's KMTV has bought out entire capacity (18,000) for Omaha Cardinals-Siouxy City Sioux baseball game Sept. 3, 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 $500 to $600, min. $130 to $140, added Class D (sign-on to noon daily) $300 hour, $48 min.; WS/AZ-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: WTCO-TV, Savannah, & WMAZ-TV, Macon, to Avery-Knodel (both ex-Katz); KRD-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.

Network Accounts: Edward R. Murrow is preparing new juvenile show, Youngsters, show casing 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 druggests . . . 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.-Thur. 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 . . .

Baking Co. (Silver Cup bread) to sponsor Kukla, Fran & Ollie on WABC-TV, N. Y., and WBBK, Chicago, starting Sept. 6, Mon.-Thur-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 Awapuhi Papers: Fearful Decision, by Richard Malbaum & 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 Note. 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.

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 NARDB 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.
PORTLAND'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, $100 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: WBBRE-TV, Wilkes-Barre, Pa. (Ch. 28); WFMJ-TV, Youngstown, Ohio (Ch. 21); WKBV-TV, Youngstown (Ch. 27); WSBT-TV, South Bend (Ch. 54); WCOV-TV, Montgomery, Ala. (Ch. 20). Due to go after the ones to Portland & Baton Rouge: KJFJ-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 KTXX, 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 WBUP-TV, Buffalo (Ch. 17) it sent 4-bay antenna this week.

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

WTWO, Bangor, Me. (Ch. 2), using trademark “Wtwo TV,” has 5-kw RCA transmitter instilled, 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-WCMC, 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 KLSA 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%, who owns 60% of KFDX-TV, Wichita Falls, Tex. (Ch. 3) and C. B. Locke, exec. v.p., 19%. 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 Hollingbery.

KVO, 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 KTV, 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 WXMP, 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 to 500,000.
Color Trends & Briefs: One of first stations to telemcast color slices, 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 of original 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 extrava-ganzas 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: WDTV, 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.

T

HAT “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 Gov’t’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, 6; My Favorite Story, FMC, 14; Best of Broadway, Westinghouse, 15; What’s My Line? Jules Montenier, 19; *Masterman’s Husband, International Silver, 25; Jane Froman Show, GE, 30; *Chrysler Show, 30.

- October—Garry Moore Show, partic., 4; Burns & Allen (film), Cadillac, 4; Best of Broadway, Westinghouse, 13; *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. & Dodge 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’s Talent Scouts, Frigidaire, 24; *Chrysler Show, 25; *That’s My Boy, Plymouth, 27; *Garry Moore Show, Brighter Plugs, 30; *Jo Stafford Show, Gold Seal Co., date to be announced.

- December—Vailant Lady, General Mills, 1; Vailant Lady, Toni, 2; *Seinfeld (film), Philip Morris, 6; *Red Skelton Show, 7; Best of Broadway, Westinghouse, 8; Beat the Clock, Sylvania, 11; Art Linkletter’s Good Time Hour, 14; Meet Mike, Carter Products, 14; Fred Waring Show, GE, 19; *Chrysler Show, 23; *Peter Gunn, various, 26; Guiding Light, Procter & Gamble, 30.

- January—Life With Father, Pet Milk, 4; Best of Broadway, Westinghouse, 5; Doug Edwards & The News, 7; *My Favorite Husband, Commons, 8; Doug Edwards News, American Home Products, 10; Doug Edwards News, Valiant (film), Doris Day, 11; Doug Edwards News, Bendix, 14; *Jackie Gleason Show, Shaeffer Pen, Nesle & 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, Gerlitz, 5; I’ve Got a Secret, R. J. Reynolds, 9; What’s My Line? Remington-Band, 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; *Coats, Liggett & Myers, 6; General Foods, 9; *The Secret Storm, American Home Products, 11; Chronoscope, Longines-Wittnauer, 16; *Chrysler Show, 17; *Our Mis 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.”
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.

* * * *

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 $150-3170, 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.

* * * *

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 increase 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.

* * *

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 Schiek 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. Gumm, 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-Kierulf 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 Bercraft 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. Hoeteman, 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. Herzl, 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 dis franchising each of its 1600 dealers and NARDA rallying to the support of Philco's dis franchising & ref manchising 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 ref manchise 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 ref manchisement.

In letter to its dealers, Magnavox said that "in the process of ref manchising our dealers, some will undoubtedly fall by the wayside. Though we can ill afford to lose such menger 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."

* * *

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 employees 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 employees, offered same increase to IUE.

Shipment 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 2,315,236, 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 326,594 in June 1953. Here's state-by-state report for 6 months (county-by-county tables available from RETMA upon request):

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>14,108</td>
<td>New Hampshire</td>
<td>13,108</td>
</tr>
<tr>
<td>Arizona</td>
<td>13,605</td>
<td>New Jersey</td>
<td>7,997</td>
</tr>
<tr>
<td>Arkansas</td>
<td>40,155</td>
<td>New Mexico</td>
<td>5,433</td>
</tr>
<tr>
<td>California</td>
<td>189,153</td>
<td>New York</td>
<td>225,952</td>
</tr>
<tr>
<td>Colorado</td>
<td>22,046</td>
<td>North Carolina</td>
<td>68,949</td>
</tr>
<tr>
<td>Connecticut</td>
<td>36,243</td>
<td>North Dakota</td>
<td>9,451</td>
</tr>
<tr>
<td>Delaware</td>
<td>5,431</td>
<td>Ohio</td>
<td>127,941</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>20,192</td>
<td>Oklahoma</td>
<td>31,719</td>
</tr>
<tr>
<td>Florida</td>
<td>76,623</td>
<td>Oregon</td>
<td>30,930</td>
</tr>
<tr>
<td>Georgia</td>
<td>68,756</td>
<td>Pennsylvania</td>
<td>166,763</td>
</tr>
<tr>
<td>Idaho</td>
<td>18,372</td>
<td>Rhode Island</td>
<td>6,366</td>
</tr>
<tr>
<td>Illinois</td>
<td>165,380</td>
<td>South Carolina</td>
<td>35,460</td>
</tr>
<tr>
<td>Indiana</td>
<td>78,281</td>
<td>South Dakota</td>
<td>5,410</td>
</tr>
<tr>
<td>Iowa</td>
<td>57,492</td>
<td>Tennessee</td>
<td>35,185</td>
</tr>
<tr>
<td>Kansas</td>
<td>42,310</td>
<td>Texas</td>
<td>150,968</td>
</tr>
<tr>
<td>Kentucky</td>
<td>29,668</td>
<td>Utah</td>
<td>9,836</td>
</tr>
<tr>
<td>Louisiana</td>
<td>58,291</td>
<td>Vermont</td>
<td>7,646</td>
</tr>
<tr>
<td>Maine</td>
<td>43,159</td>
<td>Virginia</td>
<td>44,832</td>
</tr>
<tr>
<td>Maryland</td>
<td>30,916</td>
<td>Washington</td>
<td>45,156</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>73,046</td>
<td>West Virginia</td>
<td>30,601</td>
</tr>
<tr>
<td>Michigan</td>
<td>65,410</td>
<td>Wisconsin</td>
<td>5,605</td>
</tr>
<tr>
<td>Minnesota</td>
<td>45,440</td>
<td>Wyoming</td>
<td>3,605</td>
</tr>
<tr>
<td>Mississippi</td>
<td>25,344</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Missouri</td>
<td>76,643</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Montana</td>
<td>11,258</td>
<td>U. S. TOTAL</td>
<td>2,667,603</td>
</tr>
<tr>
<td>Nebraska</td>
<td>25,640</td>
<td>Alaska</td>
<td>1,556</td>
</tr>
<tr>
<td>Nevada</td>
<td>2,693</td>
<td>Hawaii</td>
<td>5,574</td>
</tr>
<tr>
<td></td>
<td></td>
<td>GRAND TOTAL</td>
<td>2,667,603</td>
</tr>
</tbody>
</table>

Bill to give $7 excise tax credit for uhf-equipped sets (HR-6410) 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 the 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 pilots 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 electrolysolumeceous 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., 1009 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 FCO 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'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.

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 ($2.92) for same 1953 period. Second quarter sales were $49,223,036, net earnings $1,054,806 (46c), compared to $62,030,580 & $1,705,274 (72c) 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 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 (1c 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 (35c) 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. Alllyn & 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 "guessimates" 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 $830,000,000 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 breakthrough 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-1237), 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 W. L. S. W. Johnson (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 Tem 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, onetime 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 WLTU, Atlanta (now WLIW). 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. McConnaughey, 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 McConnaughey 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 Teitelbaum for $5000. Announced this week was sale of 20% interest in KTXL-TV, San Angelo, Texas. (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-Charters 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 stations signed thus far for its closed-circuit telecast. For Marciano-Charters 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 acting J. W. Lowe 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 McCary 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.; KTAG-TV, Lake Charles, La. Due Aug. 28 is new CKLW-TV, Windsor, Ont. Some 25 more are scheduled in Sept.
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 yet going by month's end, others delayed into Sept.: WDOS-TV, Asheville, N.C. (Ch. 13); WCMB-TV, Harrisburg, Pa. (Ch. 27); KSWM-TV, Joplin, Mo. (Ch. 12); WTVS, 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); WTMV, 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); CFFA-TV, Fort Arthur (Ch. 2); CJBR-TV, Rimouski, Que. (Ch. 3); CFQC-TV, Saskatoon (Ch. 8); CJCE-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 Comm. 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 repier, 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 appointee, 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; WBTW, Charlotte; KTAL, 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-
Most or stations KVTV, Chromatic Delivered with on approach, of favored because a radio competition.

OWNERSHIP posed burg. Butts' sides publishers of it's ownerships 50-odd in 1950. The FCC Commission — of relationships TV. The 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).
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, 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 Steimans, 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. Hartenbomer, KCMO-TV, Kansas City; Edgar Kobak, WTWA, Thomson, Ga., reappointed chairman of freedom of information committee ... Howard H. Bell, asst. to Thad Brown, NRTB'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 NRTB station relations field rep, replacing Gregory Reeser, resigned; James Hubert, ex-WNBT & WNBC, N. Y., named asst. to Charles H. Tower, mgr. of NRTB employer-employee relations dept. ... Murray Heilwell 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 radio-news network setup ... Robert L. Bendick, ex-Cinerauna 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 Wernher, 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's 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 WDAB, 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 Bestig. 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. Egleston 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. Beraile, BDO 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, 500 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 Wasmcr. 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 $447,175 for year to May 31, total liabilities amounting to $501,862 against total fixed assets of $307,326, current assets $146,519.

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 & Bcstg, Co., was requested this week by Columbia Empire which charged that "principals of Oregon gave false and perjured testimony." Columbia (Wesley Dunn-Portland 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 wars, says exec. producer Cornwall Jackson, v.p. of J. Walter Thompson's TV production, formerly appearing in Bottom to Each 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 moving 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 built 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; WTVQ, Rockford, $200 to $250 & $40 to $50; WSYR-TV, Syracuse, $600 to $700 & $132 to $140; CBFT, Montreal, raises Class A hour rate Oct. 1 from $530 to $650... 

Advertest 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 38% 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.
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 shipping 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. (Sollax compound), Fri. 10:15-10:30 segment starting Sept. 10, thru Scheiderle, 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. & WDBK, 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 Elma 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 $165,000, DuMont $55,000, CBS, $60,000, NBC $30,000, CBS-TV spends $10,000 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 Vernor Co., Detroit (Vernor’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 Beacon, 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, 780 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 $18,300. 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.
T H I R D UHF 5-kw transmitter to be delivered by Du-
Mont 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, Du-
Mont reports, only other uhf's it has delivered having
gone to WGLV, Easton, Pa. (Ch. 57), on air since June
1953, and WNKQ-TV, Columbus, S. C. (Ch. 67), on air
since Sept. 1953. DuMont this week also reported ship-
ment by boont of complete Telecruser (Flexible truck)
valued at $30,000, together with $70,000 worth of equip-
ment, 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.
RCN 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. 25 it shipped 25-kw transmitter to WUNK-
TV, Chapel Hill, N. C. (Ch. 4, educational), due Oct. 1.
On Aug. 21, it shipped out 12 ½-kw amplifier for KPTV,
Portland, Ore. (Ch. 27), and on Aug. 25 sent one to WABF-
TV, Baton Rouge, La. (Ch. 28).
GE reports order for 35-kw transmitter, 6-bay an-
tenna and other equipment for KVYQ-TV, Tulsa (Ch. 2),
recently granted to olman Wm. Skelly in association with
Sen. Robert S. Kerr (D-Okla.) who with family also con-
-trols 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.

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 Wasmier;
Ralph E. Meador, chief engineer. Rep is Bolling.
WCNY-TV, Carthage, N. Y. (Ch. 7), affiliated with
Wetontown 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. sta-
tion 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, affilia-
tion with NBC due Oct. 1. Base rate will be $200, re-
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 an-
tenna 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 Calli-
son 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,
tough Gordon McLendon advises he'd guess "sometime
near or shortly after the first of the year." Rep will be
Forjoe.

KLT, 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 in-
 stalled 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, which increases its ERP to 229-kw including
Dwight Morrow, Democratic National Committeeeman from Texas
Roy Hofheinz, mayor of Houston; B. F. Orr, pres. of
KTRH; John Paul Goodwin, admn. Ground has been
broken for plant, 50-kw RCA transmitter delivered, 12-bay
RCA antenna due for delivery in Sept., steel for 900-ft.
Ideo tower loaded. Rep not yet named.

*C * *

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 be-
tween 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
ewspaper publisher. Reps are Weed and All-Canada.

"We're doing all right, too—and we're in a 2-uhf
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 Conr. Robert E. Lee sched-
uled to be on hand Aug. 28 to pull switch on new 12-kw GE
transmitter that boosts 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 out-
let, 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 Girtlo, 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. Snellgrove, 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. Ideo tower of Oklahoma City's
KWTI (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. Helmersich, 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:


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.; Columbus, S. C.; Des Moines, Fairbanks, Alaska; Fayetteville, Fayetteville, Kansas City, Kansas; Lansing, Lynchburg, Va.; Macon, Miami, Pine Bluff, Ark.; Portland, Me.; Quincy, Roanoke, Rochester, N.Y.; Sarnia, San Diego, Sioux City, Spokane, Mass.; Tacoma, Topiaka, Wheeling.

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 & Kin Em-ployees, 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 advised 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.


**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.

ASTF 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. 9): WTVD, Durham, N. C.; WNOW-TV, York, Pa.; WGLV, Easton, Pa.; WDTV, Pittsburgh; WGEW, Quincy, Ill.; WREX-TV, Rockford, Ill.; WBFM-TV, In- dulis, Wis.; KGO-TV, Mason City, Ia.; KWWL-TV, Waterloo, Ia.; WNEM-TV, Bay City, Mich.; KMMT, Austin, Minn.; KCBJ-TV, Minot, N. D.; KXJB-TV, Valley City, N. D.; WNAM-TV, Neenah, Wis.; KWIL-KSLA, Shreve- port, La.; KOAT-TV, Albuquerque; WFAA-TV, Dallas; KDUB-TV, Lubbock, Tex.; KOOL-TV, Phoenix; KBOI, Boise; KOOK-TV, Billings, Mont.; KFBF-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-TELEVISION 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 Amado Barletta interests, who operate CMA-TV, Havana (Ch. 2), is currently silent while being moved to Barletta’s Ambur Motors Bldg. Plan is to revive it as all film operation. Havana reports state Barletta paid Storer $60,000 for transmitter and antenna.
TRADE PONDS 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.

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-and-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. 10:52) and apparently isn't too concerned about it yet, told meeting of distributors and dealers in Pittsburgh to concentrate on black-and-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.

* * * * *

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.


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."

Magnavox's new franchise agreements with dealers, following en masse disenchaisement 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 monthly sales, repair and sales promotion and training programs. Factory commits itself to withhold products from discount houses and other "known price cutters" and provides merchandise price guarantees 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 Furth 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 $50; 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 & Presbyrew 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 $8,400,000 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 $600. The 21-in. sets contain 90-degree aluminumized 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 component merch. Harold F. Bersche at Western Electronic Show and Convention in Los Angeles this week. Tube & component renewal market, he said, is key to quantities of electronic devices in use, and he predicted TV-sets-in-use will grow 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 exhibiters. Conference is sponsored by AIEE, IRE, RETMA, SMPTE and 3 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-mln junction transistor, capable of handling 0.5 watt and 100 volts, has been developed by Bell Labs, which calls it an "intrinsical barrier" transistor and claims 440 mc highest frequency achieved by any transistor.

A 4,000,000-watt kilstrom for radar, 8-ft. tall, has been developed by Sperry Gyroscope Co., now in operation at Griffiss Air Force Base, Rome, N. Y.

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. ofEta 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 2,325,774 in first 6 months, compared to 2,314,024 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¢).

* * *

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 $183,309 (6c) on $51,515,004 for same 1953 period. For 13 weeks ended June 26, net profit was $1,048,515 (40¢) on net loss of $855,656 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, 25c Sept. 15 payable to stockholders of record Sept. 1; Cleve Corp., 25c Sept. 10 to holders Aug. 30; Oak Mfg. Co., 35c Sept. 15 to holders Sept. 1; Stor er Bestg., "A" 371/2c and "B" 61/4c Sept. 14 to holders Sept. 1; Aerovox Corp., 15c Sept. 15 to holders Sept. 1; Canadian GE, 71/4 c Oct. 1 to holders Sept. 15; Canadian Westinghouse, 50c Oct. 1 to holders Sept. 19; Sprague Electric, 40c Sept. 14 to holders Aug. 30; General Precision Equipment, 50c Sept. 15 to holders Sept. 9; Stromberg Carlson, 371/2c Sept. 30 to holders Sept. 15; Sylvania, 50c Oct. 1 to holders Sept. 10; Hoffman Radio, 25c Sept. 30 to holders Sept. 1; Wells-Gardner, 15c Sept. 15 to holders Sept. 9; Paramount Pictures, 50c Sept. 14 to holders Sept. 1; 29th Century-Fox, 40c 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] 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 $9,567,429, according to monthly Publishers Information Bureau report. The TV with $16,217,790 in July, 1953 and brought total for 7 months to $172,057,857 as against $121,190,222 for same 5 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 $70,443,553, which is up from $52,272,180 in same period 1953. 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**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$11,861,534</td>
<td>$12,182,357</td>
<td>$243,875,063</td>
</tr>
<tr>
<td>NBC</td>
<td>8,149,333</td>
<td>6,903,092</td>
<td>12,740,539</td>
</tr>
<tr>
<td>ABC</td>
<td>2,218,242</td>
<td>1,975,471</td>
<td>4,227,686</td>
</tr>
<tr>
<td>DuMont</td>
<td>623,455</td>
<td>293,690</td>
<td>1,218,390</td>
</tr>
<tr>
<td>Total</td>
<td>$22,944,803</td>
<td>$24,535,709</td>
<td>$52,797,587</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$3,689,547</td>
<td>$4,797,643</td>
<td>$10,703,857</td>
</tr>
<tr>
<td>NBC</td>
<td>2,137,192</td>
<td>2,494,530</td>
<td>5,627,730</td>
</tr>
<tr>
<td>ABC</td>
<td>5,005,000</td>
<td>5,108,689</td>
<td>9,128,539</td>
</tr>
<tr>
<td>MBS</td>
<td>1,451,767</td>
<td>1,830,467</td>
<td>3,522,419</td>
</tr>
<tr>
<td>Total</td>
<td>$11,379,631</td>
<td>$12,226,249</td>
<td>$28,979,430</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION—January-July 1954**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$2,780,574</td>
<td>$10,116,357</td>
</tr>
<tr>
<td>NBC</td>
<td>9,480,401</td>
<td>29,888,149</td>
</tr>
<tr>
<td>Mar</td>
<td>9,490,699</td>
<td>10,016,980</td>
</tr>
<tr>
<td>Apr</td>
<td>5,834,404</td>
<td>10,043,535</td>
</tr>
<tr>
<td>May</td>
<td>4,411,656</td>
<td>10,033,987</td>
</tr>
<tr>
<td>June</td>
<td>5,141,791</td>
<td>9,820,789</td>
</tr>
<tr>
<td>July</td>
<td>2,121,188</td>
<td>9,212,708</td>
</tr>
<tr>
<td>Total</td>
<td>$17,317,945</td>
<td>$52,272,180</td>
</tr>
</tbody>
</table>

**NETWORK RADIO—January-July 1954**

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$2,830,654</td>
<td>$10,892,063</td>
</tr>
<tr>
<td>MBS</td>
<td>9,490,699</td>
<td>29,888,149</td>
</tr>
<tr>
<td>Mar</td>
<td>9,490,699</td>
<td>10,016,980</td>
</tr>
<tr>
<td>Apr</td>
<td>5,834,404</td>
<td>10,043,535</td>
</tr>
<tr>
<td>May</td>
<td>4,411,656</td>
<td>10,033,987</td>
</tr>
<tr>
<td>June</td>
<td>5,141,791</td>
<td>9,820,789</td>
</tr>
<tr>
<td>July</td>
<td>2,121,188</td>
<td>9,212,708</td>
</tr>
<tr>
<td>Total</td>
<td>$17,317,945</td>
<td>$52,272,180</td>
</tr>
</tbody>
</table>

CABLES

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 are 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 are 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. Sweeney, 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 18 maintenance trips to unmanned 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 gen. 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; WBUB-TV, Buffalo, from 1 to 12-kw, Aug. 28; KPTV, Portland, Ore., from 1 to 12 1/2-kw, Aug. 26. All powers are transmitter output.

AT&T extended network facilities to one station this week—WJNO-TV, West Palm Beach, Fla.
IFS-&&-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-ident 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 whether 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 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 withstanded 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 go getting 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. Joscelynn, 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.

KSNM-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 Bestco., 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 WMFS because of "integration of ownership and of past programming." He liked fact that WREC owner Hoyt B. Wooten is also active manager, whereas WMFS' principal stockholder Abe Plough, manufacturer of proprietary medicines, spends only fraction of his time with station.

Hardy also found that WMFS 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?
REBUTTAL 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 haw" 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," 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 WNB opus (3.7). . . .

As for repeats: "Maybe it's the innocents 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 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 scorrning profilers 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 Ass'n. 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; CHIC-TV, Hamilton, Ont., from $300 to $400 & $60 to $90 . . . New rep offices: Venard, Rintoul & McConnell moves to 575 Fifth Ave. (Murray Hill 8-1088).

RECRIMINATIONS were banded 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 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 sport 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 "forbiddable," 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 television—is tabulated for first 6 months of 1954 in Aug. 30 Advertising Age, showing alltime high combined $373,576,000 or 81.1% ahead of same 1953 period. It's same PIB table as one for whole of 1953 published on pp. 11 & 21 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 Cutchfield, WBT, Charlotte; Howard Summerville, WWL, New Orleans; Don Thornburgh, WCAU, Philadelphia; James Gaines, WOAI, San Antonio; Frank Fargarty, 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: KVVO, 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, WSAT-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 Martensens Cooking School) and song composer, died Aug. 30 after a heart attack.
Station Accounts: TV station billings are mounting so rapidly as full 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 $4,250,000 in new spot billings was signed—though not all for placement that month. . . .


“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, 1965? 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 options 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 options 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 “deintermixture” 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. 10:55), 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, whch 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 Bstg. Co., Atlantic City, which suspended operations of uhf station WFG-TV (Vol. 10:33), was opposed this week by Steinmann's 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.” Steinmann also stated that DA proposal included no information on standards or engineering on which to grant directional 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 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 needs FCC approval (Vol. 10:2), has borrowed $12,000,000 at 4 3/4%, 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 12 1/2-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 underway at KPTV, he states, is ultimately the maximum allowable 1000-kw.

Similar enthusiastic report comes from David Balti- more, mgr. of WBRE-TV, Wilkes-Barre, Pa. (Ch. 28), first of the stations to install RCA's new 12 1/2-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 12 1/2-kw will be ready for operation Sept. 10.

Only GE shipment reported this week was 12-bay an- tenna Sept. 1 to WEDM, Munford, Ala. (Ch. 7, educational), due on air later this month. DuMont shipped 25-kw amplifier to WMFY-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, Calif. (Ch. 12) and 12 1/2-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.

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. Emcor tower began Sept. 1, with installation of 6-bay GE antenna scheduled for Oct. 1. It's 50 mi. from Hutchinson, 61 mi. from Wichita. Bolling will be rep.

WTHS-TV, Miami, Fla. (Ch. 2, educational), is campaign- ing 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. direc- tor, 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 superturnstile antenna ready. Owner is Jefferson Standard Bestg. Co., which also operates WBTW, Charlotte, and owns interest in WMFY-TV, Greensboro, N. C. It will be basic CBS, will also be link up for WBTW origination. Base rate will be $250. Rep will be CHS-TV Spot 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 superturnstile antenna. Temporary studios are in McMillan Hall, Washington 1, 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 WDKO, 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, once-offended and oft-de- layed, is now delayed indefinitely following death of gen- eral 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. Rousaville, who said 450-ft. Truscon tower is now being constructed, 1-kw Continental transmitter now being installed. Rate card isn't ready yet. Rep will be Hollingbery.

CFPA-TV, Port Arthur, Ont. (Ch. 2), held up by slow equipment deliveries, now plans start about Sept. 15, ac- cording to owner Ralph H. Parker. RCA 2-kw transmitter is in TV-radio building remodeled from former city fire- house. It will use 200-ft. self-supporting tower with 3-bay antenna. Base hour will be $150. Reps will be Weed and All-Canada.

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 Beamam 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 WFTO-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 Homby (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, Harrison- burg, Va. (Ch. 3), for whose sale negotiations have also been reported.

Assignment of WILS-TV, Lansing, Mich. (Ch. 54) from Lansing Bestg. Co. (Pomeroey 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 Ed- ward Lamb and Edward Lamb Industries, is being sold to Radio Florida Inc., wholly owned by Mowry Love, ex- mgr. of WEAN, Providence, for $325,076. Application for Ch. 49, 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 Danum, 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 WKYT-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; KNX-TV, San Francisco. Due for deliveries shortly are: WSAZ-TV, Huntington; KFMB-TV, San Diego.

GE's sole shipments of its "Chromocoder" camera equipment have been to CBS which is now experimenting with them but hasn't used any for current network programs.

---

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 spectaculars, first on Sept. 12, will alone add up to 49 1/2 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 spectaculars 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 *Nerby*.

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 *Satins & Spars*, 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. Anthony 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 farts (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%-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 $229.95.

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.

* * * * *

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 unif-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, 1,468,273 home sets, 882,486 portable and 706,456 clock. It compares with 7,941,001 in first 7 months of 1953.

WAT 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 sidestep 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 computable 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 haly' 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."


Harold R. Basford, 80, San Francisco Zenith distributor, died in that city Aug. 31.
Topics & Trends of TV Trade: Former 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.”

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-and-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, III.

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.


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-and-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.
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 & KDLA-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; KTVI, Sioux City, la.; KXJJ-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 brasierres 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 it 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 WWTW, 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 WEZ-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 Massie. 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 WEZ-TV operating at full power and height within 30 days, having signed agreement to use WEJE-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. 10:55), 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 WIRCA-TV & WRCA and KRCA-TV & KRC, 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-o-m stations.
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 communi-
cations counsel Nick Zapple. Plotkin takes leave from Arnold, Portas & 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 inves-
tigators 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 in CP Sept. 10 -- KTLV, Rapid City, S. D. (Ch.7), whose ownership
interlocks with WMN-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 Coo-
er, 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. Hennoch 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 advertis-
ing 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 in-
terested 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 QUITS: 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 KTUE, 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 superturnstile 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-ktw 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 WDOM, 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 WGGY 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 KTUE (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" rectangulars 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.

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.

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.


Closed-circuit TV medical symposium on high blood pressure will be conducted in 23 cities Sept. 29 from CBS News 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.

Subscription-TV proponents, encouraged by recent favorable comment by Sen. Schoeppel (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, Skatron, 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, transleasing, 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. Schoeppel 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 referred uhf-vhf 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.
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 refuses 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 shifting 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. 49th 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 WVEC, 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 1/2 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, 53/4 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 WHTV, 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 G. 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, soaps and tobacco industries. "During the first half of 1954, [all] advertisers upped their total budgets by $50,000,000; 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-t-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 $64,500,000 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. Win. Corwich, 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; Pills 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 WNBV 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, Telecomes ... 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 WRM-TV's Saturday Jamboree at $15 and claims his gross sales have doubled since mid-April, reports Sponsor; copy and pictures are straight stuff, flavor beauty & craftsmanship, eschew the sentimental approach ... Among advertisers currently reported using or preparing to use TV: Lydin O'Leary Inc., N. Y. (Spot-stik 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. (Marcalus paper napkins), thru Calkins & Holmen, N. Y.; Smith & 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; Hassvenield 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; Cliequot (Club Co., Millis, Conn. (petroleum & chemical products), thru Gardner Adv. Co., St. Louis; Cliequot (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., York, 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.

Network Accounts: Cadillac and Chevrolet signed as partial 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 Dreiwry's Ltd., brewers, 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 KJMA-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 WKXN-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. 19), has begun installation of complete Standard 40-kw transmitter.

Financial & Trade Notes: Among officers' and directors' stock transactions reported by SEC for Aug.: Edmond 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; W. V. OBrien sold 175 GE, holds 100; Wm. B. Fyffe sold 200 Globe-Union, holds 5850; Laurence B. Dodds sold 100 Hazel, holds 100; Joseph C. Chapman bought 46 L-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. Maytham 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 $31,400, showing loss of $2504; from March 1, 1953 to Nov. 30, 1953 rentals jumped to $545,210, with $127,477 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 $54,381,572 for period last year, but consolidated net profit dipped over 50% to $1,146,676 ($54.97 per share) from $2,593,227 ($1.21).

IT&T consolidated revenues were $183,226,981 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).


WTWV, 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.

Business continues to hold up well, with production & sales continuing high. RETMA reports that the 3,174,349 TVs retailer in first 7 months broke all records, slightly exceeding the 3,116,506 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 187,849 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 Personalities: 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. Walters 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 New Radio 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... August 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 A. S. 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 Keckessinen 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. Sомерville, 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 Mill-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. Etche, 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 un-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%; Hailerillas, 1.9%; Magnavox, 1.6%; Dumont, 1.2%; Airline (Montgomery Ward), 1.2%; Spartron, 1.2%; miscellaneous, 13.4%.


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, Naucaulpan, 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 1UE-CIO signed new 2-year contract Sept. 10, averting strike of 42,000 workers in 26 plants; it provides for raises averaging about 5c 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. spectaculars 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 & Spars 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 25-50% 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." Participating: 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 $20, 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 a-k-m stations as "a service of RCA." (2) Considering changing call letters of NBC New York and Los Angeles stations to W RCA-TV & W RCA 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 Photofacts 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 (a), 3.290 (c) & 3.557 (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 any 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 he 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, 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 unqualified 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 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 NTCA is to seek Congressional relief. Meanwhile, NTCA 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 KTVP, 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). Earlier, 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 Quail 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: WBIB-TV, Topeka (Ch. 13), Aug. 21, to 87.9-kw ERP; WSBT-TV, South Bend, Ind. (Ch. 34), Sept. 7, to 204-kw ERP.
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 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 QuiTS--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 KKL-F-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:

KTXX, 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. Oquirr 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 Hollingsbery.

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 $685 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 50 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.

** * * * *

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.

** * * * *

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.

* * *

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-and-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-and-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-&#38; 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-&#38; 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-&#38; 2" multiple ownership ruling (see p. 1), but it initiated rule-making, after long hesitancy, to add uhf 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); WARM-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 one-time 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 attorneys 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.
G E O R G E  E.  S T E R L I N G's resignation from FCC as of Sept. 30, when he retires at 61 on pension of about $7500 a year after 51 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 commission. 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.

Candidates for the Sterling vacancy weren't long in cropping up. Long rumored has been choice of George C. McConnaughey, 58, chairman of Renegotiation Board since last Nov., presumably a choice of Sen. Bricker of Ohio. This week, Sen. Potter (R-Minn.) recommended to Presid-ent 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.

McConnaughey 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 1930-45, pres. of National Assn. of Railroad & Utilities Commissi- oners 1944-45. He was back in law practice in Cleve-land 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 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 Admini strator for the county. He has been active in state poli- tics, 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 com- munications 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 candidates will doubtless be advanced—and it's apparently a horse race unless McConnaughey really has inside track, as some think. New appointee may pos-sibly 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.

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 vaca- tion and sick leave in his native Maine. He hopes to reside in Baltimore, perhaps write a book on his experi- ences as head of FCC's wartime Radio Intelligeng 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 popu-lar in technical TV-radio circles, having served on old Dept. of Commerce field staff before formation of origi-nal 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 dissenters in FCC's ill-starred color decision, standing with the indus-try's position against the field-sequential, non-compatible system adopted by the majority.

Next term to expire, next June, is that of Comr. Hennock, 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.

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 commer- cial 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 Camel's, thru Wm. Esty, as sponsor of Pre-Game Huddle every-where except west coast, where Carnation Milk sponsors. For Football Scoreboard after games, Camels will be co-sponsored with Colgate-Palmolive (Hitman Barber Shave), thru Lennen & Newell. Dow Chemical's Medico 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 Camel's, 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 Visc 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. 10:10-10:30 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 infor- mation on how much beer and wine advertising is car- ried (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. 51, 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 location. Thus, said NARTB, responses representa- tive of industry experience at all times of year can be obtained. Non-members were also urged to return ques- tionnaires.

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. Pink- hamin, ABA public relations chairman, in address to West Virginia Bar Assn., convention. He said such a committee should be composed of representatives of NARTB, Ameri- can Society of Newspaper Editors, American Newspaper Publishers Assn., together with members of bar. Commit- tee 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. Krause, pres. of United Television Productions, Inc., at meeting in Hollywood. Because film distributors now make film 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-Krause, 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 track 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 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 of Little Rock; B. Butler and Luis Osberte got one of those breaks of a lifetime this week when they were on hand to film actual shooting of the Shawnee man 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, Balti- more, raises base hour from $900 to $1100, min. $180 to $200; KSL-TV, Salt Lake City, $500 to $755 & $125 to $150; WNEM-TV, Bay City-Saginaw, Mich., $300 to $425 & $75 to $85; KEDD, Wichita, $300 to $375 & $60 to $75; WTMJ-TV, Milwaukee, hour from $1050 to $1150, min. unchanged; WBRCT-V, Birmingham, Class A 5-min. from $163 to $195; WRTV, Ashbury Park, N. J., hour from $150 to $165. Note: New $700 hour rate attributed in Aug. 28 issue to WSyrT-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 going from $300 to $225; KTN, Ada, Okla., cuts base hour from $300 to $225, min. from $55 to $30... New reps: KON-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, Harrison- burg, Va., to Pearson (from Devney & Co.).

An Old Issue suddenly came alive this week when FCC, acting on petition of John Boler's KXJB-TV, Valley City-Fargo and KCBJ-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 has the view that the existing common carrier network, including main routes and branches, in its present condition and future growth in order to meet the requirements of the broadcasting industry's 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 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 2 companies should be given community antenna franchise (Vol. 10:33, 37) was climax 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 1932 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 klstroms—2 visual, one aerial. 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 WDAR-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 KLTW, 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).

* * * * *

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.' Its 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 Hollingsbery.

WTLC, Urbana, Ill. (Ch. 12, educational), still has no target date, but director Frank E. Schooley gives 'offhand 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).

CJFR-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 terrain. It will carry CBC French-language programs. Base hour will be $200. Reps will be Adam Young and H. N. Stovin & Co.

CJCR-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 $100. 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. 7 to Ch. 15, bought 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., Schuykill Haven, Pa., recently purchased by Malarkey interests, operators of Pottsville, Pa. system.

Color Trends & Briefs: Significant contrast in big color shows was provided this week by NBC's first "spectacular" Satins & Spars (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 Satins & Spars 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 Satins & Spars—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 Satins & Spars 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 Abe 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. musi-cosmical—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 Shower of Stars Dec. 23.

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-a-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 colorcast 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.


Experiences of pioneer colorcasters 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, Satins and Spars. 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.


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.

---

**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 Franece 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 3 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 980,000 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.

* * * *

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.

* * *

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.

* * *

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.


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.

Philco closes washer-dryer plant at Alliance, O., henceforth will concentrate home laundry production at Fairfield, In. 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." * * *

Spurious radiation problems can frequently be solved at local level, RETMA pres. Glen McDaniel told distributor-dealer conference in San Diego Sept. 13, 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. 10:16:31). 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's 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 68,978, compared to 99,869 at end of June and 89,115 at end of May. Quebec led in sales with 72,506; 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 26,401, production 14,389.

Picture tube sales in first 7 months totaled 4,471,584 valued at $93,688,884, compared to 5,831,271 valued at $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 189,217,572 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 50¢ from RCA tube distributors or from tube div. headquarters, Harrison, N. J.


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 Microphone Electrets 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.

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 Biss, 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 $251,000,000. 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, gummers 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 "somoscope" and invented by Dr. Douglas 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.

V. E. Cousins Jr. appointed asst. director in charge of business operations at Armour Research Foundation of Illinois Institute of Technology, Chicago.

Add industrial use of TV: Southern Pacific R.R. installs TV apparatus in one of its Los Angeles freight yards to check on movements, may expand use after trial.


Estimated 1954 per-share earnings of 12 TV industry leaders, as reported by United Business Service: Admiral, $2.56; American Broadcasting-United Paramount, $1.10; CBS, $.45; DuMont, 50c; Emerson, $.10; Magnavox, $.83; Motorola, $.25; Philco, $1.75; RCA, $2.25; Stromberg-Carlson, $.4; Sylvania, $.5; Zenith, $.7. (For revenues, earnings and other financial data on these and other major TV-electronics manufacturers for year 1956 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 $299,602 ($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 $41,698,000 for 3 months ended Aug. 31, first quarter of its fiscal year. This compares with $884,000 profit on sales of $37,272,000 sales for same 1953 period.

Standard Coil Products Co.'s secondary offering of Robert E. Petersen's 189,655 shares of common at $14.50 was oversubscribed and books closed this week by A. C. Allyn & Co. and Demapsey & Co.

Olympic Radio, for first half 1954, reports sales of $9,342,768, net profit of $76,993 (11c a share) vs. $7,028,352 & $2,115.56 for first half 1953.

Dividends: Motorola, 371/4c payable Oct. 15 to stockholders of record Sept. 30; GE, 40c Oct. 25 to holders Sept. 24; Packard-Bell, 5c Oct. 25 to holders Oct. 11.

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), Richland (21,800), Kennewick (10,100), about 125 mi. from nearest vhf stations at Spokane. Community antenna system, owned by Fox, Wells & Jerald, operates there now.

Satellite would pick up and rebroadcast KIMA-TV's 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 $72,605, 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 KFSO-TV, San Diego (Ch. 12), and KFSO (5-kw on 600 kc, NBC) are reported in application filed with FCC this week. KFSO owner Tom Sharp and the TBC group, each holding 1330 shares in licensee AirFan Co., and Charles E. Sallik, 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 55.5%, McDaniel 3%, Lane 1.5%.

Minneapolis Tower Co. becomes 84.3% owner of Family Best, 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 $327,200 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 Best, Co. stockholders (see TV Fieldbook No. 19) to buy back up to 49% interest, but Baker family retains 51% control.

Power increases: WYH-CV, New Haven (Ch. 8), Sept. 10 to 50-kw transmitter; WRAP-TV, Fort Worth (Ch. 5), Sept. 11 to 25-kw transmitter; WBAA-TV, Dallas (Ch. 8), Sept. 13 to 25-kw transmitter; WCOV-TV, Montgomery (Ch. 20), Sept. 14 to 12 1/2-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 Radio Co., operator of WKY-TV & WKY, Oklahoma City, subsidiary of the Daily Oklahoman interests (E. K. Gaylord). Deal for takeover of grantee corporation, including $562,000 plus assumption of obligations, was completed Sept. 16 in Montgomery, arranged by Wm. Stubbsfield of Blackham-Hamilton, brokers, with WKY gen. mgr. F. 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. Lanhier group sold WFOX (250 watts on 660 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.; RTXV, 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 53.27%; Cy Blumenthal, secy.-treas., 32.3%; Alex Rosenak, 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.
PRESIDENT APPOINTS McCONNAUGHEY FCC CHAIRMAN: Ending long speculation about top FCC position, President Eisenhower on Sept. 25 announced choice of leading contender Geo. C. McConnaughey as chairman, said he would continue rotating the chairmanship.

Chairman of Renegotiation Board, McConnaughey 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 McConnaughey 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
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 W. 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 12-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:

KTV, 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-day RCA antenna. It's the first competitor of KTVT (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 Hollingbery.
KALB-TV, Alexandria, La. (Ch. 5) opens up first new TV market since early July, has no competition within 60 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 Nelson, 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 KLYM-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.

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 68.9% 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 theaters than at the Yankee Stadium turnstiles, despite 2 postponements and an 11 p.m. starting bell. The Sept. 17 fight, carried by 70 theaters 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 1955, 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-television 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 $408,000,000 to $430,000,000—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 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 A.Ms 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 ufh 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'Neill, 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'Neill 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.

Conrad 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.

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, WDTV, 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, WFABA-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, WIOP, Hopkinsville, Ky.; Fred Weber, WFPF, Atlantic City, N. J.; Robert Mason, WMRN, Ma- ricult, C.; Sherman Marshall, WOLF, Syracuse, N. Y.; Merrill Lindsay, WSOY, Decatur, Ill. Counsel is Howard Schollenberg, 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. MacCosker, chairman; W. E. MacFarlane, pres.; T. C. Streibert, treas.; E. M. Antrim, secy.
Sweeping shake-up at ABC-TV this week resulted in resignations of 9 officials 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 Veletta 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 Jahncke.

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 700 kc, MBS) to Providence Journal Co.

Preliminary study for Bricker probe of networks andvh-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.).
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 CBII, 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, Sainte 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.

CJCR-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).

Shipments to U.S. stations reported by GE: 20-kw amplifier next week to KWWL-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. 58); another 12½-kw amplifier Sept. 24 to WTOVP, Decatur, Ill. (Ch. 17); 50-kw transmitter Sept. 25 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.

In our continuing survey of upcoming U.S. stations, these are latest reports received from principals:

KKCT, 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-KXKW, St. Louis, and owner of new radio KLPW, Washington, Mo. Brazilian 1069-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. Dolling will be rep.

KPYO-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 P. 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.

KLT, 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.

WTVV, 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. Truseon 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 radio 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-Nielson receiver censuses. Best farm TV bets, according to Tide: Midwest—Ohio, where 38 of the 55 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 (Broll- quik), 30 part., thru Hicks & Greist; Helene Curtis (cosmetics), 39 part., thru Earl Ludgin Inc., Chicago . . . Corning Glass, in network debut, buys 13 part. on NBC-TV’s Home, 11 a.m.-noon, thru Maxon Inc.; Cameo Curtains buys 6 part., thru Friend-Reiss-McGone, 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., Detroit . . . Speedway Petroleum Corp., Detroit (Speedway 70 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,” says 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.

Angry slap at TV set makers for the quality, quantity and servicing of uhf receivers 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, III.—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 a ultra high frequency channel.”

Are Communist candidates barred from broadcasting? FCC isn’t sure, has asked Justice Dept. for interpretation. FCC Com. 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.
COMMISSIONER 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 “unwarrented 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 arrtist 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 Povell 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 KBTV, 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, IKO 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-Mihan . . . Eversharp-Schick Inc. (pens & razors) to sponsor Tales of Tomorrow in 41 markets for 78 weeks, thru Blow . . . Unusual bilingual program, Spanish Show, makes debut on WATV, Newark, Sept. 25, Sun. 5:30-11 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 & Peart, N. Y.; Best Foods, N. Y. (Nueoa 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. Reed 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 scale), thru Doyle, Dan, 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 Shuman as irrelevant on motion of Lamb’s attorneys, & Clark Wiexman, 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 Beuris 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."

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.

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.

* * * * *

Always good for vigorous arguments, annual "guestimate" 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; Moto1, 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, $2,295,714; Bendix TV, $24,460; CBS, $347,581; DuMont, $361,057; Emerson, $252,853; GE-TV, $781,076; Hailcrafters, $122,330; Hoffman, $245,902; Magnavox, $33,013; Motorola, $97,999; Philco, $2,602,374; RCA, $2,014,300; Raytheon, $119,889; Stromberg-Carlson, $305,517; Sylvia, $1,467,455; 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.


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. 10:11-13) which awaits results of task force's 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.

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 3,335,265, production of 4,150,525, in first 7 months of 1953. New York led, with 280,487; California second, 215,449; Pennsylvania, 185,733. July shipments were 329,574, compared to 297,565 in June and 313-012 in July 1953.

Benrus 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 sets 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.


* * *

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 $80.

Printed-circuit TV chassis, complete with remote control, now being offered by Walsco 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 $290 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 repacked 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 $444,360,000 (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 $900-400,000,000. Inventories are down from year ago. He said expenditures on plant facilities this year were expected to total over $50,000,000, bringing outlay on plant expansion and improvement to more than $200,000,000 since 1946.

* * *

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 (1% a share) for first 24 weeks of 1954 (to June 20), compared with $41,295,000 & $913,000 (36c) 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 tolling costs in preparation for color, said DuMont statement, which anticipated "considerably higher profit-to-sales ratio for the remainder of the year."

Arco Mfg. Corp., with no breakdowns for Crosley, Bendix or other products, reports consolidated net income of $3,002,843 (31c a share) after taxes of $3,100,000 on sales of $297,700,333 in 9 months ended Aug. 31, compared to profit of $3,163,343 (32c) on sales of $312,728,550 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 (20c per common share on 694,783 shares outstanding) on sales of $5,926,825 in first 6 months of 1954, compared to $261,477 (40c 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 $39,591 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.


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 Advert- test 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 96%, books read by 72%, magazines read by 72% 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, 15% 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 origins.

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, WFLI-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 WFLI-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.

Defending concept of "spectaculars," NBC pres. Sylvester L. Weaver told Louisville Ad Club Sept. 24 he wasn't hurrying down by somewhat unfavorable reviews of Saturino & Spier, first color extravaganza Sept. 12. He said spectaculars "challenge the roboty of habit viewing" and "restore to TV the aura of newness and freshness which surrounded its debut several years ago." Of Saturino & Spier, 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 spectaculars. 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 originsations, 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. $211,255 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 Philco 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 Belknapp 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.

Skatron'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 3,141,016 June 31, up 454,200 first 6 months of 1954 and 31,680 in June.
CLIMBING AGAIN after year's low in July, network TV billings rose to $28,064,931, network radio to $9,629,232, according to Publishers Information Bureau computations. TV total compares with $16,336,312 in August 1953, radio with $11,707,288 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 network records, reaching $12,755,908 in Aug., also leading in radio with $2,514,815, but all TV networks showed a marked increase in August. ABC's sole radio network to show improvement in Aug. over Aug. 1953—$2,160,025 vs. $1,958,682—and it passed NBC Radio which had $2,075,531 in Aug. The complete PIB tables:

**NETWORK TELEVISION**

<table>
<thead>
<tr>
<th></th>
<th>August 1954</th>
<th>January-Aug. 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$12,755,908</td>
<td>$7,783,813</td>
</tr>
<tr>
<td>ABC</td>
<td>8,053,575</td>
<td>6,964,841</td>
</tr>
<tr>
<td>NBC</td>
<td>2,514,815</td>
<td>2,144,505</td>
</tr>
<tr>
<td>DuMont</td>
<td>3,219,250</td>
<td>2,780,725</td>
</tr>
<tr>
<td>Total</td>
<td>$22,666,312</td>
<td>$16,336,312</td>
</tr>
</tbody>
</table>

**NETWORK RADIO**

<table>
<thead>
<tr>
<th></th>
<th>August 1954</th>
<th>January-Aug. 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$3,917,293</td>
<td>$4,791,044</td>
</tr>
<tr>
<td>ABC</td>
<td>2,160,025</td>
<td>1,958,682</td>
</tr>
<tr>
<td>MBS</td>
<td>2,075,531</td>
<td>1,964,369</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,476,383</td>
<td>1,278,248</td>
</tr>
<tr>
<td>Total</td>
<td>$7,629,232</td>
<td>$6,775,573</td>
</tr>
</tbody>
</table>

**NETWORK TELEVISION—January-August 1954**

<table>
<thead>
<tr>
<th></th>
<th>January-Aug. 1954</th>
</tr>
</thead>
<tbody>
<tr>
<td>CBS</td>
<td>$14,455,608</td>
</tr>
<tr>
<td>ABC</td>
<td>1,086,137</td>
</tr>
<tr>
<td>MBS</td>
<td>999,290</td>
</tr>
<tr>
<td>DuMont</td>
<td>1,419,033</td>
</tr>
<tr>
<td>Total</td>
<td>$18,210,968</td>
</tr>
</tbody>
</table>

*Note: As revised on 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 for 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 49%. However, they’re generally accepted in the trade as an index.

**Live TV program exchange with Cuba may become reality, as result of 2 developments this week. AT&T petitioned FCC for rule-making to permit use of 650-950-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 of 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 Service 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 micro-wave from Amarillo, Tex. (Vol. 10:38). Other stations being interconnected: WNT, Waterloo-Ft. Wayne, Ind.; KALB-TV, Alexandria, La.; WUSN-TV, Charleston, S. C.; WDAY-TV, Fargo, N. D.; WGGH-TV, Hartford, Conn.; WKBT, La Crosse, Wis.; WALA-TV, Mobile, Ala.; WPFA-TV & WEAR-TV, Pensacola, Fla.; KOAM-TV, Pittsburg, Kan.; KFMB-TV, San Diego (replacing private link); KTIV, Sioux City, la.; 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 $58,000 from Joseph G. & E. Jukins Mathews. Application filed with FCC this week specifies that sellers get $56,550 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. 7, by Woodward Bestig 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 this month’s Addenda for full report; for complete listings of all grants, new stations, applications, etc., see fall TV Factbook with Addenda to date.)

FCC’s new “5-2-2” 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 coming out this week to KQTY, Ft. Dodge, la. (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.
CONSERVATIVE START FOR BRICKER PROBE: Staff investigators for the Senate Commerce Committee's TV-radio-network investigation thus far have confined their study to the basic problems of station operation, network affiliation, uhf & vhf. They have shown no intention to enter areas of programming, commentators' opinions, network control of shows, network spot sales practices, patents, manufacturers' ownership of networks and stations, etc. -- despite constant speculation that they might.

It's too early to call the turn on Chairman Bricker (R-Ohio) or his majority counsel, ex-FCC Comr. Robert F. Jones. Certainly a lot depends on outcome of the Congressional elections -- not only which party wins control, but by what majority.

Investigation so far has been marked by harmony among staff -- Jones, minority counsel Harry Plotkin and communications counsel Nick Zapple. One of its first moves will be to ask FCC for voluminous data on networks and their practices, station economics, allocations, etc. -- probably early next week. Networks and stations are not yet being solicited for information.

Sen. Bricker isn't due to return to Washington until Nov. 8, when Senate convenes for special session. By that time, post-election, the direction TV-radio probe is to take will be considerably clearer. Meanwhile, Bricker hasn't been in close contact with investigatory staff during his absence from capital.

In its deliberations on uhf problems, Committee already has great mass of testimony gathered in the Potter communications subcommittee hearings -- which Sen. Bricker has said will be used as starting point. The 1177-p. record of the Potter hearings was released this week by subcommittee -- a comprehensive document on the plight of uhf, containing every help-uhf proposal suggested to date.

COMMISSIONERS SUM UP HOME COLOR VIEWING: FCC members' experience with color sets in their homes is particularly interesting -- not only because of the role they had in establishing color but because they've watched more color than any group except the manufacturing and network personnel and newsmen.

Commissioners have had RCA 15-in. sets on loan some 6 months, and when we polled them this week they produced an intriguing variety of reactions. We talked to 6 of the 7, Webster being out of town. Here are their responses:

Chairman Rosel H. Hyde: "We like it very much -- but it all depends on the show. Our guests are always very much impressed. There's no difficulty at all in tuning; my wife and the younger members of the family handle it as well as black & white. We watch a lot of monochrome on it, too; we use whichever set is convenient. It holds up very well -- very dependable."

George E. Sterling: "I haven't had the opportunity to watch all the shows, but we are very much impressed. The Firestone Hour was particularly good; our guests would have run out and bought sets if they had the money. They're all waiting for larger pictures -- but I noticed that everyone watches the color set even though
I have my 21-in. black-&-white in the same room. We've had no trouble tuning -- and never any servicing problems.

"As for kinds of programs, I'm not so sure about sports. A football game might be good, with the brightly-dressed crowds, the colorful uniforms, etc., but I remember when CBS put on a fight and they had to put ribbons on the ropes to add some color. But then you get into sponsorships. Color has to come for stores -- food, gowns and the like. Then imagine Ford using color; Dodge must have it, too."

Frieda B. Hennock: "Love it. It's gorgeous. I like anything in color. I want more of it, can't get enough of it. The set holds up very well."

Robert T. Bartley: "Very good reception and quality, though I think you need some sort of key or color bar to know whether you've got it tuned right. I'm still anxious to see some sports. Small size doesn't bother me -- I like small screens. We have it across the room rather than lengthwise. I think it's somewhat critical where you sit; the colors are better when you're more directly in front of it."

"Our guests are impressed with color, but sales resistance is still big. The black-&-white isn't as good as it is on my black-&-white set. There has been no trouble as far as servicing is concerned."

John C. Doerfer: "I haven't seen too many shows, but the little I've seen looked good. It's a little trickier to adjust than black-&-white but not too difficult for the average person. The colors are pretty faithful, stimulating, giving you an entirely different reaction than black-&-white."

Robert E. Lee: "We're delighted with it. We've had a lot of people in and no one has complained about size. I guess it's because they're so dazzled with color they have a feeling it's larger. I'd say the panel shows were pretty dull. I saw the Hutton show and thought the colors were awfully good, but the show itself was corny, beneath Betty Hutton. The black-&-white is good, and we use it for black-&-white a lot. The set has certainly been stable -- no repairs or adjustments. The family has watched every show. It's here to stay."

White House also has RCA 15-in. set in President Eisenhower's private quarters. President hasn't said anything publicly about watching color but it's known that set gets plenty of use. RCA is planning to present him with 21-in. set soon. RCA set in Blair House also gets regular use.

McConnaughey in Oct. 4, no 1-year limit: New FCC chairman George C. McConnaughey has job cut out for him, to learn ropes fast, after he's sworn in Oct. 4, because he's first chairman in many years to take over Commission "cold" -- i.e., without FCC or TV-radio industry experience. Others have become members without such background, but they've been able to stand by quietly, guided by chairman or others.

New chairman will be sworn in 10:30 a.m. in offices of Presidential assistant Sherman Adams at White House, with Supreme Court Justice and fellow Ohioan Harold Burton administering oath. McConnaughey then meets press at noon.

New chairman says no one-year limit was placed on his designation as chairman despite White House press statement to that effect. Acting chairman Rosel Hyde now reverts to regular membership, his term running until July 1, 1959 if he chooses to remain with Commission. McConnaughey's term runs until July 1, 1957 -- the remainder of retiring George E. Sterling's tenure.

Confirmation of McConnaughey is up to Senate, which could act either when it meets to vote on McCarthy censure Nov. 8 or when new Congress convenes in January. Action this year is unlikely, but much depends on way election goes.

One important job McConnaughey inherits is that of liaison with Sen. Bricker and staff working on network investigation (see p. 1). He has running start, however, because he's a friend not only of Bricker but of Robert Jones, Ohioan and ex-FCC member who heads Senate investigatory staff.

Sterling left Commission Sept. 30, showered with well wishes of staff and friends, luncheons in his honor, gifts, etc. Fellow commissioners presented him with scroll reading in part: "His warmth, sincerity and fundamental sense of fairness have earned him the respect and affection of all, and his distinguished career long will be an inspiration and example to the organization he served."
HEARINGS ON TV 'CRIME, HORROR & VIOLENCE': Another Congressional investigation of TV -- this one in field of programming -- erupts into full-scale hearings Oct. 19-20 after months of exhaustive study at staff level.

Senate Judiciary subcommittee on juvenile delinquency under Sen. Hendrickson (R-N.J.) this week announced forthcoming public hearings "to determine what effect the scenes of crime, horror and violence have upon the minds of the youth of America."

These will be the first TV hearings by the group except for about 2 hours of testimony taken last June in New York -- and they're bound to make headlines.

Representatives of the 4 networks have been invited to testify, and the subcommittee's announcement says witnesses will also include "psychologists, sociologists, TV producers, actors, sponsors and station managers."

Spectre of censorship always lurks in this type of investigation. And the subcommittee says its four members are "adamant on one point -- they are strongly opposed to censorship." Nevertheless, official release adds: "If after full hearings it is determined that remedial steps should be taken, the blueprint for action will be included in the subcommittee's report."

"The content of TV programs will be examined" at hearings, which subcommittee says are result of "complaints from thousands of parents across the nation." Intensive pre-hearing study focused on "the portrayal of crime, horror and violence."

Subcommittee's last project, probe of comic book industry, was big force in mobilizing public opinion, though group hasn't yet issued its report. As result of hearings, comic book industry has organized clean-up campaign under new industry "czar". One publisher, who refused to join new self-censoring trade group, voluntarily discontinued publication of all "crime and horror" titles.

Subcommittee's membership, besides Hendrickson, is composed of Sens. Langer (R-N.D.), Kefauver (D-Tenn.), Hennings (D-Mo.). Chief counsel is Herbert W. Beaser.

FCC GRANTS 3, REVERSES EXAMINERS TWICE: Commission is giving its examiners a rough time lately, reversing them more often than not -- twice this week, when it gave final decisions to WANE, Ft. Wayne, Ind. (Ch. 69) and Petersburg TV Corp. (WLEE, Richmond), Petersburg, Va. (Ch. 8). A third CP was granted this week, Commission finalizing initial decision in favor of WINR, Binghamton, N.Y. (Ch. 40), after WENE declined to contest initial decision.

There were 3 uhf CPs cancelled at request of grantees: WECT, Elmira, N.Y. (Ch. 18); WFRB, Utica, N.Y. (Ch. 19); WCOC-TV, Greensboro, N.C. (Ch. 57).


FCC noted that newspaper has joint ad rate with other paper in town, News-Sentinel, refusing classified or national ads unless advertiser takes both papers. This practice, FCC said, overweights the fact that "Anthony Wayne can be more fully relied upon to provide a service adequately meeting the programming needs of the Ft. Wayne area than can [WANE]." There were no dissents.

In Petersburg case, the FCC concluded that examiner Claire Hardy should have given Petersburg TV the nod because it proposes to attend to program needs of its entire service area, whereas WSSV confined itself to more immediate area. Commission also felt that Petersburg TV proposed superior agricultural programs and provided for superior remote facilities.

Though FCC gave WSSV "clear-cut" advantage on local ownership-management, it decided that Petersburg TV is more responsive to needs of whole area. WSSV is controlled by local resident-manager Louis Peterson, while major stockholder of competitor is Tom Tinsley, who lives in Baltimore where he owns WITH and holds CP for WITH-TV (Ch. 72). Comrs. Bartley and Hennock dissented.

Educators continued getting favorable break from the FCC, which this week rejected petition of WVOK, Birmingham, Ala., to make Ch. 10 there available for commercial use. WVOK argued that Ch. 7 educational station, now under construction atop Mt. Cheaha, 57 mi. away, would put Grade A signal into Birmingham; that overlap
between it and Birmingham station would constitute "duopoly"; that gift of equipment from Storer's WBRC-TV would give him "influence" over educators.

Commission dismissed all the arguments, made additional statement that "the deletion of the reservation on Ch. 10 would mean that the city would be without the facilities of an educational station," and that Mt. Cheaha educational outlet cannot be considered a Birmingham station.

In another allocations action, Commission proposed to add Ch. 19 to North Adams, Mass. -- requested by WMGT, which has been bedeviled by technical troubles with Ch. 74 (Vol. 10:38) -- by substituting Ch. 54 for Ch. 9 in Utica-Rome, N.Y.; Ch. 15 for Ch. 19 in Portsmouth, N.H.; Ch. 74 for Ch. 33 in Bennington, Vt.

Petition for "de-intermixture" in Peoria through deletion of Ch. 8, filed by uhf stations WEEK-TV & WTGV-TV last week (Vol. 10:59), was opposed this week by Ch. 8 applicant WIRL which is awaiting decision. WIRL said that 938 sq. mi. of its proposed Grade B contour would get no Grade B service from any other existing or proposed station. Applicant also said Ch. 8 commercial grant would counteract "news monopoly" of WTGV-TV and its associated Journal and Star.

**ONE NEW STARTER AS NORFOLK UHF QITS:** Another uhf economic casualty is Norfolk's WTOV-TV (Ch.23), while sole new U.S. station brought TV to Cape Girardeau, Mo. area for first time and new Canadian station was poised to begin Oct. 3 -- making total of 408 operating stations in U.S. (122 of them uhf) and 16 in Canada.

WTOV-TV goes off air Oct. 3, just 19 days short of its first birthday, blaming "disappointing results" of its efforts to attract new network business. Station hopes to apply for Ch. 13, which FCC has proposed to assign to area (Vol. 10:38). One of 3 uhf stations in 4-station Norfolk area, WTOV-TV carried some ABC & DuMont programs. Another uhf in area, independent WACH-TV left air last March, returned in August (Vol. 10:14,31). To date 25 uhf stations have left air (not counting WACH-TV) as against 6 vhf (2 were results of mergers). This week's starters:

KFVS-TV, Cape Girardeau, Mo. (Ch. 12) goes commercial Oct. 3 as CBS primary interconnected, reports "clear signal as far as 150 mi." after week of test patterns. Opening up virtually new small-city market area bordering Illinois & Kentucky, its only TV competition within 100 mi. is uhf WSLI-TV, Harrisburg, Ill., 62 mi. away. It has 10-kw Federal transmitter, 808-ft. Truscon tower, 12-bay RCA antenna. Owner-gen. mgr. is radio pioneer Oscar Hirsch, who controls 4 AMs in Missouri & Illinois; his son Robert is TV operations mgr.; brother Ralph L. Hirsch, station mgr.; Jack Ramey, commercial mgr. Base hour rate is $250. Rep is Pearson.

* * *

CFRN-TV, Edmonton, Alta. (Ch. 3) is all set for Oct. 3 test patterns, wires owner-gen. mgr. G.R.A. (Dick) Rice. Tenth privately owned Canadian outlet, it plans to supplement CBC programs with U.S. network kines. It has 5-kw Canadian GE transmitter, 488-ft. tower with GE 6-bay antenna. Chief engineer is F.G.A. Makepeace. Base rate is $200. Reps are Radio Representatives Ltd. (Canada), Adam Young (U.S.) and Harlan Oakes & Assoc. (Los Angeles & San Francisco).

**Community TV tower being built in Greenville, Miss. by Delta Video Corp. collapsed this week, killing 2 workers. Some 300 ft. of 420-ft. structure had been built, began to weave, and workers were trying to steady it. Town had been partially wired up by Delta, a subsidiary of Mid-West Video Corp., Little Rock, Ark. A second system for Greenville has been under construction by Greenville TV Cable Corp., employing Jerrod equipment and using 880-ft. Army tower. Jerrod rushed equipment and erected tent to seat 1000, to show World Series.**

**New community antenna projects reported by Jerrod Electronics, equipment manufacturer: Petoskey, Mich.; Tupelo, Miss.; Farmington, N. M.; Horseheads, N. Y.; Wausau, Wis. Jerrod is also rewiring systems in Franklin, Pa., and Breckenridge, Tex. In Green River, Wyo., group headed by E. J. Vehar is seeking state permission to go ahead with construction.**

Ben S. Fisher, 64, partner in Washington communications law firm of Fisher, Wayland, Duvall & Southmayd, died of cancer Sept. 30 at Doctors Hospital, Washington. A native of Portland, Ore., where he was district attorney from 1920 to 1924, he served as FCC ass't. gen. counsel from 1930 to 1935, when he entered private practice. He was chairman of American Bar Assn. communications committee at time of death, and was past pres. of Federal Communications Bar Assn.

Bert Lytell, 69, veteran actor of all dramatic media, died in N. Y. Sept. 28 after series of operations.

A witness testified he saw Edward Lamb give contributions totaling $7 to Communist Party in 1938 & 1940—and Russell Brown, attorney for the Toledo broadcaster-publisher promised to prove the witness was "paid and inspired to come down here and perjure himself." Witness was Ernest Courey, Mercer, Wis. resort owner, 5th to appear for Gov't. at FCC hearing on renewal of Lamb's license for WICU, Erie, Pa. Courey said he joined Communist Party in Toledo as undercover agent for private detective agency, and accompanied party official to Lamb's office to collect contributions of $5 & $2. Under cross-examination, Courey testified that he had served 5 years of a life sentence in Ohio for second-degree murder, that he had no documents to prove he was ever party member, that he couldn't recall names of any person other than Lamb he had solicited for funds. Hearings were held Sept. 27 & 28, then recessed to Oct. 1 at request of FCC attorneys because of illness of next witness. Courey was on stand all 3 days, will return to stand Oct. 4 when Lamb attorneys resume cross-examination.

Responses to Bryson Bill questionnaires have come from only one-third of nation's TV-radio stations, which have been asked to return data to NARTB by Oct. 10 on length, character and program description of beer & wine advertisers. NARTB pres. Harold Fellows requested stations to provide data as quickly as possible, declaring "the urgency attending this particular survey is obvious—inasmuch as we can anticipate government intervention if the industry itself cannot supply the answer sought by the [House Interstate and Foreign Commerce Committee]."

Theatre Network Television Inc. moved Oct. 1 to new offices at 575 Madison Ave., N. Y., Murray Hill 8-5220.

Communists in TV-radio and the press are "still dangerously active," writes FBI director J. Edgar Hoover in Oct. American Magazine, citing this case: "All the programs broadcast by a big TV station in a southern city are under the direction of a man with a record of communist activity stretching back for more than 10 years. A former labor agitator in the north, a leader in red-front organizations and political campaigns, this individual gave up his open party affiliations when he moved south and went to work for the TV station. To most of his fellow townsmen he appears to be a patriotic citizen. But the front he puts up is a sham. He still has secret ties with the Party, and a small communist club comprised of local professional people meets regularly in his home. He is too cagey to put any outright red propaganda on the air, but [he] is in a position where, by the mere choice of the material he uses, and the emphasis or lack of emphasis he places on it, he can subtly shape attitudes in a large audience." FCC officials said they hadn't read the article, and FBI hadn't called case to their attention.

Subscription TV is still insignificant as far as RCA is concerned, pres. Frank Folsom told Investment Analysts Society during question period after talk last week (Vol. 10:39). "I don't believe it's a development that has any importance as far as we're concerned," he said, though he noted that company had done technical research on it. Folsom took same attitude expressed at some length by RCA chairman David Jarnoff in NARTB convention speech last year (Vol. 9:18).

Signs of the times: It's TV-radio dept. at Kenyon & Eckhardt—no longer radio-TV dept.
FOUK TRANSMITTER shipments to upcoming and existing stations were reported this week by RCA: 10-kw transmitter was shipped Sept. 24 to WTVW, Milwaukee (Ch. 12), which has Oct. target; 12½-kw amplifiers went Sept. 27 to WTPA, Harrisburg, Pa. (Ch. 71) and Sept. 30 to WARM-TV, Scranton (Ch. 16); 25-kw transmitter Sept. 27 to WATE, Knoxville (Ch. 7). GE shipped antenna Sept. 27 to upcoming KVVO-TV, Tulsa (Ch. 2); 35-kw transmitter follows later.

* * * *

In our continuing survey of upcoming TV stations, these are the latest reports received from principals:

KVOO-TV, Tulsa (Ch. 2), its 35-kw GE transmitter due to arrive about Oct. 5, plans late Nov. tests, programming in early Dec., reports gen. mgr. C. B. (Brownie) Akers. Principals are oilmen Wm. Skelly and Sen. Robert S. Kerr (D-Okl.), latter with family also controlling WEEK-TV, Peoria, III. Self-supporting 200-ft. Blaw-Knox tower will be used while 1062-ft. tower, scheduled to be ready by next March, is being built. Studios will be in remodeled former Akdar Shrine Building at 311½ South Denver St. Rep not yet chosen.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), now plans Oct. 15-20 test patterns, programming late in Oct., writes TV director Robert F. Schenckkan. It has begun installation of 25-kw RCA transmitter, has 800-ft. tower and 6-bay antenna ready. Grantee U of North Carolina plans to have mobile unit and studios at Chapel Hill, State College, Raleigh and N. C. Women's College, Greensboro — each with 2 cameras and film chain — linked by microwave to Chapel Hill transmitter.

WKDN-TV, Camden, N. J. (Ch. 17, allocated to Philadelphia), which planned operation as low-cost community station making it possible for "local industrial, retail and service establishments to buy TV advertising" (Vol. 10:7), is now in "indefinite" status, reports gen. mgr. Gordon Giffen. It recently got CP extension to March. Rep not chosen.

WPTR-TV, Albany, N. Y. (Ch. 23), and WRNY-TV, Rochester, N. Y. (Ch. 27), recently got CP extensions to next Feb. and "present indications are that we will go ahead with our TV permit at Albany as well as Rochester," writes J. Meyer Schine of Schine chain theaters, holding 55% of WPTR-TV & 50% of WRNY-TV. Orders for equipment haven't been reported, nor have reps been chosen.

Long-pending merger of Pocetello, Ida. TV grantees was approved Sept. 29 by FCC. Reporting no consideration involved, Tribune-Journal Co. (Robert S. Howard), holding Ch. 6 CP with CBS affiliation, and Eastern Idaho Bestg. & TV Co. (James M. Brady-Frank Carman-Grant Wrathall group), holding Ch. 10 CP with ABC affiliation, will be equal owners of new Pocetello Television Corp. Ch. 10 CP will be dropped, with KWIK-TV call letters retained. Eastern's license for radio KWIK (1-kw, 1140 kc, ABC-MBS) also will be turned in, but KWIK call letters will be retained for use by Tribune-Journal's KJRL facilities (250-w, 1240 kc, CBS).

AP Radio & TV Assn. was formed this week by Associated Press as outgrowth of its old Radio Member Committee. Nationwide organization of AP's more than 1300 member stations was announced by Les Mawhinney, KJH-TV & KHJ, Los Angeles, ex-chairman of Radio Member Committee, who was elected pres. of new assn. by committee members. Each member station will appoint one member, according to new bylaws, which provide for 4 regional districts to be represented on board of directors. The 7 Radio Committee members will serve on first board, vacancies to be filled by elections to be held within the next 11 months.

WTLC, Urbana, Ill. (Ch. 12, educational), expects GE 12-bay antenna about Nov. 20, won't set target dates until it's on hand, writes director Frank E. Schooley. It already has demonstrator 5-kw transmitter donated by GE, plans temporary installation of antenna atop U of Illinois stadium in Champaign. Blaw-Knox tower it bought from WTMJ, Milwaukee, has been erected at Robert Allerton Park near Monticello, Ill.; it will be used first for University's FM operation, later may also be used for TV.

KCOR-TV, San Antonio, Tex. (Ch. 41), hasn't specified delivery date for 1-kw RCA transmitter and other equipment, but now expects to start programming about Feb. 1. Emeco 406-ft. tower with RCA antenna is scheduled to be ready early in Dec. It will be all-Spanish outlet, using films and kines from Mexico and other Latin-American countries, as well as U. S. KCOR-TV base hour is tentatively set at $300. Rep will be Richard O'Connell.

KMIV, Miami, Okla. (Ch. 58), is in "indefinite status," waiting developments on uhf & satellites, writes 25% owner Kenyon Brown, who operates KWPT-TV, Wichita Falls (Ch. 6), and has interest in KMBY-TV, Monterey, Cal. (Ch. 8). Equipment order hasn't been reported, nor has rep.

* * * *

CHEX-TV, Peterborough, Ont. (Ch. 12), building foundation and footings ready, is due to receive 10-kw RCA transmitter Jan. 1. Canadian Bridge Ltd. promises completion of 400-ft. tower with 12-slot wavestack antenna Jan. 15. Station now plans Feb. 15 test patterns, according to H. S. Freeman, station supervisor for Northern Bestg. Co. Ltd., which operates radio properties for owners Sen. W. R. Davies and R. H. Thompson. For same owners, Northern also is building CKWS-TV, Kingston, Ont. (Ch. 11), which has Oct. target. Sen. Davies publishes Peterborough Examiner and Kingston Whig-Standard; Mr. Thompson is chain newspaper publisher. Reps will be Weed and All-Canada.

First Canadian small-town TV grant was recommended by CBC Board of Governors for radio CKBB, Barrie, Ont., 55 mi. north of Toronto—13th Canadian station authorization outstanding. An additional 16 stations are on air. Ralph T. Snelgrove, owner-mgr. of CKBB, reports he plans new studio-transmitter building on 1027-ft. hill, 1 mi. south of Barrie. Equipment hasn't been ordered. Canadian rep will be Paul Mulvihill & Co.

Control of KSCJ-TV, Pueblo, Colo. (Ch. 5), with KSCJ (1-kw, 590 kc, MBS) passed from Douglas D. Kahle (67%) and Robert L. Clinton Jr. (33%) to Bankers Life & Casualty Co., Chicago, with FCC approval of transfer Sept. 29. Bankers Life will take over all assets, holds secured bonds worth $323,000, Kahle remaining as mgr. with option to buy back 25% if managerial contract is extended for 5 years after first year (Vol. 10:35). Big insurance company bought KGA, Spokane, last year from Louis Wasmer, who holds CP for KREM-TV there (Ch. 2). Other FCC action this week was approval of Campbell-Trendle's sale of radio WTAC, Flint, Mich. for $287,000 to Radio Hawaii Inc., after turning in CP for WTAG-TV (Ch. 16), which left air April 16, 1954 (Vol. 10:31-32).

N. L. Benton's WMIN-TV, St. Paul-Minneapolis (Ch. 11), which shares time with WTCN-TV, is selling independent WMIN (250-w, 1400 kc), together with WMIN-FM, for $75,000 to Franklin Bestg. Co., according to papers filed with FCC this week. Price is for license, transmitter equipment and fixtures; land and building are to be leased at $6000 annually, with proviso to buy at end of 5 years. Papers report WMIN grossing $165,000 for year ending July 31. Franklin Bestg. is controlled by Wm. F. Johns family.
Network Accounts: Financial loss on NCAA football sponsorships is cited by Oct. 2 Billboard as major reason for ABC-TV’s consolidation and reorganization last week, which resulted in more than 50 resignations (Vol. 10:39). Though network maintained discreet silence, article reports “the blow-off was furred by ABC’s anticipated loss of an estimated $1,800,000 on the NCAA tilts, with the web believing realizing only some $700,000 from the cut-rate deals it has made on the games, which cost it about $2,800,000. This loss, falling almost entirely on the fourth quarter, would wreak havoc upon the balance sheet, inasmuch as ABC is on a calendar fiscal year which ends Dec. 31, and would make the network’s position for the full year seem far worse than it actually is. The result is that fast action was needed to counter this loss, and the axe has been falling in a broadcasting equivalent of the French terror.”

Only a few days before start of season Sept. 18, ABC-TV signed Zenith, Maytag and Amana Refrigerating Co. as national sponsors of NCAA, after Carnation Milk had previously signed for west coast, Humble Oil for Texas . . . Ralston Purina to sponsor Name’s the Same on ABC-TV starting Oct. 11, Mon. 7:30-8 p.m., thru Guild, Bascom & Bongfli, San Francisco . . . Colgate-Palmolive to sponsor Mon.-Wed.-Fri. portions one week, Tue. & Thu. segments following week, of Feather Your Nest on ABC-TV starting Oct. 4, Mon.-thru-Fri. 12:30-1 p.m., thru Wm. Esty Co. . . . Roto-Brol Corp. buys half of NBC-TV’s election night coverage Nov. 2, 9:30 p.m.-1 a.m., thru Product Services Inc., N. Y. . . . Northam Warren Corp., Stamford, Conn. (deodorant) buys 117 participations on Today, Home & Tonight on NBC-TV, thru J. M. Mathes Inc., N. Y. . . . Procter & Gamble (Gleem tooth paste) to be alt. sponsor (with Hazel Bishop) of This Is Your Life on NBC-TV starting Oct. 6, Wed. 10-10:30 p.m., thru Compton Adv. . . . Paper-Mate Pens to be alt. sponsor (with Toni) of People Are Funny on NBC-TV starting Oct. 17, Sun. 7-7:30 p.m., thru Foote, Cone & Belding . . . Canadian GE to sponsor CGE Showtime on CBC-TV starting Oct. 3, Sun. 9:30-10 p.m. . . . Procter & Gamble of Canada to sponsor On Camera on CBC starting Oct. 2, Sat. 9-9:30 p.m.

“Re-evaluation” of DuMont programming will result in dropping of several sustainers, including the highly regarded Author Meets the Critics, Ernie Kovacs’ quizzie Time Will Tell and possibly The Goldbergs, whose sponsor Vitamin Corp. of America won’t renew after pact expires Oct. 19. As explained by DuMont spokesman: “The fall selling season is behind us now, and we think it’s better to conserve money on sustaining programs and try to build new ones that might be more salable after first of year.”

Station Accounts: Banks’ use of TV is increasing steadily, even though newspapers continue to be dominant medium for them, panel of bankers agreed at convention of Financial Public Relations Assn. this week in Washington. Panelists said they recognize value of TV and main consideration was merely how to use it most advantageously. David E. Detrick, v.p. of Gem City Building & Loan Assn., Dayton, said his bank used TV-radio spots extensively, with times carefully selected. “Make sure your advertising messages appear when and where your customers are likely to be looking and listening,” he said. Frank C. Helper, Gardner Adv., St. Louis, said bank’s objective must be kept squarely in mind in selecting program. “If you are trying to sell prestige, you won’t do it with animated spots. Savings deposits won’t be built up with longhair programs. If you schedule who-dunits, you may lose community esteem,” he said . . . Park & Tilford, barred from advertising liquor, makes TV debut this month with heavy spot campaign for its Tintex fabric dyes and Winx eye cosmetics, thru Storm & Klein Adv., N. Y. . . . U. S. Filter Products Corp., Newark, buys 5 spots a day on WOR-TV for 26 weeks to test effectiveness of its Aquafilter cigarette holder before national distribution, thru Adolf F. Gottesmann Adv., Newark . . . “TV’s oldest continuously sponsored program,” Midwestern Hayride, Oct. 2 celebrated 6th anniversary with its original sponsor, Bavarian Brewing Co. over WLWT, Cincinnati, WLWC, Columbus and WLWD, Dayton . . . Seabrook Farms (frozen foods), following reorganization completed this week, plans heavy TV-radio spot campaign, thru N. W. Ayer . . . RCA buys large block of one-min. spots for 52 weeks on WNBQ, Chicago, on 5 programs: Close-up, Let’s Look at Sports, But Not Forgotten, Sports Star Time, Hawkins Falls . . . Among advertisers currently reported using or preparing to use TV: Campbell Chemicals Inc., St. Louis (Camicide insect spray), thru The Railway Co., St. Louis; Destroy Laboratories Inc., Allentown, Pa. (De-Nic-Lets stops smoking habit. De-Stroy pest control), thru Mackes & Taylor, Allentown, Pa.; Sinclair Refining Co., N. Y. (Power-X premium gasoline), thru Moray, Humm & Johnstone, N. Y.; Williamsson Candy Co., sub. of General Candy Corp., Chicago (Oh Henry candy bars), thru Aubrey, Finley, Marley & Hodgson, Chicago; Chatham Health Products, N. Y. (Appedrin weight-reducer), thru Duane Jones Co., N. Y.

Telescating Notes: World Series was carried live by 179 stations in 173 cities, according to AT&T’s long lines dept.—in addition to unspecified number picking it up via private links and off-air—vs. 113 stations in 108 cities last year & 69 stations in 66 cities in 1952 . . . On radio (MBS) it’s on 675 U. S. stations, 225 in Canada and other foreign countries . . . Hooperating of first game Series telecast was 28 in New York, home of the winning Giants, 37 in the Indians’ Cleveland; second game rated 20 in New York, 33 in Cleveland . . . Second run for I Love Lucy films definitely planned by CBS-TV next year, probably Sun. 6-6:30 p.m., first runs to continue simultaneously in usual time slot. Producer Jess Oppenheimer plans to continue shooting new Lucy episodes for 3 more years at most . . . Film clips from new and forthcoming Hollywood productions, along with guest appearance of stars, make up new weekly Hollywood Prevue, produced by Bruce Balaban & Dave Sanders on WOR-TV, N. Y. . . . Course in time buying & selling, organized by Radio & TV Executives Society, will present leaders in TV, radio, advertising and station rep field for 13 luncheon sessions Tuesdays starting Oct. 26 in Toots Shor’s Restaurant, N. Y. . . . Live telecast of Caesarian-section birth climaxned series of 10 medical programs, Let There Be Life, Sept. 22 on WLWT, Cincinnati and WLWD, Dayton . . . University-owned commercial WOI-TV, Ames, Ia., has “placed approximately 40 people in the industry one way and another—networks, stations and in some cases other colleges,” writes director Richard B. Hull. More than 100 of its productions have been aired on nation’s educational stations . . . Covering field from Ozark folk songs to robot machines, ambitious new CBS-TV weekly educational program, The Search, more than 2 years in preparation and based on research projects at leading universities, makes debut Oct. 17, Sun. 4:30-5 p.m. . . . Canadian TV talent search, conducted this summer by CBC, in which more than 1500 performers were auditioned, bears fruit in new CBC-TV show, Pick the Stars, 39-week series which began this week . . . Biow Co. becomes Biow, Beirn & Toigo Jan. 1, when pres. Kenneth Beirn and v.p. John Tolgo assume partnership, joining chairman Milton Biow . . . H-R Reps opens Dallas office, under Clarke Brown, former Blair southwestern mgr. . . . WSAZ-TV, Huntington, W. Va., to open Charleston studios at 298 Dickinson St. . . . WTOM-TV are new call letters for WLS-TV, Lansing, Mich., transferred last week to Inland Bestg. Co. (Vol. 10:39).
COLOR INTRODUCTION—A STUDY IN CONTRASTS:  First 19-in. color sets hit the big N.Y. consumer market this week -- Motorola with a big advertising splash, CBS-Columbia very quietly. Both were keyed to "Shower of Stars" colorcast on CBS-TV Sept. 30. In black & white, Philco made the biggest news by increasing prices on 15 out of 32 models by $10 and $20 (for details, see Topics & Trends).

Whole industry watched contrasting color introduction techniques, for their own plans of presentation may hinge on which approach proves more successful. RCA and Admiral both say they will have sets to consumers "by the end of the year," but neither would comment on the method of introduction. Both said inclination now is to be very modest in promotions until mass production can meet mass demand.

Westinghouse says it plans "relatively big splash" when its 19-in. color goes before public around Thanksgiving Day. One of first in consumer market with 15-in. in bid for "identification" with color (Vol. 10:11), Westinghouse said it regarded 19-in. as "interim" size, wasn't committed too heavily to it in expectation that 21-in. would be available in considerable quantities at start of year and would make its big promotional push at that time. Spokesman said company's introduction of 19-in. sets won't be piecemeal but will be presented simultaneously in many cities.

Motorola's color sets came on crest of full-page ads in daily newspapers, plus trade ads in Retailing Daily. Ads stressed 205-sq.-in. picture and compatibility. Price of $895 was rather played down, though text said "here at last is color TV not for the few, but for you and you and you." Then it listed some of announced upcoming color shows, and the 89 dealers in New York area where sets would be available.

Distributor Motorola-New York said it was difficult to state the number of sets sold but that it was "substantial". Edward R. Taylor, marketing v.p., now says Motorola will make 20,000 color sets this year, down 5000 from his earlier estimate, with lower figure attributed to delays in getting started. This, company contends, will be sufficient to cover demand this year. Its upcoming color schedule calls for introductions in Detroit, Philadelphia and Los Angeles week of Oct. 4, Oklahoma City by Oct. 10. It plans to be in all markets with colorcasts by year's end.

CBS-Columbia sent out no advance publicity, took no ads for its color presentation. It placed sets with 10 dealers in area and the dealers in turn invited 200 prospective customers to see color in CBS studios. Pres. Seymour Mintz stated that those invited were "red hot prospects" for sales, not merely the curious. It will open up Chicago and Los Angeles markets by Oct. 13 in similar hush-hush manner.

Mintz said color isn't a mass market item yet, and there's no point in trying to advertise it as such. When color tubes become available in substantial quantity, he said, CBS-Columbia is prepared to go all-out in promotional push.

When tubes will be available for mass production is a moot question, though CBS-Hytron reports steady increase. Pres. Charles F. Stromeyer says that company is now shipping "CBS-Colortron 208" 19-in. tubes in "freight car" lots, sticks to his prediction CBS-Hytron will build 30,000 or more this year. He says company now has an inventory in color tubes for first time, adding that "the most encouraging thing is the improvement in rejection rate -- it's much better than we anticipated." He has no plans for 21-in. round metal tube, like RCA's, but expects to turn out rectangular tube eventually -- he's not saying when.

Philco's price increases resulted from "higher manufacturing costs, including wage hikes," said v.p. Fred Ogilby. Increases were in middle and upper ends of the line, with leader prices remaining intact. That may well set the pattern for other manufacturers seeking ways of increasing prices (and profits) without lowering sales.
World Series fanned an already high TV sales volume this week, with very good sales reported from Cleveland and New York, whose teams were playing. But there was also a substantial pickup generally throughout country, abetted by Series and full-scale inauguration of fall network programming.

* * *

TV production zoomed to 197,502 week ended Sept. 24, up from 194,284 units in preceding week and 151,544 week ended Sept. 10. It was highest weekly production in 21 months. Also, it was first time in nearly 2 years that TV exceeded radio output. For 37 weeks to date, TV output was 4,300,000 vs. 5,200,000 same period of 1953.

Radio production totaled 196,258 (62,031 auto), compared to 195,405 in week ended Sept. 17 and 154,593 week before. For 37 weeks, radio production was 6,650,000 compared to approximately 9,100,000 in corresponding period year ago.

Topics & Trends of TV Trade: Philco didn't lose a distributor in the disfranchising process at its Aug. convention (Vol. 10:32). Each of its approximately 125 outlets signed new agreement under substantially stiffer terms in effort to hit back at discount houses. Important aspect of policy strikes at trans-shipping by requiring distributor to buy back goods trans-shipped from his own territory at cost plus freight.

Speaking to International Assn. of Electrical Leagues convention in Philadelphia Sept. 29, exec. v.p. John M. Otter said new controlled distribution policy has been "more successful than we hoped for, and has exceeded our expectations." Saying some in industry had contended Philco would lose business as result of tougher terms, he declared:

"We'll pick up more business from dealers who like to sell and merchandise appliances and TV-radio aggressively. We're not mad at anyone and hope other manufacturers will join with us in the effort to strengthen the appliance industry."

He said conditions forced Philco to use a "shock" method in trying to "bring back leadership into the appliance industry. Dealers and distributors need a leader, the same as a working man needs a boss."

Otter criticized what he called practice of selling TVs & appliances "on price alone," said it was fault of entire industry. He said manufacturer, distributor and dealer had been too busy selling merchandise in short supply to realize need for salesmanship and service.

"Then the demand slowed up and people began to shop, resulting in dealers and dealer salesmen selling a product on price alone. There is no end to the price situation once it gets rolling, and it can result in the dealer or distributor going out of business."

In another speech to same group, W. G. Peirce Jr., pres. of Admiral Philadelphia distributor Peirce-Phelps, sharply criticized TV manufacturers for introducing price leaders with big advertising splash, and then failing to produce them in quantities sufficient to meet demand. He said in many cases it was impossible for dealers, much less the consumers, to buy such models.

* * *

Philco's price increases announced this week (see p. 8), effective Oct. 4, were on following 15 models: 21-in. mahogany table, from $260 to $270, blonde $280 to $290; 21-in. open-face mahogany console, $230 to $240; 21-in. open-face mahogany console $290 to $270, blonde $280 to $290; 21-in. open-face mahogany console $280 to $290; 21-in. open-face mahogany console $310 to $330, blonde $320 to $340; 21-in. open-face mahogany console $340 to $350, blonde $360 to $370; 21-in. open-face white oak console $400 to $420; 21-in. full-door mahogany console $330 to $340, blonde $350 to $360; 21-in. open-face mahogany console $370 to $380, blonde $390 to $400.


Edward C. Adleta, 76, pres. of Adleta Co., RCA's Dallas distributor, died Sept. 28 in Dallas.

DuMont introduced new series of deluxe "wide horizon" sets this week, employing more powerful chassis. The 21-in. receivers in series will have 267-sq.-in. screens, using 90-degree tubes. Prices and discounts are $10-$20 higher than on standard line, which remains intact. Marketing v.p. Wm. H. Kelley told distributors new series was being introduced "in the teeth of a disturbing trend in some sections of the industry toward what we feel is dangerously lower quality. We felt that now is the time to bring out a high quality receiver to fill the certain demand for a lot more set for a little more money." Details of new series: Bradley, 21-in. walnut table model $210, mahogany $220, blonde $230; Baylor, 21-in. mahogany table $250, blonde $260; Winsted, 21-in. open-face walnut console $290, mahogany $300, blonde $310; Clifford, 21-in. open-face mahogany console $340, blonde $350; Allenby, 21-in. open-face mahogany console $380; Hamilton, 21-in. open-face mahogany console $380, provincial maple $390; Dellwood, 21-in. half-door mahogany console $400; Richfield, 21-in. full-door console $420, blonde $440; Belvidere, 21-in. full-door mahogany console $440; Glendale, 21-in. open-face mahogany console $445, blonde $475; Royal Sovereign, 30-in. full-door mahogany custom console $1705.

Winter market dates for Los Angeles and San Francisco marts have been advanced one week, new dates being Jan. 17-21 for Los Angeles Furniture Mart, Jan. 24-28 for Western Merchandise Mart, San Francisco. Chicago market dates remain Jan. 3-14.
Trade Personals: Dr. Elmer W. Engstrom, RCA exec. v.p., research & engineering, elected to RCA board, filling vacancy caused by retirement from board of Adm. Walter A. Buck, operating services v.p. ... O. O. Schreiber, asst. to Philco pres. James H. Carmine, named a v.p., will act as secy. to policy & management operations committees ... Nathaniel B. Nichols, Raytheon research mgr., appointed assistant v.p. ... Ray D. Kell, RCA Laboratories, has been named recipient of SMPTE’s David Sarnoff Gold Medal Award for 1954, for work on all-electronic TV and contributions to color TV, award to be presented at convention in Los Angeles Oct. 18. ... M. Barry Carlton, from office of Defense Secy., named gen. mgr. of Magnavox defense products div., reporting to v.p. Richard A. Wilson ... Robert J. Stein, ex-Acme Aluminum Alloys, named Dayton office mgr. of DuMont govt. contract div. ... Ronald E. Vedder promoted to Sylvania TV-radio sales training super, succeeding John O. Painter, now Philadelphia district sales mgr. ... Edgar Messing, v.p. of General Instrument’s F. W. Sickles div., appointed asst. to pres. Monte Cohen; Howard Benner, engineering director, named technical asst. to pres.; Robert Blodget, production mgr., adds duties of engineering mgr. ... H. G. Cheney appointed midwestern sales mgr., Westinghouse tube div., headquarters in Merchandise Mart, Chicago. ... Douglas M. Considine, ex-Minneapolis-Honeywell, named merchandise mgr., P. R. Mallory & Co. ... Inwood Smith, sales v.p. of RCA Estate Appliance Corp., named v.p. of its new marketing dept. ... Ernest F. Leatham, asst. to Raytheon pres. C. F. Adams Jr., elected chairman of National Security Industrial Assn. procurement advisory committee ... Carl Leserman retires from active management of Paramount subsidiary International Telemeter Corp., remains on board while operations are managed by committee comprising Dr. Louis Ridenour, chairman, Chester L. Lappen and Paul MacNamera ... Mort Farr, current NARDA chairman, elected to regional board of Small Business Administration ... Russel L. Krapf promoted to finance mgr. of new laboratories dept., GE electronics div. ... Albert A. Pully, RCA Victor mgr. of general recording, elected pres. of Audio Engineering Society, succeeding Jerry B. Minter ... Wm. Blinoff, ex-Philco, RCA & Motorola, named midwestern sales rep, Automatic Mfg. Corp., Newark (transferees). ... Hugh H. Engelmann, ex-GE, named Motorola asst. adv. mgr. ... Andrew Hause promoted to TV sales mgr., Canadian Admiral Sales Ltd., Port Credit, Ont. ... Harold L. Bean resigns as RCA southeastern field rep. Winston-Salem, N. C., to join Radio Equipment Co., Norfolk. ... Charles E. Beard appointed sales mgr. of GE’s heavy electronics Air Force equipment ... J. S. Lanahan, ex-DuMont mid-Atlantic regional mgr., joins management consultants Amos Parrish Co., N. Y.

Federal Trade Commission this week dismissed old complaint against Sylvania charging price discrimination in sale of radio receiving tubes to Philco in 1949 for 7½% less than to its own distributors (Vol. 6:2, 8:46:9:52, 10:11). In so doing, FTC reversed its hearing examiner’s initial decision ordering Sylvania to halt “discriminatory pricing practices.” Sylvania’s appeal was based on defense that Robinson-Patman amendment to Clayton Antitrust Act permits varying prices to different customers “where differences are justified by differences in cost of manufacturing, sale or delivery.” Opinion written by Comr. Albert A. Caretta held that if a “weighted average” price is used, price differential between Sylvania distributors and Philco “appears to be substantially cost justified,” and added: “There is no showing in this case that the lack of uniformity in the price spread has any competitive significance.” Copies of opinion (Document 5728) are available from FTC, or we’ll get one for you.

Financial & Trade Notes: Magnavox sales soared to record high in fiscal year ended June 30, but earnings were slightly lower than record set in preceding fiscal year. Profit was $2,012,530 ($2.77 per common share) after taxes and renegotiation of $3,230,000 on sales of $92,974,430, compared to earnings of $2,238,337 ($2.93) after $2,310,000 on sales of $57,979,689 in preceding fiscal year. Company attributed decline in earnings to an increase in reserve for renegotiation of govt. contracts. “The company’s financial position is the strongest in its history,” pres. Frank Freimann told stockholders. “Inventories were reduced by $3,500,000 and at the end of the [fiscal] year amounted to approximately $11,000,000, including $4,000,000 applicable to military contracts.” He predicted this fall’s monochrome TV market probably would be one of largest in industry’s history, declaring: “The unsold market for black-&-white TV is still very large—in fact, there will continue to be a large market for black-&-white receivers for many years after color becomes established. ... New orders are being received at a rate substantially higher than this time last year, and our production facilities are operating at full capacity to meet the increased demand.” As to color, he said we “are not planning the introduction of a color TV receiver this fall—and not before dependable TV tubes of acceptable 21-in. size are in production.”

Sparks-Withington Co. had net loss of $304,975 in fiscal year ended June 30, though sales jumped to highest peacetime record in company’s history. Sales were $30,440,062, compared to $27,556,494 preceding fiscal year, loss comparing with profit of $951,895. Backlog of defense orders totaled $6,000,000 on June 30. Pres. John J. Smith blamed loss on TV overproduction in last half of 1953 and resulting price-cutting and dumping. Another factor, he told stockholders, was initial starting expense of WWTV, Cadillac, Mich., which went on air in May. He anticipated sale of black-&-white TVs “will remain exceedingly competitive” rest of 1954. He said “limited number” of Spar- ton color sets had been produced and output will be increased as “satisfactory” large-screen color tubes become available.

Magnecord Inc., Chicago tape recorder manufacturer, plans to acquire all outstanding stock of Davies Laboratories Inc., Riverdale, Md. electronics manufacturer, by exchanging one share of Magnecord stock for every 6 shares of Davies.

Dividends: RCA, 25¢ payable Nov. 22 to stockholders of record Oct. 15; Emerson, 10¢ quarterly plus 5¢ extra, Oct. 15 to holders Oct. 5; General Instrument, 12½¢ Oct. 15 to holders Oct. 8; Arco, 10¢ Nov. 20 to holders Oct. 29; Howard W. Sams, 10¢ Oct. 25 to holders Oct. 15.

First conviction for violation of an FCC cease and desist order came this week when U. S. District Court Judge Lawrence E. Walsh gave 30-day jail sentence to Harry L. Green, pres. of National Plastickwear Fashions Inc., New York, and fined company $2800. Company had failed to comply with FCC orders that it stop use of industrial heating equipment (to make plastic raincoats) which interfered with Army communications. Commission was given power to issue cease and desist orders by amendment of Communications Act in 1952.

Radio shipments to dealers, excluding auto radios, totaled 2,662,346 in first 7 months of 1954, according to RETMA’s state-by-state report released this week and available on request. July shipments were 338,572, compared with 548,235 in June.

Admiral expands accessory line to include portable electric hand tools, to be handled through regular Admiral distribution channels in time for Xmas season.
Color Trends & Briefs: "Hit of the Fair" is way crowds characterized RCA's color caravan at Mid-South Fair in Memphis, its first stop on nation-wide tour (Vol. 10:37). It's estimated hundreds of thousands saw week-long series of demonstrations which started Sept. 25.

A 150x30-ft. tent, accommodating 500, was set up with stage at one end. Six 15-in. color sets were placed about tent, while 16 more were distributed among other buildings on fairgrounds. Two cameras were employed and 20-min. closed-circuit shows were put on every hour from 10 a.m. to 10 p.m.—plus half-hour show 6-6:30 p.m. which was colorcast by WMCT.

WMCT shared cost of setup with Fair, recouped some of costs by selling time on closed-circuit medium—including among 8 sponsors RCA and Motorola distributors and local ad agency Simon & Gwynn. Cost of caravan for week ran some $20-$30,000. Project is under Julius Haber, RCA director of community relations, and crew of 18 was supervised by Richard H. Hooper, mgr. of shows & exhibits. Next stop is Chicago Nov. 5-6 at Lithographical Technical Foundation meeting.

Latest color "spectaculars" and "extravaganzas" began to heat NBC and CBS as they climbed both in ratings and in critical appraisals, up from Satins & Spurs which disappointed on both counts (Vol. 10:38). Max Liebman's second effort in the "blockbuster" field was 90-min. Lady in the Dark on NBC Sept. 25, starring Ann Sothern. It achieved Trendex of 26, 25.9 & 25.4 for successive half hours, and TV columnists were generally delighted to cheer Liebman's home run his second time at bat. CBS's Shower of Stars did even better in ratings, getting 28 Trendex, with critical consensus generally placing it above Satins & Spurs, under Lady in the Dark. CBS's next Shower of Stars Oct. 28 is musical comedy Lead an Ear with Edgar Bergen & Charlie McCarthy, Sheree North, Gene Nelson. NBC has chosen Gloria Vanderbilt for Noel Coward's Tonight at 8:30 on Oct. 18, cast Maurice Evans and Judith Anderson for 2-hour Macbeth Nov. 22.

"The TV show was the crowning blow," said comedian Betty Hutton this week in announcing her retirement from show business. Referring to Sept. 12 NBC-TV color spectacular, Satins & Spurs, which drew unfavorable reviews and middling audience ratings (Vol. 10:36), she remarked, "It could have been much better." She is retiring because of her children and "because I just can't take the heartbreak any more."

Declaring tiny color TV audiences and screens for huge and expensive "spectaculars," Variety editor Abel Green urges industry to go all-out in producing big-screen color sets. He writes: "Spectacular TV calls for spectacular dimensions, and at the moment the chicken-&-the-egg axiom sees spectrum entertainment hatched before the public can fully appreciate the show... The fact that the early-season spectaculars have been somewhat lacking is beside the point. There's nothing like a big league audience to bring out the best performance in any rookie. Not to mention the boys with the checkbooks who certainly rate a better audience razzle-dazzle commensurate with their spectacular investments. Nor does this mean any pulling-in on the budgets; the medium has matured and merits going forward."

This week's network color schedules: CBS-TV Oct. 4-7, 10-10:30 a.m. and Oct. 8, 10-11:30 a.m., Garry Moore Show, CBS's first week-long series; Oct. 4, 8-8:30 p.m., Burns & Allen Show. NBC-TV—Oct. 8, 11:50-11:58 a.m., segment of Home; Oct. 10, 7:30-9 p.m., City Center spectacular.

Opening color service school at new headquarters building in Long Island City, CBS-Columbia product service director Harold J. Schulman stated that none of company's distributors gets color sets until it has put at least one serviceman through the 5-day 50-hour course.

"How Color TV Will Affect Tomorrow's Advertising" is title of address to be delivered by Barry Wood, NBC executive producer in charge of color, at Ohio State U Advertising Conference in Columbus Oct. 15.

Technical classes on color servicing were started by WTVJ, Miami, some 150 technicians attending. Instructors are from Radio-TV Technician's Guild of South Florida and station staff. Course runs 2½ hours each Thursday for 10 weeks.

Keyed to color—both TV and film—SMPTE's 76th semi-annual convention at Los Angeles' Ambassador Hotel Oct. 18-22 will feature 2 days (Oct. 18-19) devoted entirely to color TV, including technical papers and tours of NBC & CBS studios.

GPL shows new 3-vidicon color film chain for first time Oct. 18 at SMPTE convention in Los Angeles' Ambassador Hotel.

New studio switcher, engineered for color requirements as well as monochrome, is being offered by RCA.

Latest camera shipment by RCA is this week's delivery to WBAL-TV, Baltimore.

Electronics Reports: Successful testing of new radar system devised by Western Electric as result of studies at Lincoln Laboratory of MIT was believed to be basis for this week's joint U. S.-Canadian announcement of projected "distant early warning" (DEW) radar barrier well within the Arctic Circle. Although no details were announced, it was presumed that the Western Electric-MIT system may be used. One unit of this system was tested last summer at Barter Island, off North Alaska coast. It sounds alarm when aircraft approach, need not be constantly watched, could be manned by civilians in same manner as are lighthouses.

New radar screen will be third radio warning barrier across northern America. The first, or pine tree chain, across Canada near U. S. border, is virtually complete and in operation. Second, mid-Canada line, a Canadian-financed project, is under construction.

* * *

Stanford Research Institute is opening a project office in Honolulu, Wn. E. Hoekse to head staff comprising economist, chemist, research assistant and secretary.

New Signal Corps Engineering Laboratory, which will soon become nation's largest scientific and research center, was dedicated at Eatontown, N. J. Sept. 30 by Asst. Defense Secy. Donald A. Quarles. Four buildings in the center have been completed—2 of them 2 city blocks long each—and 5th & 6th structures are to be finished by 1958. Center will have 496 laboratories and will house research projects formerly carried on in 400 different buildings, many at nearby Ft. Monmouth.

Magnavox Research Lab, Los Angeles, is new division to specialize on electronic computing devices for military and industrial use, headed by Dr. Ragnar Thoren- sen, ex-Bureau of Standards. David M. Goodman, ex-Hughes Aircraft, was named administrative head of lab and Magnavox west coast regional director of industrial & defense products divisions.

Electronic truck scales that weigh vehicles in motion has been developed by Cox & Stevens Aircraft Corp., Mineola, N. Y. Trucks pass over platform connected to equipment which relays information to remote indicator. Wheels are on platform for 1/30 second.
MAGAZINE CONCEPT of TV sponsorship, as represented by NBC-TV's 3 participation-type shows, *Today*, *Home*, and *Tonight*, will gross the network an estimated $17,250,000 in 1955, *New York Herald Tribune* business & financial editor Donald I. Rogers reported in Sept. 29 column, quoting memo from NBC pres. Sylvester L. Weaver to exec. v.p. Robert Sarnoff.

Memo gave these past and projected grosses for the 3 "magazine" shows: *Tonight* went on air this week with gross billings of $500,000; projected gross through end of year, $1,000,000; for next year, $2,000,000. *Today* grossed $1,500,000 in 1952, its first year, $5,000,000 in 1953, $6,250,000 so far this year, is expected to gross $9,500,000 for all of 1954, $10,000,000 for 1955. *Home* has booked gross billings of $2,700,000 from its March 15 start through end of 1954, with anticipated gross next year of $5,250,000.

Bringing network TV within the budgets of smaller advertisers, the "magazine" shows have helped broaden NBC-TV's sponsorship base, as compared with its primary competitor, CBS-TV. This is Rogers' analysis: In 1953, NBC had 165 advertisers, compared to 95 for CBS; in first 5 months this year, NBC has 131, CBS 90. "NBC has brought 25 new advertisers into network TV this year, compared to 12 brought in by CBS." Last year NBC had 18 TV advertisers who spent less than $100,000 in all media, while CBS had 2. Two out of 3 of NBC-TV's advertisers last year—total of 106—used only NBC network for TV shows, while more than half of CBS's advertisers—54—also used other TV facilities in addition to CBS.

Application to sell WSFA-TV, Montgomery, Ala. (Ch. 12), now under construction, plus radio WSFA (5-kw, 1440 kc, NBC) for $562,508 and assumption of obligations—to WKY Radiophonic Co., subsidiary of Daily Oklahoman interests—was filed with FCC this week by Montgomery Bstg. Co. (Vol. 10:38). Purchaser, controlled by E. K. Gaylord, operates WKY-TV & WKY, Oklahoma City. Sellers, headed by pres. David E. Dunn, are quitting broadcasting because of illness among principals and pressure of other business. WKY Radiophonic's balance sheet shows gross operating profit of $1,378,451, net after federal and state taxes of $290,311 in 1952, $1,605,777 gross and $414,238 net in 1953. Its capital stock is $500,000; surplus as of Jan. 1 was $1,562,692 and Jan.-Aug. operating gain was $280,215. Grantee report; tower now being erected, transmitter building completed with all equipment in place and being wired, studio building 85% done. with all equipment on hand. Manager is to be Hoyt Andres, now WKY-TV asst. mgr.

Solid backing of TV code was expressed by networks this week following meeting of NARTB code review board with NBC pres. Sylvester (Pat) Weaver, CBS pres. Dr. Frank Stanton, ABC v.p. Ernest L. Jahncke Jr., and Dumont managing director Ted Bergmann. Networks pledged renewed adherence to provisions of Code as best possible defense against criticism by Congress, according to announcement by code board chairman John E. Feter, WKZO-TV, Kalamazoo.

TV helps fight juvenile delinquency in Britain, reported Sen. Hennings (D-Mo.) on his return from London—quoting a "top Scotland Yard official" as saying, "it keeps them off the streets." Hennings is member of Senate subcommittee investigating juvenile delinquency in U. S., which holds TV hearings Oct. 19-20 (see p. 3).

Interconnected by AT&T to network circuits, in addition to stations listed last week (Vol. 19:39), in time for World Series: KTVX, Muskogee, Okla.; WINT, Waterloo-Ft. Wayne, Ind. Also in time for Series—John Boler put into service his private Federal-built microwave connecting his KXJB-TV, Valley City, N. D. and KCJB-TV, Minot.

Educational TV is a reality for 15,000,000 who live within range of operating non-commercial stations—and 30-40,000,000 will be added to potential audience when 13 stations already financed and building are on the air. That's from second annual report by National Citizens Committee for Educational TV to its governing board. Station construction is strongly influenced by population, along with availability of vhf channel, says report, giving this progress: "In all instances where 1,000,000 or more people are within broadcast range of a reserved vhf channel, stations are either on the air or well advanced with plans and building, with 2 exceptions: Minneapolis-St. Paul and Milwaukee. In 3 cities of 700,000 or more, this is the situation: Houston is on the air, Seattle is building and New Orleans is well advanced with fund raising. In areas of less than 500,000: Memphis has funds and assets on hand to build a station; so have Oklahoma City and Tulsa, which will be part of a state network; Alabama is nearly ready to serve a wide area with state-financed stations; 3 stations in North Carolina are almost on the air." Report signed by exec. director Robert Mullen concludes: "We felt that this is most encouraging progress even though at times it has seemed slow, and despite some setbacks."

Cubans saw first live TV from U. S. this week, thanks to "relay plane" circling 8000 ft. over water between Florida and Cuba. Novel World Series relay worked this way: Cuban Airlines DC-3 plane equipped with power generating equipment, 3 TV receivers and transmitting equipment, cruising in 5-mi. circle about 55-mi. north of Cuba coast, picked up signals from Miami's WTVJ, relayed them to Goor Mestre's CMQ network, which has interconnected outlets at Havana, Matanzas and Santa Clara. "The results obtained by our airborne relay were most satisfactory," said Mestre after first game. "The signal was strong and consistently good, and our sports commentators were able to give play-by-play voice telecast from the shortwave radio report which came in almost simultaneously with our reception of the picture." Relay plane's crew had some anxious moments when first game ran into extra innings—by the time Dusty Rhodes hit his game-winning homer in 10th, plane had been in air 4 hours and 20 minutes and was nearly out of gas.

Back at full power just 27 days after Hurricane Carol toppled its tower and damaged transmitter (Vol. 10:36), WBZ-TV Sept. 28 was operating from WEEI-FM tower with new transmitter and antenna. Since hurricane it had been using standby equipment. Other recent power & height increases: WMAZ-TV, Macon (Ch. 13) Sept. 26, to 250-kw ERP; KHSL-TV, Chico, Cal. (Ch. 12) Sept. 24, to 10-kw transmitter; WHP-TV, Harrisburg, Pa. (Ch. 55) Sept. 17, to 12½-kw transmitter.

TV film for Congressmen, Report to the People, featuring President Eisenhower and Cabinet members in a review of Republican achievements, is being offered at cost—$45 in black-&-white, $100 in color. Produced by Robert J. Coor, in charge of Congressional TV-radio facility, film runs 27 min., leaving candidate 2 min. for own message. Coor said 98 Republicans have ordered film so far, but he expected some Democrats to buy it, too.

Hemispheric "Broadcasting Day" will be celebrated throughout Latin America Mon. Oct. 4, under auspices of Inter-American Assn. of Broadcasters (IABB), with which NARTB is affiliated. President Eisenhower sent letter to Emilio Azcárraga, owner of XEW-TV, Mexico City, and pres. of IABB, warmly praising radio as an "extraordinarily powerful instrument by which to advance understanding among the peoples of the free world."

Annual outing of Federal Communications Bar Assn. at Horace Lohnes' farm in Vienna, Va. will be Oct. 30.
NETWORKS REPORT AFFILIATES' COLOR STATUS: Color capabilities of network affiliates change so rapidly that they're very difficult to pin down, but since most major stations are now at least able to rebroadcast network color, a recapitulation is in order. NBC-TV research director Hugh Beville has also queried NBC affiliates on plans for originating local slide, film and live color. He gives these findings:

Now capable of carrying network color are 49 of the 51 basic interconnected affiliates, other 2 due before month is out. Of all interconnected stations (basic and optional), 67 can now handle color, 90 expected by Jan. 1955, 98 by July 1955, 109 by Jan. 1956. Which stations actually do carry color for specific shows depends on markets ordered by the sponsor.

Six NBC-TV stations can originate color slides, 2 film, 4 live. By Jan. 1955, respective figures are expected to be 24, 22 and 7; by July 1955, 36, 34 and 15; by Jan. 1956, 47, 46 and 22.

CBS-TV reports that 69 of its affiliates will be able to carry network color as of Oct. 15 and that 18 more would be added by Jan. 1. It has no report on affiliates' plans for slide, film or live equipment.

(For complete list of NBC-TV and CBS-TV affiliates now able to rebroadcast network color feeds, see compilation on p. 13.)

ABC-TV and DuMont haven't indicated plans for nation-wide color, but DuMont is equipping its New York, Washington and Pittsburgh stations for network rebroadcasts, and adding color film chain in New York, while several ABC-TV outlets have installed slide and/or film gear and ordered live cameras (Vol. 10:34,39).

AT&T remains well ahead of network demand for color service, color-correcting its circuits to any city or station as fast as ordered. As of end of August, AT&T could deliver color to 65 cities, was adding 28 by end of year (for list of specific cities, see Vol. 10:35).

TRENDS IN SET OWNERSHIP & PURCHASES: Five top TV set manufacturers have built 51% of all sets sold to date...More than 85% of total sets were made by 22 manufacturers...Over one-third of all sets bought in last 15 months went to homes which already had TV sets...More than 1,500,000 of the nation's nearly 29,000,000 TV homes use sets which were bought second-hand...Nearly 1,000,000 homes have 2 or more sets.

New nationwide survey by American Research Bureau Inc. (National Press Bldg., Washington, James Seiler, director) shows these interesting patterns in the distribution of TV receivers. Survey is one of continuing series, based on data secured in course of ARB's TV audience studies in all U.S. TV areas, is sold to set makers.

Using all brand names representing 1% or more of total TV set sales, latest survey tabulates each brand's share of all sets sold, and of sets purchased during 15 months ended July 1. It also gives data on replacement of old sets, age of sets-in-use, multiple-set homes, second-hand sets. Study includes tables on set distri-
bution and other data for U.S. as whole and for 26 selected large cities. Future surveys will include statistics on screen sizes and on color when it becomes factor.

Though we're not permitted to reveal brand-name rankings or percentages on a nationwide basis, ARB has given us considerable latitude in using and interpreting vital information from the July survey.

Figures on age of sets-in-use show 24.1% less than one year old, 23.4% 1-2 years old, 18% 2-3 years old, 34.5% over 3 years old. Only 1.5% of sets now in use were made before July 1948 -- or a little over 400,000.

Comparing the 26 TV areas tabulated individually in survey, these contrasts stand out: City where greatest percentage of homes have second-hand sets is Dayton, where 9.2% -- or almost one out of every 10 homes -- have set which was obtained used. San Francisco has lowest percentage of second-hand sets in use -- a mere 0.8%. Even in post-freeze Denver, 4.7% of homes use second-hand sets. U.S. average is 5.5%.

You're most likely to run into a multiple-set owner in Washington, D.C., where 6.5 families in every 100 have 2 or more sets. But in the Seattle-Tacoma and Dallas areas, only 0.9% of homes have more than one TV.

Chicagoans are the greatest set-replacers -- 78.4% of sets they bought in the last 15 months went to homes which already had a TV set. Cincinnati is next with 77.8%, then Philadelphia & New York with 76.1% & 60.5%. National average is 36.9%.

* * *

Listing of brand preferences is most fascinating part of survey. On nationwide basis, what stands out is big jump taken by Zenith and Westinghouse in sales during last 15 months. Also showing noteworthy increases are DuMont and Hoffman.

Regional brand-name tabulations show wide variety -- with local manufacturers almost always registering as strong favorites. Glancing through the 26 cities tabulated individually it's apparent that no big city's brand preferences are typical of U.S. as whole. ARB has permitted us to quote these 3 regional "top 5 brands" tabulations (full survey lists all brands with 1% share of market or more):

Chicago: Total sets sold to date -- RCA 14.8%, Admiral 14.6%, Motorola 11%, Philco 8%, Zenith 6.8%. Sets sold during 15 months ended July 1 -- Admiral 14.1%, RCA & Motorola, 11.9% each; Philco & Zenith 6.5% each.

Detroit: Total sets sold to date -- RCA 15.9%, Admiral 13.7%, Motorola 13.6%, Philco 7.5%, Muntz 6.6%. Purchases during 15 months ended July 1 -- Motorola 18.7%, Muntz 15.5%, RCA 14.2%, Admiral 9.7%, GE 5.8%.

San Francisco: Total sets -- RCA 15%, Packard-Bell 11.2%, Admiral 10.4%, Hoffman 7.2%, Motorola 7%. Purchases during 15 months ended July 1 -- RCA 15%, Admiral 12.4%, Packard-Bell 7.3%, Motorola & Silvertone 6.2% each.

Dept. store selling of private brands is reflected in many cities -- including these where individual private labels constitute at least 1% of total sets: Atlanta (AMC & Rich's), Boston (Jordan Marsh), Cincinnati (AMC, Cromwell), Cleveland (AMC, Ambassador), Columbus (AMC, Ambassador), Dayton (AMC), Detroit (Hudson), Houston (AMC), Kansas City (Artone), Minneapolis-St. Paul (Coronado, Ambassador), New York (Hyde Park), Pittsburgh (AMC, Artone). Private brands with highest percentage ratings generally were Silvertone (Sears, Roebuck), AMC (Associated Merchandising Corp.), Truetone (Western Auto) and Airline (Montgomery Ward), although most of these didn't sell as much as 1% of national total.

Note: Sets-in-use totaled 31,274,000 as of Sept. 1, NBC research department reported this week -- 238,000 having been added during Aug., 3,462,000 during first 8 months of 1954, growth nearly equal to similar period in TV's boom year of 1950.

ONE U.S., 2 CANADIAN OUTLETS GO ON AIR: First local TV for Florence, S.C., was the week's only new U.S. starter, bringing on-air total to 409 (of which 122 are uhf), while 17th & 18th Canadian stations -- both privately owned -- also began operation.

WBTV, Florence (Ch. 8) started test patterns Oct. 5 in community 75 mi. from nearest TV in Columbia, S.C. Using 50-kw RCA transmitter, 750-ft. Kimco tower and 12-bay antenna, it starts right out with full 316-kw ERP. Owner is Jefferson Standard Bestg. Co., subsidiary of Standard Life Insurance Co. and licensee of pre-freeze
WBTV, Charlotte, and part owner of WFMY-TV, Greensboro, N.C. Primary CBS affiliate, it will also carry WBTV originations. Until AT&T microwave is completed, it will get network programs via WBTV, 94 mi. away. Charles H. Crutchfield is exec. v.p. & gen. mgr.; J. Wm. Quinn, managing director; Melvin Purvis, station mgr.; Wallace J. Jorgenson, gen. sales mgr. Base rate is $250. Rep is CBS-TV Spot Sales.

CJCB-TV, Sydney, N.S. (Ch. 4), easternmost TV station in North America, began regular test patterns Oct. 5. It has 10-kw RCA transmitter, 400-ft. tower with 12-slot wavestack antenna. Owner is N. Nathanson, whose sons J. Marven and Norris Nathanson are gen. mgr. & business mgr.; Robert J. Norton is chief engineer. Station is CBS secondary and CBC outlet. Base rate is $200. Reps are Weed & All-Canada.

CHCT-TV, Calgary, Alta. (Ch. 2) started programs Oct. 8. "Picture and sound reported 120 miles," wired gen. mgr. J.H. Battison after first test patterns went on air Oct. 2. Using GE transmitter, 4-bay antenna and 670-ft. tower, it's owned by local AMs CFBN, CKXL & CFAC, the latter affiliated with Calgary Herald (Southam newspapers). Officers are H.G. Love, pres.; H.R. Carson, managing director; A.M. Cairns, secy.-treas. Base rate is $200. Reps are Weed & All-Canada.

'DIVERSIFICATION' BIG FACTOR IN DECISIONS: Ownership of TV-radio-newspaper interests continues a serious handicap to those seeking additional stations in hearings, this week's decisions emphasizing the point. In the one final and two initial decisions issued, applicants preferred were chosen because they had fewer TV-radio or newspaper holdings than the losers. Commission's actions this week:

Final decision granting Ch. 10, Sacramento, to Sacramento Telecasters, turning down McClatchy Bstg. Co. (KFBX). Uncontested grant on Ch. 45, Visalia, Cal., to Sequoia Telecasting. Initial decision recommending grant on Ch. 7, Evansville, Ind., to Evansville TV, turning down WEOA & WGBF. Initial decision favoring Ch. 10 CP in Waco, Tex. for KWTX, rejecting WACO.

* * * *

In Sacramento case, examiner Thomas Donahue had found McClatchy's record of community contribution so great that it outweighed fact McClatchy controlled numerous TV-AM-FM stations and newspapers in area, whereas Sacramento Telecasters' only stockholder with radio interests is John H. Schacht -- who proposed to sell his 50% holdings in KMOD, Modesto, if his group won.

Commission conceded quality of McClatchy's record but concluded: "The facts in this case boil down to a comparison of an applicant with an excellent record of past performance with all the attendant advantages that accrue, and on the other hand, an applicant without a record of past performance but affording assurances that its operation will be in the public interest.

"We conclude that under these circumstances the superiority McClatchy has demonstrated with respect to certain factors does not outweigh the comparative advantages adhering to Telecasters because of its freedom from ties with other radio, newspaper and TV interests in Sacramento as well as throughout the Central Valleys."

In Evansville initial decision, examiner Herbert Sharfman said that Bitner family's WEOA "is far and away the superior applicant from the standpoint of preparation and assurance of accomplishment," but he considered Bitners' other TV-radio interests an "overmastering force" requiring denial.

Sharfman found record of WGBF also superior to that of Evansville TV, but he concluded its several radio interests were crippling, though he stated: "Yet we must confess that were it not for the fact of ownership in other media we might very reasonably have preferred WGBF, and it is perhaps unfortunate that the very facilities whose long and successful operation naturally lays claim to our approval should furnish the basis for our ultimate determination against WGBF."

Sharfman's snappish opinions, sometimes satirical and sometimes humorous, give some indication as to language he'll employ in writing initial decision on the Lamb communist-charge case which he's currently hearing (see p. 6).

Evansville TV is headed by Rex Schapp (45% owner), long-time broadcaster whose most recent station ownership was in KPHO-TV, Phoenix, until he sold out in
1950. His wife and brother are also substantial stockholders. Bitners own WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; WFDF, Flint. They had previously been denied Ch. 12 grant in Flint (awarded to WJR, Detroit) because of other TV-radio holdings. WGBF is headed by Alvin Q. Eades, managed by Martin L. Leich; same interests own WTMV, East St. Louis, Ill. and WBOW, Terre Haute, Ind.

In Waco case, examiner John Poindexter favored KWIT over WACO because of local residence, programming proposals and diversification. KWITX owners, headed by Waco attorney W.W. Namon, have no other media interests. Though WACO pres. J.H. Kultgen (30%) and secy.-treas. Lee Glasgow (30%) have no other TV-radio interests, examiner frowned on multiple holdings of 40% stockholder Texas State Network -- which owns TV and/or radio in Ft. Worth, Amarillo, McAllen, Oklahoma City.

In first of its "selective de-intermixture" decisions, Commission denied the petition of KTVE, Longview, Tex. (Ch. 32) that Ch. 7 be deleted from nearby Tyler. Commission noted that KLTV is all ready to begin on Ch. 7; that petition to delete the channel wasn't filed until 6 months after Ch. 7 grant; that KLTV "proceeded in good faith with construction of the station and residents in the area were led to believe that operation on a vhf channel was imminent." Additionally, FCC said:

"Ch. 7 can be employed only in this general area and no matter where it is assigned within this area it would create an intermixture situation. Furthermore, deleting Ch. 7 from Tyler would delay the establishment of a new TV service in this area. We believe that in view of these circumstances stronger reasons would be required to delete the channel at this late date." There were no dissents.

Commission received another such petition this week -- a request that Ch. 3 in Hartford, Conn. be designated educational. Hearing has been conducted on Ch. 3 and initial decision is awaited. Petition was filed by uhf stations WGTH-TV, Hartford; WKNB-TV, New Britain; WHYN-TV, Holyoke; WWLP, Springfield. Similar petitions pending are for Madison, Wis.; Peoria, Ill.; Durham, N.C.

In other allocations actions, the Commission: (1) Denied waiver of rules to permit WMGT, Adams, Mass. to switch now from Ch. 74 to Ch. 19, while rule-making is in progress to put Ch. 19 in North Adams. (2) Started rule-making to add Ch. 9 to either Elmira, N.Y. or Blossburg, Pa.

Reasons for delays in construction, advanced by educational grantee WTHS-TV, Miami (Ch. 2), satisfied Commission and CP was extended 6 months. Commercial CP-holder KLYN-TV, Amarillo, Tex. (Ch. 7), however, was set down for hearing to start Nov. 5 on its request for more time to build.

BROADCASTERS' INVESTMENT OVER HALF BILLION: The really big dollar figures in TV are in set sales -- running $1-1.5 billion annually, with a cumulative total of about $7-8 billion -- but telecasters' investment in stations is by no means peanuts.

Though TV station construction started in 1946, building has been going on only for 5-6 years because of freeze's interruption -- yet TV entrepreneurs are now approaching figure reached by AM-FM after 30-odd years.

We estimate about $225,000,000 has gone into TV station construction so far -- vs. some $295,000,000 in AM-FM -- for an all-broadcasting total of $520,000,000.

FCC reports $124,129,000 as cost of the 108 pre-freeze stations, as of end of 1952, including a whopping $61,019,000 for the 4 networks and their 15 o-&-o stations. Post-freeze, to end of 1953, Commission found 209 more stations had spent $71,046,964 -- averaging $376,125 for the 109 vhf, $300,493 for the 100 uhf. Assuming $30,000,000 for the 80 stations which have started this year, a conservative total for all TV stations is $225,000,000.

For combination AM-FM stations, as of end of 1952, last complete year for which figures are available, FCC found 231 stations had spent $267,435,433. This was average of $104,071 per station, excluding network o-&-o outlets. Projecting those figures to today's 2592 AMs, adding the 60-odd FM-only and bearing in mind most new stations in last 2 years were small -- we get the $295,000,000 total.
THE POTENTIAL OF INDUSTRIAL MICROWAVE: To an industry that suffered a 4-year freeze because of allocations difficulties and quarrel over color standards, it comes as a bit of a surprise to learn that one element of the electronics industry has been growing nicely under "developmental" label, with no rules or standards yet.

This is the industrial microwave service -- communications over long or short hops via pencil-like beams in the uhf and shf frequencies. It's only recently that problems of congestion have become great enough to move FCC and industry to begin studies looking toward rules and standards. Meanwhile, microwave equipment is being installed at rate of some $25,000,000 a year for communications alone, excluding TV. Concealed in these figures are govt. military expenditures.

RETMA's first survey of manufacturers shows sales of $19,548,945 and orders of $11,501,467 in 1953 for communications microwave. Companies reporting were: Bendix, DuMont, Federal, GE, Hughes Aircraft, Motorola, Philco, RCA, Westinghouse, Wind Turbine Co. These undoubtedly represent great majority of sales.

TV's use of microwave -- for studio-transmitter links, for remote pickups, for inter-city networks (including AT&T facilities) -- involves equipment purchases of $6,000,000 or more annually.

* * *

Value of microwave is simply that it's a cheaper way to communicate and control industrial processes than buying same service from common carriers. By far the largest user is petroleum industry, pipelines in particular. Pipelines employ 75% of the service. One chain alone runs 1700 mi. from Texas to New York City. Some 8-10 more exceed 1000 mi. Next largest user is power industry. Longest of these is 1000-mi. chain of Bonneville Power Administration. Balance comprises variety of industries, usually those with widespread operations such as mining, railroading, police, fire, turnpike operations.

One of sore spots in the business is that the FCC will not authorize intra-city microwave, only inter-city. Dept. stores are particularly anxious to tie their branch stores together for credit checking, accounting, etc. National Retail Dry Goods Assn. has been campaigning fervently in attempt to change FCC policy. Trucking groups are likewise active; they don't like those long-distance phone bills.

FCC's position is that it wants to be sure there are enough channels for inter-city use -- where economies inherent in microwave are most apparent -- before it considers intra-city. If such service is eventually authorized, it will probably be assigned the higher frequencies, such as 12,000 mc. No equipment has yet been developed for it, however, and there's also question whether rain, fog, etc. might block these signals, even for short intra-city jumps. Bell System sees no need for such use of microwave, asserts phone service is fully adequate.

* * *

Principal manufacturers of the equipment are Collins, Federal, GE, Motorola, Philco, Raytheon, RCA, Westinghouse. Some have had great success; others have lost heavily, are learning painfully.

FCC has assigned following bands to industrial microwave: 890-940, 952-960, 1850-1990, 2110-2200, 2450-2700, 6575-6875, 9800-9900, 12,200-12,700, 16,000-18,000, 26,000-30,000 mc. By far largest percentage of installations is in 2000 & 6000-mc bands. Without fixed standards, users and manufacturers have been able to tailor equipment to particular needs. Some systems have only couple voice channels; others have as high as 30. Designs are extremely variable.

To assist FCC in parceling out channels most efficiently, a Microwave Users Council has been established to poll industry needs and practices. And RETMA has a questionnaire out to determine equipment capabilities, particularly in regard to interference problems. RETMA is also issuing semi-annual report on equipment sales.

Cost of installations runs some $1000 to $2000 a mile, and users seem to be happy with results. Outages (breakdowns) are fraction of 1%. Engineering has been excellent, generally. Up to now, there have been enough channels to go around, but FCC is preparing for the day when greater channel economies will have to be practiced by industry and Commission.


Allen L. Billingsley, 64, pres. of Fuller & Smith & Ross Adv, died of heart attack Oct. 7 in Cleveland. He had served 2 terms as AAAA chairman.

Cecil & Presbyer, beset by fast-dwindling billings and corporate difficulties caused by death of founder-chairman James Cecil Sept. 17 (Vol. 10:39), will go out of business Dec. 31. Billings had reportedly fallen from $21,500,000 for 1953 to about $5,000,000 currently.

Cunningham & Walsh merges with Ivan Hill Inc., Chicago, to form Chicago office at 49 E. Superior St., telephone Superior 7-3116. Mr. Hill becomes exec. v.p. of C&W in charge of Chicago office, with Elinor Fahrenholz as TV-radio director.

How closed-circuit TV has enlarged an historic church is recounted by New York Times Pulitzer prize-winning reporter Meyer Berger in Oct. 8 column marking centennial of New York's Marble Collegiate Church: "[The church] serves a congregation so large that it uses a complex closed-circuit TV system to carry the Sabbath service to rooms set aside 100 years ago for other functions... It was installed in March 1953 by DuMont Laboratories for around $25,000. Camera and control equipment are placed so the congregation on the main floor is barely aware of them... Three lenses in the camera on the rear gallery—normal, wide angle and telephoto—follow every line of the service, picking up image and sound as Dr. Norman Vincent Peale's vibrant voice is heard in sermon. The pictures and the sound go by closed circuit to some 700 worshippers in the great Burrell Hall, to the clubroom, to the chapel. Framed in the chapel altar is a 30-in. DuMont picture tube, the largest type made. Two hundred fifty worshippers easily follow the service on—it give the proper responses as the large congregation does, sings the hymns, makes offering, pray. Two 21-in. screens are in the clubrooms... In Burrell Hall the service is projected onto a screen 5 ft. deep and 6 ft. wide for some 400 of the congregation..."

A witness against Edward Lamb charged she was offered $50,000 bribe to "dress up" her testimony or "not testify at all" in headline-producing FCC hearing this week. Mrs. Marie Natvig, who said she was a Communist in 1936, testified she was approached Sept. 24 in Washington and offered bribe by man who gave his name as "Millin Underwood." She said she reported incident to FCC and FBI. FBI declined to comment on her story. In her testimony, she said Lamb spoke at a Communist Party conference in Columbus early in 1936. Under cross-examination she said she had been Lamb's "guest" at a Columbus hotel on one occasion that year. Lamb's attorney Russell M. Brown called Mrs. Natvig "a congenital liar," asked her if she had been arrested for soliciting or robbery. She said she hadn't, but conceded she'd been fined $10 in Florida 2 years ago on "trumped up" charge. Also testifying this week was Louis Budenz, ex-managing editor of Daily Worker, who said Lamb wrote article for that paper in 1936. Hearing goes into 5th week Oct. 11.

Strong believer in syndicated film, ex-NBC film salesman, pres.-gen. mgr. Thomas B. Shall plans to lean heavily on top-notch TV film to revitalize Lansing's uhf WTMQ-TV (formerly WILS-TV), leased from Pomeroy family (Vol. 10:36,39). Station has purchased 16 top syndicated properties—8 from NBC film div., 8 from CBS-TV film sales—as well as 117 feature films from Hygo TV. Aiming first at local advertisers, Shall plans to sell each single sponsor one spot in each of 5 TV film shows in same Mon.-Fri. time period. To help boost uhf viewing, he says he's negotiating with RCA to sell him at least 5000 converters at cost, plans to have them sold door-to-door for not more than $10 each.

New consumer marketing research service will result from merger of Archibald Crossley's organization with Steward, Dougall & Associates and its affiliated S-D Surveys. Merged concern claims to be largest in country, with 1600 permanently employed field interviewers. New organization will consist of Crossley S-D Surveys Inc. and Stewart, Dougall & Assoc. Inc. Crossley will be pres. and Arthur Dougall, pres. of Stewart, Dougall & Assoc., will retain that post and become chairman of new Crossley S-D Surveys Inc. Crossley becomes v.p. of Stewart Dougall.

Animal surgery via closed-circuit TV is new twist used by U of Missouri's KOMU-TV, which demonstrated dozen operations to 300 veterinarians attending course. Operations were performed in laboratory while animal doctors watched in auditorium.
INTENT on getting on air by Oct. 23 target date despite heavy rains, Milwaukee's WTVW (Ch. 12) is proceeding with its transmitter and studio construction in tent. Heavy rainfall stopped work on station for several days—so station this week erected giant tent over 3500-sq. ft. transmitter and studio building foundations so that station construction could continue despite weather. Entire building will be erected under canvas. Installation of RCA 10-kw transmitter began Oct. 7, and temporary 300-ft. tower, now at 200-ft. level, is tentatively due to be completed next week. Work will then begin on permanent 1105-ft. tower. WTVW plans to go to full 316-kw early next year. Base hour rate is $950. Petry is rep.

Only transmitter shipments reported this week were DuMont 5-kw to WFMZ-TV, Allentown, Pa. (Ch. 67), which has Nov. target, and RCA 12 1/2-kw amplifier to WTVH-TV, Peoria, Ill. (Ch. 19).

* * *

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

WAGE-TV, Marquette, Mich. (Ch. 6), which had announced Oct. target, has been having site difficulties, is planning to ask for modification of CP, reports pres.-gen. mgr. Jerome Sill, who owns 20% of WMIL, Milwaukee, TV applicant for Ch. 6 in Whitefish Bay. It doesn't have definite target now "because of the lateness of the year and the climatic conditions in Upper Michigan." RCA transmitter and Kimco tower have been ordered. Rep not yet chosen.

WDXI-TV, Jackson, Tenn. (Ch. 7), negotiating for network, now hopes to begin early in 1955, according to Washington attorney D. F. Prince, who holds 5.67%. Majority stockholder is Aaron B. Robinson, publisher of Corinth (Miss.) Corinthian and also majority stockholder in WDXI and 5 other Tennessee AMs. Station now plans to use Federal transmitter with 600-ft. Kimco tower and 12-bay RCA antenna. Rep will be Burn-Smith.

KLIX-TV, Twin Falls, Ida. (Ch. 11) has Nov. as "possible projected date," but hasn't set definite target, writes v.p.-gen. mgr. Frank C. McIntyre. Station is owned by Frank Carman-Grant Wrathall group, Chief engineer C. W. Evans, ex-KULA, Honolulu, & Pacific North-west radio stations, has custom-built transmitter nearly ready. Its 250-ft. tower, fabricated in Salt Lake City, has been erected on Flat Top Butte. Base rate will be $120. Rep will be Hollinger Co., who may include it under "group market plan" along with KUTV, Salt Lake City, and 4 others with interlocking ownership, all in CP status.

KLIF-TV, Dallas, Tex. (Ch. 22), which had hoped to get on the air this summer (Vol. 9:51), still plans to build but has an "indefinite" target, according to v.p. Gordon McLendon. It's headed by theatreman Barton R. McLeod, pres. of old Liberty Bestg. System. McLendon also holds CP for KOKC, formerly KELP-TV, El Paso (Ch. 13), which has Jan. 1955 target, and KTLG, Corpus Christi (Ch. 43), to be built after KOKC gets going. KLIF-TV rep not reported.

WINR-TV, Binghamton, N. Y. (Ch. 40), which got CP last week, plans construction as soon as possible, but hasn't set target yet, according to gen. mgr. George J. O'Connor. It plans to use GE equipment and existing 480-ft. radio tower. Charles Bishara & Henry Nicholson, WINR program director & sales mgr., will hold same positions in TV operation. Rep will be Hollinger.

WPMZ-TV, Allentown, Pa. (Ch. 67) now plans Nov. 20 commercial start, will begin as independent outlet, reports pres. Raymond F. Kohn. Kimco 460-ft. tower with Gabriel antenna is ready, and installation of 5-kw DuMont transmitter, due to arrive Oct. 11, is scheduled for completion by Oct. 31. 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. from Easton, 30-35 mi. from Reading, both with uhf outlets. Other Allentown grantee, WQCY (Ch. 39), is now in "indefinite" status (Vol. 10:38). WFMZ-TV base rate will be $250. Rep will be Avery-Knodel.

* * *

CFQC-TV, Saskatoon, Sask. (Ch. 8) has been delayed in construction of 656-ft. tower, being built by Dominion Bridge Ltd., now doesn't plan to start until Nov. 1, reports station mgr. G. Blair Nelson. It will use 10-kw RCA transmitter and 12-slot wavestack antenna. Base rate will be $160. Reps will be Adam Young and Radio Representatives Ltd.

Station Accounts: Restrictions on beer and wine commercials were imposed this week on its TV members by Michigan Assn. of Radio & TV Brokers, and single-handedly by WNHC-TV, New Haven, in what may be forerunner to similar voluntary actions elsewhere to head off legislation such as Bryan bill, which would ban all beer & wine ads (Vol. 10:17, 38, 40). In Michigan and New Haven, ban extends to commercials which show actual "drinking of beer and wine." Gayle Grubb, mgr. of WJBK-TV, Detroit, and v.p. of state assn., said restriction becomes effective Oct. 15 and "every brewer and distiller has agreed to abide by this ruling." Network commercials which show drinking will be censored, he declared. Edward J. Obrist, WNHC-TV mgr., set Dec. 31 as effective date of his ban, telling N. Y. agencies and networks in letter that "this provides ample time in which clients may conform, if they wish to do so, and without undue haste or expense"...Spot TV expenditures by manufacturers of soaps, cleansers, shortening, margarine and cosmetic products totaled $8,272,653 in second quarter of 1954, up 20% from the $6,882,331 spent in first quarter, according to Rorabaugh Report...Fidelity-Philadelphia Trust Co., for 5th straight year, to sponsor award-winning classical program, Great Music, on WPTZ starting Oct. 10, Sun. 12:30-1 p.m., thru Gray & Rogers Adv., Philadelphia...Gordon Baking Co., sponsor of ABC-TV's co-op Katak, Fraul & Ollie on WABC-TV & WHKB, Chicago, adds WXYZ-TV, Detroit; show also has been picked up by local sponsors on 23 additional stations...WLAM-TV, Lewiston, Me., starts French-language programs daily 7-8 p.m.; its French programs on AM affiliate have been big commercial success...Among other advertisers currently using or preparing to use TV: Cott Beverage Corp., New Haven, Conn. (mint-flavor ginger ale), thru John C. Dowd, Boston; Enterprise Heat & Power Co., Chicago, thru Elliot, Jaynes & Baruch, Chicago; Dan Dee Pretzel & Potato Chip Co., Cleveland (potato chips, pretzels), thru Gregory-House Co., Cleveland; Jack Spratt Janitor Supplies, Lubbock, Tex. (Jack Spratt Spice room deodorant), thru Craig & Webster Adv. Agency, Lubbock: Presto Corp., Brooklyn, N. Y. (Cal-LaC beverages), thru Atherton & Currier, N. Y.; P. J. Ritter Co., Bridgeton, N. J. (catsup, relish, pork & beans), thru Duane Jones Co., N. Y.; Culligan Soft Water Service Dealers of Northern California, San Francisco, thru Hoefer, Dieterich & Brown, San Francisco.

Goar Mestre, with brothers Abel & Luis Augusto, now owns 20% of WAPA-TV, San Juan, Puerto Rico (Ch. 4) following FCC approval this week of transfer of station from Jose Ramon Quiones to new Ponce de Leon Bestg. Co. Inc. Quiones will be pres. of new firm, holding 78% control; Segismundo Quiones, secy., 1%; Jose Arnoldo Mayner, treas., 1%. Goar Mestre owns 84%, his brothers 65 each. Mestre brothers are principals in CMQ-TV, Havana (Ch. 6) and Circuito CMQ TV-radio networks.
Telecasting Notes: Spectaculars, extravaganzas and their not-so-spectacular ratings provide plenty of food for thought in this week's trade press. Under heading, "TV's Blues in the Night," Variety TV-radio editor George Rosen reports: "The past 3-4 weeks has been one of the most frantic in TV, if not in all show biz annals. Basically, as far as NBC & CBS are concerned, it adds up to the fact that somewhere along the line [an] apathetic U. S. TV audience has failed to come through with those anticipated hand springs or to shout hosannas over the ambitious undertakings of the network masterminds" . . . "Practically every day is stock-taking day and the worries that attended the pre-season planning were as nothing compared to the TV post-mortem miseries," says Rosen, noting that "some sponsors, committed to unprecedented budgets on banking the specs, are already squawking" . . . Lower-than-expected ratings of spectaculars are partly due to lack of proper promotion, says Oct. 9 Billboard, reporting that NBC "expects to pour $350,000 into on-the-air promotion of the spectaculars." Noting that spectaculars can't count on building a following through continuous programming as regular weekly shows do, Billboard opines "NBC-TV needs to triple its publicity staff even to begin to mount the audience promotion necessary" . . . High ratings for multiple performances of first-run films were jubilantly proclaimed by General Teleradio's WOR-TV, New York, and KJH-TV, Los Angeles, on basis of first week's experience with newly acquired package of 30 top-notch feature movies (Vol. 10:37). In New York, where Magic Town was shown 16 times in week, it garnered cumulative Telepulse rating of 70.7 (or more than 6,000,000 viewers in 3,110,800 homes). Los Angeles feature, Miracle of the Bells, shown once a night 5 nights a week, got cumulative ARB rating of 62.2 (or nearly 3,000,000 viewers on 1,181,000 sets) . . . KPIX, San Francisco, severs affiliation with DuMont, charging "network's violation of its affiliation agreement" in offering pro football game to new KOVE, Stockton (Mt. Diablo), which also claims coverage of San Francisco . . . "Free men were heartened by his courage in exposing those who would divide us by exploiting our fears." So read plaque awarded CBS-TV's Edward R. Murrow this week when he was presented annual Freedom House Award—obvious reference to his telecast exposures of Sen. McCarthy, New York Herald-Tribune this week praised Murrow as "a man who symbolizes the intelligent observer and the inquiring spirit—both essential factors in the maintenance of a free press" . . . Movie world is speculating whether MGM has decided to release a number of old scripts (but not films) to TV, after it put OK on TV adaptation of "Edison the Man" for General Electric Theatre . . . Jackpot payoff programs spraying again, as result of Supreme Court decision that such shows aren't lotteries (Vol. 10:15); many are local, others syndicated—and a large number are patterned after bingo . . . Mental illness will be theme of first telecast in 1954-55 series of widely acclaimed March of Medicine, presented by AMA and Smith, Kline & French Labs, Oct. 31, 5:30-6 p.m. on NBC . . . Psychology of human adjustment will be subject of People of New York's WPIX, in cooperation with Hofstra College, beginning Mon. Oct. 18, 9:30-10 p.m. . . . McGraw-Hill Book Co. to prepare "complete package programs featuring McGraw-Hill films and books, with special concern for more interesting and effective educational TV" under newly named radio & TV programming specialist David M. Clay . . . Chicago Symphony again will be presented in weekly series of hour-long concerts from WGN-TV studios by DuMont network, beginning Wed. Oct. 13, 9-10 p.m. . . . Soundtrack of Charles Laughton's half-hour TV films will be released on 10 LP discs by Tempo Record Co. . . . Rate increases: WNJO-TV, Palm Beach, raises base rate from $175 to $200, min. $35 to $50; KSTP-TV, St. Paul-Minneapolis, from $1100 to $1200 & $220 to $280; CKCT-TV, Regina, Sask., $160 to $200 . . . New Reps: WMIV, Madison, Wis., to Bolling (from Meeker); WOKY-TV, Milwaukew, to Bolling (from Gill-Perna); KGB-TV, Harlingen, Tex., to H-R Television (from Pearson); WTON-TV (formerly WLS-TV), Lansing, Mich., to Everett-McKinney (from Venard, Rintoul & McConnell).

Network Accounts: Roto-Brol Corp., which last week bought first half of NBC-TV's election night coverage Tue. Nov. 2, this week purchased second half on CBS-TV, thru Product Services Inc. Thus it will be on at least 12 stations on NBC-TV from 9:30-11 p.m. then on undisclosed number of CBS-TV outlets from 11 p.m.-1 a.m. Latter plans to start coverage at 9 p.m. ABC-TV, with no sponsors yet, plans to start at 11 p.m. DuMont hasn't disclosed plans yet. All networks will use top-flight newsmen, with regional pickups to areas where hot contests are developing . . . Revlon (cosmetics) buys What Goes On? on ABC-TV starting Nov. 28, Sun. 9:30-10 p.m., thru Wm. Weintraub Co., N. Y. . . . Liggget & Myers (L&M filters) to sponsor Stu Erwin Show on ABC-TV starting Oct. 20, Wed. 8:30-9 p.m., thru Cunningham & Walsh . Whitman's Candy, in first network TV purchase, buys 10 min. of Stork Club on ABC-TV, Sun. 10:10-10:30 p.m., thru Young & Rubicam . . . Admiral sponsorship of Bishop Sheen's Life Is Worth Living on DuMont, live and film, will be on 147 stations, starting Nov. 2, Tue. 8:30-8:30 p.m., thru Erwin, Wasey & Co. . . . Paper-Mate Pens to sponsor 10 min. of Imogene Coca Show on NBC-TV Dec. 4 & 11, Sat. 8-9 p.m., thru Foote, Cone & Belding . . . Malt-o-Meal Co., buys 78 partic. on Dave Garrooway's 7-9 a.m. Today on NBC-TV, thru Campbell-Mithun . . . Frigidaire Products of Canada Ltd. sponsors Frigidaire Entertain on CBC-TV starting Oct. 8, Fri. 9:30-10 p.m.

Wyoming's latest community antenna system is for Kemmerer and Diamondville, proposed by Paul E. Ellis of Kemmerer, who plans to use signals from Salt Lake City.

In application for merger with radio KFBI, Wichita (Vol. 10:33), KTVH, Hutchinson, Kan. (Ch. 12), reports profit of $28,200 for last 2 months of year ending July 31, net income after taxes of $15,250 for year. After merger, corporate name would remain Hutchinson TV Inc., but addition of KFBI stockholders would reduce holdings of original stockholders, and following new members would be named to board: Horace L. Lohnes, Washington attorney, who would hold 6.33%; C. Howard Lane, mgr. of Portland's KOIN-TV, 6.33%; J. Wirth Sargent, Wichita attorney 25%.

Application to sell WHLD, Niagara Falls (5-kw, 1270 kc) & WHLD-FM was filed with FCC this week by Niagara Falls Gazette which must divest itself of stations in order to exercise option to buy 25% of WGR-TV, Buffalo (Ch. 2) and WGR. Purchaser is Gazette v.p. for radio. Earl C. Hull, who will pay $5000 for stations, Gazette owner Alanson C. Deuel retaining title to land & buildings, leasing them to Hull who is to pay taxes, insurance and maintenance in lieu of rent. Hull is to resign from Gazette.

WTRF-TV, Wheeling, W. Va. (Ch. 7) is selling WTRF (1-kw, 1290 kc, MBS) & WTRF-FM to Ohio-W. Va. Bestg. Co. (John Kluge, 100%) for $90,000 through Blackburn-Hamilton, making sixth radio station in which Kluge has interest.

Future of CP-holder KQXI, San Jose, Cal. (Ch. 11) didn't seem bright to 36 of the 37 stockholders, so they're pulling out, filing application to sell holdings for $42,600 to pres. A. T. Gilliland, owner of Sunlite Bakery.
TV TRADE'S 9-MONTH REPORT WELL-BALANCED: The encouraging balance characteristic of TV industry this year, especially when compared to 1953, is sharply pointed up in an analysis of 9-month trade statistics showing sales keeping pace with output.

TV production totaled 4,650,000 in first 9 months, including whopping 199,173 turned out week ended Oct. 1, final week of 9-month period by RETMA calculations. It was fourth highest weekly total in TV history. For 9 months last year, TV production was estimated at about 5,500,000.

Factory sales are estimated at 4,700,000, actually slightly higher than output. Contrast that with factory sales of 5,100,000 -- or 400,000 under output -- in 1953. Distributor sales were 4,500,000, slightly under production, compared to 4,800,000 in 1953 -- or 900,000 under production. Retail sales are estimated at 4,300,000, not far under production -- or about same as 1953. But difference, of course, is that production last year was 850-900,000 ahead of this year at end of 9 months.

Inventories totaled about 2,000,000 end of Sept., compared to 2,400,000 at end of Sept. 1953. Total now is regarded as comfortable by trade statisticians.

Radio's position is somewhat improved over first part of year. Production, including auto, was 7,000,000 vs. 10,000,000 in first 9 months year ago. Factory sales are estimated at 6,900,000 vs. 9,700,000. Distributor sales were 6,500,000, compared to 8,900,000 year ago. Retail sales were 6,700,000 vs. 7,700,000. Radio inventories, excluding auto, were 2,900,000, compared to 3,400,000 end of Sept. 1953. Radio output week ended Oct. 1 totaled 207,673 (64,768 auto).

Official 8-month TV production was placed this week by RETMA at 3,785,519, of which 787,698 were manufactured with uhf tuners. Total compares with 4,754,285 in same period of 1953 and 2,914,926 in 1952. Aug. production was 633,387, compared to 306,985 in July and 603,760 in Aug. 1953. Aug. uhf output of 93,404 was 14.2% of all sets turned out that month -- lowest rate of year. Radio output in the first 8 months was 6,110,119, composed of 2,547,413 auto sets, 1,743,880 home, 957,199 portables, 861,627 clock. Output first 8 months of 1953 was 8,932,638. Aug. production was 785,499, compared to 458,061 in July and 991,637 in Aug. 1953.

MORE PRICE HIKES; FIRST REACTION TO COLOR: Emerson, CBS-Columbia, Stromberg-Carlson, Sylvania & Majestic increased TV prices this week -- by $10 & $20 on selected models -- and prospect still seems to be that more increases are on the way from others.

RCA and Admiral are only major set makers which haven't announced any price increases so far -- but some of the hikes haven't been billed as such. For example, DuMont's introduction last week of a "wide horizon" series of TVs will have effect of a price increase if, as reported, production of the lower-priced standard series is discontinued. Philco, in addition to increasing prices last week on 15 models, this week substituted a 21-in. maroon metal table model at $180, mahogany metal at $190 and mahogany masonite at $230 for 3 tables which were priced $10 lower. In addition, it introduced a 21-in. mahogany console at $330 using new chassis.

It's significant that leader prices are being left intact, in most cases. The effort to obtain greater profits appears to be concentrated in middle and upper brackets of the line. CBS-Columbia, for example, increased price of its top 21-in. table model from $240 to $250 in its only hike this week -- but pres. Seymour Mintz said he expects to increase price of several other middle-bracket sets within month.

Emerson didn't disclose details of its price increases. But authoritative reports were that 5 basic models and their uhf counterparts were each raised by $10. The 17-in. price leader at $130 remains intact. As other companies, Emerson merely said production costs necessitated hikes.

Sylvania increased 5 consoles by $10 and $20, effective immediately (for details, see p. 11). Stromberg-Carlson increased Studio, a 21-in. open-face mahogany...
Second week of 19-in. color in N.Y. consumer market gave CBS-Columbia and Motorola a chance to evaluate their contrasting promotional techniques -- and both expressed themselves as satisfied with the results.

Motorola exec. v.p. Robert W. Galvin, who used big promotional ads to present his color sets, defended that policy as an example of "mass psychology." He said Motorola was attempting to achieve "notoriety and attention" with ads and that number of sales to consumers wasn't overly significant. Actually, Motorola-New York spokesman said "quite a few" color sets were sold to consumers.

"You can't buttonhole specific customers in the type of promotion we're now using," said Galvin. "It's comparable to a distributor giving a big party for his dealers. It's not the atmosphere in which specific sales are closed but is simply an occasion for developing leads, which produce sales. And that is exactly what has happened to us in color. Good leads were developed."

Same basic promotional pattern is being followed in other introductions, said Galvin.

CBS-Columbia pres. Seymour Mintz said about 15 color sets were sold in first week to consumers in N.Y. market. They were among the "red hot" prospects invited to see Chrysler's "Shower of Stars" Sept. 30 in stores of 10 dealers and in studios of CBS. He said he was convinced the introduction without fanfare was best approach to sales of 19-in. color in its infant production stage. He declared:

"What's the use of inviting a lot of people to see something that's still in short supply? Let's keep it quiet until we have mass production." CBS-Columbia's next new market is Chicago, to be opened by Oct. 13.

Raytheon's Henry F. Argento this week disclosed plans to produce about 2000 19-in. color sets this year, selling for $1095. Next year, he said, company hopes to turn out about 25,000 color sets using 21-in. tube. Capehart-Farnsworth said this week it too has started 19-in. color shipments.

Another contender in big-tube sweepstakes, DuMont claimed "first" this week with a 21-in. rectangular metal-cone color tube. It's now working on all-glass 21 & 22-in. rectangulars, aiming to sample them this year, go into production next year. DuMont has been sampling 19-in. round, presumably will drop it if rectangulars work out satisfactorily in production.

Topics & Trends of TV Trade: Increased use of masonite and chipboard for low-cost TV cabinets has reduced plastic sales to TV industry by about 15% this year, according to reliable industry estimates. Red Lion Cabinet Co., Red Lion, Pa., one of largest independent cabinet producers for TV, estimates its production is now about 90% in masonite.

Reflecting trend to masonite in under-$200 TVs, business in phenolic resins—most important material in plastic cabinet production—is considerably down from last year. And Society of Plastics Industry Inc. reports sales in first 7 months of thermosetting materials—of which phenolic is an important factor—were 20% below same months of 1953.

Plastics industry has been experimenting recently with pastel-colored cabinets in effort to halt inroads of masonite and chipboard. Motorola, encouraged by consumer surveys indicating lively interest in bright-colored portable radios, has demonstrated a pastel set, with cabinet made by Chicago Molded Products Corp.

Muntz TV offers 100% payment to creditors in amended Chapter X reorganization plan filed by trustees this week in Chicago Federal Court. Hearing was set for Nov. 2. Trustees said they found no evidence of fraud, deception or mismanagement. They reported that all TV sets in inventory at time reorganization proceedings were initiated (Vol. 10:10) have been sold and that new production line has been started. Under amended plan, first claims to be paid will be costs and expenses of administration and holders of wage claims, next Federal income taxes amounting to about $1,700,000, and finally general unsecured claims. It’s estimated all notes would be paid within 5 years of confirmation of plan. No payments to stockholders would be made during that period. Report asked court to appoint a board of directors to manage company.

TV set sales by Canadian factories totaled 269,903 at average price of $332 in first 8 months of 1954, when production was 261,519, reports Canadian RTMA. Projected production estimate is for 217,810 more sets in Sept.-Nov. period. Inventory at end of Aug. was 67,449, compared to 66,978 at end of July and 99,060 at end of June. Quebec led in sales with 94,457; Toronto second, 52,244; British Columbia, 27,904; other Ontario, 22,210; Prairies, 18,287; Ottawa & eastern Ontario, 16,861; Hamilton-Niagara, 15,155; Windsor, 7965; Maritime Provinces, 7600. Aug. sales were 55,179, production 35,650.

Picture tube sales in first 8 months totaled 5,326,775, valued at $111,029,918, compared to 6,710,440 worth $159,383,880 in first 8 months of 1953, reports RETMA. Aug. sales were 855,191, valued at $17,941,034, compared to 514,346 at $10,102,903 in July and $70,169 at $21,736,166 in Aug. 1953. Receiving tube sales in first 8 months totaled 225,084,844 valued at $162,805,535, compared to 308,222,911 worth $210,532,254 in same period 1953. Aug. sales were 35,167,272 at $24,002,391 vs. 24,208,512 at $18,082,753 in July and 38,560,494 at $26,886,528 in Aug. 1953.

Sylvania increased prices by $10 and $20 on five 21-in. consoles: Model 525M, open-face mahogany, from $320 to $340, blonde $340 to $360; Model 576M, open-face mahogany $350 to $370; Model 572M, ¾-door mahogany $300 to $400; Model 527M, full-door mahogany $390 to $400, blonde $410 to $420; Model 376B, full-door mahogany $370 to $390. It also introduced a 21-in. mahogany table (Model 525M) at $270.

Alert distributor, Boyd Distributing Co., Denver, last week installed a 21-in. Philco table model in summer White House at nearby Lowry Air Force Base so members of press and White House staff could watch World Series. President himself stopped by to watch part of second game.


Repair of printed-circuit TV sets is described in new 6-p. illustrated manual published by Admiral, available free from Admiral distributors. Company reports that only 24 printed circuit boards out of more than 250,000 have been returned to the factory for replacement. Admiral used printed circuits in more than 250,000 radios during 2-year period before putting them in TV sets. In June, the company introduced TV with 6-tube printed circuit section, followed in Sept. by one with 8-tube unit.

Reviewing TV price declines in a new light, Admiral sales v.p. W. C. Johnson pointed out last week that cost of its black-&-white set has been reduced 92% per sq. in. of viewing area since 1947. “Our first TV set retailing for $350 and provided 52-sq. in. of viewing area at a cost of $6.73 per sq. in.,” he said. “Our latest 21-in. set provides 270-sq. in. of viewing area for $150, or 56 cents per sq. in.”

Consenegional probe of GE, Westinghouse, General Motors and Defense Secy. Charles E. Wilson was pledged by Rep. Celler (D-N. Y.) “when I become chairman of the House Judiciary Committee.” He made this promise Sept. 30 in address to IUE-CIO convention at Miami Beach. Celler is in line for Judiciary Committee chairmanship if Democrats gain control of House in Nov. elections.

REMTA schedules several meetings of committees Oct. 14-15 at Hotel Miramar, Santa Monica, Cal. Meeting first day will be govt. relations dept., military engineering advisory committee, spare parts task committee, military products and transmitter tube sections. Technical products div. exec. committee meets final day.

Sylvania has added second shift of 400 workers at new Batavia, N. Y. plant and started TV production line at Buffalo plant, reporting record rate of TV production. It plans to discontinue auto radio production shortly, its big Ford contract having been shifted to Bendix Radio.

REMTA’s expected request for delay until Feb. 1 in deadline for filing comments on FCCs proposed rules on spurious radiation (Vol. 10:11,34,39) was filed this week, RETMA reporting that its task forces studying problem are expected to complete work about Jan. 1.

Twenty more “series-string” TV receiving tubes are being offered by RCA. Tube characteristics, except for heater design, are said to be identical to previous TV tubes. RCA previously announced 7 “series-string” tubes.

Columbia Records becomes div. of CBS, rather than subsidiary, placing it on level with other manufacturing divs. CBS-Columbia and CBS-Hytrion.

Clear Beam Antenna Corp. merges with Tempo TV Sales Corp. and employs 225 persons at new Canoga Park, Cal. plant which opened Oct. 1.
Electronics Reports: All-transistor calculating machine was demonstrated Oct. 8 by IBM at press preview of its new multi-million-dollar Poughkeepsie, N. Y. research laboratory. Though still experimental, transistorized calculator performs same functions as IBM's "604" calculator, of which more than 2,000 are now in use—but is half the size and requires only 5% as much power. Using 2200 transistors to do the work of the 604's 1,250 tubes, transistorized calculator utilizes printed circuits, can be operated from ordinary electrical outlet, eliminating bulky power supply. Research & engineering v.p. W. W. McDowell indicated IBM plans further miniaturization of the unit. Also shown was new cathode ray memory storage tube, said to be capable of storing 5-10 times as much information as most efficient present tube.

Harald T. Friis, Bell Telephone Labs director of radio research, will receive IRE Medal of Honor at next March's IRE convention "for his outstanding technical contributions in the expansion of the useful spectrum of radio frequencies, and for the inspiration and leadership he has given to young engineers." Morris Liebman Memorial Prize, awarded annually to IRE member who has made recent important contribution to radio engineering art, will be presented to Arthur V. Loughren, Hazeltine research director, "for his leadership and technical contributions in the formulation of the signal specification for compatible color TV." Bernard Salzberg, Naval Research Lab, gets Harry Diamond Memorial Award for outstanding govt. work in radio and electronics, "for his contributions in the fields of electron tubes, circuits and military electronics." Vladimir K. Zworykin TV Prize goes to Harold B. Law, RCA Labs, "for his contributions to development of shadow-mask tri-color TV picture tube."

TV may convert 200-in. Mt. Palomar telescope—world's biggest—into equivalent of 2000-in. Under grant from Carnegie Corp., in cooperation with Bureau of Standards and Naval Observatory, astronomers plan to use TV principles to magnify electronically the light deflected from distant stars on Palomar's 200-in. mirror. If system is successful, observatory officials say, "it will be the first step in a program directed toward the essential measurement of cosmic distance—by enlarging the images of these distant stars, astronomers will be able to find out how far away they are; right now it's just a guess."

Industrial TV camera, of streamlined teardrop shape, 5-in. in diameter, 9-in. long and weighing less than 5 lb., was shown by General Precision Laboratory at Instrument Society Show in Philadelphia. Camera controls are located in separate control unit, and camera is available in variety of housings for use in specialized applications.

Quadrupling its 1933 production of diodes for TV, Transistor Products Inc., Waltham, Mass., subsidiary of Clevite Corp., announced it will turn out total of 1,200,000 this year. Its 1954 output will be trebled in 1955 when firm doubles its 35,000-sq. ft. plant, pres. Robert B. Holt stated.

Two new complete base stations for users of mobile radio stations were announced by DuMont's expanding mobile communications dept. They are designed for 25-54 and 450-470 mc bands.

Western Electric has been awarded $164,850,000 continuation contract to produce Nike guided missile. Company estimated about two-thirds of work will be handled by subcontractors.

Willys Motors Inc. plans new 12,000-sq. ft. electronics research and development laboratory at Palo Alto, Cal., for completion next spring, to specialize in radar and TV.

Raytheon introduces new telephone microwave link, "Telelink," at Oct. 11 Independent Telephone Assn. convention in Chicago's Conrad Hilton Hotel.

IGER PICTURE on 21-in. tube is definite trend—but industry is still split on which type of tube to use. Well-established now, particularly on higher-priced sets, is 21-in. picture tube with 90-degree deflection angle. This gives picture area of 260-270 sq. in., compared with 240-250 on old-style 70-degree 21-in. tube. Wider deflection angle also makes possible shorter tube, permitting its use in cabinet about 1½-in. shorter front-to-back than previous 21-in. sets. The 90-degree tubes, however, require more expensive deflection yoke and greater sweep voltage—resulting in an estimated $50-$52.50 increase in cost of making set.

Another big-picture 21-in. tube is now finding favor among some set makers—one with 74-degree deflection and same size picture as 90-degree tube. It's same length as old 70-degree tube, so doesn't permit space-saving cabinet as does 90-degree model. However, it doesn't require the more expensive components needed by the 90-degree tube, can use same circuitry as old 70-degree.

This week, RCA announced development of new deflection system designed to cut cost of sets using 90-degree tube. New system is made possible by development of new economical flyback transformer and deflection yoke. RCA said new system permits elimination of drive and linearity controls, use of lower-cost output tubes, omission of heater and power transformers through use of "series-string" receiving tubes and selenium rectifier-voltage doubler power supply.

TV technical papers scheduled for presentation at SMPTE convention Oct. 18-22 at Los Angeles' Ambassador Hotel: color TV kinescope recording, by NBC's E. Dudley Goodale; 7-channel TV booster station, by George B. Sutherland, China Lake Naval Ordnance Test Station; color broadcasting test instruments, by Wickes Engineerings's John W. Million Jr. & Robert K. Hunsucker; history of TV recording, by CBS's Albert Abramson; equipment for evaluating TV lenses, by RCA's E. Hutto Jr.; 16mm projector for operation with TV film chain on partial storage basis, by Eastman Kodak's Edwin C. Fritts; color film equipment, by RCA's A. C. Luther; color TV projection equipment, by RCA's L. L. Evans; preparing monochrome TV prints from Eastman color negatives, by Consolidated Film Industries' Sidney P. Solow & Edward H. Reichard.

RCA's new special color tube operations dept. in Lancaster, Pa., headed by Harry R. Seelen (Vol. 10:39), has added following executives: Donald O. Corvey, mgr. purchasing; S. M. Hartman, mgr. equipment development; Homer L. May, mgr. planning & controls; C. Price Smith, mgr. engineering; Rex E. McNickle, administrator of quality control. Kenneth M. McLaughlin, formerly mgr. of RCA transistor manufacturing at Harrison, N. J. plant, was named mgr. of Lancaster color tube plant.

Placement of 19-in. color sets in Chrysler dealer showrooms throughout nation, to attract customers during monthly Chrysler-sponsored Shower of Stars on CBS-TV, is in planning stages at McCann-Erickson agency. Set maker involved isn't disclosed; Motorola placed sets on floors of New York dealers for first Shower of Stars program Sept. 30. Ford and RCA once considered similar arrangement, dropped it.

Three-vidicon approach to color film camera has been adopted by Dage which reports it will sell "in the $15,000 range." First to adopt 3-vidicon method was RCA, and GPL announced similar camera last week (Vol. 10:40).

Hirings in TV-radio-phonograph industry in July rose to 5 per 100 employees from 3.8 in June, Bureau of Labor Statistics reported this week. Number leaving industry dropped to 3 per 100 in July from 3.4 in June.
Color Trends & Briefs: Stations capable of rebroadcasting network color (see p. 1) now cover great majority of TV homes, by Jan. 1 will leave very small percentage out of range of color signals. List of color-equipped CBS-TV and NBC-TV affiliates continues to grow, but initial growth period is over and following constitues basic group as reported by networks:

- NBC-TV basic: Atlanta, WSB-TV; Baltimore, WBal-TV; Birmingham, WABT; Boston, WBZ-TV; Buffalo, WGR-TV; Chicago, WBBM; Cincinnati, WCKY; Cleveland, WTOV; Dallas, WFAA-TV; Davenport, WOC-TV; Dayton, WLDW; Denver, KOA-TV; Detroit, WTVJ; Fl. Worth, WBAP-TV; Grand Rapids, WOOD; Hartford, WTNH; Houston, KPRC; Johnstown, WJAC-TV; Kansas City, WDAF-TV; Lancaster, WCBL-TV; Lansing, WJIM-TV; Los Angeles, KNX; Louisville, WAVE-TV; Memphis, WMCT; Milwaukee, WTJZ-TV; Minneapolis-St. Paul, KMSP-TV; Nashville, WSM-TV; New Haven, WNHC-TV; New Orleans, WNOU; New York, WABC; Norfolk, WWOR; Wilmington, WJAR-TV; Waco, KWTX; Dallas, WFAA-TV; Denver, KMGH; Detroit, WDIV; Kansas City, WDAF; Kansas City, WDAF; Los Angeles, KNXT; Louisville, WHAS-TV; Miami, WTVJ; Milwaukee, WTMJ-TV; Minneapolis-St. Paul, KMSP-TV; Nashville, WSM-TV; New Haven, WNHC-TV; New Orleans, WNOU; New York, WCBS; New York, WJZ; Newark, WJZ; Norfolk, WPTV-TV; Oklahoma City, KOCO; Omaha, KMTV; Orlando, WOFL; Philadelphia, WHTM; Pittsburgh, WTVW; Portland, WJTV; Providence, WJAR; Raleigh, WTVD; Salt Lake City, KTV; San Antonio, WOAI-TV; San Francisco, KRON-TV; Schenectady, WRGB; Seattle, KOMO-TV; St. Louis, KSDK-TV; Syracuse, WSYR-TV; Utica, WKTV; Washington, WBNW; Wilmington, Del., WDEL-TV; Youngstown, WFMJ-TV. Scheduled for Oct. 1 was San Diego, KPBD-TV; for Oct. 15, Rochester, N. Y., WHAM-TV.

- NBC-TV optional: Austin, Tex., KTBC-TV; Bethlehem, Pa., WLBT-TV; Bloomington, Ind., WPTV; Charlotte, N. C., WBTV; Des Moines, WHO-TV; Fresno, KFRO-TV; Jackson, Miss., WLBTh; Peoria, WENO; Portland, OR; WCAC-TV; Quincy, Ill., WQGM; Roanoke, WSLS-TV; Toledo, WSPD-TV; Tulsa, KTUL & KCEB; Wheeling, WTRF-TV; Wichita Falls, KFDX-TV; Wilkes Barre, WBRE; Winston-Salem, WECT; Worcester, WNEV; Youngstown, WNB-F; Champion-Urbania, WCAI; Erie, WICU; Jackson- ville, FL, WJXT; Kansas City, WEWS; Knoxville, KRON; Miami, WTVJ; Monroe, LA, KNOE-TV; Pittsburgh, WDTV; Saginaw-Bay City, WJMN; Sioux City, KTV; Springfield, Mass., WWLP; St. Petersburg, WCNC-TV.

- CBS-TV basic required: Atlanta, WAGA-TV; Baltimore, WMAR; Boston, WCVB; Buffalo, WKBW; Chicago, WBBM; Cincinnati, WCKY; Cleveland, WJW; Dallas, KTVT; Des Moines, WHO; Detroit, WJBK; Jacksonville, WJAX; Kansas City, WDAF; Los Angeles, KNXT; Louisville, WHAS-TV; Miami, WTVJ; Minneapolis, WCCO-TV; Nashville, WSM; New York, WABC; New Orleans, WTVL; Norfolk, WPTV; Oklahoma City, KOCO; Orlando, WOFL; Philadelphia, WCAU; Portland, OR, KOIN-TV; Providence, WJAR; Raleigh, WTVD; Salt Lake City, KTV; San Antonio, KGBS-TV; San Diego, KFMB-TV; San Francisco, KBAL; Seattle, KPLX; St. Louis, KSDK-TV; Syracuse, WSYR-TV; Tacoma, Seattle, KTVE-TV; Toledo, WOIO; Youngstown, WYTV. Du. Oct. 15 are Rochester's WHEC-TV & WVTW - Dec. 15—Carrollton-Huntington, KGUL-TV. Jan. 1—Cincinnati, WKRC-TV and Phoenix, KPHO-TV.

- CBS-TV basic optional & supplementary: Ames, IA, WOI-TV; Austin, Tex., KTBC-TV; Bangor, Me., WABI; Binghamton, WNBF-TV; Columbus, S. C., WNOX-TV; Erie, WSEE; Fresno, KMJ-TV; Kalamazoo, WKGU; Kansas City, KMBC; Los Angeles, KNXT; Louisville, WHAS-TV; Miami, WTVJ; Minneapolis, WCCO-TV; Nashville, WLAC-TV; New York, WNBC; Norfolk, WPTV; Oklahoma City, KOCO; Philadelphia, WCAU; Portland, OR, Koin-TV; Providence, WJAR; Raleigh, WTVD; Salt Lake City, KTV; San Antonio, KGBS-TV; San Diego, KFMB-TV; San Francisco, KBAL; Seattle, KPLX; St. Louis, KSDK-TV; Syracuse, WSYR-TV; Tacoma, Seattle, KTVE-TV; Toledo, WOIO; Youngstown, WYTV. Du. Oct. 15 are Rochester's WHEC-TV & WVTW - Dec. 15—Carrollton-Huntington, KGUL-TV. Jan. 1—Cincinnati, WKRC-TV and Phoenix, KPHO-TV.

- Technicolor Corp. plans to go into TV in big way, pres. Herbert Kalmus stating belief is in strategic position to lead in color TV film. Profit margin on TV color films will be greater than movies, Technicolor officials say, because 16mm film is smaller and easier to handle and process, but charge per foot is same. Dr. Kalmus confirms that Technicolor is "keeping abreast" of magnetic video tape recording developments, and that when tape comes into commercial use, "Technicolor will either be an integral part of the 'industry-wide system or have a system of its own," according to Oct. 7 Wall Street Journal. Of Hollywood's 1.3 billion ft. of film in 1953, more than half—more than million—was in color and about 75% of that color footage was processed by Technicolor.

RCA color caravan mobile unit, recently a big attraction at Minneapolis Mid-South Fair (Vol. 10:37, 40), is now scheduled for this year's Day Tournament of Roses in Pasadena, Cal., same as last year. After event, it will work east, feeding NBC-TV some amount of college hoopla from different campus each Saturday. Motorola is leading candidate for sponsorship.

Joint Committee on Educational TV, in progress report filed this week with FCC, predicts 17 educational stations on air in early 1955 "with their programs regularly available to about 25,000,000 people; and by the end of 1955, about 30 such stations will be beaming signals to areas with a population of about 40,000,000 residing in 18 states." Elaborating on report last week of National Citizens Committee on Educational TV (Vol. 10:40), JCET exec. director Ralph Steele said a minimum of $250,000,000 had been invested thus far in educational TV. "Legislatures and other governmental agencies have provided around $5,000,000 to finance studies and help build educational stations," report notes. "School budgets account for more than $2,000,000. Commercial broadcasters in a large number of communities have contributed cash and made offers of equipment representing a total value of more than $3,500,000. Numerous foundations, large and small, have pledged and contributed more than $1,000,000. Add to this nearly $4,000,000 contributed or pledged by business interests in general, excluding the broadcasting industry, and we get a total figure of about $25,000,000."

Central American Broadcasters Assn. is new organization formed under aegis of Inter-American Assn. of Broadcasters (IAAB) at meeting in Mexico City, attended by IAAB board and broadcasters from Costa Rica, Guatemala, Honduras, Nicaragua, Panama and San Salvador. Fernando Eleta of Panama was elected pres. of new group, which plans to hold first general meeting in Panama in next few weeks. IAAB board also visited Guatemala at invitation of President Carlos Castillo Armas who invited members to return after Guatemalan elections to help draft laws guaranteeing free broadcasting in that country. Gilmore Dunn represents U. S. on IAAB board.

Alaskan partnership of Richard R. Rolls and Keith Kiggins, operators of KFIA, Anchorage (Ch. 2) and holders of CP for KFIF, Fairbanks (Ch. 2), is breaking up, Rolls taking over. Filing with FCC this week for transfer of control to Rolls, they said Kiggins' "capital contribution has heretofore been depleted" and he is "not desirous of making further capital contributions." Rolls shows net worth of $40,782.

WCOV-TV, Montgomery, Ala. (Ch. 20), this week got FCC approval to buy WJJJ facilities (10-kw, 1170 kc, MBS) for its CBS radio affiliate WCOV. Mathews family is selling for $95,000 because of TV competition (Vol. 10:39). Other radio sale approved was that of Carl Raymond's KMO, Tacoma (5-kw, 1360 kc) to Charles D. Hunter & J. Archie Morton for $200,000 (Vol. 10:38).

Sale of KVVG, Tualare, Cal. (Ch. 27), and radio KCKG (Vol. 10:33) has been called off even though approved by FCC. Sierra Bestg. System Inc. was to purchase them from Sheldon Anderson for $175,000 plus assumption of indebtedness not exceeding $475,000, but Sierra chairman Byron Walters, a Los Angeles municipal judge, said Anderson failed to comply with contract terms.

World Series Hooplaings in New York and Cleveland, home of Giants and Indians, respectively: 1st game, 28 in N. Y., 37 in Cleveland; 2nd game, 20 & 33; 3rd game, 15 & 47; 4th game (Sat.), 33 & 46.

American Heart Assn., at convention in Washington recently, presented Howard F. Blakeslee award for distinguished reporting to NBC-TV's American Inventory for program on mechanical heart.

This week's network color schedules: CBS-TV—Oct. 13, Best of Broadway, 10-11 p.m. NBC-TV—Oct. 14, Ford Theater, 9:30-10, first of weekly film series.

Bright yellow vhf-uhf antenna is being promoted for color by CBS-Columbia which ships one with each color set.
Latest “Videotown” survey, Cunningham & Walsh’s annual study of TV owners in New Brunswick, N. J., produced these principal findings: (1) Only 8% have seen color, half of these enthusiastic about it, one-third calling black-and-white just as good. (2) Movie attendance among TV owners almost doubled last year’s, which was up 17% from 1952. (3) Magazine reading jumped 60%, mostly among women. Newspaper reading held steady. Entertaining and visiting dropped sharply. (4) Radio listening increased, with 23% of sample listening in morning vs. 12% in 1953. Afternoon listening held at 8%, evening listening going from 9% to 10%. (5) Average set is used 4½ hours daily vs. 4¾ last year. Sets bought before 1955 were used 4½ hours daily, those bought this year 2¾ hours. (6) TV was watched by 14% in mornings vs. 8¾ last year, 16% in afternoons vs. 14% last year. (7) Going into opinions for first time, survey found “people who had strong opinions to start with found them unchanged by seeing telecasts,” said this applied to Army-McCarthy hearings.

Senate TV investigators, preparing for Sen. Bricker’s network-uhf probe, will soon write networks asking extensive data on affiliation policies, coverage areas of affiliates, etc. Letter has already been drafted, awaits Bricker’s approval. This week probers requested large batch of material from FCC (Vol. 10:40), including Grade A & B coverage maps for all TV stations as of 2 dates—pre-freeze & post-freeze —together with other data on all stations, network affiliations, etc. Overwhelmed by volume of material requested —which includes some facts FCC doesn’t have—Commission told staff to confer with investigators to see whether requests could be narrowed down.

NARTB convention committee this week tentatively selected Shoreham and Sheraton Park Hotels as sites for 1955 convention in Washington week of May 22. Special convention finance subcommittee was appointed, comprising Kenyon Brown, KWPT, Wichita Falls, Tex.; Clair McCullough, WGAL-TV, Lancaster, Pa.; Henry B. Clay, KWKH, Shreveport. Members of exhibition facilities subcommittee are Kenneth L. Carter, WAAM, Baltimore; Frank Russell, NBC; Ben Strouse, WWD, Washington. Next meeting of convention committee is scheduled for later this month.

Political broadcasting can be “a headache or a boon.” FCC Commr. Robert Bartley told NARTB district meeting in Omaha Oct. 8, saying that station operator should plan now to “handle the problem, instead of letting the problem handle him.” He noted that it’s legal, but seldom satisfactory, to carry no political programs, and added that with careful planning “you will have a better program structure and come up with satisfied customers—and remember—one of these satisfied customers will be an incumbent.”

TV-radio was barred from covering murder trial of Dr. Samuel H. Sheppard in Cleveland by Judge Edward Rhybin, who told reporters: “This man is entitled to that much privacy. Any man on trial for his life must be given every protection he is entitled to and he is entitled to that privacy. While he is on trial he is the guest of the State.” Next TV stations due for AT&T interconnection: KTIV, Sioux City, Ia., Oct. 10; WBLN, Bloomington, Ill., Oct. 15; WCNV-TV, Carthage-Watertown, N. Y. & WSAU-TV, Wausau, Wis., Oct. 17. Put in service Sept. 29 was private relay link to WPBN-TV, Traverse City, Mich., from Grand Rapids.

Power increases: WFBA-TV, Dallas (Ch. 8) now at 274-kw ERP; KFVR-TV, Bismarck, N. D. (Ch. 5) this week began operation from permanent 704-ft. antenna at 100-kw ERP; KELO-TV, Sioux Falls, S. D. (Ch. 11) Oct. 4 switched to new 25-kw transmitter.

FCC actions were in newspapers this week, frequently on front page. Lamb hearing became sensational with cross-allegations of immoral behavior (see p. 6), then newspapers got hold of an intra-Commission memorandum about employees’ personal conduct and played up one section frowning on “loud and disorderly parties.” The FCC memo was in implementation of President’s directive concerning conduct of gov’t. employees generally. It covered usual warnings about accepting gratuities, outside employment, disclosing confidential information, etc., but apparently went somewhat further than other agencies when it mentioned “loud and disorderly parties.” Comr. Hennock, though she hadn’t dissented from approval of memo, said she disagreed with it, called it “slap in the face” of employees, said “it’s like worrying over low-necked gowns on TV—there are so many more important things to do.” Comr. Hyde, acting chairman at time circular was issued Sept. 17, noted that memo specifically commended employees for past conduct.

New FCC Chairman George C. McConnaughey took office this week, telling press he believes in “as few gov’t. controls as possible.” The rather slightly-built chairman, considerably more amiable than his photographs indicate, cleared up to some degree the confusion about his tenure as chairman, stating that he’d been designated chairman for one year but that “nothing has been said to me about rotation.” He has appointed as legal advisor Charles Gowdy, of Cincinnati, and brought with him from Negotiation Board his secretary Mrs. Pearl Mohnkern. President Eisenhower, meanwhile, extended to former chairman Rosel Hyde, who now reverts to regular membership, his “warm thanks for your contribution to the nation.”

Application for Lewiston, Ida., Ch. 3 was filed this week by KIMA-TV, Yakima, Wash. (Ch. 29), which recently applied for Ch. 19 satellite in Pasco, Wash. (Vol. 10:38). Located on Wash. state line, Lewiston is 100 mi. from Pasco, 170 mi. from Yakima. Also filed with FCC this week was petition by KXLR to dismiss its application for Little Rock, Ark., Ch. 11, leaving Arkansas TV Co. free for grant. KXLR said it will receive $80,000 from Arkansas TV to cover part of its expenses in prosecuting application. [For further details about application, see TV Addenda 19-M herewith; for complete listings of all grants, new stations, applications, etc., see TV Factbook No. 19 with Addenda to date.]

Storer Bestg. Co. will buy WJW, Cleveland (ABC, 5 kw on 850 kc) for $330,000 from Wm. M. O’Neill. Purchase is contingent on FCC approval of Storer’s purchase of Empire Coil Co., owner of WXEL, Cleveland, and would give Storer combination TV-radio operation there. O’Neill, brother of Thomas F. O’Neill, pres of General Teleradio, will continue to operate Ohio Music Co., Muzak franchise holder in Cleveland, with WJW exec. v.p. Wm. Lemmon.

Senate juvenile delinquency subcommittee, which holds hearings on TV “crime, horror and violence” Oct. 19-20 (Vol. 10:40), is scheduled to hear NARTB pres. Harold E. Fellows as one of closing witnesses Oct. 20. Official list of witnesses is still being prepared, is due to be announced next week.

A TV fan and fellow veteran phoned Ken Porter, 38-year-old handicapped ex-Marine from Phoenix, Ariz., immediately after Porter’s courageous story was dramatized Oct. 6 on NBC-TV’s This is Your Life—to offer his congratulations for the “most inspiring story” he had ever heard. The caller was Dwight E. Eisenhower.

First national farm census to include tally of TV sets used in nation’s 5,500,000 farm homes, was begun Oct. 4 by Census Bureau.
CBS, NBC to Seek Own UHF's 'Promptly': FCC's new multiple-ownership rules become effective next Friday, Oct. 22 -- and the 2 biggest networks say they plan to go after uhf stations of their own right away. Rule raises group ownership limit from 5 to 7 stations, but provides that not more than 5 can be vhf (Vol. 10:38). The change in rules is endorsed by virtually entire industry as potential boost to uhf.

All networks are silent on which markets they'll seek -- and whether they intend to apply for new stations or buy going ones -- but rumors center on such large cities as Boston, St. Louis, San Francisco, Milwaukee and Detroit.

CBS says it will act promptly when the new rules are effective. Last month, pres. Frank Stanton said CBS wants stations in secondary markets -- 25th to 50th in rank (Vol. 10:36). Network is currently in competitive hearings for vhf grants in St. Louis & Boston, has just sold minority interest in Washington's WTOP-TV and is negotiating to sell its share of WCCO-TV, Minneapolis-St. Paul (see p. 6).

NBC will seek uhf stations "immediately," says an official, emphasizing that it wants primary markets -- not secondary. The final official decision on which markets they will be has not yet been made, says this spokesman.

DuMont "will acquire as much ownership as the law will permit," says managing director Ted Bergmann, but "no specifics have been determined and it will be early next year before any action will be taken in this direction."

ABC is "making various studies," according to pres. Robert E. Kintner, "but we have reached no conclusions that are ready for announcement."

All networks have been contacted by uhf operators and grantees offering their stations for sale, and by equipment makers -- some offering "bargains" in uhf transmitters and associated station gear.

Probably first multiple owner to get Commission OK under new rules will be Storer Bcastg. Co., whose petition to purchase uhf KPTV, Portland (as well as vhf WXEL, Cleveland) has been pending since last January (Vol. 10:2). FCC's approval of the purchase is expected quickly, could come as soon as week of Oct. 25.

Color TV Still in Gradual Evolution: Conclusions as to future progress of color TV are still premature, but developments to date lend strength to the theory that its growth will be evolutionary, not revolutionary.

To those who have experienced the excitement and pleasure of watching color at home for almost a year, as we have, there can be little doubt that the future of TV is color. At the same time, it's abundantly clear that public will continue to regard color as something merely to read about until prices of sets are drastically reduced -- perhaps to half the prices now quoted, or less. And the economics and technology of color set production are such that reductions of that magnitude are simply not in sight for the next couple years.
There's a certain amount of bearishness about color in some quarters of the industry, but much of it is mistakenly attributed to failure of NBC "spectaculars" and CBS "extravaganzas" to achieve massive audiences every time.

It's frequently forgotten that color has nothing at all to do with public reaction to the programs, because there are only 10-15,000 color sets in use. Complaint of some sponsors is that cost of the programs is way out of line with audience ratings, but it should be noted that the extra costs attributable to color are negligible -- running 5-20% extra for production, nothing more for time or cable.

The big "blockbuster" programs are a problem in psychology for the networks. The winds of publicity are fanned mightily in attempt to insure large waiting audiences, yet it's not humanly possible to produce a fresh miracle of showmanship every week. Everyone had been hoping, apparently, for a weekly or twice-a-week repetition of Ford Motor's fabulously successful 2-hour 2-network show last year (Vol. 9:25).

The formula may need surgery, but it would be regrettable if the pendulum swung to opposite extreme, with sponsors and networks retreating to "safe" concepts, daring not to attempt such experiments.

*   *   *   *

Those manufacturers and networks with greatest stake in color are hewing to implementation of announced plans, asserting progress to date is satisfactory.

Motorola pres. Paul Galvin this week disclosed that he's shipping more than 1000 color sets weekly (see p. 7), and company officials say they'll sell the 20,000 or more they'll produce this year, noting that sets have just been introduced -- and only in a very few markets at that.

CBS reports 19-in. color tubes flowing nicely from CBS-Hytron plant, sales looking well. RCA hasn't yet gone into quantity production of 21-in. tubes, but it has committed itself to program that is by no means niggardly.

NBC pres. Pat Weaver and exec. v.p. Robert Sarnoff stoutly maintain that their judgment about "spectaculars" is correct. Weaver concedes that some sponsors are disappointed with initial ratings, but notes that others are not only achieving very respectable-sized audiences but are getting a lot of additional public attention due to novelty and controversy. Sarnoff, in talk to Detroit Adcraft Club Oct. 15, paid tribute to auto industry for jumping into color in big way now, asserting:

"The advertiser with early identification in color will almost automatically inherit a position of leadership." He stated that color "is snowballing so fast that clients moving in now will top their competition in both the short and long runs." As for "spectaculars," he predicted that "they'll lift TV to a new high in entertainment despite the difficulty of starting something new."

CBS spokesman says merely: "Our sponsors are happy; we're happy. The programs are doing very well." Incidentally, CBS's "Man Who Came to Dinner" on Best of Broadway Oct. 13 had some of CBS's finest color to date.

Audience measuring services are having a field day, meanwhile, since each big show has up to $500,000 riding on it, and everyone is anxious for immediate report on "how did we do?" Furthermore, since results of different services vary widely, almost everyone can squeeze a measure of comfort from one or another.

MORE MOUNTAIN-PEAK COVERAGE REPORTS: Usable signals up to 150 and sometimes 200 mi., Grade A coverage 50-60 mi. are consistently reported by the TV stations fortunate enough to be able to locate their antennas on high mountain-tops.

Our story last month on coverage of 3 new mountain-peak stations (Vol.10:37) drew immediate response from others which have been operating for some time from extremely high locations, with facts and figures on reception. Because of the interest in the excellent large-area coverage which comes with height, we wrote to several other head-in-the-cloud stations and asked for their stories. Some of their replies, plus recent reports from other stations, are summarized below:

Most populous area served by high-mountain TV is Los Angeles, where all 7 TV stations are located atop 6000-ft. Mt. Wilson, about 3000-ft. above average terrain.
Stations there report usable signal up to 125 mi., with "fringe area" coverage extending as far as 200 mi., sometimes even further.

* * * * *

Denver's 4 stations are atop 7600-ft. Lookout Mt., 16 mi. west of city. Chief engineer R.D. Cunningham of 100-kw KFEL-TV (Ch. 2) writes of "good coverage for 120 mi. to the north, including Cheyenne, Wyo., and for 60 mi. to the south" by actual engineering measurements. "Coverage to the west," he adds, "is restricted by high mountain ranges, but community antenna systems at Leadville and Climax, 65 mi. away, are able to receive good snow-free pictures."

In Albuquerque, N.M., 2 stations operate from Sandia Crest, more than 2 miles above sea level and 4200-ft. above average terrain. Pre-freeze KOB-TV (Ch. 4), which moved to the high location just one year ago, has 11-kw ERP, claims Grade A radius of 50 mi. Says chief engineer George S. Johnson: "A good consistent signal is received at more than 150 mi. The signal is steady day and night, except on rare occasions when there is an abrupt change in the weather."

Two problems of long-distance reception are pointed out in Johnson's report: (1) Atmospheric noise, or snow, picked up by conventional wide-angle TV receiving antennas ("We are encouraging our viewers to install rhombic antennas"). (2) Receiving points in narrow valleys just below line-of-sight. "In these the receiving antenna can be installed on a nearby high point and connected to the receiver by a longer feed line," Johnson tells of one location near Antonito, Colo. (130 miles) where TV engineers found 1000 uv/m signal. "This strong signal was only a few hundred yards wide, so the signal must be transmitted over wire lines to the town. Such unusual strength is caused by refraction of the signal downward by a mountain peak."

KXXL-TV, Spokane (Ch. 4), atop 6000-ft. Mt. Spokane, 3068-ft. above average terrain, with 48-kw ERP, reports Grade A radius 60 mi., Grade B 90-100 mi. Writes chief engineer Dave Green: "We are putting a reliable signal into La Grande, Ore. -- some 200 mi. air distance...Today I received a report of consistent signal at Ke-lowna, B.C. -- approximately 200 miles, airline."

KEYT, Santa Barbara (Ch. 3), putting out 50-kw from 4211-ft. mountain only 3 mi. from Pacific Ocean, claims Grade B signal as far as 92 mi. overland and good reception reports from San Diego, 185 mi. south over water.

A further report from WMVT, Montpelier, Vt. (Ch. 3) -- one of New England's 2 mountain-peak stations (the other being Mt. Washington's WMTW) -- says the 18.3-kw station on 4400-ft. Mt. Mansfield is putting 600 uv/m signal into Montreal, 80 mi. north, 980 uv/m into Croyden (near Montreal), 700 uv/m into Saranac, N.Y., 65 mi. west, 500 uv/m into Claremont, N.H., 78 mi. south.

LH ACTION ON CRs, 2 VHF's DUE SOON: One educational CP and an initial decision after dropout were high spots of mild week at FCC -- Alabama Educational TV Commission getting CP for Ch. 10 in Birmingham and Arkansas TV Co. being lined up for grant in Little Rock on Ch. 11 when competitor KXDR dismissed after receiving $60,000 from Arkansas TV for out-of-pocket expenses. Another grant should mature before long for Ch. 2 in Klamath Falls, Ore. Klamath Falls TV Inc. petitioned to dismiss, is to receive $7500 from KFJI which will be ready for initial decision, then final grant.

Alabama grant is second for state's educators, other being Ch. 7 CP for Munford -- both due to begin tests by Nov. 15. FCC recently denied petition of WVOK, Birmingham, requesting that Ch. 10 be reclassified commercial (Vol.10:40). Arkansas TV Co. is owned by KTHS, Hot Springs, 42%; Arkansas Democrat, 32%; National Equity Life Insurance Co., 16%; August Engel, pres., 10% -- interlocking with Shreveport Times.

On allocations front, FCC received: (1) Petition from WFTL-TV, Ft. Lauderdale, Fla., asking that Ch. 29 & Ch. 35 be substituted for Ch. 27 & Ch. 33 in Miami or that Ch. 39 be substituted for Ch. 27 there, so that WFTL-TV can move to Miami "antenna farm" and raise height to 856 ft. above average terrain. (2) Petition of Michigan educators, through Supt. of Public Instruction Clair L. Taylor, asking assignment of these educational channels: Alpena 11, Escanaba 49, Kalamazoo 74, Houghton 21, Marquette 35.
2 NEW STATIONS ON AIR, ANOTHER UHF OFF: As one more uhf station went off air, 2 new vhf outlets began operation in cities where the only previous local service was uhf. The station going off air is WLBR-TV, Lebanon, Pa. (Ch. 15) which ended telecasts Oct. 16, after exactly one year of service. It retains CP, asking FCC permission to stay dark 90 days while it looks into possibility of new modus operandi. It attributed its difficulties to lack of a network affiliation.

To date 26 uhf stations have gone off air (excluding one which came back on again), as against 4 vhf which folded. This week's new starters bring on-air total to 410, of which 121 are uhf. The new stations:

KAKE-TV, Wichita, Kan. (Ch. 10) began ABC programming Oct. 16 after day of test patterns, with gen. mgr. Martin Umansky. It's third outlet in area, KTVH in nearby Hutchinson (Ch. 12) and local KEDD (Ch. 16) having begun in summer of 1953. It has 50-kw RCA transmitter, 1000-ft. Parkersburg tower with 12-bay antenna -- "the tallest in the state." Principal owners are pres. Mark H. Adams, v.p. H.E. Zoller, secy. Robert B. Dockum. Production mgr. John Quigley and sales service director N.W. Larson are both from the staff of KMBC-TV, Kansas City. Donivan Waldron is regional sales mgr.; Harold Newby, chief engineer. Rep is Hollingbery.

KLTV, Tyler-Longview, Tex. (Ch. 7) brought first vhf service to rich oil and cattle area Oct. 14 with programming from NBC & ABC, following test patterns which began Oct. 9. Area is served by KTVE, Longview (Ch. 32) and KETX, Tyler (Ch. 19). All station facilities are located on former airport at Tyler's outskirts, where remodeled hangar houses studios and 10-kw RCA transmitter as well as radio affiliate KGB. Andrews 420-ft. tower is topped by 12-bay antenna. Station is owned by Mrs. Lucille Ross Lansing, local radio pioneer. Gen. mgr. is Marshall Pengra, ex-KSTM-TV, production-program director Bob Norris, chief engineer Hudson Collins. Base Class A hour rate is $200. Pearson is rep.

Not sold on Bricker network-control bill (S-3456), Chairman Potter (R-Mich.) of Senate communications subcommittee which held hearings into uhf problems, told meeting of Detroit Adcrafters: "I'm old-fashioned. I believe there is only a certain area where govt. regulation is necessary and that we must proceed with extreme caution on the matter of new control or regulation. For example, how can you regulate a controlled network without at the same time regulating controlled advertising?

... There is some discussion that the networks [should] be made available to all stations as the Associated Press was made available to all newspapers some years ago. This will be considered in full-scale hearings during the next session of Congress." Discussing uhf, he said: "I confess we don't have the answer to the uhf problem, but we are confident that it is here to stay in time it will find its niche in our TV system." Meanwhile, in Washington, Sen. Bricker's investigators were preparing questionnaires to individual stations, which will follow letters to networks, already drafted by Committee aides but still awaiting approval by the Ohio Senator (Vol. 10:41).

KMST, Austin, Minn. (Ch. 6) & KAUS (1-kw, 1480 kc, MBS) are being acquired by Black Hawk Bestco, operator of KWWL-TV, Waterloo, Ia. (Ch. 7) according to application filed with FCC this week. R. J. McElroy, 50% owner of KWWL-TV, is to manage Austin stations without salary for a year, at end of which KWWL-TV has option to buy KMST & KAUS for $40,000, which can come out of stations' earnings under his management. Owners of KMST & KAUS (6 equal stockholders, Harry M. Smith pres.) also agree to advance $25,000 in capital during year.

Justin Miller Fund has been established at U of Southern California Law School by NARTB in honor of its ex-pres. and chairman. School will award annual $100 prize to student writing best article on freedom of information and its importance in broadcasting.

New political hazard facing those who campaign via TV is dramatically illustrated by raging controversy over who said "hell" on TV. Incident occurred Oct 13 when Vice President Nixon made TV address in Van Nuys, Cal., carried by Los Angeles' KTTV. At conclusion of speech, viewers heard the words: "Who the hell did that?" Station was swamped with calls from viewers demanding to know whether Nixon had uttered the offending phrase. Said the Vice President: "It wasn't me. I used no such language ... Someone knocked over a hand microphone and a fellow swore." Said a KTTV official: "The station doesn't know who made the remark, but it was not a member of the KTTV crew. The remark could have come from one of 3 spots—the speakers' platform, the area immediately adjacent to the speakers' platform, and the first-row audience."

Pension and welfare fund for TV-radio performers was proposed for first time this week by AFTRA as opening gun of contract negotiations with networks. Union asked networks to pay 10% of gross compensation due each performer into special fund to be administered by board of trustees consisting of equal number of network and union representatives. AFTRA also asked for 20% across-the-board increase in minimum fees paid to performers. Contracts expire Nov. 15. Meanwhile, International Alliance of Theatrical & Stage Employees signed agreement with major TV and motion picture film producers for pension plan covering 18,000 workers.

Sale of KFSD-TV, San Diego (Ch. 10), and KFSD (5-kw, 600 kc, NBC) to Fox, Wells & Co. for $3,200,000 was approved this week by FCC. Sellers Tom Sharp, Charles E. Sallik and TBC group get one-third each (Vol. 10:38). Principals in new licensee KFSD Inc. (with Fox, Wells holding 35.5%) are: James G. Rogers, pres., ex-Exton & Bowles; Glen McDaniel (holding 3%), exec. secy., pres of KETMA; Wn. Lane (1.5%) and Tom Sharp, directors.
SECOND MILLION-WATT uhf installation by RCA will be in Portland, Ore., for uhf pioneer KPTV (Ch. 27). First RCA-equipped station to boost to maximum uhf power will be WBRE-TV (Ch. 28), Wilkes-Barre, where GE is also installing equipment to bring WILK-TV (Ch. 34) up to 1,000,000 watts. No date has been revealed for start of KPTV's installation or for completion of the WBRE-TV job. To get megawatt power, RCA uses 25-kw transmitter and 40-gain antenna. New 60-kw uhf transmitter, utilizing beam power tube, is under development by RCA, but it's not due to be ready until late 1955 or early 1956, according to company sources.

No transmitter shipments were reported this week, except DuMont's shipment of video portion of 50-kw amplifier to WATV, Newark, (Ch. 13), which received audio portion last month.

* * * * *

In our continuing survey of upcoming new stations, these were latest reports from principals:

WGBH-TV, Boston (Ch. 2, educational) won't make previously announced "Oct. or Nov." test pattern target and new target dates won't be set for month or so, according to operations director Hartford N. Gunn Jr. It has 10-kw RCA transmitter ready, but has been delayed in building tower foundations "that must be anchored in the tough granite of Blue Hill." It will use Lehigh 120-ft. tower with RCA 6-bay antenna.

WEDM, Munford, Ala. (Ch. 7) has 5-kw GE transmitter ready at Mt. Cheaha site, but now plans to wait for 50-kw, due to arrive Oct. 18. It hopes to begin with full power "not later than Nov. 1-15," wires consultant Thad Holt. Microwave will connect studios in Munford, Birmingham, Tuscaloosa and Auburn. Educational TV commission plans 25 hours of sporadic program tests before year's end. Holt also advises that Birmingham educational outlet (Ch. 10), granted this week, also will have test patterns by Nov. 15, using equipment donated by Storer's WBRC-TV, Birmingham (Ch. 6).

KTRK-TV, Houston (Ch. 13), which changed call letters this week from KTLM, has advanced target to Nov. 13, reports John T. Jones Jr., nephew of Jesse Jones and pres. of Houston Chronicle. Other principals are Democratic National Committeeman Dwight Morrow, Houston mayor Roy Hofheinz, KTRH pres. B. F. Orr, admn John Paul Goodwin. It has 50-kw RCA transmitter, is building 960-ft. Ideo tower. Rep will be Blair.

WNDU-TV, Notre Dame, Ind. (Ch. 46, allocated to South Bend), awaits arrival of new gen. mgr. Bernard C. Barth late this month before proceeding with construction, writes Rev. Edmund P. Joyce, executive v.p. for U of Notre Dame. It recently acquired WHOT, South Bend (250-kw, 1490 kc, ABC) from owners of WISH-TV, Indianapolis (Vol. 10:36). Rep not yet chosen.

* * * * *

CJBR-TV, Rimouski, Que. (Ch. 3), which had Oct. target, now plans Nov. 15 start, reports pres. Jacques Brilliant. It has 10-kw RCA transmitter and 4-slot wave-stack antenna on hand. 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.

Television Notes: Giveaway fever is on the rise again in TV—with a vengeance—the result of Supreme Court's reversal last April of FCC ruling that some giveaways were lotteries (Vol. 10:15). Jackpot payoff shows have been particularly active on west coast, with syndicated bingo-type games—such as Play Marco and Video Game—attracting multiple sponsors on spot basis. Networking, only big jackpot show in which home viewers participate (via telephone) is ABC-TV's Stop the Music, revived since Court decision and now going strong, with prizes threatening to approach the fabulous amounts offered in show's earlier heyday. If someone identifies "mystery melody" next week, he'll get 2-week European vacation for two, $6000 in defense bonds, new Dodge, $1000 in mutual fund shares. "First $1,000,000 TV giveaway contest" is slated to begin Jan. 1 to promote National Telemakers' syndicated TV films and features; 17-week contest called "TV Tic Tac Toe" will be run by local stations who buy complete NTA package, NTA handling promotion and prizes. Awards will be given every week in bingo-style game in which viewers watch for clue on local station. NTA's aim is to sell its library in 100 markets.

Is "Tomorrow" next for NBC-TV? "Having successfully aired, in rapid succession, Today, Home and Tonight," writes Sam Chase in Oct. 16 Billboard, "NBC chief (Pat Weaver) now is understood to be blueprinting a new opus, which, naturally, would be called Tomorrow". Will TV musicals and variety shows "go film" as so many dramatic and situation comedies have? Ziv-TV jumping into musical production with both feet, setting up permanent music dept. at its Hollywood plant, signing with Petrillo and naming David Rose as musical director. Ziv's first variety-musical venture is Eddie Cantor Comedy Theatre.

Real movie success came to ex-screen writer Paddy Chayefsky only after he left Hollywood and started writing for TV; movie version of his highly praised TV play, Marty, is now being shot by Hecht-Lancaster Productions, which is also seeking to make movies of 3 other Chayefsky TV plays. One of them may first be produced on Broadway. Movie feature and TV film series, both called Adventures of Long John Silver, will be released simultaneously by independent producer Joseph Kaufman, says Oct. 16 Billboard. Filmed in Australia, using same sets and characters but different plots, the TV and theatrical films will "help promote each other," and joint production has made possible big cost savings in production of TV series, according to Kaufman. Debate between incumbent Sen. John Sherman Cooper, and opponent Alben W. Barkley arranged by WHAS-TV and having Louisville, Oct. 14, with CBS Washington commentator Eric Soreved as moderator; kine will be shown on CBS-TV's America's Week Oct. 17, 4:40 p.m. State-wide telecasts on behalf of Democratic candidates for state office are planned by New York CIO, which this week earmarked $50,000 for TV for "Emmy" award presentations by Academy of TV Arts & Sciences will be televised nationally next Feb., according to pres. Don DeFore.

Rate increases: WHBF-TV, Rock Island, Ill., Nov. 1 adds new 7-9:30 p.m. daily Class AA rate with $700 hour, $140 min. and raises Class A hour from $500 to $600, min. $100 to $120; KGUL-TV, Galveston, Texas, adds new 7-10 p.m. daily Class AA rate with $700 hour, $165 20 sec. and Class A hour remains $600; WBAL-TV, Baltimore, raises base hour from $100 to $1100, min. $175 to $200; KOTV, Tulsa, from $600 to $700 & $120 to $150; WSLS-TV, Roanoke, $400 to $500 & $80 to $100; KOOL-TV, Phoenix, from $315 to $425 & $70 to $80; KOA-TV, Denver, from $500 to $550 & $100 to $120; WABT, Birmingham, from $600 to $650 & $150 to $160; WBRK-TV, Birmingham, raises Class AA min. only rate from $137.50 to $160.

Network Accounts: Election night returns Nov. 2 continued to attract sponsors this week—Chevrolet bought complete TV-radio coverage on ABC, radio beginning at 9, TV at 11, and Prestone signed as alt. sponsor (with Roto-Broil) of 11-to-conclusion period on CBS-TV, leaving 9-11 segment still for sale. Chevrolet purchase was thru Campbell-Ewald, Prestone thru Wm. Esty Co. NBC-TV has sold half of its coverage, starting at 9:30 p.m., to Roto-Broil. DuMont still hasn't formulated plans.

Light's Diamond Jubilee show, marking 75th anniversary of Thomas Edison's invention of incandescent lamp, will be on 325 stations of all networks Sun. Oct. 24, 9-11 p.m. Some 300 electric companies are sponsoring extravaganza produced by David O. Selznick, thru N. W. Ayer. Eastman Kodak's color film series, Norby, on NBC-TV starting Jan. 5, will be seen on east and west coasts Wed. 7-7:30 p.m., midwest and Rocky Mountain states 11-11:30 p.m., thru J. Walter Thompson. Hallmark Greeting Cards, for 5th straight year, to sponsor Amanul and the Night Visitors, possibly in color, as Christmas special on NBC-TV Dec. 19, Sun. 5-6 p.m., thru Poole, Cone & Belding.

Swift & Co. (baby foods) to sponsor All About Baby on DuMont starting Oct. 15, Fri. 2-2:15 p.m., thru McCann-Erickson. Geritol to sponsor Juvenile Jury on NBC-TV starting Jan. 6, Sun. 4-4:30 p.m., thru Edward Kletter Assoc. Pontiac to sponsor Jack Carson Show on NBC-TV every 4th Fri. 8-8:30 p.m., in time occupied other 3 weeks by Red Buttons Show, thru MacManus, John & Adams. Nabisco drops out as sponsor of Tue. & Thu. 11-11:15 a.m. segments of Arthur Godfrey Time on CBS-TV, effective Oct. 21. Prudential Insurance Co. alt. sponsor of You Are There on CBS-TV, to be full sponsor of same program on CBC-TV starting Nov. 21, Sun. 4:40-4:30 p.m., thru Calkins & Holden, Carlock, McClintock & Smith.

BBC will add a "second channel" to include local programs, Britain's govt.-owned TV-rado service revealed announcing "10-year plan" for expansion of TV. Currently, BBC has only one TV service, without local programming. While BBC's second channel will also be non-commercial, a new commercial TV network under govt.'s Independent TV Authority is also being set up, hoping to have 3 stations in operation next year. BBC's annual report, in which plan was outlined, said regular color transmission couldn't be expected before 1957.

CBS's 45% of WTOP-TV & WTOP, Washington, was purchased by 55% owner Washington Post Co. for sum "in excess of" $3,000,000—exact amount not being disclosed—while negotiations continued for sale of CBS's 47% of WCCO-TV & WCCO, Minneapolis, with majority stockholders (Ridker & McNally interests) having first refusal, though others are interested. CBS is seeking about $4,000,000 for Minneapolis interests, is expected to sell for less.

Uniform libel relief law, designed to protect station owners from liability for defamatory statements in political broadcasts, has been drafted by Council of State Governments for submission to state legislatures. It generally follows lines of NARTB principles. Some 30 states already have libel relief laws on books.

Community antenna franchise fight in Dubuque, Ia. (Vol. 10:35, 37-38) concluded Oct. 11 with citizens' vote, 4560 to 1057, to award rights to wire up city to Dubuque-Jerrod TV Cable Corp., which plans to bring TV to homes by end of year. Another system recently started is in Brady, Tex.

Licensed TV receivers in Britain totaled 3,456,728 at end of July, increase of 45,682 during month. In West Germany, there were 40,580 licensed TV sets as of Aug. 1, in addition to an estimated 40,000 unlicensed receivers.
RETAIL SALES STAY HIGH DESPITE PRICE HIKEs: Those TV price increases of $10 and $20 during last 5 weeks (Vol. 10:38-41) apparently are having little or no effect on the high level of consumer purchases, judging from barrage of field reports. It’s still too early to draw a hard-and-fast conclusion, but consumers are still in a buying mood -- and with Xmas season in offing, no letup is in sight.

Explanations for it vary, but in the main they shake down to the belief that increases were modest, were on selected models only, were long overdue, and hit at what normally is TV’s busiest season anyway. Situation now is that nearly all leading producers except RCA have raised prices in one form or another. The only price hike disclosed this week was Admiral’s increase of 21-in. ebony plastic table model from $200 to $220, and its mahogany version from $220 to $230.

Thus the trade enters final quarter of 1954 in excellent shape. Preliminary trade statistics for first 9 months show the encouraging balance between production and sales, to say nothing of its modest inventories (Vol. 10:41). One TV manufacturer after another continues to report record or near-record business in Sept. and Oct. And, to give picture an added rosy cast in retrospect, RETMA this week disclosed that retail sales of 3,658,927 TVs in first 8 months set record for such period, surpassing the 3,546,407 sets sold in previous high of 1953. Retail radio sales, excluding auto radios, totaled 3,269,115 vs. 3,875,293 in same 1953 period.

Indicative of continuing high demand, TV production spiraled to 207,791 week ended Oct. 8, first week of 4th quarter by RETMA calculation, up from 199,173 units preceding week and 197,502 week ended Sept. 24. Total came very close to unofficial weekly production record of 219,680 in Oct. 1950. For 39 weeks to date, output was 4,850,000, compared to 5,720,000 in corresponding period of 1953.

Radio production also went up, totaling 207,712 (65,893 auto), compared to 207,673 week ended Oct. 1 and 196,258 week before. For 39 weeks, output was about 7,200,000 vs. 10,250,000 in corresponding period year ago.

* * * *

Color’s influence in N.Y. market has been minimal, to say the least. Consumers haven’t broken down any doors to pay $895-and-up for the limited number of Motorola and CBS-Columbia 19-in. sets available -- but Motorola still sticks by its plan for big advertising campaigns in color introductions. Next week they go into Chicago, Los Angeles, Philadelphia, San Francisco, Newark and Atlantic City.

Dealers got some advice on selling color this week from Motorola’s marketing v.p. Edward R. Taylor. Addressing dealer meeting in Los Angeles in advance of color introduction, Taylor told retailers to push color for itself, not merely as attempt to build black-&-white traffic. He told them each color set sold at $895 or $995 represents a high unit of sale and dollar margin is substantial. Because of limited quantities, he added, distribution will be “ultra-selective and price chiseling will be almost completely non-existent.”

Note: Motorola pres. Paul V. Galvin said company is now shipping at rate of more than 1000 color sets a week. He expects 20,000 to be turned out this year by his company. Industry should sell 350,000 next year, he said, with total sets-in-use rising to 3,500,000 by 1957, and 4,500,000 by 1958.

CR TUBE REBUILDING—A PHANTOM INDUSTRY: At least half of the replacement picture tubes sold last year were rebuilt tubes, as opposed to brand new -- and picture tube rebuilders say 1954 has been their banner year.

For the rebuilding business -- whose factory sales totaled around $20,000,000 last year -- there are remarkably few statistics available. At all levels of the CR tube industry, the entire subject of rebuilt tubes is an extremely controversial one, and facts sometimes are hard to unearth.
The very definition of "rebuilt" tube is a debatable subject. Most manufacturers who are primarily considered "rebidders" re-use only the glass envelopes, which they wash out, re-phosphor and fit with new guns. Some others, however, replace only the defective parts before re-sealing the tubes. And all tube makers are rebuilders in the sense that they salvage and re-use glass from tubes rejected in their own factories during the course of tube production.

Estimates of annual rebuilt tube output range from 1,400,000 to 3,000,000. RETMA's tabulation of factory sales of picture tubes for replacement purposes last year was 1,818,819 (TV Factbook No. 19, p. 362). This figure covers mostly new tubes, but also includes some rebuilt ones -- since it covers entire output (rebuilt and new) of all companies which make new tubes. A highly reliable industry source puts 1955 production by exclusive rebuilders at an additional 1,200,000, predicting figure will go up to 1,600,000 for 1954. Another well-informed tube industry spokesman says 1954 rebuilt tube production will total about 2,000,000. A medium sized CR tube rebuilder places the 1954 figure between 2,000,000 and 3,000,000.

Who rebuilds tubes? Some of major tube makers are in the business, others have been in and out of it. But most picture tube rebuilders are independents with capacities varying from 100 to 20,000 tubes per week. Individual output by these independent producers generally averages 50 a week for the very smallest, 12,000 for the very biggest one, with most plants believed to be in the 100-500 a week class. The number of independent tube rebuilders is estimated at 35-40, including some manufacturers who also turn out new tubes.

Rebuilders offer their wares at 20-50% below equivalent new-tube prices. The worn-out tubes or "duds" are obtained from servicemen and distributors, generally on trade-in basis, the dud allowances ranging from 75¢ to $5. Average allowance for a 17-in. glass dud is about $2.50, as compared to cost of $7 for brand new glass bulb for a 17-in. tube. Rebuilt tube makers sell most of their output to distributors, with some also going to retailers and even to TV manufacturers.

Quality of rebuilt tubes varies widely, depending on methods used by the rebuilder. A highly placed figure in the tube industry, whose company does not rebuild tubes, told us: "Generally, most rebuilders put out a fairly good product."

Taking dimmer view, the president of a large independent tube company said there are still too many "basement operators" with one or 2 employes and cast-off equipment, who will "ship everything that lights and plays." He conceded there's no reason why rebuilt tubes couldn't be as good as new ones, but added that many tube rebuilders can't afford elaborate quality control used by bigger tube makers.

A New York tube rebuilder who claims gross business of $500,000-$1,500,000 a year told us: "The 'garage rebuilder' is no longer in business -- this industry is too highly competitive. Rebuilt tubes are processed exactly like new ones; only the glass is re-used. And don't kid yourself -- nobody throws glass away, not even the biggest manufacturers. A rebuilt tube is better than a new one -- you get a prorated guarantee on a new tube, but an unqualified year's warranty on a rebuilt."

Some major tube makers rebuild tubes for warranty replacements only; others turn out rebuilt tubes as a "second-line" business; still others claim not to make any rebuilt tubes at all. One big tube maker once contracted with several independent manufacturers to make "retreads" for it, but reportedly gave up the arrangement as uneconomical. While there have been reports that some set makers have used rebuilt tubes in new sets, it is not a widespread practice.

First and only definitive study of rebuilt tube industry was conducted last January by Dun & Bradstreet, reportedly for one or more major tube makers seeking to enter the rebuilding industry. D&B identified 34 companies as rebuilders (for list, see p. 10), based its statistics on data furnished by 19 of them. Among highlights:

Biggest tube rebuilder (presumed to be Sheldon, which makes both new and rebuilt tubes) had capacity to rebuild 20,000 tubes weekly in 2 plants. Nearly all
rebidders forecast bigger sales for 1954, estimated increases over 1953 ranging from 20-300%. Plant investment varied from $25,000 (3 firms) to $1,500,000.

As to sizes of tubes rebuilt, those responding said 41% of their 1953 output consisted of 16-8-17-in. tubes, 33% were 19-in. & larger, 26% were 14-in. & smaller.

Estimates of gross profit by rebidders varied from 15-50%, net profit before taxes 8-25%, with 5 out of 10 rebidders estimating profit in 20-25% bracket. Thirteen out of 18 said they planned to add more machinery and/or equipment in 1954.

All 19 rebidders offer 12-month warranties on their products. For the popular 17BF4A (17-in.), survey quotes these price ranges, including allowances for dud traded in: to distributors, $12.75-$13.60; to servicemen and retailers, $15.30-$17; to TV set manufacturers, $12.75-$13.60. One smaller rebuilder said he sells tubes to other tube makers, at $13.50 for 17-in. size.

Demand for rebuilt tubes exceeds supply of duds in 16, 17 & 19-in. sizes, but there's oversupply of duds in 10, 12 & 14-in. sizes.

One of tube industry's knottiest problems involves tubes which fail during the warranty period. Some tube makers are said to be replacing them with rebuilt tubes. Another method attracting attention of some of the biggest tube makers is "revitalizing." Several are now testing device known as "Cathode Beamer," a $279 instrument which tests picture tubes and makes certain repairs on the spot, without necessity of taking tube apart. Beamer uses cathode sweeping to restore brightness, expands grid openings to improve emission, burns off low-resistance cathode-to-grid shorts and high-resistance inter-element shorts, welds open cathode tabs.

Cathode Beamer's manufacturer, Raytronic Laboratories Inc. (Cleveland), says the device can satisfactorily repair 75% of all picture tube troubles; it can't correct filaments and gaseous conditions, said to account for 15% of failures. Some tube makers are considering effect of such a device on number of warranty returns. Their reasoning is that if distributor can repair or revitalize warranted tubes, it would effect big savings in manufacturers' warranty replacements.

Trade Personalities: John W. Craig, onetime Avco v.p. & gen. mgr. of Crosley div., serving since April 1953 as pres. & chief exec. officer of Aluminum Industries Inc., elected RCA v.p. & gen. mgr. of home appliance div., supervising RCA Estate Appliance Corp. & air conditioning dept., reporting to Robert A. Seidel, exec. v.p. for consumer products ... H. J. Allen, Crosley field sales mgr. for appliances, named TV-radio sales mgr., replacing John S. Mills, resigned ... Harry Price Jr., Price's Inc., Norfolk, elected interim pres. of NARDAs replacing Ingal Bourlard, who resigned because of illness but continues on board; he'll serve until new pres. is elected at annual convention at Chicago's Conrad Hilton Hotel Jan. 9-11 ... Donald F. Miersch, ex-Crosley, named Sparton gen. sales mgr., replacing B. G. Hickman, who remains with company on special assignment ... Dr. Wayne B. Nottingham, Massachusetts Institute of Technology, appointed research v.p., Electronics Corp. of America, Cambridge, Mass.; Dr. Raymond H. McFee appointed research director ... Arthur W. Hooper, editor of Electrical Wholesaling Magazine (McGraw-Hill), named exec. director of National Assn. of Electrical Distributors, succeeding late Charles G. Pyle ... Fred Okon, adv. & sales promotion mgr. of CBS-Columbia Distributors, N. Y., named adv. mgr. of parent company, reporting to Gerald Light, director of adv. & sales promotion ... M. C. Thomesen, ex-Crescent Industries, named exec. v.p. of Wilcox-Gay Corp. (Majestic); Barnet S. Trout resigns as v.p. of Garod Radio Corp. ... Robert E. Snare promoted to GE district tube sales mgr., Pittsburgh ... Frank Hickey named CBS-Hytron midwestern district sales mgr., Pittsburgh ... R. W. Herrick, ex-Admiral & Emerson, named Capehart-Farnsworth regional mgr., Chicago ... John P. Mathieu, ex-Arthur Fulmer Radio Sales Corp., Memphis (Emerson), named Memphis mgr., Harold Avery promoted to Charlotte mgr., succeeding J. L. Miller, transferred to Cleveland ... R. H. Williamson, GE, heads special RETMA committee in charge of its participation in test of atom bombs' effect on electronics equipment next spring at Nevada Proving Grounds ... Lee Schoenfeld, from major appliances div., Louisville, named GE TV-radio research mgr. ... Quincy D. Baldwin named counsel of GE component products div., Ft. Wayne ... Bert Schaefer, ex-Admiral, named v.p. & sales mgr. of Republic Electric Co., South Bend (CBS-Columbia) ... Rear Adm. J. S. Laidlaw, USN (Ret.), appointed asst. to pres. of Hycon Mfg. Co., Pasadena (electronics equipment) ... Jack Powers named sales mgr., Edwin I. Guthman & Co. ... Edwin Cornfield resigns as Pilot Radio sales mgr. to become partner in Orfeo Music Studios, N. Y. high-fidelity specialty store; his duties are assumed temporarily by v.p. Joseph Benjamin ... Miss Barrie Byrd heads new internal export dept., Merit Coil & Transformer Corp., Chicago ... Bruce E. Vinkenmulder, ex-Sangamo Electric, named electronics div. sales mgr., Carter Parts Co., Chicago ... Frederick W. Ruhl, ex-Westinghouse & Stromberg-Carlson, named Magnavox Boston district mgr. ... Irvin H. Webster named mgr. of GE's new communication equipment center, Redwood City, Calif., for assembly of 2-way equipment.

Dabbling in predictions, Motorola's Paul V. Galvin this week estimated 6,500,000 black & white sets would be produced this year; dollar volume for all electronics in 1955 would be 5% higher than this year; military electronics sales by industry will be higher next year than in 1954; 2-way radio sales to continue 8-10% annual gain. As to his own company, he said that Sept. TV sales by Motorola were higher than any month in its history and 50% above Sept. 1953.
Topics & Trends of TV Trade: Here's a leading TV dealer who rushes in where a lot of his fellow retailers have feared to tread—coming out with an appeal to dealers to understand the problems manufacturers face and help work for their solution, instead of constantly criticizing them for low markups, overloading merchandise, encouraging discount houses, etc.

Wallace Johnston, past NARDA pres. and chairman of its manufacturer relations committee, told NARDA regional meeting in Atlanta Oct. 13 that learning what the TV market can absorb has been a costly experience for many manufacturers and, in some cases, a fatal experience. Finding leadership needed to bring greatness to a brand name has meant major changes in factory personnel, he said. Consequently, he declared, there have been great shifts in products and in emphasis, mergers and violent upheavals.

"We, as dealers, owe it to ourselves to shoulder our full share of the blame for the chaotic conditions in which the industry finds itself," he said. "Let's give our support to the manufacturers and distributors who are trying to do things right. Let's make it real, enthusiastic support that they can feel in both ordinary sales and the ones that come from our really trying. We have a job to do and it's one that contains no gripping and allows few backward glances. Ours is the job of bringing our manufacturers' products to our customers as extensively, skillfully and economically as we can, of making sure those customers are satisfied with our brands, and of knowing which are our brands and believing in them and the companies behind them with a passion."

Johnston turned a mirror on his fellow dealers with remark that "the manufacturer has plenty of valid criticism he can level at us: undercapitalization, lazy sales and deficient management, stores that lack brightness and activity, petty gripes, lack of strong business controls, diversification among brands—and among those criticisms are some that apply almost all of us."

* * * *


Deadline for comments on spurious radiation proposal of FCC (Vol. 10:11, 54, 39) was extended to Jan. 3, on request of RETMA, and Commission also requested that "parties not filing their final comments prior to Jan. 3] should advise the Commission as to their interim views ... on or before Nov. 15."


Emerson raised prices by $10 on 5 sets (Vol. 10:41): 17-in. mahogany table, from $160 to $170; 21-in. ebony metal table $100 to $170; 21-in. walnut, blonde or limed oak table $230 to $240; 21-in. open-face mahogany console $230 to $240, blonde $250 to $260. In addition, uhf version of each of above models was correspondingly raised by $10. Emerson left intact its 17-in. ebony wood model target at $130 and its 14-in. "portable" set at $150.

Capehart-Farnsworth won't raise TV prices as long as it's able to maintain current high output and sales rate, distributors meeting in N. Y. was told this week by E. W. Gaughan, v.p. & gen. sales mgr. He said only an unexpected rise in inventories could force company to alter that policy. At same meeting, Capehart introduced a 21-in. mahogany model table, with 4 front-mounted speakers, at $280, blonde $290. Optional uhf tuners are $30 extra.

Admiral's share of 31,000,000 sets-in-use is now about 10%, with every indication that its share of 1954 market will be considerably higher than that, v.p. W. C. Johnson told distributors meeting in Benton Harbor, Mich. Oct. 14. He said "mass production" of 21-in. color sets might be achieved in third quarter of 1955 but added that color will not reduce black- & white sales by more than 250,000 units next year.

New accessories for TV Eye industrial TV system, being offered by RCA: high gain video amplifier, which extends operating range of monitor to more than mile from camera; weather-proof and explosion-proof camera housings.

Motorola adds 17-in. maroon plastic table model at $140—higher by $10 than its 17-in. leader, which remains in line.
Financial & Trade Notes: General Electric, aided by substantially lower tax bill, achieved all-time earnings record of $148,681,000 ($1.62 a share) in first 9 months of 1954, up 20% from profit of $121,386,000 ($1.34) in same period of 1953. This despite 7% decline in sales to $2,167,597,000, from $2,341,048,000 in first 9 months year ago.

Provision for Federal taxes and renegotiation for 9 months this year was $153,000,000 vs. $257,000,000 same 1953 period. Report by pres. Ralph J. Cordiner gave no breakdown by product but said sales of commercial lines for year should nearly equal record high of 1953. Appliance sales, GE noted, took upturn in Sept., though defense sales were lower. For 3 months ended Sept. 30, profit was $46,835,000 (54c) after taxes of $38,500,000 on sales of $719,800,000, compared to $40,969,000 (47c) after taxes of $62,-000,000 on sales of $780,600,000 same period of 1953.

Lamb Industries Inc., headed by broadcaster-publisher Edward Lamb who's currently engaged in stormy FCC hearing on renewal of his license for WICU, Erie (see p. 5), this week gained majority control of Air-Way Electric Appliance Corp., Toledo (vacuum cleaners) following purchase of 32,000 shares. Lamb and Harry C. Samuels of N. Y. are seeking to call special meeting of Air-Way stockholders to amend bylaws to increase number of directors to 19. Besides Lamb and Samuels, additional directors would include ex-Attorney General J. Howard McGrath and Frank C. Oswald, v.p. of Lamb Industries. Pres. Joseph H. Nuffer, who's fighting Lamb group, this week said Air-Way earnings and sales in third quarter ended Sept. 30 exceeded the $38,117 profit, $2,605,101 sales, in third quarter of 1953.

Among officers' and directors' stock transactions reported by SEC for Aug.: John W. Belanger bought 1500 GE (June), sold 600 as trustee, holds 3901; George G. Montgomery bought 200 GE, holds 800; Ross I. Parker bought 1221 GE, holds 3222; Robert Paxton bought 1500 GE (July), holds 6115; Ray W. Turnbull bought 1047 GE, holds 2847; Walter E. Green sold 350 General Precision Equipment (GPE), holds 285; R. B. LaRue sold 650 GPE, holds 650; C. F. Adams Jr. bought 3500 Raytheon (March, April, July), holds 11,000; A. D. Bestelbreurtje bought 1000 Texas Instruments, holds 12,000; Tomlinson Fort bought 850 Westinghouse, sold 500, holds 1065; W. O. Lippman sold 142 Westinghouse (July), bought 600, holds 2000.

General Instrument Corp. had net loss of $249,946 on sales of $9,671,000 in 6 months ended Aug. 31, compared to profit of $711,400 ($1.15) on sales of $19,139,300 in corresponding period year ago. Number of common shares increased from 617,973 to 818,273. Chairman Abraham Blumenkrantz blamed loss on drop in TV output and trend to lower prices. He noted, too, that in Aug. company prepaid $1,250,000 to bank to cover loan which normally would require semi-annual payments through Nov. 1, 1960. He predicted improvement in both earnings and sales for 6 months ending Feb. 28, 1955.

Long, tangled patent infringement suit by Zenith against RCA, GE & Western Electric (Vol. 10:25, 31, 33), advanced a step this week when Federal Judge Paul Leahy, in Wilmington District Court, declared that Zenith should be given until Nov. 17 to complete all pre-trial depositions and should tell court Jan. 4 when it will be ready to begin trial. At same time, Judge Leahy denied Zenith access to all but one of 42 RCA patent documents it had previously sought. He considered others to be "work product" between attorney and client and need not be produced.

Ciorostat Mfg. Co. earned $58,182 on sales of $2,819,1\$\textsuperscript{1} in 6 months ended June 30. No comparison with last year was available.

Color Trends & Briefs: Tremendous cost of the big color shows is attributable in no small part to huge fees commanded by big theatrical names of many of them lured into TV for first time by offers they found impossible to resist. Prize example probably is the widely-publicized case of Mario Lanza, who received a reported $40,000 fee for appearing on recent show merely mouthing words of song he recorded several years ago. Some of the others are presumed getting as much or more.

Whether trend will continue is another question, because of sometimes disappointing results. At any rate, public is currently being treated to live TV view of such performers as: Betty Hutton, Helen Hayes, Claudette Colbert, Fredric March, Charles Coburn, Ann Sothern, Judy Holliday, Betty Grable, Mario Lanza, Harry James, Monty Woolley, Merle Oberon, Joan Bennett, Bert Lahr, ZaSu Pitts, Reginald Gardiner, Ginger Rogers, Jeanneaire, Margaret Sullivan, Joseph Cotten, Maurice Evans, Judith Anderson, Ruth Hussey.

Competition over "first" to originate local color got warm in Los Angeles last week. Learning that KNXT had scheduled live show Oct. 16, KTLA's Klaus Landsberg matched film & slide show on Oct. 7. Ironically, KTLA owner Paramount Pictures sponsored color clips from its Rear Window on KNXT, claiming a first for that kind of commercial. In Minneapolis, WCCO-TV became first there to produce local color show.

Next week's network color schedules: NBC-TV—Oct. 18, Producers' Showcase, 9:30-10 p.m.; Oct. 21, Ford Theatre, 9:30-10 p.m.; Oct. 23, spectacular Folies of Scilly, 9:10-30 p.m. CBS-TV—Oct. 18, 19, 22, Bob Crosby Show, 3:30-4 p.m.; Oct. 18, Studio One, 10-11 p.m.; Oct. 23, Two for the Money, 9:30-30 p.m.

CBS-Columbia's most elaborate color ad to date is double-page color spread in Oct. 18 Life Magazine, showing both front & back of set and keyed to theme: "The most important part of a color set is turned toward the wall."

Color film and slide scanner have been ordered from DuMont by WFMY-TV, Greensboro, N. C., color slide scanner by Canadian Westinghouse for delivery to Brantford, Ont. headquarters.

Ten-Point Criteria for Rating Services: This week we special Advertising Research Foundation committee, which hastens to add that none of the existing services meet all 10. The 10-man committee, appointed 2 years ago by ARF in effort to eliminate some of confusion and duplication by rating services, sets up these standards for ideal rating service:


Full report still hasn't been made public, but its release is imminent. In Oct. 29 Collier's Magazine article, Who Knows Who's on Top? Dr. E. L. Deckinger, Biow, is quoted: "We have a feeling that the study will be the Kinsey Report of the TV industry."

Committee reportedly recommends a minimum sample of 1200 households for accuracy. It analyzes 6 major rating services — American Research Bureau, Hooper, Nielsen, Pulse, Trendex & Videodex—and gives Nielsen cleanest bill of health. It says its fails on only 2 counts — inability to measure out-of-home listening and likelihood of presence of Audiometer device psychologically inducing a family to increase its viewing.
SENATE HEARINGS on TV and juvenile delinquency
are scheduled next Tue. & Wed., Oct. 19-20 in Wash-
ington (Vol. 10:40), and subcommittee chairman Hen-
drickson (R-N. J.) put out carefully worded statement this
week, giving some indication of feelings of the 4 sub-
committee members. Hearings, he said climax 4 months of
staff-level study of TV, and will consist of “comprehensive
analyses of TV’s contribution to the education, enter-
tainment and culture of American children.”

“The subcommittee,” Hendrickson said, “has been told
repeatedly that TV shows are loaded with crime, horror
and violence during the hours when children can watch
such programs. We do not know if such is the case and
our sole objective is to determine, through these public
hearings, just what mental climate is created via the mass
communications medium. My colleagues and I on this sub-
committee are opposed to censorship in any form. But at
the conclusion of these hearings, if we determine that
remedial steps are in order, such a blueprinting will cer-
tainly be included in our final report.”

At week’s end, subcommittee did not release list of wit-
esses, but reiterated previous statement that group would
hear network officials, producers, sponsors, actors, psy-
chologists, station managers, govt. officials. Only witness
known to be definitely slated to testify is NARTB pres.
Harold Fellows.

Almost certain to come up in hearings are 2 recently
published views on TV and crime: (1) Study by NBC-TV
film div. based on FBI reports showing that crime increased
less in TV cities than in non-TV cities from 1948 to
1952. (2) Column by Walter Lippmann blaming TV,
movies and comic books for rise in crime and sadism, and
professing “no objection in principle to censorship of the
mass entertainment of the young.”

Two TV applications, both vhf “satellite” operations,
were filed with FCC this week. Forest Capital Bestg. Co.
(KTRE), which relinquished its CP for Ch. 9 in Lufkin,
Tex. last June for economic reasons, re-applied for it this
week, saying it has concluded arrangement with Houston’s
KPRC-TV to broadcast all its programs, with additional
local sponsorships. Thus, it says, “programming costs will
be kept to a minimum.” Biggest stockholder (32%) is
pres. R.W. Wortham. Other application was for Ch. 3 in
Mayaguez, P.R., by Jose Ramon Quinones, who seeks it
as satellite for his WAPA-TV, San Juan. Applications
tail total pending to 182. [For further details about these
applications, see TV Addenda 19-N herewith; for complete
listings of all grants, new stations, applications, etc., see
TV Factbook No. 19 with Addenda to date.]

Station clearance problems which plague sponsors,
agencies and networks “will pretty much have cleared
up by the end of 1956,” NBC-TV network sales v.p. George
Frey told Oct. 15 AAAA meeting in Chicago. By that time,
he said, there will be enough stations in all major cities
to provide each network with “sure outlets” for all pro-
grams. “By the end of 1956,” he said, “75% of all United
States homes will be looking at TV.” He forecast 430
stations by end of this year, 525 by end of 1955 and 600
by end of 1956. He also predicted minimum of 25,000 color
sets in use by end of this year, 350 by end of 1955 and
2,130,000 in 1956.

Voice of Democracy transcriptions, for use during
National Radio and TV Week Nov. 7-13, now being shipped
to NARTB’s 2200-odd members. Transcriptions contain
excerpts from addresses of 5 previous national winners of
Voice of Democracy competitions; 6 five min. programs
giving high school students instructions on entering con-
test, and an interview with Dr. Elsworth Tompkins of
U. S. Office of Education.

New optional ID station break plan was offered this
week by NBC Spot Sales to the 10 TV stations it rep-
resents. Under new method, an advertiser may use full
screen for 7¾ seconds for his message and station will
use full screen for 2¾ seconds for its call letters and
channel number. Current method gives advertiser ¾ of
screen for full 10 seconds, with station using upper right-
hand quarter for ID. Thomas B. McFadden, director of
NBC Spot Sales, said alternative plan was designed to
meet objections of advertisers who complained of cost of
printing separate films with individual call letters of each
station used. Under new plan, individual film print for
each station is not required.

Control of WROW-TV, Albany, N. Y. (Ch. 41) and
WROW (5-kw day, 1-kw night, 590 kc, ABC) is being ac-
quired by group headed by commentator Lowell Thomas.
As specified in application filed this week with FCC,
Thomas group gets 83.45% by buying 2668 shares from 24
of the 26 stockholders, paying $298,800 cash and assum-
ing approximately $380,000 in obligations. New owners
are Thomas with 31.28%; his business mgr, Frank M.
Smith, 20.24%; N. Y. -Washington attorney Alger B. Chap-
man, 10.45%; Mrs. Edward L. Elliott, wife of New York
stockbroker, 20.24%. Two remaining original owners are
Louis H. Gross, holding 7.88%, and WROW pres. Dean
Taylor, 8.66%, who also is Congressman from N. Y. and
Republican national committee.

Leasing agreement for WPFA-TV, Pensacola, Fla.
(Ch. 15) was approved by FCC this week, giving majority
stockholder Charles W. Lamar Jr. authority to operate
station as an individual. He leases facilities for 50 months
from WPFA-TV Inc., which has 8 other stockholders, gets
CP for $1, pays $2900 a month for first 6 months, $1500
second 6, $500 remaining 35. Lease may be terminated on
10 days’ notice if station loses CBS affiliation or goes in
red any one month.

Highly qualified applicants for exec. v.p. of Quality
Radio Group (Vol. 10:36-37) are so numerous, according
to QRG pres. Ward Quaal of Crosley stations, that job of
selecting man is extremely difficult. Meeting in New York
next week, group hopes to make choice, begin commercial
operations from N. Y. headquarters shortly thereafter.
QRG compriss 26 stations, and Quaal says aim is to have
32-36, though bylaws permit 50.

Network interconnection schedule, as planned by
AT&T’s long lines dept.: KAKE-TV, Wichita, Kan., Oct. 14;
WSAU-TV, Wausau, Wis., Oct. 17; WCNY-TV, Carthage-
Watertown, N. Y., Oct. 19; WTVV, Milwaukee, Oct. 27;
WKNA-TV, Charleston, W Va., Oct. 30; WBLN, Bloom-
ington, Ill., Nov. 1.

NARTB extended deadline to Oct. 20 for stations to return
questionnaires on extent of beer and wine adver-
tising, as required for report to House Interstate & For-
eign Commerce Committee considering Bryson bill, which
would ban all such advertising (Vol. 10:17,38,40).

New 7-hop microwave has been ordered from Philco
by Cuba’s Circuito CMQ (Goar Mestre) to extend its net-
work facilities 150-mi. from Santa Clara to Camaguey.
Also planned is further extension to Santiago, which
would interconnect 5 of Mestre’s 6 stations.

Power increases: W NEM-TV, Bay City-Saginaw, Mich.
(Ch. 5) Oct. 5 switched to 25-kw transmitter; WKBN-TV,
Youngstown, O. (Ch. 27) Oct. 7 to 12½-kw; WTOP-TV,
Washington (Ch. 9) Oct. 16 to 316-kw ERP.

FCC Chairman McConnaughey, in first speech since
taking office 2 weeks ago, addresses Radio-TV Executives

Personal-size TV: Restaurant in Paramus, N. J. claims
are first to install TV sets in individual booths.
COLOR EQUIPMENT STATUS OF AFFILIATES: NBC-TV's recent report on color plans of its affiliates (Vol. 10:41) -- their capabilities for handling network color and target dates for equipping themselves for local slide, film and live origination -- was brought up to date this week by research & planning dept. under Hugh M. Beville.

There's so much interest in stations' color plans that we're publishing the compilation as Special Report herewith, showing specific target dates of each NBC-TV affiliate as of Oct. 15. Other networks haven't queried affiliates on such plans. However, CBS-TV has supplied list of its affiliates now able to handle network color and it's included in the Special Report.

NBC-TV's revised summary shows this lineup as of Oct. 15: 69 stations able to carry network color now, 6 equipped for slides, 2 for film, 4 live; figures by Jan. 1 are expected to be 93, 20, 18 & 5, respectively; by July 1, 1955, 99, 32, 31 and 14; by Jan. 1, 1956, 113, 45, 43 and 21.

RCA announced shipment of 3-V color film camera to WMAR-TV, Baltimore, this week -- first to anyone other than NBC-TV. Forty more are to go out within 30-90 days. For list of stations to get them, see p. 13.

CBS BUYS MILWAUKEE UHF IN WEEK OF 'DEALS': With FCC's new "5-&-2" rule effective Oct. 22, CBS lost no time acquiring a uhf station, announcing purchase of WOKY-TV, Milwaukee (Ch. 19) for $350,000 and stating it's "going forward with studies and other plans to acquire a second uhf station as soon as possible." Other networks haven't indicated markets they'll seek, but NBC expects to do so next week.

CBS was busy in several markets, setting house in order so that it can own maximum of 7 stations, of which 5 may be vhf. Having sold 45% interest in WTOP-TV, Washington, it dismissed Ch. 5 application for Boston this week, continued negotiations for sale of 47% interest in WCCO-TV, Minneapolis. At same time, it settled tortuous litigation with Zenith over Ch. 2 in Chicago, Zenith dismissing application and leaving CBS undisputed claimant to WBBM-TV's channel.

CBS's complement at the moment is this: 100% ownership of WCBS-TV, New York; WBBM-TV, Chicago; KNXT, Los Angeles -- and it apparently means to continue fighting for Ch. 11, St. Louis, in hearings now in progress. With disposition of WCCO-TV holdings and acquisition of WOKY-TV, CBS will have interests in 4 vhf entities and 1 uhf, is thus in position to add 1 vhf, 1 uhf. CBS had nothing to say about which markets it's studying, but Albany is most frequently rumored as uhf quarry.

Milwaukee is one of best uhf markets in country, almost solely because CBS had given full affiliation to WCAN-TV (Ch. 25), which now finds itself in desperate situation with loss of CBS programs. CBS plans to boost WOKY-TV to maximum power.

In picking Milwaukee, CBS enters city ranking 17th or better by most standards -- rather than choosing market in 25th to 50th range, as pres. Frank Stanton had previously indicated CBS planned to do.
Milwaukee has potential of 3 commercial vhf stations -- pre-freeze WTMJ-TV (Ch. 4), imminent WZVW (Ch. 12) and whoever wins 3-way hearing for suburban Whitefish Bay's Ch. 6 -- plus the 2 existing uhfs and a vhf educational station (Ch.10). WTMJ-TV is staunch old-line NBC-TV affiliate; WZVW is taking ABC-TV and DuMont, both of which had previously fed programs to WOKY-TV.

Seller of WOKY-TV is Bartell family, which retains radio WOKY. Same interests own WMTV, Madison, Wis. (Ch. 33) and radio WAPL, Appleton, Wis.

CBS came out nicely from the Chicago fracas. Zenith drops claims to Ch. 2; CBS pays it $575,000 for Ch. 2 equipment; Zenith pays CBS approximately $500,000 for 25-week sponsorship in "Omnibus" starting Oct. 24.

UNITED FRONT AGAINST 'CRIME' CENSORSHIP: Senate probers heard no evidence to prove TV programs can cause juvenile crime at this week's 2-day TV hearings.

They did hear 15 witnesses from within and without TV industry -- none of whom was the least bit responsive to the idea of a program "czar," to proposals that FCC be given censorship powers or to any kind of censorship but self-censorship.

Senate's 4-man juvenile delinquency subcommittee, headed by Sen. Hendrickson (R-N.J.) will issue special report on its TV studies. On basis of testimony heard this week, best bet is that it will urge entire telecasting industry -- including TV film producers -- to subscribe to NARTB's self-regulating code and live up to it.

TV industry spokesmen did convincing job of counteracting hearing's curtain-raising presentation by subcommittee's exec. director Richard Clendenen. He used 2 impressive gimmicks: (1) Comparative program logs of TV fare in Washington, Denver, Chicago, San Francisco, Philadelphia, Atlanta, Cleveland, Seattle, Kansas City and Dallas, with "crime and violence" programming (including westerns) blocked in red. (2) "Composite" one-hour film showing "scenes of violence" selected from one week's kiddie programming on Washington's 4 stations. Films selected were taken from 3 westerns, 2 adventure serials. A couple of scenes were pretty gruesome -- and the network and station witnesses didn't deny programming excesses exist.

Representatives of the 4 networks outlined methods of screening material aimed at children, quoted scientific studies which found no positive relationship between TV shows and delinquency, endorsed NARTB code and deplored censorship. Sen. Hendrickson, only Senator attending hearings, asked most witnesses their opinion of code-enforcing industry "czar", was told each time that such a proposal was not only impractical, but potentially dangerous.

"Why couldn't the whole industry be policed by the FCC to remove any doubts [about programming] -- isn't that the appropriate agency?", Sen. Hendrickson asked a witness Oct. 19, first day of hearings. Next day he belabored press for implying that he favored the idea, and he agreed with witness that program content "is a moral problem" which can't be solved by govt. regulation.

Representing FCC, Comr. Hyde testified: "We cannot agree with those critics of radio and TV who believe, however sincerely, that the only way to secure the highest quality program service is to provide a group of govt. officials with a blue pencil. We believe that it would be dangerous, as well as contrary to our democratic concepts, for a few officials in Washington [to] have such power." He praised industry code as "a definite step in the right direction."

* * * *

NARTB pres. Harold Fellows said all 4 networks and 231 TV stations (including 13 grantees not yet on air) subscribe to code, and that subscribers have responded quickly to warnings by Code Review Board. He outlined these upcoming NARTB projects: (1) "Continuing and expanding [program] monitoring operation" to be conducted on behalf of Code Board by unnamed national organization. (2) "Pilot study of attitudes toward TV...to be conducted by a recognized research organization," seeking viewer reaction to types of programming at various hours of the day. (3) Enlargement of staff of Code Review Board, now in progress.

Among witnesses outside U.S. TV industry: Director James V. Bennett of U.S. Bureau of Prisons proposed special advisory committee to study TV programming and
report to Congress and the President. Miss Enid Love, who helps plan school telecasts for BBC, stated that "no one in Britain has ever seriously contended that TV or radio by itself can either cause or cure juvenile delinquency."

Even crusading Clara Logan, pres. of National Assn. for Better Radio & TV -- while characterizing NARTB code "completely ineffective" -- opposed "legal censorship." She listed "objectionable" programs and urged public to boycott sponsors of shows harmful to youthful viewers, patronize sponsors of beneficial programs.

Added and widely publicized diversion was appearance of TV's "Captain Video," an actor named Al Hodge, who testified he couldn't see how TV contributed to crime. Press was charmed by respectful way Sen. Hendrickson addressed him as "Captain".

Subcommittee's TV findings will be issued as special report, Hendrickson said at conclusion of hearings. It won't be consolidated with group's other studies on possible causes of delinquency because "it might get lost in the big report." He couldn't predict when TV report would be issued. He closed hearings by reiterating his group's opposition to censorship and determination not to "harm any industry."

Other subcommittee members are Langer (R-N.D.), Kefauver (D-Tenn.), Hennings (D-Mo.). Chief counsel is Herbert W. Beaser.

**UPSTAGE N.Y. VHF ON AIR, TEXAS UHF OFF:** Northern New York got its first TV station this week -- and a uhf station, facing bankruptcy, returned to CP status, leaving on-air total at 410, of which 290 are vhf, 120 uhf.

WCNY-TV, Carthage-Watertown, N.Y. (Ch. 7), near Canadian border where the St. Lawrence River meets Lake Ontario, began CBS & ABC programming Oct. 22 after 2 days of test patterns. Nearest other TV outlets are in Syracuse, 65 mi. away, and Utica, 70 mi. It has 20-kw GE transmitter, 12-bay antenna atop 500-ft. guyed tower midway between Carthage and Watertown. Owner is John B. Johnson, who has AMs at Watertown and Massena, N.Y., and publishes Watertown Daily Times. He once held CP for Ch. 48 in Watertown. Louis Saiff Jr. is gen. mgr. Base hour rate is $150. Rep is Weed.

Station which went off air is KETX, Tyler, Tex. (Ch. 19) -- where vhf KLTV went on air last week (Vol. 10:42). Owner Jacob Newborn, plagued by financial woes, shut down station briefly last March because of "labor dispute and equipment damage" (Vol. 10:14-15). This week he told FCC he is going off air Oct. 23, and filed petition to shift Ch. 9 from Lufkin to Tyler.

**EXHIBITORS ORGANIZE TO BATTLE FEE TV:** To the delight of subscription-TV proponents, they're now recognized as a "threat". Representatives of most major theatre exhibitors' associations met in Chicago last week and formed a Joint Committee on Toll TV to start members on a "great crusade" open to "all groups interested in preserving free home TV for the American people."

Hope of those pushing fee TV is that this "crusade" will stir up enough excitement to prod FCC into giving the subject some consideration. Up to now, Commission has merely shrugged its shoulders and pigeonholed every petition asking for start of rule-making to commercialize pay-as-you-look TV. Hopes of fee-TV forces were running fairly high with Rosel Hyde as FCC chairman, for they felt that he was familiar enough with subject to give them a hearing eventually. With McConnaughhey in, however, they fear that a new job of "education" is to be done.

* * * *

Exhibitors have been shaking warning finger for years, cautioning that subscription TV would mean death of movie theatres -- assuming producers would switch all their product to the electronic medium.

Last week's move is first organized effort, however. Co-chairmen of committee are Alfred Starr, Theatre Owners of America, and Truean Rembusch, Allied States Assn. Treas. is Philip Harling, Metropolitan Motion Picture Theatres Assn.; secy. is James Arthur, Southern California Theatre Owners. Counsel are Abram Myers, Allied States; Herman Levy, TOA; plus Arthur and Harling.

Though exhibitors are sparking move, they're anxious for support from anyone who fears he has something to lose if pay-as-you-look is launched. They seek
aid even from such "fringe" businesses as transit companies, theatre concessionaires, restaurants -- everyone who benefits from getting people out of the home.

Each of the 3 organizations pushing a subscription TV "system" was happy to comment on the theatre groups' action. "It's like trying to stop the wheels of progress with a fly swatter," said Zenith pres. Eugene McDonald. "It will prove as futile as other attempts by other industries to kill off competition that might cut into profits. I am sure that Congressmen from rural areas will not take kindly to any attempt to stop the one development that can give their constituents good TV."

International Telemeter v.p. Paul MacNamara came out with these soothing words: "I don't think exhibitors realize the possibilities of pay-as-you-see TV as an aid to theatres and how they can tie in with it. We would like to work with them in finding a solution to what they regard as a problem."

Skiatron pres. Arthur Levey scored the "war of misrepresentation," stating: "Our intention is merely to supplement the present limited variety of programs available over free TV. This declaration of war on toll TV is a declaration of an inferiority complex by the motion picture exhibitors."

**FCC GRANTS 2, REMOVES 'ANTI-STRADDLING' RULE:** While granting 2 uhf CPs and issuing one initial decision, FCC marked end of one phase of post-freeze application processing. It did this by eliminating the "anti-straddling" rule which had prohibited any grantee from seeking a new channel in its city while hanging on to its original channel. FCC also showed it doesn't go much for "selective de-intermixture" by turning down requests for deletion of Ch. 10 from Waco, Tex. and designation of Ch. 11 in Durham and Ch. 5 Raleigh, N.C. as educational channels. Week's grants:

Toledo, O., Woodward Bcstg. Co., Ch. 79; Washington, D.C., WGMS, Ch. 20. Initial decision, after dropout, sets up WHIS for Ch. 6 grant in Bluefield, W.Va. after Southern W.Va. TV Inc. pulled out upon payment of $31,361.

---

Elimination of "anti-straddling" rule will have negligible effect. In only a couple cities will uhf operators have opportunity to vie for uhf -- for almost all desirable uhf's are in hearing status, covered by procedural "umbrella" which bars any newcomer from seeking the channels now. The only exceptions are "drop-ins", where uhf channels are now being added through rule-making -- in such cities as Monroe, La. (Ch. 6) and Elmira, N.Y. (Ch. 9).

As for uhf operators seeking lower uhf channels, there are relatively few opportunities still open -- in the east, at least -- according to FCC staff.

In changing processing rule, FCC made it clear that applicants must still specify channels assigned to cities in allocation table, and that processing will remain channel-by-channel -- each channel in a city being considered separately. New rule is effective immediately. It's Public Notice 54-1305, Mimeo. 11433, available from Commission or we'll get you copy.

---

Turning thumbs down on "de-intermixture" in Waco, FCC stated: "Since there is already a uhf station operating in the area, the instant petition would not eliminate intermixture completely. Petitioner has not advanced any compelling arguments which convince us that we should deviate from the assignments thus far made in the Waco area. The assignments in Waco were made effective in June of 1952. In reliance upon these assignments, two parties have prosecuted their applications for Ch. 10 at an expenditure of considerable time and expense. It is fair and reasonable that this assignment should be changed in the manner here proposed only upon a clear showing that the public interest requires such a change [and we] are of the view that such a showing has not been made." FCC hasn't yet released opinion giving reasons for denying Durham-Raleigh "de-intermixture" petition.

Even as FCC was turning down those 2 requests, it received similar petition from WFTL, Evansville, Ind. (Ch. 62) and WEHT, Henderson, Ky. (Ch. 50), asking that Evansville's Ch. 7 be reserved for educators. In light of FCC's actions this week, it seems that their request, along with others pending, have little chance.
Commission moved quickly on some other allocations actions: (1) Finalized assignment of Ch. 19 to North Adams, Mass., granting WMGT change from Ch. 74 to 19. (2) Started rule-making which would permit WFTL-TV, Ft. Lauderdale, Fla. to move to Miami "antenna farm" by substituting Ch. 39 for Ch. 27 in Miami, Ch. 27 for Ch. 25 in Belle Glade, Fla. WFTL-TV was granted STA to move, subject to outcome of rule-making, and WMIE-TV, Miami (Ch. 27), not on air, was ordered to show cause why it shouldn't be shifted to Ch. 39 to permit the WFTL-TV move.

Allocations petitions received by FCC were: (1) From WCOC-TV, Meridian, Miss. to add Ch. 7. (2) From KEKX, Tyler, Tex. (Ch. 19), which went off air this week (see p. 3), to shift Ch. 9 from Lufkin to Tyler. (3) From New Hampshire Commission on Educational TV to shift Ch. 11 from Durham to Gorham, N.H.

Rule-making to add Ch. 13 to Princess Anne, Va. (Norfolk) took a new turn when application for Ch. 13 was filed in New Bern, N.C. In petitioning for addition of Ch. 13 to Princess Anne, WTOV-TV, Norfolk (Ch. 27) had said the channel should be deleted from New Bern because no one was seeking it there.

**FCC CHARTS TV REVENUE-INCOME IN 1953:** Basic overall figures on TV stations' revenues, income and expenses in 1953 were given out by FCC during the Potter uhf hearings (Vol. 10:21), but Commission's full report this week fills out the bare bones of the earlier compilation. Most of the details are about pre-freeze stations because post-freeze stations operated only 4.6 months during 1953, for median station. Fundamental figures are only slightly changed from the Potter committee report:

1. Industry's revenues were $432,700,000, up 33% over 1952; expenses were $364,700,000; income before Federal income tax was $68,000,000, 23% above 1952.

2. Networks and their 16 o-a-m stations had revenues of $231,700,000 vs. $180,200,000 in 1952, income before taxes of $18,000,000 vs. $9,900,000 in 1952. Their AM revenues dropped to $92,600,000 from $95,800,000 in 1952, their AM income settling to $9,400,000 from $10,200,000 in 1952.

3. Average pre-freeze station (other than the 16 network-owned) achieved revenue of $1,896,456, net of $657,609. Total revenues reported by 114 post-freeze vhf stations were $16,100,000, but with expenses of $20,300,000 they lost $4,200,000. Reports from 112 post-freeze uhf stations showed revenues of $10,400,000, but their expenses of $16,700,000 left them with $6,300,000 loss.

Among new data disclosed was breakdown of revenues by source. Networks and their 16 stations took in $126,511,000 from network time sales, $36,870,000 from national & regional spot, $19,576,000 from local. The 244 other stations giving breakdown (only those with more than $25,000 are required to report), show $45,359,000 in network time sales, $87,448,000 in national spot, $68,898,000 local.

Networks and their 16 stations garnered $60,888,000 in talent sales, $22,-792,000 in "sundry broadcast revenues." Other 244 stations received $9,681,000 for sales of talent, $16,185,000 for sundry. For all networks and stations, network time sales were up 25% over 1952, spot up 55%, local up 36%.

In breakdown of expenses, networks and their stations paid $37,368,000 for technical, $137,448,000 for program, $13,499,000 for selling, $25,406,000 for general & administrative. Other 244 stations paid $30,416,000 for technical, $61,746,000 for program, $14,125,000 for selling, $40,566,000 general & administrative.

A completely new feature in report was revenue increases in one-station markets. The 19 stations which acquired no competitors in 1953 increased their revenues 33.5%. Those getting vhf competition increased 26%, while those faced with new uhf stations attained 35% improvement.

All networks and stations employed total of 18,211 people -- 16,108 full time, 2103 part time. Stations with revenues under $1,250,000 averaged 58 full time employees, 11 part time. Those with revenues in excess of $1,250,000 averaged 94 full time, 12 part time. Average of all stations was 83 full time, 12 part time.

Report contains 19 tables, includes great variety of breakdowns -- by size of markets, by income groups, by number of stations in community, etc. It's Public Notice 12387, available from FCC or from us.


Charles P. Skouras, 65, pres. of National Theatres and one of 3 brothers identified with movie industry for more than 25 years, died Oct. 22 in Los Angeles of heart ailment. He was listed by Treasury Dept. for several years in the 1940s as nation's highest paid corporation executive, received $985,000 in salary during 1948.

Sir Kenneth Clark, chairman of new Independent TV Authority which late next year introduces commercial TV in England, arrived in N. Y. Oct. 21 on Ile de France, will receive honorary degree from Columbia U for contributions to arts Oct. 25 (he's former chairman of British Arts Committee), returns to London Nov. 3. While in N. Y., he will look into TV situation; he's staying with friends at 123 E. 79th St. Meanwhile, ITA's new director-general Sir Robert Fraser, ex-chief of BBC information, under Prime Minister Churchill, this week occupied new ITA headquarters at 12 Woods Mews, Park Lane (Mayfair 6272) and will begin mustering staff.

"I do not think it is too much to say that TV & radio are the reason for the decline of strength, and the decline of the menace, of Sen. McCarthy, E. R. (Curly) Vadeboncoeur, WSYR-TV, Syracuse, told recent meeting of English Speaking Union at Glasgow, Scotland. "He is now facing official censure from the U. S. Senate because TV did the work of exposing him to the American people."

Resumption of hearings on communist allegations against broadcaster Edward Lamb was postponed until Oct. 25 because of illness of FCC attorneys Walter Powell Jr. and Thomas Fitzpatrick. Meanwhile, FCC shelved Lamb's petition to sell radio WHO, Orlando, Fla. (Vol. 10:36) pending outcome of current hearings.

Add tall towers: WSM-TV, Nashville, has filed for permission to erect 1340-ft. structure to cost $481,000. The 1254-ft. Blaw-Knox tower and antenna will run $400,000.

A "LIGHT AMPLIFIER," one of the 3 "presents" RCA chairman Gen. David Sarnoff asked his researchers to invent by 1956 (Vol. 7:39), is not too far out of reach, Gen. Sarnoff stated Oct. 19, speaking at St. Louis Chamber of Commerce Luncheon celebrating light's diamond jubilee. "I am speaking of light which is produced directly within a thin layer of electronically active material," he said. "Already, I have economical amplification experimentally, in ratios of more than 20; and further progress is certain to be made . . . A first benefit from this research will be bigger and better TV pictures in the home. I believe that the TV tube of today will eventually be eliminated. It will be displaced by a thin, flat screen like a picture on the wall."

Other work with light amplifier, Gen. Sarnoff said, "may be expected to lead to devices which will make vision possible in darkness. These will add greatly to the safety of our transportation on land, at sea and in the air."

As for the other 2 "presents," he noted that TV tube had already been demonstrated (Vol. 9:49) and that "encouraging progress" is being made in development of an "electronic air conditioner," with a laboratory model "now under way."

American Newspaper Guild, rebuffed few weeks ago in bid to represent TV newsmen and writers, plans to invite Writers Guild of America to affiliate with it in near future, according to Joseph Campo, ANG's international rep on west coast.
Telecasting Notes: More feature films are headed for TV as result of Supreme Court's Oct. 18 rejection of appeals by cowboy stars Gene Autry and Roy Rogers from separate San Francisco appeals court rulings that Republic Pictures is legally entitled to offer their movies to TV (Vol. 7:22-24, 8:20, 10:24). Directly involved were 81 Rogers movies, 57 made by Autry, which Republic pres. Herbert J. Yates once estimated were worth $3,400,000 as TV material (Vol. 10:16). But Supreme Court's action may also discourage other movie stars whose contracts with producers are similar to Autry's and Rogers', from attempting legal action to hold up release of their films. While standard Screen Actors Guild contract awards all rights—including TV—to producer, Autry's and Rogers' pacts had clauses giving the actors the rights to control use of their names in advertising of commercial products; this clause, they contended, gave them control over commercial TV use of their pictures ... "Film Features Reaching TV at Better Than One-a-Day" captions survey of TV movie availabilities in Oct. 23 Billboard. Story points out that at least 378 titles now on TV weren't available year ago and that total will probably pass 400 before year is out. Of total, at least 70 were made in U. S. since 1950, another 70 were made here in the '40s. The 378, says Billboard, "are being sold in 18 different packages by 15 different distributors" ... "Shoot a Video Film and See the World," headlines story in Oct. 23 Billboard, enumerating these countries where Govt. and private film interests are offering to help defray costs of TV film making by American producers: Yugoslavia, India, Argentina, Africa, Brazil, Australia, Spain, Italy, Germany, France, England ... Local TV personalities can now interview Bing Crosby or Rosemary Clooney, present comedy sequences by Martin & Lewis, or show excerpts from latest movies—courtesy of Paramount Pictures. The interview films, 5 min. long, are prepared for "split-screen" techniques, whereby local TV mcs. (live) asks the (prepared) questions and the star answers them (on film). Other sequences, such as Martin & Lewis, are excerpts from new movies. Oct. 20 Variety reports 50-60 of Paramount's free-plug films are "in use constantly" ... Clever promotion: ABC film syndication div. sending out toy handcuffs with material on its Passport to Danger, featuring Cesar Romero ... Masterminding future of "spectaculars" is favorite pre-occupation of show business press these weeks, Oct. 20 Variety guessing that "the networks will revert back to business-as-usual next year and write off the pattern of 90-min. top-budgeted extravaganzas as a 'one-season wonder'" and reporting Sunday night NBC-TV spectacular co-sponsor Hazel Bishop "wants out." But Oct. 23 Billboard reports NBC-TV engaged in "deeper examination of the soundness of the once-a-month programming concept," and that "Hazel Bishop does not wish to cancel its spectaculars but wants NBC to find a cure for the trouble" through changing format and perhaps shortening them to one hour ... Trendex, meet Nielsen: In contrast to the unspectacular 25.4-26 rating given NBC-TV's first Saturday night spectacular, Lady in the Dark, by Trendex's 10-city survey (Vol. 10:40), national Nielsen ratings for 2 weeks ended Sept. 25 put that show in No. 4 position for the period with 39.1, topped only by Dragnet, Milton Berle, and Jackie Gleason (Lucy hadn't started yet) ... "Out-of-town tryouts" now testing dramatic material selected for Ford Foundation's Omnibus (CBS-TV); first was airing of 2 short plays Oct. 20 on WCAU-TV, Philadelphia ... Hearty welcome back to Omnibus extended editorially by New York Herald Tribune, hailing the program as one "unfailingly dedicated to the principle that TV can operate successfully on the adult level" ... WPIX "sports network" began fall-winter season this week, with over 100 events from Madison Square Garden and elsewhere to be picked up off-air from New York station by 9 northeastern uhf outlets ... New "Gulf Combination" rate, with $340 Class A hour, announced by WEAR-TV, Pensacola ($200 base hour), and WJDM, Panama City ($150 base); Mel Wheeler is gen. mgr. of both stations which have different owners ... Rate increases: WAAM, Baltimore, raises base hour from $850 to $975; WSPD-TV, Toledo, from $750 to $850 & $150 to $170; KELO-TV, Sioux Falls, S. D., from $200 to $300 & $40 to $100; WGGM-TV, Albuquerque, from $250 to $300 & $42 to $50; KTTV, Los Angeles, raises Class A min. from $290 to $350 ... Rate decrease: WATO-TV, Cambridge-Boston, cuts all rates, Class A hour going from $375 to $250, min. $75 to $50 ... Petry rep firm moves Los Angeles office to 530 W. 6th St., Tucker 3171 ... New rep: KULA-TV, Honolulu, to Adam Young (from Headley-Reed).

Network Accounts: By rejiggering budgets, increasing number of advertisers found money for network TV sponsorship in first 9 months of 1954 at expense of network radio and magazine & newspaper supplements, reports Oct. 16 Business Week Magazine. It says 8 of 15 major categories of advertisers increased network TV purchases while cutting radio buys by average 26% below first 9 months of 1953 and magazine & newspaper supplement space by 11%. As example, it cites Procter & Gamble, which this year took $200,000 from other media to boost TV ad budget by $3,500,000 ... Camels to sponsor new Robert Cummings film series as replacement for Hunter on NJIC-TV starting Jan. 2, Sun. 10:30-11 p.m., thru Wtn. Esty Co. ... Instant Maxwell House Coffee to sponsor December Bride on CBS-TV, Mon. 9:30-10 p.m., thru Benton & Bowles ... Paper-Mate Pen Co. to be alt. sponsor (with Toni) of People Are Funny on NBC-TV, Sun. 4:43 p.m., thru Foote, Cone & Belding ... Genex (watch bands) buys 10 min. of Stork Club on ABC-TV, Sat. 10:10-11 p.m., thru BBDO ... ABC-TV drops Let's Dance Sat. 8-9 p.m., effective Oct. 23, inserts sustainer Dottie Mack Show, currently Sat. 7:30-8 p.m.

Uhf straw in the wind? WTVF, Decatur, Ill. (Ch. 17) on Oct. 15 announced its second rate increase this year, base hour from $250 to $300, min. $50 to $60.

Speaking about network radio's future Oct. 19, at meeting of Radio & TV Executives Society in N. Y., Mutual chairman Thomas F. O'Neil had this to say about RCA-NBC chairman David Sarnoff's bearish views of network radio (Vol. 10:36): "I agree wholeheartedly with the recent statements of Gen. Sarnoff. On the other hand, I would have agreed with the criticism of his remarks—if that criticism had been based on a proper appraisal of his words. Unfortunately, his remarks were subjected to misquotations and false generalizations, although I am sure that these inferences had no malicious objective and grew out of sincere misunderstanding. I believe that the General was speaking to a group of TV affiliates who also have radio properties—and whose past inflexibility, on several occasions, proved a larger deterrent to radio network progress than any lack of ingenuity on the part of the network."

Anti-trust suit against 12 movie producers to compel them to release 16mm films to TV and other non-theatrical outlets (Vol. 8:30, 39) was set for pre-trial hearing Dec. 13 in Los Angeles Federal Court. Judge Harry C. Westover, who set date this week, indicated case may go to trial by spring.

Muzak in elevators—12 of them—is feature of new 25-story building at 112 W. 34th St., N. Y., built by Webb & Knapp Inc.
Station Accounts: Unique rate card, which provides for refunds to advertisers if programs they sponsor don’t attain specific rating, was disclosed this week by WATV, Newark. Under its rate card No. 5, effective Nov. 15 (when it goes to 316-kw), Class A hourly rate is set at $2000, min. at $400. But new rates require station to deliver a Pulse rating of 6% of all TV receivers in area for Class A programs, 4.5% in B time, 3% in C, 2.2% in D. In case program doesn’t attain that rating, advertiser may elect to receive a cash or time credit . . . Standard Oil of Ohio, introducing new Boron Supreme gasoline, will sponsor 30-min. film, Milestones of Motor- ing, on all Ohio outlets Oct. 26, thru McCann-Erickson . . . Habitant Soup Co., Manchester, N. H., backing up its entry into national distribution with extensive TV-radio spot campaigns, thru Chambers & Wiswell Inc., Boston . . . Brazil Nut Assn., 100 Hudson St., N. Y. (T. R. Schoonmaker, exec. secy.) marks 20th anniversary with big fall TV campaign, thru Charles W. Hoyt Co., N. Y. . . . Unique tie-in has Los Angeles Daily News sponsoring 5-min. news program Mon.-thru-Fri. 6 p.m. on KCOP (owned by Copley Press), using excerpts from that day’s columns and exclusive news stories appearing in News, thru Paul & Baun . . . Bucking newspaper exclusive, WABI-TV, Bangor, launches daily classified ad program, reports 70% sell-out of local sponsors . . . General Bever-

Color standards for TV film have been established by SMPTE, and 6-min. test film will be available to TV and film industries at cost in 16 & 35mm prints early next year. It was announced Oct. 21 at SMPTE’s Los Angeles convention. Following year’s study by TV committee, test requirements were agreed to by Eastman Kodak, Technicolor and Ansco. Test film shows values of brightness, contrast and color balance required for best color TV reproduction. SMPTE convention also heard paper by Sid Solow, v.p.-gen. mgr., Consolidated Film Industries, outlining new color film techniques which can save money for TV producers. Original color negative can now be edited to obtain lap dissolves and fades in black-and-white and color prints, he said, without the additional expense or loss of quality inherent in the current dupe negative method. He estimated that a half-hour show can be shot in color for approximately $5000 more than black-and-white, including increased costs for film, processing, sets, makeup, etc.

Petition to exercise option for 25% of WGR-TV, Buffalo (Ch. 2) and WGR (5-kw, 550 kc, NBC) by Niagara Falls Gazette was approved this week by FCC. Currently selling radio WHLD (Vol. 10:41), Gazette is buying 2400 shares of WGR Inc. for $24,000, plus subscription to $185,000 of unsecured debenture bonds.

ABC-TV signed long-term, exclusive consultative contract this week with Theatre Guild, effective Oct. 28, in effort to improve quality of dramatic programming. Theatre Guild is currently associated with ABC-TV in production of U.S. Steel Hour Tue. 9:30-10:30 p.m.

American Cancer Society’s 1064 Distinguished Service award was presented to CBS Oct. 21 in recognition of postgraduate cancer education course for physicians, featuring 30 hour-long closed-circuit color telecasts. CBS pres. Frank Stanton this week was elected to ACS board.

Fifteen Disney films originally shown in theatres will be used in this season’s Disneyland series (ABC-TV) which premieres Oct. 27, while 21 of the programs will consist of new material. Next season, 13 of 39 programs will be made up of old Disney theatrical films.

Sen. Warren Magnuson (D-Wash.) will be chairman of Senate Interstate & Foreign Commerce Committee next year if Democrats win control of Senate, Minority Leader Lyndon B. Johnson (D-Tex.) announced Oct. 22.

Quality of black-and-white pictures from color transmissions troubles GE’s Dr. W. R. G. Baker, who was chairman of NTSC which set up color standards. He points out that standards permit excellent monochrome quality and that this is frequently achieved in practice. Sometimes, however, pictures are decidedly lacking in contrast. “The reason, I think,” Dr. Baker says, “is that people aren’t careful enough. They’re moving too fast. There’s a lot to be known about lighting, and there’s an awful lot of equipment to take care of. I hope they’ll clean it up, because it makes the whole industry look bad.” Degradation is largely at origination end rather than at stations, he says, noting that he’s looked at color from quite a few stations and found poor pictures on all of them at times.

Nation’s first uhf TV station, Portland’s KPTV (Ch. 27), expects to be operating on maximum power of one megawatt by next March, mgr. Russell K. Olsen announced this week. It will be RCA’s second 1,000,000-watt installation, first being WBRE-TV, Wilkes-Barre (Ch. 28), for which no target date has been announced, but which is expected to be in operation around first of next year (Vol. 10:39). KPTV’s 25-kw amplifier and 45-gain antenna are expected to arrive in February. Olsen estimated cost of power-boosting project at $350,000. Construction of new 540-ft. tower to replace present 210-ft. structure is now underway, with Nov. 15 completion goal.

Suit against WTVJ, Miami, by local investment broker John Jacova, who asked $500,000 damages when his picture was televised along with group of bookies and bookies after raid on restaurant, was thrown out of court this week by Miami Circuit Judge Herin, who held that although Jacova might have been “innocent bystander” (he was not arrested), he had no cause of action.

Educational WCET, Cincinnati, gets $10,000 check Oct. 25 from Emerson’s Ben Abrams, who has pledged to give them to first 10 educational stations on air. WCET is 6th.

Due for AT&T network interconnection Nov. 1: WBLN, Bloomington, Ill.; WSAZ-TV, Huntington, W. Va. (replacing private link); KSWM-TV, Joplin, Mo.

CJON, St. John’s, Newfoundland, this week received authorization to build TV station on Ch. 2. This is 30th Canadian CP to date, of which 18 stations are now on air. Granite is privately owned by Newfoundland Beegt. Co.
There are still 203 TV grantees who are not on the air—but more than half of these have no plans to begin telecasting, or at best only vague and indefinite plans. Subtracting the 27 educational CPs (12 vhf, 15 uhf), there are 176 commercial CPs outstanding, of which 62 are vhf, 114 uhf. In our regular canvass of upcoming stations, we have been notified of definite on-air plans, targets and equipment orders by most of the 62 vhf grantees—but vast majority of the 114 uhf permit holders are in the “indefinite” file.

No transmitter shipments to upcoming stations were reported this week. Only report in our weekly survey of equipment manufacturers was shipment of RCA 12½-kw amplifier Oct. 18 to WJSV, Elkhart, Ind. (Ch. 52).

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

KVOO-TV, Tulsa (Ch. 2), has set Nov. 15 test pattern and Dec. 5 programming targets, writes gen. mgr. C. B. Akers. It has temporary 200-ft. self-supporting Blaw-Knox tower ready for GE antenna, gives Nov. 10 date for installation of 35-kw GE transmitter, which arrived Oct. 14. Contract for permanent 1052-ft. tower will be awarded by Nov. 1, for completion by next March. Principals are oilmen Wm. Skelly and Sen. Robert S. Kerr (D-Okla.), later also controlling WEEK-TV, Peoria, Ill. Rep will be Blair.

KREM-TV, Spokane, Wash. (Ch. 2), now hopes to get on air Oct. 31, reports gen. mgr. Robert H. Temple. It will use 25-kw Federal transmitter and 747-ft. Truscon tower with 5-bay GE antenna. Network affiliation hasn’t been signed yet. Base rate will be $300. Rep will be Bolling.

WIRI, Bloomington, N. Y. (Ch. 5), has transmitter building ready for 5-kw DuMont unit shipped Oct. 18, reports pres.-gen. mgr. Joel H. Scheier. It expects to have 100-ft. Trylon tower and 6-bay RCA antenna on Terry Mt. ready by Oct. 29 in order to begin test patterns on Oct. 30, programming Nov. 24. Base rate will be $250. Canadian rep will be Radio & TV Sales Inc.; U. S. rep not yet chosen.

KWIK-TV, Pocatello, Ia. (Ch. 6), owned by new Pocatello Television Corp. following merger of Brady-Carman-Wrathall group with Tribune Journal Co. (Vol. 10:40), now has “no possibility” of beginning operations before the summer of 1955, according to gen. mgr. John R. Taylor. Rep will be Hollingbery.

KCTS, Seattle (Ch. 9, educational), hopes to begin test patterns “not too long after Nov. 1,” according to mgr. Loren B. Stone. It has complete RCA 5-kw transmitter and 2-camera chain, 2 RCA film projectors and other equipment donated by KING-TV. The 6-bay antenna ordered from RCA has arrived and construction has begun on modified 210-ft. Bethelhem self-supporting tower, also donated by KING-TV. It plans 4 hours of programming, 5 days a week, shortly after Dec. 1.

KOED-TV, Tulsa (Ch. 11, educational), plans to get going the early part of 1955, reports director John W. Dunn of Oklahoma Educational Television Authority, which also holds CP for KETA, Oklahoma City (Ch. 13). KOED-TV plans to order transmitter soon, already has 14-section RCA antenna on hand for installation on KOTV tower, leasing use of tower & space in transmitter house for $1 year. Construction will be financed by bond issues retired from dedicated funds; operating funds will come from legislative appropriation.

KTRK-TV, Houston (Ch. 13), formerly KTLJ, now plans Nov. 4 test patterns, with commercial start scheduled for Nov. 13, reports gen. mgr. Willard E. Walbridge. It will use 50-kw RCA transmitter, 960-ft. Idecro tower with 12-bay RCA antenna. It affiliates with ABC. Base rate will be $700. Rep will be Blair.

WSFA-TV, Montgomery, Ala. (Ch. 12), being sold to WKY-TV & WKY, Oklahoma City (Vol. 10:40), now plans No. 28 commercial start, according to its current pres. David E. Dunn. It has 750-ft. Idecro tower with 12-bay superturnstile antenna ready and 50-kw RCA transmitter was being checked out last week. It has signed as basic NBC, will be city’s second outlet, WCOV-TV (Ch. 20) having begun in April, 1953. Headley-Reed will be rep.

KPAR-TV, Sweetwater, Tex. (Ch. 12), will be built after delivery of 50-kw transmitter to KDUB-TV, Lubbock, also owned by Texas Telecasting Inc., reports pres. W. D. (Dub) Rogers. DuMont 500-watt transmitter and 400-ft. Andrews tower have been ordered for Sweetwater, which is to be virtual satellite of Lubbock outlet. Rep will be Avery-Knoedel.

KRCG, Jefferson City, Mo. (Ch. 13) now plans late Dec.-early Jan. test pattern. Its 500-ft. tower and 12-section superturnstile RCA antenna are due to be ready Nov. 15 and 10-kw RCA transmitter is due in Dec., reports 60% owner Mrs. Betty G. Handy, whose family also controls local radio KWOS and Jefferson City Capital News & Post Tribune. Rep will be Meeker.

WGMS, Washington, which received Ch. 20 grant this week, believes “the only way uhf can succeed here is for all the outlets to go on the air simultaneously and promote simultaneously,” says pres. M. Robert Rogers, adding that he plans to propose that grantee WOOK-TV (Ch. 50) and local educational group which hopes to apply for Ch. 26, all use 450-ft. WGMS tower for their TV antennas. TV station will choose new call letters, he said, since it won’t be identified with WGMS, a “good music” operation. Equipment hasn’t been ordered.

KDTX, Dallas, Tex. (Ch. 23), and KTVG, Houston (Ch. 23), are in “indefinite” status according to attorney for both, Ross K. Prescott. Owners are Texas oilmen R. L. Wheelock, W. L. Pickens and H. H. Coffield. Equipment hasn’t been ordered, nor have reps been chosen.

WIBG-TV, Philadelphia (Ch. 23), hasn’t reported transmitter order or selected sales rep, doesn’t expect to begin construction until next year, according to exec. v.p. Joseph Lang. Owner is Philadelphia Daily News.

WMIE-TV, Miami, Fla. (Ch. 27), now is in “indefinite” status, reports gen. mgr. Kurt A. Meer. Principal owner is Georgia ex-Gov. E. D. Rivers Sr., who also holds CP for WCTV, Thomasville, Ga. (Ch. 6), and owns 60% of WOBS-TV, grantee for Jacksonville, Fla. (Ch. 30). Rep will be Stars National.

WSBM-TV, Saginaw, Mich. (Ch. 51) now doesn’t plan to get on the air until Dec., 1955, writes pres. John L. Booth. He also operated WBKZ-TV, Battle Creek (Ch. 64), now permanently off air and holds CP for WJLB-TV, Detroit (Ch. 50), which has Sept. 1956 target, and as applicant for Ch. 10 in Parma-Onondaga, Mich., as well as operator of 3 Michigan AMs. Rep will be Pearson.

CKCW-TV, Moncton, N. B. (Ch. 2), is installing 2-kw RCA transmitter, hopes to begin test patterns about first or second week of Nov., programming Dec. 1, reports pres.-gen. mgr. F. A. Lynds. It will use 300-ft. tower with 3-bay RCA antenna on Caledonia Mt., south of Halifax, about halfway to Alma on Bay of Fundy. Studios will be in Victory Industrial Centre Bldg. Base hour will be $260. Reps will be Adam Young and H. N. Stovin & Co.

CKWS-TV, Kingston, Ont. (Ch. 11), now plans Nov. 15 test patterns, regular programming within following two weeks. It will use 10-kw RCA transmitter and 400-ft. tower with 12-slot wavestack antenna. It’s owned by Sen. W. Rupert Davies, publisher of Kingston Whig-Standard (51%) and Roy Thomson, chief newspaper publisher, who also are building CHEX-TV, Peterborough, Ont. (Ch. 12), due next Feb. Reps will be Weed and All-Canada.
BEHIND THE STORY OF HIGH RETAIL SALES: You hear a lot of explanations these days for the big boom in TV market, which has the trade pinching itself to make sure it's true. While some of the explanations are subject to individual interpretation, the figures don't lie -- and they show sales to public averaging about 220,000 a week so far in Oct. For first 9 months, sales totaled about 4,500,000 -- including about 1,000,000 in 5-week Sept. Only once since 1950 have retail sales gone over the million mark in a single month, that being in statistically 6-week Dec. 1952.

Sylvania's Frank Mansfield, a pioneer in trade statistical research, noted the glowing picture this week in speech to annual Boston Conference on Distribution and went on to predict retail sales of nearly 7,000,000 TVs this year. That's an estimate we've heard privately from other set makers in recent weeks -- indicative of how wrong some of them were at start of year, with 5-6 million sales forecasts.

Reasons for the boom take in a lot of territory, say trade leaders. First, this is normally TV's best season (though last year it was disappointing). Then there are the low prices. Despite some recent increases (for hikes this week, see p. 11), fact is that a 17-in. table model sold for around $300 in 1950, about $200 last year, and $150-$170 this year. Add such factors as strong fall programming, improved styling of sets, more aggressive selling by dealers -- and you have just a few of the reasons behind the good business volume.

The replacement and second-set markets are coming into their own, too. The old 12 & 14-in. sets are beginning to wear out and are being replaced or retained as supplementary sets. That there's a big market for second sets is attested by recent survey of American Research Bureau indicating fewer than 1,000,000 homes had 2 or more sets as of July (Vol. 10:41).

* * * *

Influence of color as stimulant to black-&-white sales is another factor you hear mentioned with increasing frequency. Trade had been freely predicting for year or more that color would build traffic on dealer floors. Generally, it didn't work that way with 15-in. sets, due to paucity of programs, small screens, high prices.

But limited number of 19-in. color sets now on market (by CBS-Columbia and Motorola) seem to have given a new push to black-&-white. As one manufacturer explained it: "The prices haven't come down, even though screens are larger and there is more programming. A lot of folks have just realized for the first time that they can't afford color in the foreseeable future and are buying black-&-white now."

DuMont's Dan Halpin, who says his company won't market a color set this year, had some observations this week on how color should be merchandised. He told us:

"Color is a high-priced electronic specialty which requires specialized selling techniques. A color set cannot be sold over the counter, as a $150 black-&-white set can. You must build the sale well in advance. You're shooting for about 1% of the public next year and you must direct your efforts to separate the wheat from the chaff, the buyers from the merely curious. You must develop special mailing programs, color demonstrations and you must sell pride in ownership to the potential 1%. You've got to make him brag about being the only one in his neighborhood to own a color set. Tell him he can organize color parties for shows the way he did in the early days of black-&-white. The problems are similar."

Continuing big-splash promotions, Motorola was scheduled to present color to public Oct. 24 in Baltimore, Oklahoma City & Dallas, then Boston Oct. 28. In addition, it conducted dealer meetings in Milwaukee Oct. 21, Washington Oct. 23, planned meetings in San Diego Oct. 25, Minneapolis, Grand Rapids, Columbus, O. and Richmond Oct. 28. Dealer meetings usually precede introduction to public by about 2 weeks. CBS-Columbia, presenting color to top consumer prospects with minimum of fanfare, opened up Chicago this week, goes into Atlanta and Indianapolis Oct. 28.
TV production keeps going up, totaling 217,931 week ended Oct. 15, compared to 207,791 preceding week and 199,173 week ended Oct. 1. Week's total was just under unofficial weekly production record of 219,680 in Oct. 1950. For 40 weeks to date, output was about 5,050,000, compared to 5,900,000 in corresponding 1953 period.

Radio production went to year's high of 234,276 (79,064 auto), up from the 207,712 week ended Oct. 8 and 207,673 week before. For 40 weeks, output was about 7,435,000, compared to approximately 10,485,000 in same period year ago.

Topics & Trends of TV Trade: Failures among TV-radio-appliance manufacturers totaled 39 in first 9 months of 1954, compared to 23 in same period of 1953, reported Dun & Bradstreet this week, which wasn't able to estimate percentage of operating concerns. Liabilities rose to $12,015,000 from $6,149,000 year ago. Failures among TV-radio-appliance wholesalers totaled 22 vs. 21 in first 9 months of 1953; liabilities were $2,581,000 vs. $720,000. Among retailers, there were 373 failures vs. 244 same 1953 period; liabilities were $26,860,000 vs. $11,947,000.

Business failures in Dun & Bradstreet tabulations include businesses that ceased operations following assignment or bankruptcy; ceased with loss to creditors after such actions as execution, foreclosure or attachment; voluntarily withdrew; were involved in court actions as receivership, reorganization, Chapter XI arrangement or voluntarily compromised with creditors out of court. They don't include withdrawals due to changes in ownership and voluntary liquidation in which there is no indication of loss to creditors.

Probe of alleged service racketeering in N. Y. was ordered this week by Mayor Wagner following indictment of Sutter TV Service, Brooklyn TV repair firm charged with defrauding customers of $350,000 annually. After meeting with Kings County District Attorney Silver, Wagner said $39,000,000 service industry in metropolitan N. Y. presented a "wide opportunity" for abuses by unscrupulous operators. He said "a study of this situation will be a protection to honest repairman." Persistent complaints, he said, have reached his office and Better Business Bureau about fraudulent repair bills. He said he was not sure whether licensing of servicemen would solve problem. A licensing bill has been pending before City Council's welfare committee since last Jan. 19. It sets up a schedule of fees for technicians, apprentices, service contractors and dealers and provides strict rules for enforcement under 8-man supervisory committee appointed by mayor. Violators would be subject to license revocation, fines of $100-$500 and/or 6 months in prison.

First all-transistor pocket radio aimed at mass market is now in production by Regency Div., Industrial Development Engineering Associates Inc., manufacturer of uhf converters, TV boosters and hi-fi equipment. Pres. Edward C. Tudor says initial production rate is 1000 units a day, and radio will go on sale Nov. 1 in New York and Los Angeles at $49.95 list. Distribution will later be expanded to other cities, backed by heavy promotional campaign. Radio measures 3x5x1 ¼ in., weighs less than 12 oz., is powered by single miniature battery. The 4 transistors used, developed and manufactured by Texas Instruments Inc., are mixer-oscillator, audio amplifier and 2 IF amplifiers. Germanium diode is used as detector. Radio is equipped with 2½-in. Jensen speaker and "private ear" phone which cuts off speaker when in use.

International Resistance Co. this week purchased Van Dyke Instruments Inc., St. Petersburg, Fla., manufacturer of precision potentiometers. Headed by Irwin Braun, company will be operated under present management as IRC wholly-owned subsidiary.


Zenith raised prices this week on following models (all 21-in.): Model R2228YU, ebony table, from $220 to $230; R2229YU, ebony table $230 to $240, mahogany $240 to $250, blonde $250 to $260; R2230RU, mahogany table $260 to $270, blonde $270 to $280; R2253M, open-face maple console $320 to $330; R22583MU, open-face maple console $360 to $370; R2237RU, open-face mahogany console $380 to $385, blonde $390 to $395; R2259RU, open-face mahogany console $420 to $425, blonde $430 to $435; R2360RU, open-face mahogany console $440 to $445; R2367RU, open-face blonde console $490 to $500; blonde $500 to $505; R23671RU, open-face mahogany console $440 to $465, blonde $460 to $485; R2387RU, full-door mahogany console $720 to $725, blonde $740 to $745. In addition, R2671R, a 24-in. open-face mahogany console, was raised from $400 to $420, blonde $420 to $440.

Admiral introduced 17-in. table model with printed circuit section "equivalent to over one-half of all the normally exposed wiring" and using "series string" tubes, priced at $130-$20 under current price leader. New "featherweight" set weighs 46 lbs., uses 90-degree deflection tube, is housed in cabinet 3-in. shorter than regular 17-in. receivers. It's available in metal at $130, mahogany finish $140, blonde oak $150. Also added to line were 21-in. open-face mahogany console, with 8-tube printed circuit section and 90-degree tube, at $230, de luxe version $250, blonde oak & maple $260, and 21-in. mahogany combination at $350, blonde $370.

TV shipments to dealers totaled 3,463,871 in first 8 months, when production was 3,785,519, according to RETMA state-by-state and county-by-county report released this week and available on request. They compared with shipments of 3,797,832, production of 4,754,285 in same period of 1953. New York led in shipments, with 333,226; California second, 247,933; Pennsylvania third, 216,210. Aug. shipments were 466,694 vs. 329,574 in July and 465,018 in Aug, 1953.

Motorola adds 21-in. open-face mahogany console at $300, replacing comparable model at $280.
Trade Personal: Frank Folsom, RCA pres., a trustee of National Security Industrial Assn., presents President Eisenhower with Assn.'s James Forrestal Memorial Award "for outstanding contributions to national security" at ceremonies in Washington's Mayflower Hotel Oct. 25; morning of same day, Folsom receives "Cross of Commander, Royal Order of the Phoenix" from Greek ambassador ... Arthur V. Loughren, Hazeltime exec. v.p., presented annual plaque by RETMA for contribution to color circuitry, at radio fall meetings in Syracuse ... Martin F. Bennett, RCA west coast regional mgr., named national director of RCA's 8 regional offices ... John D. Small, onetime v.p. & exec. asst. to Emerson pres. Benjamin Abrams, chairman of Munitions Board from 1930-32, elected pres. of Emerson subsidiary Quiet Heat Mfg. Co. (air-conditioners, oil burners), where he has been exec. v.p. for last year ... Vinton D. Carver promoted to product engineering mgr., Farnsworth Electronics Co., Ft. Wayne (IT&T); Walter G. Hawkins appointed mgr. of missile & radar development ... Charles Herrmeyer, ex-Price Waterhouse & Co., named chief financial officer, Crosley & Bendix home appliance divs.; Lisle W. Adkins resigns as controller ... Gordon T. Ritter named director of Arvin's new marketing & product research div.; John C. Marshall, TV-radio sales v.p., assumes added duties of electric housewares sales director ... F. Gene Abrams, from Motorola Norfolk distributor Ashman & Marquette, joins parent company as sales promotion mgr., replacing Wm. E. Nelson, resigned ... James W. Safford resigns as Sylvania TV-radio eastern sales mgr. ... Lewis D. Eastmead, ex-Servel, named mgr. of contract & builder sales, Crosley & Bendix home appliance divs. ... Brig. Gen. Samuel M. Thomas, Army Signal Corp. (ret.), now Hazeltime asst. v.p., assigned to London office at 18 Grosvenor Sq. ... Ivor Bowen resigns as director of air equipment research in British Ministry of Supply to become General Precision Equipment's Great Britain rep. ... Wm. W. Garstang, ex-Raytheon manufacturing v.p., named chief engineer, Allen-Bradley Co., Chicago (parts) ... Peter G. Anderson named industrial accounts mgr., Crescent Industries, Chicago (phonographs); Herbert J. Naper Jr. named export mgr., Lee Hicks service mgr., Geoffrey Eirich, customer relations mgr. ... Donald L. McKenna named Tung-Sol southeastern sales mgr., Atlanta ... Arnold Bromberger appointed N. J. district mgr. for Majestic International's line of German radios, headquartered at 79 Clinton Pl., Newark ... Norman Lorber, ex-WPIX & New York Times, named Chromatic Labs public relations director, replacing Sol Sanders, resigned ... Anthony J. Froio, ex-DuMont, joins J. Walter Thompson on Sylvania account ... James L. Brown, ex-GE & Westminster, named CBS-Hytron midwestern sales mgr., Chicago ... Clifford M. Riggslee named RCA administrator of consumer products analysis, succeeded as RCA Service Co. commercial service mgr. by Conrad R. Odden.


Canadian Aviation Electronics Ltd., Montreal, exclusive producer of DuMont TVs in Canada, expands production to include high-fidelity radio-phone combination and clock radios, with major appliances due to be manufactured next year. To handle expanded output, consumer products div. has been created under gen. mgr. Ernest L. Hall.

Financial & Trade Notes: RCA, moving closer to first billion-dollar gross this year, reports sales for 9 months ended Sept. 30 at record $660,345,000—8.4% higher than sales of $609,428,000 in corresponding period of 1953. Net earnings after Federal taxes of $28,585,000 amounted to $27,357,000 ($1.80 per common share), up 9.6% from the $25,152,000 ($1.62) earned in same period year ago.

Sales in third quarter totaled record $215,976,000, up from $198,742,004 in same 1953 quarter. Net profit after taxes of $8,331,000 was $8,289,000 (54c), up 19% from $6,977,000 (44c) earned in same quarter of 1953.

American Broadcasting-Paramount Theatres, despite loss on operations of ABC division in third quarter, noted profit in consolidated operations both for 9 months and quarter ended Sept. 30. Pres. Leonard H. Goldenson reported ABC "sustained a sizeable loss in the programming of the NCAA football series," said "approximately 25% of this loss was taken in the third quarter, and the remainder of the loss will be taken in the fourth quarter." In week before NCAA schedule began, ABC-TV signed Zenith, Amana Refrigerating Co. and Maytag as national sponsors, reportedly at sharply reduced rates, after Carnation Milk had signed for west coast, Humble Oil for Texas (Vol. 10:38). Referring indirectly to recent wave of resignations and dismissals (Vol. 10:39-41), he said "the realignment of operational functions within the ABC organization, under consideration for some time and recently put into effect," resulted in certain additional non-recurring costs in the third quarter. "Barring any unforeseen changes," he said, "the increase in the number of sponsored programs over last year, together with recent economies, will substantially offset the NCAA loss in the fourth quarter." Consolidated AB-PT earnings for 9-month period were $3,127,000 (68c per common share), compared to $3,182,000 (71c) in corresponding period of 1953. Net capital gains were $80,000, compared to $4,377,000 in first 9 months of 1953, latter figure resulting principally from sale of WBKB, Chicago, at time of merger Feb. 9, 1953. Third-quarter profit was $1,373,000 (31c) vs. $946,000 (20c) same 1953 quarter.

Motorola earnings this year are expected to approximate the $7,075,566 ($6.68 a common share) earned last year, despite slow start in 1954, financial v.p. Edwin P. Vanderwicken told newsmen this week. Reporting that Sept. TV sales were highest in company's history, he commented: "The TV pot is boiling right now, and if the market continues its present activity, I expect we might equal 1953 earnings."

Meredith Publishing Co. (WHEN-TV, Syracuse; WOW-TV, Omaha; KPHO-TV, Phoenix; KCMO-TV, Kansas City) earned $3,682,470 ($2.85 per common share) on sales of $41,298,782 in fiscal year ended June, compared to $3,349,153 ($2.60) on $39,099,561 in preceding year. Broadcasting interests accounted for $5,237,000, or 12.7% of company's total revenues. It also publishes Better Homes & Gardens and Successful Farming.

Collins Radio earned $3,390,000 ($6.83 a common share) on sales of $90,330,000 in fiscal year ended July 31, compared to $1,953,615 ($3.90) on $80,028,767 in preceding fiscal year. Backlog of orders was $167,000,000 vs. $250,000,000.

P. R. Mallory & Co. earned $521,048 (44c a common share) on sales of $93,462,774 in 9 months ended Sept. 30, compared to $2,157,759 ($3.18) on $55,411,671 in corresponding period year ago.

Standard Coil Products Co. earned $1,912,279 ($1.30 a common share) on sales of $55,707,168 in 9 months ended Sept. 30, compared to $3,306,963 ($2.25) on $69,677,133 in corresponding period year ago.
Color Trends & Briefs: Reporting delivery of first commercial 3-V color film camera to WMAR-TV, Baltimore—as opposed to developmental models used by NBC-TV—A. R. Hopkins, mgr. of broadcast equipment marketing for RCA, stated that camera “will be a major factor in increasing the variety and volume of color TV programs. It will enable broadcasters to supplement appreciably their ‘live’ programming with a wealth of available color motion picture film and slides.”

Forty stations are due to get their 3-Vs within 30-90 days, he said. Among first of these: WTMJ-TV, Milwaukee; WKY-TV, Oklahoma City; WPTZ, Philadelphia; KSD-TV, St. Louis; WSYR-TV, Syracuse.

Other 38 are: KFMB-TV, San Diego; KHJ-TV, Los Angeles; KHQ-TV, Spokane; KPHO-TV, Phoenix; KRCA-TV, Los Angeles; KRON-TV, San Francisco; KSTP-TV, St. Paul; WBAL-TV, Baltimore; WBAP-TV, Ft. Worth; WBEN-TV, Buffalo; WBTV, Charlotte; WBZ-TV, Boston; WCBS-TV, New York; WOCO-TV, Minneapolis; WCHS-TV, Charleston, W. Va.; WDAF-TV, Kansas City; WDEL-TV, Wilmington, Del.; WDSU-TV, New Orleans; WFLF-TV, Philadelphia; WRC-TV, Washington; WRC-TV, New York; WELA-TV & WVTV, Tampa; WGL-TV, Lancaster; WHAM-TV, Rochester, N. Y.; WJAC-TV, Johnstown; WJAR-TV, Providence; WNBK, Cleveland; WNBQ, Chicago; WSAZ-TV, Huntington; WSB-TV, Atlanta; WSM-TV, Nashville; WTPA, Harrisburg; WTVV, Richmond; WTVV, Milwaukee.

* * * * * If you had a $1000 windfall to spend for “something you'd like but don't absolutely need,” what would you do with it? Tide Magazine asked that question of the 5000 marketing executives on its “leadership panel,” found at head of list—a color TV set. Next was “travel”; third was “new car.” Question was part of survey about Christmas gifts, about which panel recommended: “Send liquor preferably, something for the family as a second choice—or don't send any Christmas gifts at all.”

Price of image orthicon tube used in color cameras was reduced this week from $1900 to $1700—RCA tube div. sales mgr. Lee F. Holleran noting this means $600 saving per camera, since each uses 3 tubes.

Westinghouse 19-in. color set, using CBS “Colortron 205” picture tube, will list at $995 in mahogany, $1025 in blonde. It has built-in uhf tuner, will be marketed in few weeks.

Electronics Reports: Electronics’ biggest expansion in next 10 years will be in field of office work, GE commercial equipment mgr. Wm. J. Morlock told IRE-RFMA Radio Fall Meeting Oct. 19 in Syracuse. Drawing on GE’s market research, he predicted sales of electronic equipment, exclusive of military, will increase to $5 billion yearly in next 10 years. During same period, he said, commercial electronics will expand from its present 8% share of the business to 25%. Industrial electronic equipment will account for more than half of commercial sales—a 700% increase while older electronics fields will expand about 50%.

He divided field of industrial electronics into 3 broad categories of equipment—(1) automation & instrumentation in the factory, (2) communications, (3) business office electronics. “The application of electronics,” he added, “will have its greatest growth in the clerical areas of accounting, inventory control, material control, payrolls, purchasing and order service.” Key to mechanizing the office is in field of data processing equipment, which acts as combined electronic memory, high-speed card sorting machine, high-speed printer and computer. TV will have its “office” functions, too, he said—predicting widespread use of intercity closed-circuit TV between branch offices.

Three new areas of color equipment activity are reported by Ray Clurman, pres. of Telechrome Inc., Amityville, L. I.: (1) Automatic balance control (ABC) for stations’ colorplexers or encoders, now being tested by CBS. As Clurman explains, it, current encoders are the “weak point” of color transmission, requiring 1-2 hours for warmup plus a technician standing by for frequent adjustments. New ABC, he says, has station ready in about 1 min., can run for “weeks and weeks” without adjustment. Price is about $600. (2) A 3-vidicon film camera chain is in works, to be offered soon, in addition to continuous-motion flying-spot chain which has been available for several months. (3) Color kine recording equipment to be sold or leased—or Telechrome will kine-record on contract basis. Clurman claims equipment produces brightness of 500 ft. lamberts. Recently returned from Europe, he reports visiting 10 countries, working with TV principals for purpose of acquainting them with U. S. color standards and techniques.

Packard cars and color sets, frequently lumped together in same price concept by trade leaders, are truly tied in single package by Fohrman Motors Inc., Chicago, which is giving away a CBS-Columbia 19-in. color set with each purchase of a 1954 Packard. The Packards sell for $2650-$6200.

Next week’s network color schedules: CBS-TV—Oct. 28, Shower of Stars, 8:30-9:30 p.m.; Oct. 28, Mama, 8-8:30 p.m. NBC-TV—Oct. 28, Ford Theatre, 9:30-10 p.m.; Oct. 31, opera Abduction from the Seraglio, 3-4:30 p.m. Next week, DuMont is expected to announce schedule of color film transmissions over WABD, N. Y.

Setting good example for similar groups, Kansas City Electric Assn. and Baltimore TV Circulation Committee have begun reporting color set sales to consumers. Kansas City sales total 74 to date; Baltimore group notes 4 sold in Sept., doesn’t give total to date.

GE’s choice of color tube for production hasn’t been made yet, according to v. p. Dr. W. R. G. Baker. He says that “beam deflection” tube with gun at angle to face, described in October Proceedings of the IRE by GE’s James M. Lafferty, isn’t “it” and was dropped some time ago.

Promoting NBC spectaculars in particular, plus its other programs, KSD-TV, St. Louis, reports it will place 50,000 lines of ads in its affiliated St. Louis Post-Dispatch in 3½-month period, including 7 full-page ads, 3 of them in color.

Diamond Power Specialty Co., Lancaster, O., plugs its low-priced “UtiliVue” industrial TV system in large Wall Street Journal ad Oct. 19, suggesting these possible uses: instrument monitoring, instructional uses such as scientific experiments and demonstrations, closed-circuit hotel systems, guarding plant gates.

Portable 1-mc frequency standard, stable to a few parts in 100,000,000 per day, has been developed by P. G. Sulzer of National Bureau of Standards. Compact and relatively simple, device is expected to have wide application in checking TV-radio transmitters and measurements as well as other industrial and research fields.

Dage TV div. of Thompson Products Inc., manufacturers of industrial and studio camera chains, will move from Beech Grove, suburb of Indianapolis, to Michigan City, Ind., where it expects to employ 300.

Raymond L. Sanford, asst. chief of National Bureau of Standards electricity & electronics div., best known for his work in magnetic measurements, has retired from Bureau after 44 years’ service.

Color theatre-TV system using NTSC standards was described Oct. 19 by RCA's John Volkman, reading paper by RCA's L. L. Evans & R. V. Little at Los Angeles SMPTE convention. System projects color pictures 15 x 20-ft., with brightness of approximately 5 ft. lamberts on embossed aluminized screen, he said. The system, still classified as "experimental," can also be used for monochrome TV, he said, and is basically an adaptation of RCA's black-and-white theatre-TV system. It uses 3 Schmidt optical systems and decoder system to distribute color information to 3 picture tubes. RCA last showed color theatre TV 3 years ago, with 9 x 12-ft. picture (Vol. 7:42). Volkman said closed-circuit use of color theatre TV would be far more satisfactory with 7 or 8-mc bandwidth in place of home TV's 6-mc band. First RCA color projection system is in operation in NBC's Brooklyn color studio.

Upcoming report on rating services, being prepared by special committee of Advertising Research Foundation (Vol. 10:42), is being misunderstood in advance, according to at least one member of committee. He says that report is to be a theoretical analysis of pros and cons of different rating techniques—not of specific rating services. Originally, ARF was to conduct study covering several phases of ratings, of which forthcoming report would be first, but industry hasn't yet provided funds. After theoretical comparison, ARF committee wanted to go out in field, check exactly how different services function, compare them, find out why they differ—and, if necessary, conduct test surveys in specific communities using the various techniques, such as recorders, phone calls, diaries, etc.

Evils of overcommercialization before, during and after station breaks are scored by editorial in Oct. 18 Advertising Age, which declares: "The poor viewer gets a barrage of a closing commercial on a show, a lot of dull credits for some mysterious back-stage broom sweepers, a cross plug for next week's sponsor or a hitchhike, a 20-second spot, a 10-second ID, opening product identification, show credits frontside, opening commercial, and then—after some 6 minutes go by—he gets to the show." It predicts abuses will be stamped out by "the ire of the viewer pushed by the indignation of the advertiser." Editorial also plumbs for standardization of IDs.

Sale of 90% of KJR, Seattle (5-kw, 950 kc) to 10% owner C. Howard Lane for $135,000 was sought this week by Theodore R. Gamble in application filed with FCC. Gamble wants to sell in order to exercise option for ½ of KOMO-TV, Seattle (Ch. 4) & KOMO (50-kw, 1000 kc, NBC). Onetime ABC affiliate, KJR reports loss of $9490 in 2 months ended Sept. 30. Lane and Gamble are officers of KOIN-TV, Portland, Ore. In addition, Lane will be 63 ⅔% owner of KTVH, Hutchinson, Kan. (Ch. 12), if merger with radio KFBI is approved (Vol. 10:41).

Ab Lincoln's Trendex rating on his historic Gettysburg Address would be nearly zero, judged by present-day application of "quickie" ratings based on instantaneous audience reaction to color "spectaculars." So muses Variety, poking good-natured fun at rating services—noting that Lincoln's address was delivered in the rain, heard by only a few in the front rows, and was given scant attention by newspapers next day.

Committee to save educational KTHE, Los Angeles (Ch. 28), temporarily off air as result of withdrawal of financial backer Capt. G. Allen Hancock (Vol. 10:26:32), was formed this week under chairmanship of Dr. C. C. Trillingham, supt. of Los Angeles County schools. If station cannot be put back on air, committee is empowered to study possibility of buying existing commercial station.


Beer and wine industries were urged this week by Advertising Federation of America to curtail their advertising voluntarily in hopes of avoiding crackdown by Congress, as envisioned in Bryson bill, which would ban all advertising of alcoholic beverages in interstate media (Vol. 10:17, 38). In its legislative news bulletin, AFA warns that Bryson bill "met with more favorable consideration in Congress than similar previous bills" and adds: "Certainly the issue will be pressed again in the next Congress. The wine and beer industries might well consider very carefully the amount and kind of advertising they do, particularly on the air, lest they be forbidden to do any." Meanwhile, another TV station, WJAC-TV, Johnstown, Pa., has advised beer and wine advertisers that, effective Jan. 1, all commercials showing actual drinking will not be accepted. Michigan Assn. of TV-Radio Broadcasters and New Haven's WNNH-TV recently took same action.

Four TV applications were filed with FCC this week—biggest batch in many months—and total now pending Commission action is 180 (15 uhf). Week's applications: for New Bern, N. C., Ch. 13, by WNHC, Henderson, N. C. (Nathan Frank); for Rapid City, S. D., Ch. 3, by KOTA; for Fairbanks, Alaska, Ch. 11, by local group headed by A. G. Hiebert, pres.-gen. mgr. of KTVA, Anchorage (Ch. 11); for Mayaguez, P. R., Ch. 3, by owners of WJMR-TV, New Orleans Ch. 61. [For further details about these applications, see TV Addenda 19-O herewith; for complete listings of all grants, new stations, applications, etc., see TV Factbook No. 19 with Addenda to date.]

WNCT, Greenville, N. C. (Ch. 9), asked FCC this week for permission to sell WGTG (5-kw day, 1-kw night, 1590 kc, MBS) for $65,000. H. W. Anderson, who controls radio WVOT, Wilson, N. C., heads purchasing group, all WVOT stockholders. Application states they're buying because "with the advent of TV in the area, it becomes financially necessary to own a second station near Wilson to maintain adequate earnings." Combined WNCT-WGTG balance sheet shows profit of $36,728 as of July 31, accounts receivable of $88,180.

Fifty projection TV units have been purchased by Nathan L. Halfpenn's Theatre Network TV Inc. from General Precision Laboratory for closed-circuit business meetings in hotels. Most of the units will be new GPL model PB 610, capable of providing pictures 4x6 to 9x12 ft., but included in the order are some standard theatre-TV units which give 9x12 to 24x36 ft. picture. TNT will place equipment in hotels for individual meetings, depending on requirements of sponsoring organizations.

Application to buy WJW, Cleveland for $330,000 (Vol. 10:41), filed by Storer Bstg. Co. this week, discloses Storer's net income of $1,618,528 in 1953, after Federal & state taxes, $1,458,173 in 1952, current assets of $4,741,733, total assets of $23,782,389, current liabilities of $3,691,537. Payment for WJW to owner Wm. J. O'Neil is to be $50,000 at time of agreement, $250,000 at closing, $25,000 one year after closing, $25,000 one year after that.

Sen. Bricker's TV probes this week sent questionnaire to networks—seeking information on coverage of affiliates, including maps and figures, plus criteria used by networks in selecting new affiliates, etc. Meanwhile, FCC staffers have been conferring with Senate investigators in attempt to get them to narrow down scope of the material they want Commission to supply (Vol. 10:41).

In first speech since becoming FCC chairman, George C. McConnaughy addressed civic banquet celebrating light's diamond jubilee in Cleveland Oct. 21, reiterated belief in "as few govt. controls as possible." "My firm conviction," he said, "is that Govt. should exert a minimum of interference with the lives and fortunes of its citizens."
### COLOR STATUS OF NETWORK AFFILIATES

As of Oct. 15, 1954

**From Information Supplied by Networks**

Dates for Origination of Local Color, for NBC-TV Affiliates, Were Supplied to NBC-TV Research & Planning Dept. in Response to Questionnaire. Similar Data Not Available from Other Networks

Asterisk (*) Indicates Station Now Equipped to Rebroadcast Network Color

Note: Though networks other than NBC-TV have not summarized color origination plans of affiliates, all stations receiving color origination equipment (live, film & slide) are reported in *Television Digest* as information is received.

#### NBC-TV BASIC AFFILIATES

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Color Status</th>
<th>Film Availability</th>
<th>Live Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta, Ga.</td>
<td>WSBF-TV</td>
<td>Slide</td>
<td>Nov. 1954</td>
<td>July 1955</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>WTVN-TV</td>
<td>Film</td>
<td>Nov. 1954</td>
<td>—</td>
</tr>
<tr>
<td>Birmingham, Ala.</td>
<td>WDIV-TV</td>
<td>Live</td>
<td>Oct. 1954</td>
<td>—</td>
</tr>
<tr>
<td>Boston, Mass.</td>
<td>WGBM-TV</td>
<td>—</td>
<td>Oct. 1954</td>
<td>—</td>
</tr>
<tr>
<td>Buffalo, N. Y.</td>
<td>WGR-TV</td>
<td>—</td>
<td>Nov. 1954</td>
<td>—</td>
</tr>
<tr>
<td>Chicago, Ill.</td>
<td>WBBM-TV</td>
<td>—</td>
<td>Late 1955</td>
<td>—</td>
</tr>
<tr>
<td>Cincinnati, O.</td>
<td>WCYX-TV</td>
<td>—</td>
<td>Feb. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Cleveland, O.</td>
<td>WCAO-TV</td>
<td>—</td>
<td>Feb. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Columbus, O.</td>
<td>WCYO-TV</td>
<td>—</td>
<td>Feb. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Dallas, Tex.</td>
<td>WTXB-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Dayton, O.</td>
<td>WWHO-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Denver, Colo.</td>
<td>KMDO-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Detroit, Mich.</td>
<td>WTVF-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Ft. Worth, Tex.</td>
<td>WBTX-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Grand Rapids, Mich.</td>
<td>WOOD-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Houston, Tex.</td>
<td>KPRC-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Huntington, W. Va.</td>
<td>WSAW-TV</td>
<td>—</td>
<td>Aug. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>WDAF-TV</td>
<td>—</td>
<td>July 1954</td>
<td>—</td>
</tr>
<tr>
<td>Lancaster, Pa.</td>
<td>WAGL-TV</td>
<td>—</td>
<td>Nov. 1954</td>
<td>—</td>
</tr>
<tr>
<td>Lansing, Mich.</td>
<td>WILM-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Los Angeles, Cal.</td>
<td>KTLA-TV</td>
<td>—</td>
<td>Feb. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Louisville, Ky.</td>
<td>WAVE-TV</td>
<td>—</td>
<td>July 1954</td>
<td>-</td>
</tr>
<tr>
<td>Memphis, Tenn.</td>
<td>WMCT</td>
<td>—</td>
<td>July 1954</td>
<td>-</td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>WTMJ-TV</td>
<td>—</td>
<td>July 1954</td>
<td>-</td>
</tr>
<tr>
<td>Nashville, Tenn.</td>
<td>WSMV-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>New Haven, Conn.</td>
<td>WNEW-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>New Orleans, La.</td>
<td>WDVL-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>New York, N. Y.</td>
<td>WNYC-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Norfolk, Va.</td>
<td>WVEC-TV</td>
<td>—</td>
<td>June 1954</td>
<td>—</td>
</tr>
<tr>
<td>Oklahoma City, Okla.</td>
<td>WFTS-TV</td>
<td>—</td>
<td>July 1954</td>
<td>—</td>
</tr>
<tr>
<td>Omaha, Nebr.</td>
<td>KOWT-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Philadelphia, Pa.</td>
<td>WPTZ</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KPTV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Providence, R.I.</td>
<td>WJAR-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Richmond, Va.</td>
<td>WTTR</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Rochester, N. Y.</td>
<td>WHAM-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Salt Lake City, Utah</td>
<td>KTVT</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>San Antonio, Tex.</td>
<td>KWOA-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>San Diego, Calif.</td>
<td>KPSD-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>San Francisco, Calif.</td>
<td>KRON-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Schenectady, N. Y.</td>
<td>WRGB</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Seattle, Wash.</td>
<td>KOMO-TV</td>
<td>—</td>
<td>March 1955</td>
<td>—</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>KSD-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>St. Paul-Minneapolis, Minn.</td>
<td>KSTP-TV</td>
<td>—</td>
<td>Jan. 1955</td>
<td>—</td>
</tr>
<tr>
<td>Syracuse, N. Y.</td>
<td>WSYR-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Utica, N. Y.</td>
<td>WKTV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Washington, D. C.</td>
<td>WRC-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
<tr>
<td>Youngstown, O.</td>
<td>WFMJ-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
</tr>
</tbody>
</table>

#### NBC-TV AFFILIATES INDIVIDUALLY AVAILABLE

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
<th>Color Status</th>
<th>Film Availability</th>
<th>Live Availability</th>
</tr>
</thead>
<tbody>
<tr>
<td>Altoona, Pa.</td>
<td>WFBG-TV</td>
<td>Feb. 1955</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Amarillo, Tex.</td>
<td>KAMC-TV</td>
<td>1955</td>
<td>July 1955</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Augusta, Ga.</td>
<td>WJBF</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Austin, Tex.</td>
<td>KBTB</td>
<td>Jan. 1955</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Bakersfield, Cal.</td>
<td>KBTB</td>
<td>1955</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Bangor, Me.</td>
<td>WLBG</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Baton Rouge, La.</td>
<td>WAFY</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Bay City-Saginaw, Mich.</td>
<td>WSNM-TV</td>
<td>Sept. 1954</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Bethelhem, Pa.</td>
<td>WLEV</td>
<td>Oct. 1954</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Binghamton, N. Y.</td>
<td>WSNJ</td>
<td>Oct. 1954</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Bloomington, Ind.</td>
<td>WTTV</td>
<td>Oct. 1954</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Champaign, Ill.</td>
<td>WOI-AM</td>
<td>Aug. 1954</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Charlotte, N. C.</td>
<td>WBTN</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Charleston, S.C.</td>
<td>WAND</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Chico, Calif.</td>
<td>WCHL</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Colorado Springs, Colo.</td>
<td>KDRO-TV</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
<tr>
<td>Columbus, Mo.</td>
<td>KOMU</td>
<td>—</td>
<td>—</td>
<td>—</td>
<td></td>
</tr>
</tbody>
</table>
### NBC-TV Affiliates Individually Available (Continued)

<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>Network</th>
<th>Rebroadcast</th>
<th>Slide</th>
<th>Film</th>
<th>Live</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus, S. C.</td>
<td>WFTL-TV</td>
<td></td>
<td>Jan. 1, 1955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Columbia, Ga.</td>
<td>WDSU-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Des Moines, Ia.</td>
<td>WABC-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Duluth, Minn.</td>
<td>KDLA-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Durham, N. C.</td>
<td>WTVD</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>East Claire, Wis.</td>
<td>WEAU-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Elkhart, Ind.</td>
<td>WSBT-TV</td>
<td></td>
<td>Nov. 1954</td>
<td></td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Emlor, N. Y.</td>
<td>WTVE</td>
<td></td>
<td>Feb. 1955</td>
<td></td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Erie, Pa.</td>
<td>WJSL-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Evansville, Ind.</td>
<td>WKAL-TV</td>
<td></td>
<td>Jan. 1, 1955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ft. Lauderdale, Fla.</td>
<td>WFLA-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ft. Wayne, Ind.</td>
<td>WJAX-TV</td>
<td></td>
<td>Nov. 1954</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Greenville, N. C.</td>
<td>WNCI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Greenville, S. C.</td>
<td>WNOS-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harrisonburg, Va.</td>
<td>WSVA-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Indianapolis, Ind.</td>
<td>WISH-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>WJBF</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jackson, Tenn.</td>
<td>WJAS</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>WSBT-TV</td>
<td></td>
<td>Dec. 1955</td>
<td></td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Jackson, Miss.</td>
<td>WJYJ</td>
<td></td>
<td>July 1955</td>
<td></td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Jacksonville, Fl.</td>
<td>WTOX</td>
<td></td>
<td>Oct. 1954</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Kennewick, Wash.</td>
<td>WNTR</td>
<td></td>
<td>Oct. 1954</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Knoxville, Tenn.</td>
<td>WLOK-TV</td>
<td></td>
<td>Oct. 1955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lancaster, Pa.</td>
<td>KARK-TV</td>
<td></td>
<td>Oct. 1955</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lima, O. Pa.</td>
<td>WOX-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>KZTR</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lockport, N. Y.</td>
<td>WBNJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Macon, Ga.</td>
<td>WFLB</td>
<td></td>
<td>Nov. 1954</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Madison, Wis.</td>
<td>WISN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td>1955</td>
</tr>
<tr>
<td>Middletown, Conn.</td>
<td>WSUI</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Meridian, Miss.</td>
<td>WJAA</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Miami, Fla.</td>
<td>WTMJ</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Monroe, La.</td>
<td>KNOE</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>WMCN</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>WCCO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Minneapolis, Minn.</td>
<td>WCCO</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Milwaukee, Wis.</td>
<td>KXIX</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KMOV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KMBC-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kansas City, Mo.</td>
<td>KMBC-TV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Kennewick, Wash.</td>
<td>KXLY</td>
<td></td>
<td>Oct. 1954</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Kentucky City, Ky.</td>
<td>KENTV</td>
<td></td>
<td>Jan. 1, 1955</td>
<td></td>
<td></td>
<td>1956</td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>KZTV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lima, O. Pa.</td>
<td>WOJH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lima, O. Pa.</td>
<td>WOJH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>KZTV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lima, O. Pa.</td>
<td>WOJH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Little Rock, Ark.</td>
<td>KZTV</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lima, O. Pa.</td>
<td>WOJH</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CBS-TV Basic Required Affiliates

<table>
<thead>
<tr>
<th>CBS-TV Basic Required Affiliates</th>
<th>City</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

### CBS-TV Supplementary Affiliates

<table>
<thead>
<tr>
<th>CBS-TV Supplementary Affiliates</th>
<th>City</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
COLOR ORIGINATION SIMPLIFIED, STATIONS REPORT: Those pioneers with live color cameras --
what are they doing with them? And how do they size up color now? We reached virtually all of them this week, elicited basic reactions: (1) Unabated enthusiasm for color. (2) Opinion that techniques are quickly mastered. They've had cameras ranging from 8 months down. Here are their reports:

P.A. (Bud) Sugg, WKY-TV, Oklahoma City: Now originating 5.5 hours a week --
cooking show 1-2 p.m. daily and half-hour variety (Motorola-sponsored) 3 Saturdays out of 4. Has 2 chains and 3 cameras, plus slide equipment, expecting vidicon film camera "any day now."

"We've had no outages at all," says Sugg, "and the advertisers are very much
impressed. We have them in all the time, testing their products, particularly those
with grocery items. Color promotion has brought new business to us."

Color set sales are still minor, Sugg says, amounting perhaps to 100-200,
but he looks for stepped up rate with availability of big-screen receivers. In that
oil-rich area, he adds, there are plenty of people who will pay big prices to be
first with color. "But there is this, however," he noted, "some of the color sets
I've seen aren't too good, while others are terrific."

* * * *

Harold Hough, WBAP-TV, Ft. Worth: Has 2 cameras, expects film camera in a
couple weeks, will be colorcasting film by Christmas. "We've had no bobbles yet,"
he says, "the operation is just as simple as black & white." Carries 6-8 hours
weekly, including cooking show daily, plus fashions, beauty tips -- "including one
beauty program demonstrating green hair, believe it or not."

No new business has been traced to station's possession of color equipment,
Hough says, though agencies are in every day testing products -- "and they're finding
some packages aren't well designed for color TV."

Though only some 125 sets have been sold, Hough says there's good market now
waiting for big-screen sets at present prices. Motorola just moved in this week,
and Hough reports it has had good reaction, dealers staying open nights for shows.

"The public is enraptured," Hough says, "and we have every confidence in
color. I think it will take all next year to get enough sets out to bring an eco-
nomic impact. Then I expect very hurried growth. The main things we've learned are
these: The public likes color and it's no bugaboo for the station."

* * * *

Walter Damm, WTMJ-TV, Milwaukee: "We have one camera and we're taking it
easy, just as we did in black & white when we started with 6-11 p.m. daily and then
built up from there." Station has no regular color schedule, having gone through
the "NBC pattern" of giving each sponsor one crack at color. "We're getting our
vidicon film camera any day now, and when color film is available, our sponsors want
it in color. Then, maybe next April or May, we'll get a second camera and put on regular color shows -- cooking, women's, kids'."

Engineering staff finds color easier every day, Damm says. "We've reduced the warmup time from 3 to 2 hours, and we've learned that you need a little time between rehearsal and the show for adjustments. We've also found that with Electro-Zoom and slides we can do an awful lot with one camera. The idea that color is tough came from the networks -- and you know they do everything the hard way."

"I have absolutely no doubt," Damm went on, "that color will catch on when sets are available -- large screen, not small. The dealers and distributors haven't been pushing color here; I haven't seen any ads lately. There are Motorola sets on the dealers' floors, but they aren't advertising them."

"We're busy testing products for sponsors and agencies," Damm continued. "Why, we even have them coming up from Chicago. Do you know there isn't a single color camera in the entire city of Chicago? As for the quality of our color, I know the networks lose something in the cable, but I think our colors are truer than theirs. However, each network show is better than the last."

---

F. Van Konynenburg, WCCO-TV, Minneapolis: "We've had one chain for about 6 weeks. We've telecast one show, but our staff and clients have been experimenting with it. The techniques are not difficult. Ad agencies are very interested, and we're very enthusiastic. We have no plans for regular programs yet, and we're not promoting color. Only an extremely small percentage of the public is aware that we have color equipment. A second camera chain is expected shortly, and film & slide equipment will be acquired in a few months. The station has 15 sets in the homes of department heads, and we're working closely with executives from large network users located here -- such as General Mills."

A.H. Kirchhofer, WBEN-TV, Buffalo: "We have live, film & slide equipment and we expect to swing into action in 7-10 days -- with 2-3 shows weekly. The equipment is complicated, but it's a challenge to our people; they're thrilled with it. Judging by the reaction of the public to network color presented here, they're really going to want it."

Other stations which recently obtained live cameras or are due to get them soon are: KTLA, Los Angeles; KRON-TV, San Francisco; WSAZ-TV, Huntington; KFMB-TV, San Diego. As they gain experience, we'll report their results.

4 STARTERS INCLUDE MILWAUKEE & ATLANTA: New outlets in Milwaukee, Spokane, Atlanta and Wausau, Wis., bring grand total of U.S. TV stations in operation to 414, of which 293 are vhf, 121 uhf. Ten more grantees are on our "imminent" list, having indicated firm plans to get started in November (list on p. 9). The new starters:

WTWV, Milwaukee (Ch. 12) started test patterns Oct. 26, using 50-kw RCA transmitter and interim 300-ft. self-supporting tower with 6-bay antenna pending Dec. 1 completion of 1105-ft. Blaw-Knox tower to be topped by 12-bay antenna. It's 2nd vhf in market where CBS last week purchased uhf WOKY-TV (Vol. 10:43), other local outlets being Milwaukee Journal's pre-freeze WTMJ-TV and uhf WCAN-TV. WTVW is primary ABC affiliate, will carry some DuMont programs. Though Milwaukee Area Telecasting Corp. (theatreman L.F. Gran and others) is station's present owner, it's due to merge with WEMP, WFOX and Kolero Telecasting Corp., all former applicants. Exec. v.p. is L.F. Thurwachter, station mgr. Soren H. Munkhaf, business mgr. Thomas Allen, program mgr. Elden Anspach. Base hour rate is $950. Petry is rep.

KREM-TV, Spokane, Wash. (Ch. 2), city's 3rd vhf, begins commercially Nov. 1, following first test patterns Oct. 29 and inaugural show Oct. 31. It has Federal 26-kw transmitter, 747-ft. Truscon tower, 5-bay GE antenna. Owner is Louis Wasmer. Robert H. Temple is mgr.; Byron Shradler, program coordinator; Ralph Meador, chief engineer. Base Class A hour rate is $300. Rep is Bolling.

WSAU-TV, Wausau, Wis. (Ch. 7) opened up new market in rich farming and resort region when it began CBS programming Oct. 24. Nearest other TVs are in Neenah (79 mi.) and Green Bay (85 mi.). It has 10-kw RCA transmitter, 12-bay RCA antenna on radio WSAU's 400-ft. Blaw-Knox tower. Principal owners are John Lemke and Wausau

WQXI-TV, Atlanta (Ch. 36), now transmitting test patterns, plans to begin its programs Nov. 15 as independent, using local and film shows to buck 3 pre-freeze uhf outlets. It has GPL-Continental 1-kw transmitter, 450-ft. Truscon tower with RCA antenna in northwest section of city. Owner-gen. mgr. Robert W. Rounsaville also holds uhf CFS for Cincinnati and Louisville and operates 6 southern AMs. Bob Corley is program mgr.; Paul Cram, chief engineer. Hollingbery is rep. Rates not announced.

Elections will bring one long-silent uhf back on the air -- but only for two days. WRAY-TV, Princeton, Ind. (Ch. 52) this week asked FCC for, and received, STA to operate Nov. 1-2 to carry election results "in answer to many requests."

ONLY ONE CP, ALLOCATIONS ACTIONS HEAVY: FCC produced but one grant this week, while devoting time to station sales (see below) and allocations actions. Sole CP went to WRRF, Washington, N.C., Ch. 7 -- Comr. Hennock dissenting because several radio stations in area are controlled by principals, saying she's worried about "concentration." Grantee is headed by pres.-treas. W.R. Roberson Jr.

In one rare action, the FCC started revocation proceedings against grantee Leonard J. Shaftiz, holder of CP for WSHA, Sharon, Pa. (Ch. 39), charging him with misrepresenting finances and failure to answer requests for information.

Allocations decisions were of all kinds. WBEN-TV, Buffalo, was denied waiver of Zone I rules to permit it full 100 kw at 1200 ft. above average terrain. Chairman McConnaughey & Comr. Lee dissented from denial, said they think there should be a hearing, while Comr. Hyde said no action should be taken because rule-making is pending which may give Zone I stations full power up to 2000 ft. (Vol. 10:39).

In other allocations actions, the Commission: (1) Denied "de-intermixture" petition asking Ch. 3 be made educational in Madison, Wis., Comr. Bartley dissenting. (2) Denied request that Ch. 3 be shifted from Lewiston, Idaho to Richland, Wash. (3) Dismissed, for "nonconformity with the rules," petition asking assignment of Ch. 7 to Meridian, Miss. (4) Finalized assignment of Ch. 10 to Goodland, Kan. (5) Started rule-making to switch Ch. 2 & 9 between Caldwell & Boise, Ida.

Commission received these allocations petitions: (1) From KVDO-TV, Corpus Christi, Tex. (Ch. 22) to de-intermixture by deleting Ch. 6 & 10, adding Ch. 56, 65, 74, 83. (2) From Jack Rose, Albert S. Rose & S.A. Rosenbaum, asking assignment of Ch. 7 to Laurel, Miss. (3) From WTVU, Scranton, Pa. (Ch. 73), requesting shift putting Ch. 38 in Scranton so that it can move to the lower channel.

Hassle between KTRK-TV, Houston and KGUL-TV, Galveston was set for hearing Nov. 15, Commission recognizing KTRK-TV's protest against recent FCC action permitting KGUL-TV to move closer to Houston. Move is held up pending hearing.

MANY STATION SALES,LOTS OF DICKERING: This was another big week of "deals" -- topped off with FCC approval of Storer Bestg. Co.'s (George Storer) $10,000,000 purchase of Herbert Mayer's Empire Coil Co. -- pending for almost a year (Vol. 10:2). FCC's new "5-&-2" multiple ownership rule made approval possible. CBS continued scavenging around for uhf & vhf properties, while NBC is still mum on uhf plans.

Price of Empire Coil was $8,500,000, but its "net quick" position rose some $500,000 during year, and agreement provides that this be added to price. In addition, Storer assumes liabilities of about $1,000,000.

Storer thus gets vhf WXEL, Cleveland (Ch. 8), biggest asset in the package, plus uhf KPTV, Portland, Ore. (Ch. 27), first post-freeze uhf and one of the most profitable -- plus New Rochelle, N.Y. plant which is a major supplier of coils and transformers to TV-radio set manufacturers.

Storer now has 5 vhf's, 1 uhf -- and a chain of sales was required to keep him within limit of FCC rules. FCC approved Storer's sale of KGBS-TV & KGBS, San Antonio, which he bought for $1,050,000 in 1951, to Express Pub. Co. for $3,500,000; in turn, Express sold its KTSA & KTSA-FM to O.R. Mitchell Motors for $175,000. In
addition to new acquisitions, Storer's holdings now are: WAGA-TV-AM-FM, Atlanta; WJJK-TV-AM-FM, Detroit; WSPD-TV-AM-FM, Toledo; WBRC-TV-AM, Birmingham; WBGS-AM-FM, Miami; WWVA-AM-FM, Wheeling -- plus pending purchase of WJW-AM-FM, Cleveland.

Two of TV's phenomenal individual successes were brought together in deal. Both Mayer and Storer took early post-war plunge into TV, taking tremendous gamble and losing at fearsome rate at outset. Mayer currently is on round-the-world cruise.

Comr. Bartley dissented from approval, wanted a hearing. "The sum total of the transactions here involved," he said, "is greater concentration of the control of mass communications...In view of what has happened in recent years with respect to switching of network affiliations after Storer entered a community by purchasing a station, I have no doubt that the effect of these transactions will extend to network affiliation, national spot advertising and local advertising."

Bartley said he believes multiple ownership should be limited primarily to networks -- for origination points and revenues. Comr. Hennock joined dissent but said she disagreed with Bartley's views on networks.

CBS continued shopping, meanwhile, still dickering for purchase of WSTV-TV, Steubenville, O. (Ch. 9) in Pittsburgh area, and negotiating for sale of its 47% of WCCO-TV, Minneapolis (Ch. 4). CBS's purchase of Milwaukee's Ch. 19 WOKY-TV (Vol. 10:43) is expected to be followed by another uhf acquisition.

CBS's deals came under fire this week in St. Louis Ch. 11 hearing when counsel for WEW said he'll ask recall to stand of Frank Stanton, Jack Van Volkenburg and Merle Jones for examination on its recent sales and purchases.

The merger which produced grant for KWK-TV, St. Louis (Ch. 4) was approved by FCC this week, leaving this setup: Globe-Democrat 23%; Robert T. Convey, as trustee, 28%; KSTP Inc. (KSTP-TV, St. Paul) 23%; KXOK Inc., headed by Elzey M. Roberts Sr., 23% -- remaining 3% held by 39 others. KSTP Inc. and KXOK Inc. paid $207,082 each. At same time, Roberts divested himself of interest in KXOK, with company headed by son Elzey M. Roberts Jr. taking over for $300,000.

Purchasing WLOK-TV, Lima, O. (Ch. 73) by holders of CP for WIMA-TV (Ch. 35) there was sought this week. Owners of WIMA would drop TV grant, ask modification of WLOK-TV to Ch. 35, keep radio WIMA, drop radio WLOK. According to mgr. R.O. Runnerstrom, price is $150,000 plus nominal $750 for stock and assumption of $150,000 liabilities. Station has lost about $60,000, but is showing profit lately.

Control of KRDO-TV, Colorado Springs, Colo. (Ch. 13) & KRDO is being acquired by v.p. Wm. J. Gregory and Hoth family, according to application filed this week. Joseph Rohrer, now mgr. of Des Moines' radio KIOA, is selling his 50.57% for $24,500. Major stockholders will be: Gregory 39.21%; Harry Hoth Sr. 27.16%; Harry Hoth Jr. 22.93%; Priscilla Gitz 6.13%.

Substantial radio sale this week was for KQV, Pittsburgh. Principals Earl Reed and Irwin Wolf, who recently bought back 45% interest from CBS for $236,250, negotiated 100% sale to Tele-Trip Policy Co., aviation insurance company which recently bought WTAC, Flint and KPOA, Honolulu. Purchase price for KQV: $750,000. KQV is involved in 5-way hearing for Pittsburgh's Ch. 4 which almost merged into a grant this week. One participant pulled out at last minute.

Known to be on block are many others -- particularly uhf. One even advertised this week: "Assume liabilities and it's yours." That was WAYS-TV, Charlotte, N.C. (Ch. 36), owned by G.W. Dowdy, J. Horton Doughton and Harold H. Thoms, latter also owning WISE-TV, Asheville (Ch. 62).

WAYS-TV's liabilities total $150,000, of which $90,300 is due on equipment, payable in monthly installments. Bills, film rental, etc. come to $37-40,000. The station went on air in Dec. 1953, carries ABC & NBC programs, has one competitor -- vhf WRTV. It claims $1200 monthly in local business, $1500 in national business, has but 3 full-time TV employees. Station will continue operation even if buyer can't be found, says gen. mgr. James P. Poston. Radio WAYS is not for sale.
Personal Notes: Albert D. Johnson, ex-gen. mgr. of KOY-TV & KOY, Phoenix, appointed gen. mgr. of KGBS-TV & KGBS, San Antonio, stations acquired by Frank Hantress Jr.'s Express Publishing Co. from Storer Bestco. Co. with FCC approval of purchase this week (see p. 3); Wayne Kearl, ex-KGMB-TV, Honolulu, & KSL-TV, Salt Lake City, named sales mgr. . . . Alexander (Sandy) Strohman Jr., ex-ABC-TV network v.p., named a TV v.p. of Music Corp. of America, joining James Stirling, ex-ABC-TV midwest director now with MCA . . . Donn B. Tatum resigns as ABC-TV western div. director, his duties assumed by Ken Craig, program director; Philip G. Caldwell resigns as chief TV-radio engineer for western div. . . . Norman S. Ginsburg resigns as DuMont Network adv. & program promotion mgr. . . . Wn. Rambo, ex-KCOP, Los Angeles & Vitapix, named gen. sales mgr., KOVR, Stock- ton; Marshall Plant named sales service mgr. . . . Michael Renault promoted to mgr. of radio WABC, N. Y., succeeding Ted Oberfelder, recently named mgr. of WABC-TV . . . Thomas D'Arcy Brophy, chairman of Kenyon & Eckhardt, elected chairman of National Outdoor Advertising Bureau, to serve out term of late Allen Billingsley, pres. of Fuller & Smith & Ross . . . John L. FitzGerald, ex-Housing & Home Finance Agency, named chief of FCC offices of opinions & review this week, is first top staff member brought to Commission by new chairman George C. McConnaughey . . . Harold Schilz, FCC examiner, resigned Oct. 29 to join FHA . . . Wm. B. Faber, ex-Headley-Reed, named sales mgr. of upcoming WFLA-TV, Tampa (Ch. 8), due in Jan. . . . Jacob A. Evans, who resigned 2 weeks ago as NBC adv. & promotion director, named v.p. of Sponsor Magazine, in charge of all sales operations . . . Payson Hall, treas. & TV-radio director of Meredith Publishing Co., married recently to Mrs. Donna Wild Telder in Phoenix . . . R. W. Kirkpatrick, ex-WPAC-TV, Ann Arbor, Mich., named operations mgr. of upcoming WEAT-TV, West Palm Beach (Ch. 12) . . . Frederic H. von Stange resigns as production director, WJNO-TV, Palm Beach, Fla., to join Voice of America as TV producer . . . Michael Henry, ex-WKOW-TV, Madison, named gen. mgr. of Greater Boston TV Corp., Ch. 5 applicant . . . J. I. Meyerson, mgr. of KOB-TV, Albuquerque, named national sales rep of all Time Inc. TV-radio stations, headquartering in N. Y. . . . Shelby Storck named mgr. of educational KETC, St. Louis, replacing Tom Quigley, who had been filling post temporarily . . . Charles Cady, ex-WBNS-TV, Columbus, O., named asst. to Edward H. Bronson, director of NARTB code affairs . . . Jean Paul King, ex-gen. mgr. of KLAS-TV, Las Vegas, named mgr. of radio KORK there . . . Rudy Bretz, ex-CBS-TV & WPIX, N. Y., named program consultant to upcoming educational WEDB, Birmingham, Ala. (Ch. 10), due about Nov. 15.

Miss Nancy Ann Rintoul, 25, daughter of Mr. & Mrs. Stephen R. Rintoul (he's partner in rep firm of Venard, Rintoul & McConnell), died Oct. 23 in Albany, N. Y. after a long illness. She was a graduate of Smith College, member of Albany Junior League, worked as technician in Albany Hospital. Besides her parents, 2 younger brothers and a sister survive.


L. B. Wilson, 63, owner of radio WCKY, Cincinnati, which he founded in 1929, died Oct. 28 in Cincinnati after heart attack. He was applicant for Ch. 10 in Miami, owned chain of northern Kentucky theatres as well as interests in Churchill Downs and Lincoln Downs race tracks.

Alanson Case Deuel, 86, pres. & publisher of Niagara Falls Gazette, which holds 25% of WGR-TV & WGR, Buffalo, died Oct. 19 at his Lewiston Heights, N. Y. home.

Henry S. Lewis, 54, pres. & publisher of Norfolk Virginian-Pilot and Ledger-Dispatch (WTAR-TV & WTAR), died Oct. 24 after 6-month illness.

"TV isn't a big bad wolf as far as we are concerned—it will help us make a bigger and better newspaper." Thus Oct. 25 Advertising Age quotes John K. Herbert, former NBC sales v.p. now exec. publisher of New York Journal-American. He makes these points in interview: "TV keeps more people at home. That is highly significant to a newspaper publisher—particularly to one whose papers go into the home in the evening. [People read newspapers] partly to find out what is going on in TV and radio . . . When it comes to color TV, [we] can be sure that advertisers will want to use the flexibility of local newspapers to support their merchandising efforts in key markets and to provide impact close to the point of purchase. Color in newspapers, reproducing brand names and package designs, will supply intensive market coverage and reader impact that will enable users of color TV to cash in on their heavy expenditures."

James C. Hanrahan, gen. mgr. of WEWS, Cleveland, appointed consultant to Australian TV industry to set up both govt. & commercial stations, was to leave for new assignment Oct. 31.

Owen D. Young, ex-pres. & chairman of GB, "father" of RCA and currently on ABC board, celebrated 80th birthday Oct. 27 at home in Van Hornesville, N. Y.

Radio-TV News Directors Assn. schedules annual convention Nov. 18-20 at Chicago's Sheraton Hotel. Charles Harrison, WFIL, Philadelphia, is handling arrangements.

Interconnected to AT&T network circuits last week were WSAU-TV, La Crosse, Wis., and WCNY-TV, Carthage-Watertown, N. Y.
M

\textit{MINIMUM} of govt. controls over TV-radio industry was advocated anew this week by FCC chairman McConnaughey in address at joint meeting of Radio & TV Executives Society and National Assn. of Educational Broadcasters in New York. On specific industry problems, such as uhf and continuation of non-commercial channel reservations, he was non-committal, asking more time to study matters.

He chided educators somewhat for failing to use many channels available—and immediately Comr. Hennoch took up cudgels for educators, calling McConnaughey’s statement “amazing.” She also blamed both manufacturers and stations for plight of uhf, urging all-industry planning to put 82 channels in every set.

McConnaughey proposed increased cooperative programming of educational groups with commercial stations and networks. He said it was duty of broadcaster to “inform the people more fully, fairly and freely” and that it “goes without saying that commercial broadcasting should not be confined to just sales plugs interspersed with entertainment, as the public won’t stand for that, desiring sober thought and enlightenment along with entertainment.”

Another speaker, Dr. Samuel M. Brownell, U. S. Commissioner of Education, warned that while educational TV could be an invaluable aid to teaching, its future depends on quality of teacher. He said that while there might be “electronic blackboards,” he was concerned with “what appears on those blackboards.”

GE’s Dr. W. R. G. Baker said TV should be used to “sell youth the benefits of more education,” declaring: “If through educational TV, 25% of those who are now dropping out of school before completing high school could be convinced of continuing their education, it would give impetus to the increasing technology of the nation, to the creation of new jobs calling for greater skill and learning and to the advancement of our standard of living.”

Ralph Steeple, exec. director of Joint Committee on Educational TV, predicted 17 educational stations would be on air by early 1955, acknowledging that many hurdles still were in path of “country-wide educational TV.”

“Somewhere between 2-D and 3-D” is effect produced, without use of glasses, with new camera developed by David Williams, Weehawken, N. J., according to N. Y. attorney Max Schorr, counsel for interested parties. Demonstration of camera, claimed to have potential for TV, movies & stills, was seen in New York recently by FCC staff members Hart Cowperthwait, chief of rules & standards div. and Wm. Campbell, asst. to Comr. Robert E. Lee. RCA engineers are now studying camera, are expected to report on it in a few weeks. Development may or may not really amount to something, Schorr says, but he stated that “one very prominent engineer” believes it has excellent possibilities. It’s still in “very crude stage,” he added. Also interested in device is author Wythe Williams, brother of the inventor.

Attack on FCC chairman George McConnaughey for “conflict of interests” was launched this week by Chicagoan Harry R. Booth, identified as “a former FCC official.” Organizer of a “Utility Users League” fighting phone company rate increases, Booth wired presidential assistant Sherman Adams, saying that McConnaughey’s law firm had represented Bell System subsidiaries in Ohio seeking rate increases “at least through last year.”

Long hassle over Empire State Bldg. TV antenna fees was settled this week when building’s new owner, Col. Henry Crown, agreed to new 15-year pact with New York’s 7 stations providing for increase of about 15%. Tower license fees for each station were set at $80,000 a year. Including space rentals, New York’s stations will pay Empire State Bldg. $11,000,000 over 15 years.

**Network Accounts:** Value of alternate-week sponsorship is pointed out by Joel L. Martin, Emil Mogil director of media & research, who writes in Oct. 22 Advertising Agency Magazine that a larger unduplicated audience can be reached by 26 weeks of alt. sponsorship than by 13 weeks as full sponsor for virtually same cost. He cites example of Exquisite Shoe Polish, which attained far greater product identification with alt. sponsorship of Arthur Godfrey Time than its full sponsorship of Blind Date. Sweet Co. of America (Tosie Rolls) to sponsor variety show starring Steve Allen Tues. Nov. 9, 8-8:30 p.m., thru Moselle & Eisen, N. Y., in time period vacated by Bob Hope, who skips next month’s show because of command performance in Britain...Pharmaceuticals Inc. to sponsor Juvenile Jury on NBC-TV, Sun. 4:45 p.m., thru Edward Kletter Assoc. Dow Chemical buys 89 part on NBC-TV’s Home, Mon.-thru-Fri. 11 a.m.-noon, starting in Jan., thru MacManus, John & Adams; Dow thus joins Chevrolet, Cadillac & Oderono (doordoor) as sponsors on Home, Today (7-9 a.m.) and Tonight (11:30 p.m.-1 a.m.)...A. E. Staley Mfg. Co. (corn starch) to sponsor Mon. 10:15-10:30 a.m. portion of Garry Moore Show on CBS-TV starting Jan. 10, thru Ruthrauff & Ryan...Simoniz Co. to sponsor Wed. 3:30-3:45 p.m. portion of Bob Crosby Show on CBS-TV starting Jan. 5, thru Sullivan, Stauffer, Colwell & Bayles...National Biscuit Co. reportedly dropping its partic. sponsorship of Arthur Godfrey Time on CBS-TV because of what pres. George H. Coppers called a “false and damaging” attack by Godfrey on integrity of independent grocer on Sept. 27 program; Godfrey said independent grocer prices a product at whatever “he can get away with” because of chain store competition, and apologized for remark following day.

Lamb hearing was just as confusing and acrimonious as ever this week as it resumed after week’s recess. Oct. 25 saw Mrs. Marie Natvig on stand again. Lamb attorney Russell Brown told hearing he has “direct evidence” she was committed to Bellevue Hospital, New York mental institution—to which Mrs. Natvig retorted: “You’re a liar.” He also said he had information she never married or divorced her second husband and that she never attended Radcliffe College, as she claimed. Next FCC witness was Eugene Stoll, former Toledo Communist, who said he sold Lamb a subscription to the Sunday edition of Daily Worker in 1934, but testified he is “absolutely confident that he had not accepted communism intellectually or in any other way.” Under cross-examination he refuted details in testimony of previous witnesses Ernest Courey, Wm. G. Cummings and Mrs. Natvig. He said he turned down offer of $25-a-day “consultant” job at Immigration & Naturalization Service last January. Another ex-communist witness, Mabel Flicker, testified Lamb spoke at dedication of Communist Political Assn. headquarters in Toledo in 1944. Week’s final witness didn’t testify at all. Identified as Max Wall, he invoked 5th Amendment, refusing even to give his name. Brown charged FCC counsel “never intended to get any testimony” from the witness, merely called him to “invite drawing of inferences that might be derogatory to Mr. Lamb.”

Italy and Germany lead continental Europe in TV progress. DuMont international div. director Ernest A. Marx said on his return from fact-finding survey of European TV. High cost of sets, lower standard of living and poorer programming preclude TV development paralleling the U. S., he declared.

When FCC will take action on subscription TV petitions is unknown, FCC chairman George McConnaughey told reporters after NAEB-RTES luncheon in New York this week, while Comr. Frieda Hennock said it’s “high time” hearings were held.
REALIGNMENT of "top 10" TV shows in first national ratings since return of full fall-winter program roster strikingly demonstrates inroads of opposition programming on some long-time favorites. New Oct. 7-13 ARB national ratings show perennial top-ranking I Love Lucy (CBS-TV) edged out of top place by Toast of the Town, although by only two-tenths of a point. Responsible for Lucy's slippage, at least to some degree, is competition from NBC-TV's Medic in same time slot, which got 15.2 to Lucy's 52.1. Medic's rating in September was 21.9.

NBC-TV's Dragnet, in second place most of last season, dipped to 5th, with 44 rating, due to CBS-TV's new Climax which pulled 25.6% of all TV homes in time slot opposite Dragnet. Arthur Godfrey's Talent Scouts, running about 3rd much of last year, was 10th in Oct. ratings—with NBC-TV's Caesar's Hour (Sid Caesar) getting 25.8 during same time period. Top-rated Toast of the Town beat out competition of NBC-TV spectacular Sunday in Town, which got 21.8 for 7:30-8 segment, dropped to 18.1 & 17.1 for 8-9 period opposite Toast. Some newcomers to top 10 appear to be there mainly because they had no significant competition during their time periods.

ARB tally is first to measure impact of NBC-TV's new late evening Tonight, its ratings during the week going as high as 6.3—generally above most late movies measured in individual cities surveyed same week. ARB's top 10 for Oct. 7-13:

(1) Toast of the Town, CBS, 52.3; (2) I Love Lucy, CBS, 52.1; (3) Bob Hope, NBC, 47.7; (4) You Bet Your Life, NBC, 46.4; (5) Dragnet, NBC, 44; (6) Jackie Gleason, CBS, 41; (7) Godfrey & Friends, CBS, 38.3; (8) I've Got a Secret, CBS, 35.5; (9) GE Theatre, CBS, 35.4; (10) Godfrey's Talent Scouts, CBS, 35.3.

Defense of program rating services was offered last week by Norman Glenn, TV-radio v.p., Doherty, Clifford, Steers & Shenfield, N. Y. He said differences should be expected because they measure different things by different techniques and he warned against disregarding their findings. As examples of differences, he said Trendex restricts itself to 10 major cities with 3 or more TV stations; others draw their sample from all over U. S. In addition, he said, ARB, Hooper & Videodex rely on diary kept by viewers; Trendex uses telephone calls. He observed: "We still have to decide what we would prefer to have measured, what kind of an audience measurement will give us the most useful information. The answer depends on the individual needs and for this reason there will always be a number of rating services." He spoke to 11th annual Ohio State U. adv. conference in Columbus.

Canadian Govt. is "juggling the allotment of private TV channels [to] kill competition from U. S. bordering channels," Oct. 21 Toronto Telegram alleges in banner-headlined front page story. Article is keyed to tentative CP grant of Ch. 3 to CKBB, Barrie, Ont., some 50 mi. north of Toronto and 110 mi. from Buffalo (Vol. 10:40). Telegram points out that Barrie originally was allocated a uhf channel, and quotes Canada Dept. of Transport's W. B. Smith as saying adjacent channel interference from Barrie station will block out reception of Buffalo's Ch. 2 & 4 in Toronto unless viewers there purchase costly directional antennas. Smith is quoted as saying "nonsens" to allegations of CBC "plot" to black out reception of U. S. channels. Surveys have shown Toronto viewers prefer Buffalo stations to CBC's local CBLT. Several weeks ago Telegram attacked CBC for using taxpayers' money to "show [Canadian-produced] TV programs down advertisers' throats" when U. S.-produced shows are available at lower cost. CBC denied this too, said most sponsors are cooperating in development of "Canadian talent."

Stroke of public-relations genius was Oct. 25 televised meeting of President Eisenhower's Cabinet to hear Secy. of State Dulles' report on Western European defense plan. White House press secy. James C. Hagerty said initiative had come from "within the TV industry." Actually, CBS news & special events v.p. Sig Mickelson telephoned Hagerty Oct. 24 to ask if it would be possible to televise next day's Cabinet meeting. Hagerty took it up with the President, who gave his OK. Mickelson later explained the whole thing wasn't exactly his idea—he had received this "tip," from someone he couldn't identify: "Why don't you call Jim Hagerty, ask him if you can cover the Cabinet meeting, and see what happens." Democratic reaction was quick. National Chairman Stephen Mitchell called Cabinet meeting "just another advertising man's gimmick," and added: "It was rehearsed all afternoon and even then they didn't get their cues right. The suggestion that TV & radio interests promoted that Cabinet meeting is completely false. I charge that James Hagerty promoted this extravaganza himself and even imported one station to carry the show." Mitchell asked free time from all networks for Adlai Stevenson to reply to "partisan political" statements made by President Eisenhower in recent free broadcasts. NBC granted request, offering 30-min. on TV & radio; all other nets refused. Then GOP chairman Leonard W. Hall demanded free time on NBC to answer Stevenson's answer. He got it.

Political time disputes got some attention from FCC this week. As result of complaints by GOP national chairman, Leonard Hall and 2 Republican candidates—Thomas P. Wall Jr., running for Senate, and Congress candidate Robert Donohue—Commission wrote Nashville TV stations WSM-TV, WSIX-TV and WLAC-TV to determine why they refused political time to the nominees. WSM-TV replied it had cancelled all political broadcasts effective Sept. 30 as result of slander suit by Edward Lamb against it and the other 2 Nashville stations based on previous political broadcast (Vol. 10:29-39). WLAC-TV said it had cancelled political broadcasts "until it could satisfactorily determine its future course." It added that county election commission had ruled that Donohue was "not a qualified candidate" and his name wasn't on ballot. WSIX-TV offered similar reason. FCC then advised Hall and candidates that it was "unable to conclude" that stations violated Communications Act, but also advised stations of the desirability of making reasonable amount of time available in general elections if they had afforded time to candidates in primaries. Comr. Hennock, in separate comment, urged FCC to undertake over-all study of political use of TV-radio and report to Congress. In another sticky case, FCC advised WJBK-TV, Detroit that GOP Congress candidate Gregory M. Pillon is entitled to free time because Rep. John Dingell (D-Mich.) spoke on station during time made available to him free by CIO. Politicians strike it rich: Last month Rep. Robert W. Kean (R-N. J.) appeared on CBS-TV's Strike it Rich as escort of a woman who told her troubles to the TV audience. After the show, his Democratic opponent for Congress, Martin Fox, assailed Kean's appearance as "a neat campaign stunt worth a fortune in free publicity." He demanded and got equal time, appeared on Strike it Rich Oct. 27.

TV-radio industry got a chuckle Oct. 25 when President Eisenhower got his industry presidents mixed up. RCA pres. Frank Folsom had just presented him National Security Industrial Assn.'s James Forrestal Award on nationwide TV hookup, but when President got up to accept award, he referred to the man making presentation as "Mr. Stanton."
Telecasting Notes: First real “film network” is ready for business with this week’s announcement of Vitaphone-Guild Films agreement under which Guild will provide $12,000,000 worth of programming during coming year for national spot sponsorship, while Vitaphone clears time among an anticipated 60 member stations. Vitaphone is owned by 37 member stations, most of them network basics. Pending applications are expected to bring membership up to 60, covering just about every major market except New York and Chicago. Guild will offer total of 10 hours programming weekly, is producing 5 new half-hour nighttime shows for the venture, including The Goldenberg and Confidential File as well as currently available Liberace, Frankie Laine, Joe Palooka and others. It will also turn out four daytime 15-min. shows—Conway Haines, Bride & Groom, It’s Fun to Reduce and Rev. Norman Vincent Peale inspirational. ABC-TV has its biggest hit in Disneyland; premiere Oct. 27 drew Trendex 9-city rating of 28.4, vs. 14.6 for CBS-TV, 7.7 for NBC-TV in same time slot, outdistancing such competition as Arthur Godfrey, Eddie Fisher and Joan Davis. Most critics gave Disneyland debut pretty good reviews, but New York Times’ Jack Gould really spread himself: “It’s wonderful! [If] the evening’s promise is fulfilled in future weeks, the rest of the TV industry may decide to suspend operations between 7:30 and 8:30 on Wednesday nights” . Enough feature films are available for TV to run one a day for 8 years without duplication, says Broadcast Information Bureau press release plugging its new TV feature film directory, which lists 3046 feature film titles plus 922 westerns . Release to TV of some 20 old cowoy features and 50 cartoons, through Hygo Corp., “in no way alters our policy of not releasing our features for TV showing,” says Columbia Pictures exec. v.p. Jack Cohn, adding that the films, dating back 15 years and more, “have long since outlived their theatrical value” . Add foreign TV film pacts: Flamingo Films and TV Corp. of Japan (TCT) have signed agreement whereby TCT will make 82-week series of animated films to Flamingo’s specifications and soundtrack, and Flamingo releases several of its film series, including Supermen and Baseball Hall of Fame, for Japanese TV. Project is budgeted at $1,500,000 . . . Group of 26 German, French and Spanish films, with dubbed English soundtracks, to be offered to U. S. TV by Grand Prize Films Inc. . . . Women watch sports, too, new Advertest survey of New York TV audience shows; most popular, baseball, is viewed by 90% of male audience and 70% of female. But 31% of women baseball viewers were “captive audience” —watching only because other members of family were viewing . . . TV show becomes stage show: Jackie Gleason Show’s entire cast booked at New York Paramount Theatre for 2 weeks starting Nov. 17 . . . WJIM-TV, Lansing, dedicates new $1,000,000 TV-radio center Oct. 31 with hour-long live show featuring George Gobel, Eddie Fisher, Janis Paige & Dorsey Bros. Orchestra . . . WATV, Newark, moves sales office to 857 Madison Ave., New York 22, Plaza 5-1331 . . . New rep: WVEC-TV, Hampton-Norfolk, to Avery-Knodel (from Rambeau).

First Armed Forces TV station outside continental U.S. is now in operation at Lajes Field on Terceira Island of the Azores, serving about 11,000 American military and civilian personnel attached to Air Force’s Military Air Transport Service. The station, which began film operation Oct. 17, is owned and operated by personnel of 1605th Air Base Wing, was purchased from PX and movie proceeds, under supervision of TV section of Office of Armed Forces Information & Education (AFIE) under Lt. Col. Mel Williamson.

Installation marks debut of Dage TV Div. of Thompson Products Inc. into field of “packaged” TV stations, with 50-watt Ch. 8 transmitter made by Gates Radio Co., Quincy, Ill. Dage-Gates partnership is forerunner of attempt to merchandise low-powered TV packages to private interests—first in Latin America, perhaps later in U.S. (with emphasis on educational TV), if FCC rules are amended to permit such low powers.

Dage-packaged system includes transmitter, 2 videocameras, two 16mm film projectors, slide projector, 0.8-gain ring-type antenna, plus monitoring, control and audio equipment. Total cost was $50,000. Dage provided training and instruction for the Air Force men who would operate and service the equipment, and Dage field engineer Harry Barga supervised installation. Programming will consist mainly of network kines, but will also include live.

Azores station is second AFIE TV enterprise, first being 10-watt RCA-built Ch. 8 installation at Limestone Air Force Base, Maine—in operation for nearly a year and considered a prototype for overseas TV stations (Vol. 9:22 & 10:19). Next overseas installations, both using RCA 10-watt transmitters similar to the Limestone type, will be at Sidi Slimane, French Morocco, and Wheeluf Field, Tripoli, Libya—both with equipment on hand and Xmas target dates. All stations are on Ch. 8.

Two other Armed Forces TV installations, not set up by AFIE, are home-built 8-watt Ch. 44 satellite at Army base at White Sands Proving Grounds, N. M., rebroadcasting programs from KROD-TV, El Paso, and 7-channel booster serving huge China Lake Naval Ordnance Depot, Inyokern, Calif., with Los Angeles signals (Vol.10:27).

Station Accounts: Average of 58 national & regional spot TV accounts was carried on each of 228 reporting stations during third quarter ended Sept. 30, according to quarterly Borrough Report on Spot TV Advertising released Oct. 25. Individual stations varied from 2 such accounts on a new outlet to 147 on established pre-freeze station. Top markets were New York, 7 stations reporting average of 75 accounts; Chicago, 4 stations av. 92; Los Angeles, 7 av. 87; Philadelphia, 3 av. 106; Detroit, 3 av. 89; Boston, 2 av. 107; San Francisco, 3 av. 93 . . . Political spending on TV in N. Y. state alone placed by New York Times survey at $1,000,000, with Democrats estimating 80% of their funds allocated to TV, Republicans 70% . . . Producers Livestock Marketing Assn. credits saturation TV campaign on KTyr, Salt Lake City, with “fabiuly” increasing lamb consumption, plans more spot campaigns as a result . . . Borden Co., on behalf of its new soluble nonfat dry milk product, Instant Starlac, launches heavy all-media campaign, thru Young & Rubicam . . . With multiple sponsors, 4th annual series of weekly Port That Built a City starts Nov. 7 on WMAR-TV, Baltimore. Sun. 4-4:30 p.m. . . . Among other advertisers currently reported using or preparing to use TV: Regal Shoe Co., Whitman, Mass. (Regal men’s shoes), thru N. W. Ayer & Son, Boston; Smith Brothers, Foughkeepee, N. Y. (cough drops & syrup), thru Sullivan, Stauffer, Collin & Bayles, N. Y.; United States Rubber Co., N. Y. (Gaytes galoshes), thru Fletcher D. Richards, N. Y.; Good Bros., Philadelphia (Dottie’s Quickie Cookies), thru Martin Agency, Philadelphia; Sosfin Div. of Visk Chemical Co., N. Y. (Moisture Magic cream), thru Morse International, N. Y.; Stanley Warner Cinemora Corp., N. Y. (Cinemora), thru Monroe Greenthal Co., N. Y.; Argus Cameras Inc., Ann Arbor, Mich., thru Young & Rubicam, Detroit.

The $2,500,000 purchase of Niagara Falls Gazette by Gannett Co. is under negotiation. Gazette last week received FCC permission to exercise option for 25% of WGR-TV (Ch. 2) and WGR (Vol. 10:45), and its sale of WHLG & WHLD-FM to Gazette v.p. Earl C. Hull was approved this week.
AIMING FOR NOVEMBER start are 10 TV grantees, 3 of them educational—but it’s more than likely that some of them won’t make it. These 3 expect to turn on juice any day now, and probably will be next starters: WSFA-TV, Montgomery, Ala. (Ch. 12); WOAY-TV, Oak Hill, W. Va. (Ch. 4); KCRT, Great Bend, Kan. (Ch. 2).

Others with good chance of going on air during month are WFMZ-TV, Allentown, Pa. (Ch. 67); WIRI, Bloomington-Plattsburg, N. Y. (Ch. 5); KTRK-TV, Houston (Ch. 13); KVOO-TV, Tulsa (Ch. 2). Educational outlets planning Nov. debut are WEDB, Birmingham, Ala. (Ch. 10); WEDM, Munford, Ala. (Ch. 7); KCTS, Seattle (Ch. 9).

In Canada, these 4 are aiming at Nov. start: CKWS-TV, Kingston, Ont. (Ch. 11); CKCW-TV, Moncton, N. B. (Ch. 2); CJBR-TV, Rimouski, Que.; CFQC-TV, Saskatchewan, Sask. (Ch. 8).

Only equipment shipments reported this week were DuMont 5-kw transmitter to WIRI, Bloomington-Plattsburg, N. Y., due in mid-November, complete DuMont studio equipment to WFMZ-TV, Allentown, which already has transmitter and plans Nov. 20 start; and RCA 50-kw transmitter to WFLA-TV, Tampa (Ch. 8), due in January.

* * * * *

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

WIRI, Bloomington, N. Y. (Ch. 5), will have TV studios & offices at 357 Cordelia St., Plattsburg, N. Y., where remodeling has begun on building acquired from auto agency. WIRI now plans Nov. 15 test patterns, reports pres.-gen. mgr. Joel Scheier. It has just completed 2.5 mi. of road up Mt. Terry and begun work on 185-ft. Trylon tower and 6-bay RCA antenna. Transmitter building with living quarters, and two 50-kw Caterpillar generators are already in place. Hour rate will be $250. Reps will be Adam Young and Radio & TV Sales (Canada).

WSLA, Selma, Ala. (Ch. 8), won’t get on air by end of this year as originally planned (Vol. 10:16), reports counsel Eugene Mullin. It has applied for extension of CP, also is asking FCC to approve 1935-ft. tower which failed last week to get go-ahead from Washington Airspace Subcommittee because of Armed Forces opposition. Tower will be built by Vulcan Tower Co. owned by WSLA treas. Wm. E. Bennis Jr. and pres. Wm. J. Brennan. Standard Electronics transmitter has been ordered. Rep not chosen.

WEDB, Birmingham, Ala. (Ch. 10, educational) planning to get on air Nov. 1-15, will rent old WBRC-TV facilities from Storer for $1 a year, including use of transmitter house, 5-kw RCA transmitter and 150-ft. tower with 6-bay antenna, according to consultant Thad Holt. Alabama Educational Television Commission holds another CP for WEDM, Munford (Ch. 7), also planning start by mid-Nov. Both outlets will share Birmingham studios and WEDB will duplicate “about 50% or more” of Munford programs.

WEAT-TV, West Palm Beach, Fla. (Ch. 12), expects to begin test patterns Dec. 15, programming as primary ABC Jan. 1, reports pres.-gen. mgr. J. R. Meachem. Standard Electronics transmitter has been ordered for delivery Dec. 10, which is target date for installation of Alford antenna on 365-ft. tower purchased from Tower Construction Co. R. W. Kirkpatrick will be program director; J. Ross McPherson, chief engineer. After nearly 7 years as NBC outlet in Lake Worth, radio WEAT moved Oct. 24 to West Palm Beach, switching to 1-kw & 850 kc. WEAT-TV rep will be Walker.

WAAL-TV, Worcester, Mass. (Ch. 20), is now in “indefinite” status, according to pres. George F. Wilson. It had 5-kw DuMont ordered and 24-bay Gabriel antenna installed on old WGTR-FM tower.

Color Trends & Briefs: Defense of the “spectaculars” and of color generally—in terms of audience reached as well as programming concept—was presented this week by NBC exec. v.p. Robert W. Sarnoff in speech to Buffalo Ad Club.

Estimating some 10,000 color sets in use, he offered a “banker-conservative” figure of 2,000,000 people having seen color this fall. He said that estimates include 300,000 in Chicago, 150,000 in Philadelphia, 50,000 in Milwaukee, etc.

Sarnoff then went on to cite Nielsen ratings in refutation of Trendex findings of low audience for first spectaculars (Vol. 10:38). Nielsen showed a 39.1 for Lady in the Dark, compared with 26-minus for Trendex, and a 38.7 for Satins & Spurs, vs. 16.6 for Trendex. Nielsen’s ratings showed, he said, “that our first color spectacular several weeks ago was looked at by more than 37,000,000 people. The next one attracted even more viewers. It, in fact, rated the number 4 spot, among the top 10 TV programs in audience popularity. Now I contend that when one out of nearly every 4 Americans is interested in seeing a big off-beat TV show—well, that type of show is worth doing. We at NBC intend to continue doing them.”

* * * * *

Patent on “Chromatron” color tube (No. 2,692,532) being developed by Chromatic TV Labs was awarded to Dr. Ernest O. Lawrence this week, with Comr. of Patents Robert C. Watson delivering patent personally in ceremonies in Commerce Dept. lobby. Also announced this week was grant of patent No. 2,690,518 on “CBS-Colorton” to CBS-Hytron engineers Norman F. Fyler and Wm. E. Rowe.

Price of color sets should be down to around $500 in a couple years, Dr. Allen B. DuMont told group at luncheon celebrating Pulse’s 13th birthday this week, “but I think we have got to go considerably lower than that.” Mass usage of color, he said, depends on production of sets priced within $50-100 of black-&-white. Nevertheless, he stated, progress in color has been extremely fast compared with black-&-white.

DuMont’s first colorcast series is hour-long film program scheduled for 6 p.m. Sundays, starting Oct. 31 over WABD, N. Y. only. Premiere, called Sunday Supplement, comprised: The Story of Colonel Drake, about drilling of first oil well; What Makes Us Tick, an animated cartoon showing how Stock Exchange works; The World in a Day, travelogue series. Color feed to network is in the works, but date for start hasn’t been set.

Color conversion kits for transmitters, enabling stations to rebroadcast network color, have been shipped by DuMont to: WNEM-TV, Bay City, Mich.; WCSC-TV, Charleston, S. C.; WFMX-TV, Greensboro, N. C.; KGLO-TV, Mason City, Ia.; WABD, New York City; WDTV, Pittsburgh; WHBF-TV, Rock Island, Ill.; KTIV, Sioux City, Ia.; KXJB-TV, Valley City, N. D.

Next week’s network color schedules: CBS-TV—Nov. 4 & 5, Art Linkletter’s House Party, 2:30-3 p.m.; Nov. 5, Perry Como Show, 7:45-8 p.m. NBC-TV—Nov. 4, Ford Theatre, 9:30-10 p.m.; Nov. 7, Max Liebman Presents, 7:30-9 p.m.

New series of color TV ads was launched in N. Y. newspapers this week by Motorola, with pitch to consumers in form of list of colorcasts they could see “if you had a Motorola color set.”

Los Angeles color sets totaled 293 as of Oct. 1, 22 being sold during Sept., according to Electric League of Los Angeles.

Colorcasts will be included in election coverage of WRCA-TV, N. Y., Bromo-Seltzer sponsoring.
TV PRODUCTION RECORD; LESSONS ABOUT COLOR: With 228,298 sets turned out week ended Oct. 22, TV output broke an unofficial weekly record by RETMA statistics, by coincidence exceeding the old mark of 219,680 established 4 years ago to the week.

With sales continuing high at all levels, the boom TV market -- unaffected by recent wave of modest price increases and color promotion -- has trade feeling its oats as never before. Apparently only a completely unanticipated pre-Xmas slump can keep 1954 retail sales from exceeding last year's record 6,400,000.

Production for first 10 months is estimated at 5,525,000, including about 875,000 in Oct. Total compares with 6,100,000 in first 10 months of 1953. Factory sales are estimated at 5,600,000 (900,000 in Oct.). They compare with 5,800,000 in first 10 months of 1953. Distributor sales are estimated at 5,400,000 (900,000 in Oct.). Last year at this time they were 5,300,000. Retail sales in first 10 months were about 5,100,000 (850,000 in Oct.) vs. 4,925,000 same period of 1953.

Inventories haven't gone up much, as result of high sales. As of Oct. 31, they're estimated about 2,000,000 in all pipelines -- considered "safe". Also helping to brighten picture is fact that nearly all major manufacturers report increase in demand for second sets. Trade statisticians estimate that only 1,150,000 homes now have second sets -- leaving a big market to shoot for.

Over-all picture is so bright one major manufacturer told us: "Some nights I go home from the factory and wonder if we're not doing something wrong!"

Motorola exec. v.p. Robert W. Galvin took time out this week to recapitulate for us some of the lessons his company has learned about merchandising color. His 19-in. sets (at $895 & $995) have been introduced in key markets for month or so with big promotional fanfare (Vol.10:40-43). Out of experience, he says company learned:

(1) Color "identification" is all-important at this stage of its development and the company which lets consumers know that it's making and selling color sets, even in limited quantities, will have a big jump on its competitors. He stoutly defended his policy of full-page ads as necessary to "identification," said formula has proved successful, will continue until 85 cities have Motorola color sets.

(2) Dealers are vitally interested in getting color on floor, to sell it for itself and as a stimulant to sales of black-&-white TVs and other appliances. He said other companies as well as Motorola had benefited from latter consideration.

(3) Strong follow-up efforts by dealers will be necessary if color is to be sold on a mass market. "We've created the demand, but it's up to aggressive dealers to push the sales to the point of conclusion," he commented. "We've found it's going to take an awful lot of selling, much more perhaps than we originally anticipated, but we definitely know the demand is there -- it just needs exploitation."

If he could start all over again, would Motorola merchandise color in same big-splash manner? "Definitely yes," he answered. "It's the right way to do it. In fact, I would broaden the base of the promotion and urge more dealers to join."

Motorola this week lowered its color production goal this year by unspecified amount from original 20-30,000 estimates, pres. Paul V. Galvin explaining in letter to stockholders that company had difficulty acquiring components in July and fell behind in production as result. He explained:

"When we launched our production in July, we encountered difficulties on the part of component manufacturers meeting our rigid specifications. This caused a delay in getting under way with production. We chose not to force this situation because we were determined to have high quality from the outset. As a consequence, instead of introducing and sampling in August, our introduction and sampling of color sets has been delayed until just about now."
"Because of our delay in getting to market, we have reduced our original expectation of production between now and the first of the year. Because the delivery of certain parts is still somewhat uncertain, it is impossible to forecast the degree to which it will be affected."

Radio production totaled 259,070 (91,248 auto) week ended Oct. 22, up from 234,276 preceding week and 207,712 week ended Oct. 8. For 10 months, output was about 7,700,000, compared to approximately 10,700,000 in same period last year.

**Topics & Trends of TV Trade:**

One-year warranties on new picture tubes will be almost thing of the past after Dec. 1, when DuMont and GE switch to 6-month warranties. RCA and Sylvania are operating under 12-month pro-rata policies comparable to those on auto batteries. CBS-Hytron, National Union, Rauland & Raytheon reported this week they were re-evaluating policy in light of DuMont and GE action, and it's expected they too will switch from flat 1-year warranties by first of year. Most tube rebuilders, however, plan to continue unconditional one-year warranties (Vol. 10:42).

Spokesmen for DuMont and GE said they had considered but discarded idea of pro-rata warranties in la RCA and Sylvania. DuMont CR tube sales mgr. Bill Seales said there was too much book work involved in pro-rata policy. GE tube marketing mgr. Grady L. Roark commented that it would be too difficult to administer and that cost and mechanics of pro-rata warranties to both manufacturer and distributor outweigh advantages.

Primary reason for switch from one-year warranties is that picture tube no longer represents as large an investment as other parts and consequently it's felt it should not have the extended warranty protection. It's doubtful, however, that trade will adopt 90-day warranty policy on picture tubes, as suggested at electronic parts show in May (Vol. 10:21).

Citing Sylvania-Philco case, in which price discrimination complaint against Sylvania in sale of radio tubes was dismissed (Vol. 10:40), Federal Trade Commission chairman Edward F. Howrey this week criticized lack of adequate guides manufacturers can use in attempting to justify price differences on basis of cost. Calling for new policy for manufacturers who must defend themselves against price differences under Robinson-Patman Act, Howrey said FTC must "drop its rigid mechanical interpretation" of cost provision and adopt a "rule of reason" approach. He said intent of new policy was to "make a fair adjustment between the protection of small buyers and the welfare of the consumer—to preserve for the consumer the benefits of mass production and low cost distribution while prohibiting price favors to large buyers that were unrelated and not reasonably attributable to savings created by more economical methods of manufacture, sale or delivery."

Unique hi-fi promotion is special "high fidelity concert" Nov. 13 by Washington's National Symphony Orchestra in cooperation with several sound equipment manufacturers and local radio WGMS (which will not broadcast the concert). After each orchestral selection in huge Constitution Hall, audience will hear same number played back on hi-fi equipment. Sponsors of performance say its purpose is to "acquaint music fans with hi-fi, and hi-fi fans with good music."

"Folsom Center" is name of RCA's new TV-radio and service headquarters—5 buildings nearing completion 5 mi. east of Camden at cost of $5,000,000, named for RCA pres. Frank Folsom.

Excise tax collections on TV-radio-phonos totaled $21,- 811,000 in 2 months ended Aug. 31, compared to $17,145,000 in July-Aug. 1953, reports Internal Revenue Service.

**Distributor Notes:**


**Hands-off policy on discount houses** will be continued by influential U. S. Chamber of Commerce, it was decided this week following vigorous, closed-door discussion of problem at meeting of its domestic distribution committee in Atlanta. Though chamber's board has yet to meet, committee of 40-50 distributors and retailers agreed almost unanimously at Atlanta that chamber should not join any battle against any form of retail operation as long as it complies with laws.

Special Kelvinator appliance div. was created this week by American Motors Corp., whose pres. George Romney denied reports company planned to enter TV production. Kelvinator div. has taken on TV distribution for Stromberg-Carlson and Bendix Radio in several markets, he noted, but declared that is extent of company's TV activity in foreseeable future.

"Expose" of fraudulent TV serviceman will be dramatized on a Dragnet show (NBC-TV) early next year, with NRA and Los Angeles Electric League cooperating on script. It gives detailed explanation of costs, warns set owners to beware of servicemen charging extremely low service call prices.

RCA plans biggest pre-Xmas ad campaign in its history for TV-radio-phoneline starting with 5-p. insert in Nov. 27 Saturday Evening Post. It encompasses color "spectacular" and Caesar's Hour on network TV, extensive spots, 21 national magazines, newspapers.

Radio shipments to dealers, excluding auto radios, totaled 3,054,998 in first 8 months, according to RETMA state-by-state and county-by-county reports released this week and available on request. Aug. shipments were 392,052, compared to 338,572 in July.

Admiral to spend over $3,000,000 in 1955 ad campaign, using TV (Bishop Sheen's Life Is Worth Living), magazines and newspapers.

Motorola ends 5-year ad contract with Thuraufl & Ryan by mutual agreement. New agency won't be selected for several weeks, said Motorola.

Sylvania's new tube plant at Fullerton, Cal. will be formally dedicated Nov. 8, with pres. H. Ward Zimmer as principal speaker.

Dr. Allen B. DuMont, one of nation's most ardent yachtsmen, won double honor Oct. 28—was awarded national predicted-log trophy of American Power Boat Assn. for 8 races last summer in his 64-ft. power cruiser Hurricane III, and was elected commodore of Eastern Cruisers Assn. for coming year.

Dr. Lee DeForest, the inventor, now on European tour, was guest of honor at dinner in Paris last week, given by Maurice Ponte, IRE v.p., and attended by L. Longchambon, French Secy. of State for Scientific Research, and Matthew Jones, Telecommunications Attache of American Embassy.

Though noted for color and propagation research, RCA Labs' Dr. George H. Brown has experimented for years on biological applications of electronics. Among latest work, with Wendell C. Morrison, was series of tests to determine effect of RF fields on micro-organisms, with these conclusions: "No significant destruction of bacteria in aqueous solution occurs from the application of RF fields in the frequency range up to 600 mc, excepting of course the destruction brought about by thermal effects."

Sprague Electric Co., North Adams, Mass., is building new 10,000-sq. ft. plant in Los Angeles at cost of $200,000—for engineering, design and limited production of specialized products for western customers. It will employ 100 when in operation next spring.

Westinghouse starts construction Nov. 1 on $1,000,000 addition to its arm air div. plant on Ft. Meade road, near Baltimore. Plant makes airborne electronic equipment for armed services.


Institute of Radio Engineers 1954 IRE Directory, 584-p. yearbook containing radio engineers' directory and list of firms & products, delivered to subscribers this week.

East Coast Conference on Airborne & Navigational Electronics, sponsored by IRE, will be held Nov. 4-5 in Baltimore's Sheraton-Belvedere Hotel.

New "Industrial Tube Characteristics" booklet now available from Raytheon distributors.
**Financial & Trade Notes:** Motorola earned $4,590,069 ($2.37 per share) after taxes of $5,560,230 on sales of $139,504,053 in first 9 months, compared to $6,176,839 ($2.19) after taxes of $9,816,203 on $158,603,127 in corresponding period last year. Third-quarter earnings were $1,731,766 (40c) after taxes of $2,017,662 on sales of $47,038,843, compared to profit of $1,536,158 (79c) after taxes of $2,346,778 on sales of $49,070,159 in third 1953 quarter.

Pickup in third quarter was attributed to increase in TV billings by pres. Paul V. Galvin, who estimated that profit for all 1954 should approximate the $7,076,335 ($3.66) earned last year. Sales, he said, should be $195,200,000, compared to $217,964,074 in 1953. Looking to 1955, he said “we are contemplating a good first quarter for the year, and we are thinking in general terms of about 5% improvement in 1955 over 1954.”

He said communications business is currently about 5% over last year’s pace, though military billings will be reduced in 1954 “because of stretch out of some of our military contracts.” He also said that because of shutdowns and changeover in automotive industry this year, “our volume of contact car radios was quite materially reduced this year,” but added that “a very good fourth quarter” was anticipated in car radios.

* * * *

Westinghouse earnings and sales broke 9-month records, profit being $26,644,000 ($2.77 a share) after taxes of $74,000,000 on sales of $1,213,383,000. They compared with earnings of $33,219,000 ($3.26) after taxes of $90,643,000 on sales of $1,163,538,000 in first 9 months of 1953. Third-quarter profit was $17,285,000 ($1.04) after taxes of $19,700,000 on record sales of $401,674,000, compared to $17,559,000 ($1.07) after $30,880,000 on $383,049,000 in third quarter year ago. Pres. Gwilym A. Price, noting “quickening” of business in third quarter, said Sept. sales were second highest in Westinghouse history. New high levels were reached on all consumer products lines in Aug. & Sept., he added.

Stromberg-Carlson earned $1,316,204 ($2.45 per share on 504,246 common shares) after taxes of $1,426,000 on sales of $44,182,335 in first 9 months of 1954, compared to $1,328,391 ($2.84 on 445,282 shares) after taxes of $3,098,700 on sales of $45,308,403 in same 1953 period. Pres. Robert C. Tait explained that total 1954 billings will be below original expectations because of necessity to reschedule 2 large govt. electronics contracts. Even so, he said, full year's sales should compare favorably with last year's record $65,241,861. It was also disclosed that Stromberg-Carlson Credit Corp. has purchased from parent company $2,700,000 of telephone customers' long-term notes out of some $8,500,000 it is scheduled to purchase.

General Precision Equipment Corp. earned $3,602,640 ($4.44 per share) $753,790,000 in 9 months ended Sept. 30, compared to $2,238,830 ($3.46 on 449,087 shares) on sales of $62,493,972 in same period year ago. For quarter ended Sept. 30, profit was $3,602,640 ($1.15 on 666,066 shares) on sales of $31,141,460 vs. $2,238,830 ($1.24 on 449,087) at $21,391,405 in same quarter of 1953.

Stewart-Warner earned $1,831,719 ($1.36 per share) after taxes of $2,196,227 on sales of $69,367,608 in first 9 months of 1954, compared to $2,187,186 ($2.37) after taxes of $5,472,233 on $68,468,330 in corresponding period year ago. No breakdown was given for TV-radio revenues.

Television-Electronics Fund's growth shown in special report listing assets of $55,268,398 ($9.43 per share on 5,651,102 shares) as of Sept. 17, 1954, compared to assets of $179,346 ($4.44 on 40,380 shares) as of same date 6 years ago.

Sylvania earned $6,166,226 ($1.53 per share) on sales of $200,827,520 in 9 months ended Sept. 30, compared to $7,562,941 ($2.48) on $224,469,087 in corresponding period of 1953. Third quarter earnings were $2,645,411 (85c) on sales of $73,756,882 vs. $2,393,849 (77c) on $75,276,155 same quarter year ago. Reporting Sept. sales as highest in company history for any one month, chairman Don G. Mitchell and pres. H. Ward Zimmer attributed improvement in third quarter to industry's increased TV production, resulting in pickup in orders for tubes. Production and sales of picture tubes are currently at record levels, they said. Sylvania TV set sales corresponded closely in unit volume to last year and dollar volume improved, they said. They also observed that TV industry "appears to have completed an inventory correction that began in the latter part of 1953 . . . and there is every indication that the substantial fluctuations in sales and earnings which have characterized the industry for the past several years are decreasing in severity."

Hoffman Radio earned $1,139,421 ($1.60 per share) on sales of $32,750,904 in first 9 months, compared to $1,115,533 ($1.57) on $38,153,871 in same period of 1953. Pres. H. Leslie Hoffman said sales of company's TV sets on Pacific coast "achieved a higher percentage-of-industry during the year to date," but added that total sales decreased, "partially as a consequence of a management decision not to compete at the extremely low price levels which characterized the year's activity and which might have threatened product quality." He said intensive engineering and planning "have effectively overcome this deterrent" and results will be noticeable in near future. He said company expects to introduce its 21-in. "Colorcastor" color set in first quarter of 1955.

Dividends: American Broadcasting-Paramount Theatres, 25c payable Oct. 20 to stockholders of record Sept. 24; Westinghouse, 50c quarterly and 50c extra, Dec. 1 to holders Nov. 8; Sylvania, 50c Dec. 20 to holders Nov. 30; Magnavox, 371/4c Dec. 15 to holders Nov. 24; Stewart-Warner, 40c Dec. 4 to holders Nov. 12; International Resistance Co., 5c Dec. 1 to holders Nov. 15; Standard Coil, 25c Nov. 17 to holders Nov. 5; Oak Mfg. Co., 35c Dec. 15 to holders Dec. 1; Servomechanisms, 10c Nov. 15 to holders Nov. 1; Weston Electrical Instrument, 25c Dec. 10 to holders Nov. 24; Aircraft Radio, 55c year-end and 20c quarterly, Nov. 19 to holders Nov. 5.

Howard W. Sams & Co. earned $87,218 ($1.82 per common share) after taxes of $130,960 on sales of $2,798,979 in fiscal year ended June 30, compared to profit of $41,500 (73c) after taxes of $88,883 on sales of $2,366,040 in preceding fiscal year.

Muter Co. earned $226,501 (31c a share on 721,450 common shares outstanding) on sales of $8,689,481 in 9 months ended Sept. 30, compared to $315,690 (46c on 681,680 shares) on sales of $11,265,109 in same 1953 period.

Weston Electrical Instrument Co. earned $892,993 ($1.88 a share) on sales of $21,832,342 in 39 weeks ended Oct. 1, compared to earnings of $825,305 ($1.93) on $23,779,724 in corresponding period year ago.

Admiral's growth from $3400 in assets when started in 1934 to current $198,600,000 assets is told in Sept. 22 *Investor's Reader*, published by Merrill Lynch, Pierce, Fenner & Beane.

"Oscar of Industry" was presented to American Broadcasting-Paramount Theatres in N. Y. Oct. 25 by *Financial World* for best annual report in motion picture industry.

Admiral started construction last week on 65,000-sq. ft. addition to Harvard, Ill. TV plant. It's fourth expansion at plant since opening in 1946.
14
Network TV-Badio

Election returns will get same all-out treatment by
networks Nov. 2 as they did in 1954 Presidential voting,
with many remote pick-ups and frequent cut-ins by local
stations for regional returns. Network coverage plans in
Beginning at 11 p.m. on TV, 9 p.m. on radio,
brief: ABC
with news & special events v.p. John Daly as m.c, and
coordinator, and 14 “name” commentators backed by
“working staff of 750.” TV & radio sponsor, Chevrolet.
CBS From 9 p.m. on TV & radio, following same basic
pattern as it did in 1952, with Walter Cronkite as TV
“anchor man” and featuring analyses by Edward R. MurCo-starred will
row, Eric Sevareid and Samuel Lubell.
be Univac, Pvemington-Rand computer, which this year

Billings

September 1954 and January-September 1954
(For August report see Television Digest, Vol. 10:39)
(For preceding years, see TV FacfbooJc No. 19, p. 15)

P

OWERFUL UPWARD

trend continued in network

—

TV

Information Bureau
figures for Sept., which showed networks billing $26,045,177 vs. $18,395,406 in Sept. 1953. Jan.-Sept. TV total for
1954 was $222,671,874 vs. $155,921,940 for same 1953 pebillings, as reflected in Publishers’

riod.

—

Radio billings showed substantial jump from Au-

gust’s $9,583,344, going to $10,473,546 in Sept., but were
still under the $12,145,359 for Sept. 1953. Nine-month radio
total was $104,141,823 vs. $118,853,724 for 1953 period.

“will get the recognition

322 in Sept. ABC remained only radio network to beat
Sept. 1953 billings, going to $2,267,810 from last year’s
$2,156,806. The complete PIB tables:

Caffrey, Richard Harkness,

Swazye and
gress.

1953
1954
1953
$ 8.503.620 $102,928,404 $ 67,946,521
66,674,488
88,208,365
7,837,467
13,796,753
22,693,361
1,376,017
7,504,178
8,841,744
678,302

NBC
ABC

Xotal

$26,045,177

$18,395,406 $222,671,874 $155,921,940

_

$ 4,083,940
2,598,635
2,267,810

__

DuMont

NETWORK RADIO
CBS

-ZZLI-

NBC
ABC
mbs

'

1,523,161

Total-.-

_

-$10,473,546

$ 4,990,142
3,205,675
2,156,806
1,792,736

$12,145,359 $104,141,823 $118,853,724

NETWORK TELEVISION—January-September
Jan.
Feb.

Mar.
Apr.

May
June
July
Aug.
Sept.

Tot.

CBS
$10,713,329
9,965,481
11,379,631
10,921,640
11,488,168
11,448,180
11,861,534
12,275,908
12,874,533

$1,445,608
1,108,157
1,205,526
1,068,374
988.350
778.920
623,455
820,633
802,721

$10,116,937
9.368,148
10,981,690
10,802,535
11,033,987
9,990,729
8,149,533
8,057,484*
9,707.322

$22,693,361 $102,928,404

$8,841,744

$88,208,365

NETWORK
Jan. $ 2,830,654
2,494,737
Feb.

Mar.

May
June
July
Aug.
Sept.

$25,056,448
22,944,158
26,207,546
25,347,033
25,922,161
24,535,708
22,944,803
23,668,840*
26,045,177

ABC
2,780,574
2,502,372
2,640,699
2,554,484
2,411,656
2,317,879
2,310,281
2.514,815
2,660,601

2,764,547
2,367,636
2,307,029
2,405,994
2,098,823
2,160,025
2,267,810

Tot. $21,697,255

$222,671,874

NBC

CBS

MBS
$1,896,925
1.783,452
2,034,961
1,891,998
1,908,198
1,558,196
1,481,767
1,476,383
1,523,161

$ 3,391,873
3,176,849
3,639,278
2,962,839
2,780,725
2,618,614
2,127,192
2,075,531
2,598,635

$15,555,041

$25,371,536

$41,517,991

Total
$13,285,626
12,204,550
13,895,137
12,267,416
12,112,104
10,764,481
9,555,619*
9,583,344*
10,473,546

$104,141,823

Revised as of October 28, 1954.
Note: These figures do not represent actual revenues to the
networks, which do not dlviUge their actual net dollar Incomes.
They’re compUed 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.
•

advertising beer and wine on TV between 8
a.m. and 10 p.m. will be subject of public referendum in
Washington State Nov. 2, with indications it will be

Ban on

Washington State Assn, of Broadcasters has been
carrying on heavy spot campaign in opposition.
NARTB’s upcoming committee meetings: Sports, Nov.
17 at New York’s Ambassador Hotel Freedom of Information, Nov. 19 at Ambassador; AM, Nov. 29 at Washington’s
Mayflower Hotel FM, Nov. 30 at Mayflower.

beaten.

;

;

Spot Sales schedules third annual meeting of
promotion, merchandising & publicity mgrs. of its stations
Nov. 4-5 at New York’s Hotel Warwick.

NBC

visual displays will be huge

to dramatize race for control of Con-

sponsor, Roto-Broil, 9:30-11 p.m.

DuMont

—

N.

^

TV application was filed with FCC this week.
for Ch. 9 in Tupelo, Miss, by Tupelo Citizens Television Co., a partnership comprising Frank K. Spain
(35%), engineering director of WHEN-TV, Syracuse,
N. Y.; Joseph G. Petit (25%), NBC-TV development engiOnly one

It

RADIO—January-September 1954

$ 5,166,174
4,749,512
5,456,351
5.044,943
5,116,152
4,181,677
3,847,837*
3,871.405*
4,083,940

ABC

Apr.

Total

TV

James Fleming, John Cameron

Among

—

1954

NBC

DuMont

sponsors, 11

Foundation, 11 W. 42nd St.,
N. Y., issued full report this week on its National Survey
of Radio and Television Sets Associated with U. S. Households May 195 Jf, summary of which was published several
weeks ago (Vol. 10:39). It contains 78 tables and shows
28,450,000 TV sets operating as of May, in some 27,600,000 homes, or 58.1% of U. S. households. It reveals 96.4%
of all U. S. households have TV or radio set in working
order, shows 58.1% of TV set owners have console, 41.8%
Survey indicates that 4,370,000, or 15% of
table model.
intotal sets-in-use in May, were equipped to receive uhf
cluding some 280,000 receivers listed as “uhf only” sets
(obviously an error, probably due to poorly phrased question on questionnaire, since no uhf-only sets have ever
Survey was underwritten by 4
been offered for sale).
radio networks and BAB, was based on 11,020 interviews
conducted between May 3 and May 28 by Alfred Politz Inc.,
N. Y. research firm.

/

$45,944,158
34,652,044
21,502,319
16,755,203

$41,517,991
25,371,536
21,697,255
15,555,041

TV

No network coverage.
/ Advertising Research

September September Jan.-Sept. Jan.-Sept
1954

others.

thermometer device

NETWORK TELEVISION
$12,874,533
1__ 9,707,322
2,660,601
802,721

deserves.”

—

CBS-TV’s strong lead remained unchallenged, reaching $12,874,533, though NBC-TV closed gap somewhat by
showing greater improvement over Aug., rising to $9,707,-

rnc

it

p.m. to conclusion, Roto-Broil Corp. of America, Prestone
anti-freeze. NBC
TV from 9:30, radio from 10 p.m., with
Dave Garroway as m.c. and coordinator in New York and
Joseph C. Harsch, Bill Henry, David Brinkley, Joseph Mc-

was

neer in N. Y. Walter D. Spain (15%), mortuary service;
Perrin Purvis (15%), insurance; Margaret Spain (10%),
It brought applications pending to 180 (165
housewife.
[For further details about application, see
vhf, 15 uhf)
TV Addenda 19-P herewith; for complete listings of all
;

.

grants, new stations, applications,
No. 19 wnth Addenda to date.]

etc.,

see

TV

Factbook

TV columnist’s rare privilege of being able to analyze industry from within and without is exercised in
Oct. 22 Editor & Publisher by Jack Gould, who recently
returned as TV-radio editor of New York Times after 6
weeks as CBS information adviser (Vol. 10:39). He’s
quoted as being happy to be back on newspaper because
he didn’t like bother and boredom of business side. Asked
if broadcasting industry is influenced by press reviews, he
says: “After 6 weeks’ work on the other side, the answer
The influence of the press is still great and the
is ‘yes.’
power of the printed word is there.”
1 to 121^ kw last
WFMJ-TV, Youngstown (Ch. 21); WJTV,
Jackson, Miss. (Ch. 25); WARM-TV, Scranton (Ch. 16).
“I watch TV every night.” — Mamie Eisenhower, quoted
Oct. 28 in New York Times on what she’d be doing election

Increasing transmitter power from

week were

night.


NEW CONGRESS—MORE TV-RADIO PROBES? Current investigation of TV networks and uhf problems is likely to continue, in one form or another, even under the Democratic-controlled Senate that convenes next January.

At least 2 other Congressional inquiries involving TV-radio industry loom as distinct possibility under Democratic-dominated 84th Congress, although key Senators and Representatives say it's too early to unfold specific plans.

The all-important Committees on Interstate & Foreign Commerce will be led in Senate by Warren G. Magnuson (D-Wash.), replacing Sen. Bricker (R-Ohio) and in the House by J. Percy Priest (D-Tenn.) replacing Rep. Wolvertern (R-N.J.). If Senate committee's "standing subcommittee" setup is continued, Sen. Pastore (D-R.I.) is the most likely candidate to replace Sen. Potter (R-Mich.) as head of communications subcommittee. Priest told us he favors dividing the House group into subcommittees, and Rep. Oren Harris (D-Ark.) is leading contender for House communications chairman.

(For lineup of probable posts on both committees, see p. 16.)

Biggest question hanging fire, from TV standpoint is -- what happens to Sen. Bricker's probe? Sen. Magnuson, contacted in Seattle at week's end, said he had given no thought to Committee business yet. But Capitol Hill observers are giving odds that investigation will continue, but with its format modified. It would be bad form politically, they point out, to "quash" an investigation -- and, besides, some Committee Democrats are known to believe network-uhf situation deserves study.

There's bound to be shakeup of investigating staff. Ex-FCC Commr. Robert F. Jones, a Republican, is now running the show, with Democrat Harry Plotkin as "minority counsel" and Committee communications counsel Nick Zapple as "coordinator". If probe continues, Plotkin and Jones probably will swap jobs. Certainly the Democrats, with Lyndon Johnson (D-Tex.) as majority leader, won't make it the "witch hunt" that many feared might result under Bricker and Jones (Vol. 10:34-35).

Another investigation which may be in the works is sweeping "monopoly" probe, cutting across whole fabric of TV-radio industry, by Judiciary Committee, due to be headed by trust-busting Sen. Kilgore (D-W.Va.). During 83rd Congress, when Kilgore was member of monopoly subcommittee, he hammered away at TV-radio industry through letters to Justice Dept. and articles in Congressional Record. He even requested Judiciary Chairman Langer (R-N.D.) to begin investigation of industry.

Kilgore wasn't available for comment this week, but a staff assistant called such a probe "definitely possible." Investigation would go into "monopoly" aspects of joint ownership of TV & radio stations, of stations and newspapers, ownership of stations by receiver and equipment manufacturers, TV-radio patent situation, etc.

Another phase of the TV industry which may get Congressional attention is matter of AT&T charges for relaying network programs to stations -- and who pays
Prime mover here is Rep. Wayne Hays (D-Ohio). This week he denied reports that he wants to head special committee to investigate line-charge practices, but confirmed that he believes such an investigation is necessary.

This probe should be handled by House Commerce Committee, he told us, adding that he had discussed matter informally with some Committee members who agreed the matter should be looked into. "Some small-town TV stations are getting an awful squeezing because of these line charges," he said.

Rep. Priest told us he has "no definite plans" for House Committee TV-radio activities, except that he hopes to set up communications subcommittee. Rep. Harris, contender to head subcommittee, reached by telephone, said he personally feels that these 3 TV-radio issues may require attention next session: (1) Beer and wine ads -- "the mail continues heavy, with a great demand for action." (2) Defining the broadcaster's responsibility in political broadcasting -- "this is one of several things passed over in the McFarland Act [1952 amendment to Communications Act]." (3) Close study of "how the FCC is proceeding under the McFarland amendments."

The red-hot Edward Lamb case could blow up into full-fledged Congressional issue under the Democrats. Former Democratic Attorney General J. Howard McGrath, Lamb's attorney and business partner, has already pledged to seek Congress probe of the red-hunting spectacle being staged at FCC. And influential Sen. Estes Kefauver (D-Tenn.), friend of Lamb, may be slated for post on Commerce Committee, and most certainly will push for airing of FCC's conduct and motivation in Lamb case.

* * * *

Republicans intend to push through Senate confirmation of new FCC chairman George C. McConnaughhey during special session (on McCarthy censure report) beginning Monday. Chairman Bricker has set hearing on McConnaughhey appointment at 10 a.m., Nov. 9. He said he understands President Eisenhower will send up the nomination Mon. Nov. 8. Bricker called McConnaughhey a "life-long friend," said he wants hearing held before he departs for Australia Nov. 10 with Joint Atomic Energy Committee.

Democrats may put up fight against confirmation of Presidential appointments by lame-duck Congress. If McConnaughhey vote is postponed until next session, the Democrats conceivably could block his appointment by insisting on more Democratic representation on FCC. McConnaughhey would be 4th Republican member; there are 2 Democrats and one independent on Commission. If Senate should reject nomination, it would be up to President Eisenhower to make another appointment.

UNABATED FLURRY OF YEAR-END STATION SALES: CBS continued its station dealings this week, selling 47% interest in WCCO-TV & WCCO, Minneapolis, to Cowles' Minneapolis Star & Tribune Co. for $3,950,000 and closing sale of 45% ownership in Washington's WTOP-TV & WTOP to Washington Post for $3,000,000-plus (Vol. 10:42). There was continued rumor that CBS had bought or was buying WSTV-TV, Steubenville, 0. (Ch. 9). For Pittsburgh coverage, but speculation it was seeking uhf in Albany area was scotched.

Scuttlebutt continued rampant. There was talk of NBC and Westinghouse swapping Cleveland and Philadelphia outlets, of NBC and CBS seeking uhf all over the map, of DuMont's Pittsburgh WDTV being sold. Even Broadway columnist Hy Gardner, who hasn't much of a record for accuracy on TV-radio gossip, had ABC buying DuMont Network. Dr. DuMont says there's nothing to the current harvest of rumors.

Cowles are back in Minneapolis TV the hard way -- having held CP for Ch. 9 there before freeze, then being forced by FCC to relinquish it because a minor stockholder held interlocking interest in another local TV grant and refused to sell. Elsewhere, the publishers of Look Magazine as well as Minneapolis and Des Moines dailies are in TV with both feet, operating KVTV, Sioux City, Ia. (Ch. 9) and holding favorable initial decision for Ch. 8 in Des Moines. Minneapolis purchase has Twin Cities newspapers sharing ownership of stations -- majority being held jointly by Ridder (St. Paul Dispatch and Pioneer Press) and Wm. J. McNally. (For list of Ridder TV-radio-newspaper interests, see TV Factbook No. 19, p. 117.)

Flurry of additional sales continued, this time of year always being active because of tax advantages. FCC this week approved sale of WROW-TV, Albany, N.Y.
One of few remaining share-time setups is being terminated by purchase of KMBY-TV, Monterey, Cal. (Ch. 8) by sharer KSBW-TV, Salinas, for $230,000. Major stockholders of KMBY-TV are Kenyon Brown, George Coleman and actor Bing Crosby.

Historically, share-time combinations didn't last in AM, aren't lasting in TV. WHR-TV bought out KMBG-TV, Kansas City; KOLN-TV bought out KOTY-TV, Phoenix. Only ones now remaining are: WHEC-TV & WWET-TV, Rochester, N.Y.; WTCN-TV & WMIN-TV, Minneapolis-St. Paul; grantees KLPY-TV and KVOL-TV, Lafayette, La.

Other transfer actions: Keith Kiggins is out of station KFIF, Anchorage, Alaska (Ch. 2) and CP for KFIF, Fairbanks (Ch. 2), FCC approving transfer to Richard Rollins as sole owner (Vol. 10:41). CP for KBAY-TV, San Francisco (Ch. 20) would be transferred from Lawrence Harvey to Dr. & Mrs. Leonard Averett, no money involved, under terms of agreement filed with Commission this week.

MONTGOMERY & LINCOLN STARTERS, 2 UHF OFF: Still awaiting FCC approval for transfer to Oklahoma City's WKY-TV interests (Vol. 10:38,40), WSFA-TV, Montgomery (Ch.12) was all set to begin testing this week end, then go commercial as Alabama capital city area's NBC outlet. This week, too, an educational "sleeper" took to the air in Nebraska. And 2 more uhf suspended in Pensacola and Elmira -- making total on-air count 414, of which 295 are vhf, 119 uhf. Week's starters:

WSFA-TV, Montgomery, Ala. (Ch. 12) is first uhf in city where O.P. Covington launched successful WCOV-TV (Ch. 20) some 19 months ago. Group headed by ex-mayor, now probate judge David E. Dunn and controlled by Hudson family, publisher of Montgomery Advertiser and Journal, sold it in mid-Sept., with WSFA, to Daily Oklahoman interests for $562,000 plus obligations. Hoyt Andres from WKY is due to become mgr., Mr. Dunn meanwhile running things with Lionel Baxter as gen. mgr. and Sebie Smith as technical director. It has 50-kw RCA transmitter, 750-ft. Ideco tower, 12-bay antenna on nearby Mt. Carmel. Base rate is $250. Rep is Headley-Reed.

KUON-TV, Lincoln, Neb. (Ch. 12) began 9 a.m.-noon programming Nov. 1 as U of Nebraska's non-profit educational outlet, using equipment and channel formerly held by Fetzer-owned KOLN-TV which bought KFOR-TV and shifted to Ch. 10 (Vol. 10:9,11). KOLN-TV engineers put the 5-kw DuMont transmitter on air for the university, using 6-bay antenna on KOLN radio tower. Station was real "sleeper," hadn't even announced any operating target. Actual transfer of facilities to university (for $100,000) is being held up until funds are appropriated in July. Meanwhile, local banker B.J. Dunn controls as trustee, working with school's TV advisory committee. Though it's on commercial channel, plan is to ask FCC to classify it as educational. Jack McBride is mgr.; George Round, director of advisory committee. It's 8th educational on air.

Both stations leaving air said suspensions are temporary. WPFA-TV, Pensacola (Ch.15) went dark Oct. 31 "with expectation of returning to the air when full cable facilities are available for transmission of network TV programs to Pensacola." It had been operating a year. Pensacola's other station is WEAR-TV (Ch. 3). WPFA-TV quit only week after FCC approved its lease to majority stockholder Charles W. Lamar Jr. (Vol. 10:42) who also has interests in Lake Charles and Baton Rouge uhf stations.

WVE, Elmira, N.Y. (Ch. 24) notified FCC this week it's been off air since Oct. 15 when Hurricane Hazel "completely demolished our tower and antenna." Gen. mgr. T.K. Cassell, 50% owner with John S. Booth, told us it would take about 3 months to replace damaged equipment -- and since station has petitioned FCC for allocation of
Ch. 9 to Elmira area, he hesitates to sink money into new uhf gear at least until FCC acts on request. He said he's trying to find used replacement equipment in order to avoid $35,000 cost of brand new equipment. He said WTVE, only outlet in city, "has been making money in last few months." Elmira had another uhf, WECT (Ch. 18) which went off air last May (Vol. 10:22). WTVE went on air June 1, 1953. Its owners also had WCHA-TV, Chambersburg, Pa. (Ch. 46) which quit air last July (Vol. 10:29).

BRITISH TO PROFIT BY U.S. EXAMPLE: Booming Britain is currently enjoying a flourishing TV trade that's virtually certain to be stimulated even further by the introduction of commercial TV as an additional service, scheduled for Sept. 1955.

First competition against BBC's one-channel service, more choices of programs, greater opportunities for talent and personnel, probably even an expanded program day from the present 3-10:30 p.m. -- all this should, if the American experience means anything, bring about increased set sales and bigger audiences.

More license revenues, at £3 a year ($8.40) for a TV plus radio, might even permit the non-commercial BBC to undertake its own cherished plans for a second service, eventually giving Britons a choice of 3 programs.

It's our conviction, after many talks with many people in all walks of British life during a 5-week, 1600-mi. tour of England, Scotland & Wales, that the citizenry and the business community preponderantly welcome a fair try for the new ITA (Independent Television Authority) recently authorized to set up TV stations and lease time segments to program contractors who in turn will sell commercials to sponsors.

They want it despite strong opposition by the Labor Party and high churchmen to legislation passed by Winston Churchill's Conservative Govt. They want it because they dislike monopoly no less than do their American cousins -- and, any way you spell it, the govt.-chartered BBC is a monopoly often accused, fairly or unfairly, of giving the people what it thinks is good for them rather than what they may want. Moreover, the British are an ad-minded people -- so much so that:

* * * *

(1) They watch film and slide commercials in theatres, big and little, into which they have paid admission -- and they seem to like them. These are hardly different from the kind they will soon see on TV; indeed, piled on top of one another, they're much more blatant in the theatre than are most of our TV spots.

(2) They're accustomed to commercial radio from Normandy and Luxembourg, with British advertising dominant. This audience is greater than seems apparent, for the European wavelength interference problem is so great, aggravated by Russia, that much of Britain gets poor AM signals -- so much that 9 new FM transmitters have been projected by the BBC in the 88-95 mc band. The example of FM in Germany, with 94 stations, is said to apply much more realistically than that of the U.S.

(3) They've heard a lot about the achievements of competitive American TV, they like such American programs as they occasionally see on BBC, they enjoy American films and dote on our film personalities. Moreover, the Govt. is so determined upon a free enterprise policy that it refuses to subsidize another BBC service -- though BBC's 3 radio services aren't in any danger of going into private hands.

(4) British industrialists and advertising folk, among the smartest in the world, know that commercial TV will be a powerful force for creating wants and moving goods. The director of one of England's biggest ad agencies told us:

"I shudder to think what this powerful advertising force is going to do to our distributive system. Some of our people don't realize it, but they're due for such a huge demand for their goods that neither the production nor distribution system at the outset will be geared for it. Our people have been starved for the good things of life so long, have known austerity so long, that demonstrations of modern products we will give them on TV are going to create vast changes in our economy."

His agency, incidentally, handles the British account of a popular American beverage which has long used TV and radio here with telling effect.

Even the newspapers aren't overtly fighting TV -- in fact, seem to place more emphasis on it as a news subject, both as to progress of the industry itself and as
to critiques of programs, than ours do. (Daily program listings, of course, take up only about a half-inch of agate type -- and there's plenty of TV set advertising.)

And the "intellectual aversionists" and clergy, who testified in Parliament to their abhorrence of commercialism, seem to be looking forward tolerantly to the second service, now that the die is cast. One reason may be the high calibre of ITA and of the men chosen to run it.

The hope generally shared, though perhaps not by all within BBC, which has a payroll of some 12,000 and an inevitable quota of jealous bureaucrats, is that commercial TV in Britain will profit by the example of America while avoiding our excesses and borrowing from our best; moreover, that it will provide wider away for the nation's own vast reservoir of entertainment talent and business ability.

It could be that TV can help cement the precious affinity with America that, thanks to common language and kindred heritage, has so long prevailed in literature, in all the arts, in government and in law.

(For a continuation of our account of British TV, see below.)

WHILE IN BRITAIN recently we talked with scores of people—from topkicks at BBC and ITA to industrialists, advertising folk, journalists and man-in-the-press— and in the 10 days since our return we've compared notes with American cronies who also have had a look at British TV. Our conclusions are much the same:

The average Briton isn't much different from the average American and, once he tastes the sweet fruits of competition, not even the powerful BBC nor the politico-clerical opposition to commercial TV can stop it. That is, of course, unless the ITA, the sponsors and the admen muff the ball in the early stages of the game. Our guess is that they're much too shrewd for that.

You read occasionally of British visitors coming over to study our TV structure, and there will be a lot more of them. The big American ad agencies, with London branches, have been quietly swapping visitors and personnel and ideas ever since ITA was authorized, preparing for the advent of commercial TV.

* * *

ITA hasn't yet decided much more than that it will have its first stations in London, Birmingham & Manchester; that there will be more than one program contractor, though whether there will be more than one on each station or more than one splitting time on the whole group is as yet undetermined; that the "magazine concept" will prevail, i.e., the contractors and not the sponsors shall own the programs and determine their order; that there will be no censorship of program content or commercials, but that there must be none of the horrendous Yankee excesses (not merely of distasteful advertising but of crime & horror stuff) which they've heard so much about.

Headquarters not unlike the usual temporary quarters for new Washington govt. agencies has been set up at 16 Wood's Mews, in London's Mayfair district, with Sir Kenneth Clark as chairman and Sir Robert Fraser as administrative chief.

Sir Kenneth, 51, was in this country for the last few weeks, looking into TV but primarily to receive an honorary degree from Columbia U. The citation will give you some idea of the man: "Cultural counselor of the people; chairman of Great Britain's Art Council; England's custodian of priceless works in years past as Keeper of the Department of Fine Arts in Oxford's Ashmolean Museum, as Director of the National Gallery, and as Surveyor of the King's Pictures; Slade Professor of Fine Art at Oxford; adviser to the Victoria and Albert Museum and Covent Garden Opera Trust; gifted scholar of our timeless treasures."

A long-hair? Not really, say those who know him; essentially he's a fine administrator, they say, and he struck us as a knowledgeable and open-minded executive still rather puzzled by the strange new task set before him. He's expected to maintain the "tone" and prestige of the new agency while Sir Robert Brown Fraser, 50, a graduate of Fleet Street newspapers, recently chief of the Govt.'s information services, provides the practical know-how. Sir Robert talks like a Madison Ave. agency executive, seems as high-strung as a network v.p., acts like he'sarin' to go. His philosophy of advertising, as enunciated before an agency conference in Birmingham last week:

"I can think of no subject about which there is more nonsense talked than advertising. The idea that advertising is inherently degrading has always seemed to be ludicrous. As a point of view for a great nation that lives or dies by selling goods—or failing to sell them—it crosses the imbecile and verges on the suicidal. [Advertising] will be an asset, worn as a bright feather in the cap of free TV, not as a soiled choker round the throat."

About his "editorial" concept of commercial TV, Sir Robert Fraser had this to say last month before the Institute of Practitioners of Advertising:

"Free television should now evolve on principles that will place it side by side with our free press, our free books, and our free arts as a normal part of the equipment of our free society. For this was, in essence, the great decision—to rest the future of TV, as far as initial physical shortages of transmitting stations permit, on the same foundations as those of a free press; to give freedom to individuals to offer TV programs to the public, as newspapers and entertainment are offered; to give freedom to the public to see the TV programs of their choice..."

* * *

Background of the other members of the ITA board would seem also to assure a realistic and at the same time an adequate "cultural" approach: Sir Charles Colston, mnr. of Hoover Ltd. (vacuum cleaners), vice chairman; Miss Margaret Popham, ex-principal of Cheltenham Ladies College; Miss Dilys Powell, movie critic of the Sunday Times; Lord Aberdare of Duffryn, pres. of the Welsh National School of Medicine; Lt. Col. Arthur Chichester, chairman of big Mogwashel textile concern; Sir Henry Hinchcliffe, director of Barclays Bank; Dr. T. J. Honeyman, director, Glasgow Art Gallery; G. B. Thorneycroft, director of the British Travel & Holidays Assn.; Lord Layton, publisher, News Chronicle and London Star.

ITA will run the stations and any day now should announce program contractors, but it will not have studios of its own or put on shows. Sir Kenneth Clark actually expects to run ITA with a staff of not more than 60, except for engineers who actually come under the Post-office Dept. His budget is £750,000 (about $2,100,000)
he's expected to put the agency on a self-supporting and even profitable basis with that sum as the pump primer.

Commercial TV could profit the Govt. more than it realizes right now, for the fact is that many advertisers are itching for a crack at TV. Oft cited is one experience of BBC. Though it's ever careful to avoid trade plugs, the name of a toy was inadvertently mentioned in a program; within a few days, it couldn't be had, and the toyshops were clamoring for more stock. Also, recently, BBC carried a tear-jerker about a stray pup; within 48 hours, just about every dog pound in the country was emptied.

Admen told us—and Sir Robert Fraser verified—that there were plenty of seekers after the program contracts. Someone said there were at least 25 applicants, all willing to take the risk in the face of the political dangers inherent in a system eyed askance by the Laborites and requiring that the contractor secure his own program originating equipment—all, that is, save transmitters. He must contract for studios, cameras, crews, programs, talent, etc., always unsure what a new Govt. may decree. The applicants include theatremen, newspapers, ad agencies, program builders, et al.

* * * *

[Editor's Note: Since this article was written, ITA announced selection of the first 3 contractors: (1) Granada Theatres, operating a big chain of movie houses. (2) Broadcast Relay Services, operator of a widespread and vastly successful community antenna service, in association with Associated Newspapers Ltd., publishing the Daily Mail and other papers. (3) Showman Maurice Winnick, in association with Kemsgly Newspapers Inc., publisher of the Sunday Times, Sunday Graphic, Sunday Chronicle and various other newspapers in England, Scotland & Wales. They're all extremely well-heeled, but fact that the newspaper owners are Tories has already provoked criticism that's expected to reverberate in Parliament. Two other major applicants, also strong in program fields, are Associated Broadcasting Development Co., headed by ex-BBC chief Norman Collins, and the newly formed Incorporated Television Program Co., which includes such stockholders as Alan Towers (Towers of London) and other big names in British entertainment. They await further decisions of ITA, and everybody still awaits details of plans for dividing the hours of the day or days of the week among the program contractors on its stations.]

* * * *

So many eyes and ears will focus on their offerings, so outspokenly critical as a matter of habit are the British people and their influential press, so far committed is the Labor Party to doing away with commercial TV if and when it returns to power, that the burden is on industry as well as on ITA to do an acceptable job. If they do, we were told, no party in power would dare attempt to do away with commercialism. If they don't, a simple fiat of Parliament could switch the whole structure overnight to BBC.

As a writer in the News of the World of London put it: "The politicians were much more interested than the public in the why and wherefores of commercial TV during the endless debates in both Houses, and the public breathed a sigh of relief when at long last it proved possible to hand the demoniacal babe over to the ITA. If the Cabinet now find the infant left on their doorstep overnight, I think we can expect a spot of bother."

* * * *

Some 3,500,000 TV sets are in use in Britain today, most of them tunable only to one station. It's expected the total will be 4,000,000 by end of this year, reach at least 5,000,000 by end of 1955, then zoom to better than the current 1,000,000-a-year rate when the second service is under way. How much more, the set makers are reluctant to guesstimate. One told us, "We should have 10,000,000 sets in use by 1960"—covering most of nation's nearly 15,-

000,000 family units.

The American industry's post-freeze experience—that second stations in a community have invariably zoomed the rate of receiver sales and installations immediately—seemed to interest the British manufacturers greatly. But their native inclination is to move cautiously, to underestimate their market, not to pressure things. There are some who (familiar folk!) don't like all this talk about color, mostly emanating from America and played up heavily in the British press, because it might rouse false hopes in the breasts of prospective buyers.

(The British color situation is a story in itself, about which more later. Suffice to state now that the Postoffice Dept.'s TV Advisory Committee, under the chairmanship of Admiral Sir George Daniel, has been conducting closed hearings on the subject, figures a year or more of work ahead of it, can be counted on to take advantage of all of the American experiences—without the pressure of politics, such as we had here, to bring color to Britain in a hurry.)

There is a problem, of course, of converting existing sets to receive 2 channels in lieu of one—but plans are afoot to do it at small cost, maybe as low as $10 or $15 and the fact that the second service's signals will come from the same towers as BBC's should help simplify the installation jobs. Most sets being sold today are equipped for the second channel, a hot selling point.

Some 30 receiver manufacturers share the 1,000,000 annual output. They sell direct to retail outlets, for the most part. "Hire purchase," or installment selling, has only lately come back on a big scale, having been prohibitively restricted until recently.

* * * * * * *

Standard size is 14-in., with trend lately to 17-in. Only one 21-in. model was shown in the whole National Radio Show in London's Earl's Court in early Sept. There seems to be no push on to sell size, one manufacturer explaining that the extra cost isn't worth it for homes which mostly have small rooms.

We saw a scattering few TV shows while motor touring the country, but rarely did we find even the best-rated hotels TV-equipped, although in a space of 3 weeks we were in a different one nearly every night. They seldom had TVs or radios in their lounges, and they looked at you as though you were crazy if you asked if they might be rented. Very few pubs had TVs either, though radios were commonplace in them. Looks like the British TV industry is missing an extremely good marketing bet here.

Cost has been the major factor in set sales up to now—still is with most families, though the current high employment and prosperity wave, along with the vast publicity about TV in general and ITA and commercialism in particular, are making more and more people TV-minded. Receiver list prices have been brought down to an average of about $150 for a 14-in., $200 for 17-in., table models predominating. How can they be priced that low in the face of a govt. excise of 50c.? The answer is much simpler for the British than for us, albeit we offer good 21-in. sets at $200 and under. The girls on the assembly lines earn $5 a week ($14) and the men at the parts-stamping machines very little more.

Workmanship is the finest. The 14-in. set we rented for our London hotel room gave us a picture (on British 405-line standard) that for clarity and contrast and all-around quality is vastly better than what we generally see in the U. S. (on 525 lines). Signals came from a multiplex antenna atop one of the tallest hotel structures (10 or 12
stories) in Mayfair. Receiver was a Kolster-Brandes; remember the brand names from our old radio days here?

The explanation for the good picture seems to lie also in superb transmission facilities and plenty of power. Great Britain has magnificent engineers, second to none, and some of the best are in the BBC.

* * * *

The programs you see are something else again. By our lights, there's not only not enough choice but a lack of pace and a disregard for timing that seems queer to the American observer. The British people and press are quite outspoken in criticism, sometimes unfairly so—for the fact is that quality and craftsmanship stand out in everything the BBC-TV people do; their dramaties are finished products, their news films excellent, their "outside" (remote) pickups extremely well done, especially sports.

But the day's program more often than not seems unbalanced, aiming at the few rather than the many. Consider these program listings for 2 different days, presumably typical, exactly as clipped from the London Times:


BRITISH Broadcasting Corp., which gets largest part of Postoffice Dept.'s collection of £1 license fees on radios and £8 on TV-plus-radio, reports it spent £9,387,166 on sound services and £3,991,439 on TV in fiscal 1953-54, (The pound is currently around $2.80.) It suggests that it will require more funds during the next 3-year period in annual report just released by Her Majesty's Stationery Office, London (Cmd. 9269, price 4s. 6d., about 56p., 144 pp.)

Gross income from sale of licenses was £16,474,408 which, after deductions, left net payable to the corporation at £12,963,451 for BBC. Total revenue expenditure of £14,563,283 was £9545 in excess of total income and reserves fell by £691,907. Grant-in-aid receipts for external (overseas) services totaled £4,980,000, total income for these services £4,967,640, total expenditure £4,914,655.

Report shows number of combined TV-radio licenses was 2,344,992 last March 31, up more than 1,000,000 in a year; figure is deemed closer to 4,000,000 now—counting licenses sold since then and the non-license payers, of whom the manufacturing industry knows there are many. Report says BBC plans to provide coverage of 97% of the UK with TV service by 1955-57.

Another BBC report, more up to date, notes the diminution of adult audiences for sound radio continued last summer. For July-Sept. quarter, it's estimated the adult radio audience averaged 26,000,000 against 28,000,000 in same 1953 quarter. Drop is explained in report as due to fact some 1,000,000 families bought TV sets during the year. Average TV audience for July-Sept. was 10,000,000 vs. 8,000,000 in 1953.

Note: Phenomenal circulation of BBC's Radio Times, which lists all TV-radio programs in advance along with feature articles, is revealed in annual report showing average net sales of 7,903,969 in 1953—believed to be even larger now. The Listener, companion BBC weekly featuring texts of broadcast material, had 133,105 average.

"The Communicator" titles 2-part "profile" on NBC pres. Sylvester L. (Pat) Weaver Jr. in Oct. 16 & 23 New Yorker. In typical New Yorker fashion, it alternately pokes fun at Weaver for his free-wheeling speech, fantastic memos and totally uninhibited imagination—then credits him with creation of highly-respected and profitable programs, protection of Fred Allen from censorship of "vice presidents," etc.

The home and children's shows weren't particularly exciting, the latter going in for American cowboy films as part of a potpourri intended to interest different juvenile levels. The Shakespearean production, running well over 2 hours, was a repeat of the identical show also carried in prime night time the preceding week. The news films and sports pickups were excellent. The news via sound only at 10:30 (or thereabouts, depending on whether the preceding program ended at that time or a little earlier or later) seemed peculiar, to say the least.

Twice we viewed classical soloists, one a pianist, one an operatic singer—and in each case the camera was focused on the artist without shift for the entire 30 minutes. It was very dull viewing despite the excellence of the talent. One Sunday night we watched the British version of What's My Line?—very popular and as much fun as the CBS-TV show; 2 of its 4 panelists were American, and it offered no prize money.

Note: The 5-6 p.m. Children's Hour is followed by a long gap until the weather at 7:25 and news at 7:30. We asked a top BBC official why. His reply: "So that the mothers may prepare dinner and put the children to bed without any distraction from TV. The children have had it, and if they know the screen is dark they make no fuss about staying up for more."

Network Accounts: Studebaker-Packard Corp. signed this week for unusual weekly filmed program which will dramatize adaptations of articles from Reader's Digest, giving full credit to original sources. Now being filmed by Bernard Procker Studios, Hollywood, untitled program will be on ABC-TV Mon. 8-8:30 p.m. starting Jan. 10, thru Ruthrauff & Ryan and Williams, Roche & Cleary, N. Y. . . . Johns-Manville enters TV as alt. sponsor (with Pan-American Airways) of Meet the Press on NBC-TV starting Jan. 2, Sun. 6-6:30 p.m., thru J. Walter Thompson; it's giving up longtime sponsorship of Bill Henry's 5-min. radio newscasts on Mutual . . . Sweets Co. of America (Tootsie Rolls) to sponsor Paul Winchell-Jerry Mahoney Show on NBC-TV starting Nov. 20, Sat. 10:30-11 a.m., thru Moselle & Eisen, N. Y. . . . Longines-Wittnauer Watch Co., for 6th straight year, to sponsor Thanksgiving Day Festival Hour of Music, Song & Dance on CBS-TV Nov. 25, Thu. 5-6 p.m., thru Victor A. Bennett Co., N. Y. . . . Lo-Calory Food Co. (R.D.X. drugs) to be alt. sponsor (with Carter Products) of Meet Millie on CBS-TV starting Dec. 7, Tue. 9-9:30 p.m., thru Harry B. Cohen Adv. . . . Gillette to sponsor annual Blue-Gray football game Dec. 25 from Montgomery, Ala. on NBC-TV, starting at 1:30 p.m., thru Maxson . . . Admiral & DuMont permit CBC to carry Bishop Sheen's Life Is Worth Living on non-commercial basis, as requested by National Religious Advisory Council: program will mention DuMont but no credit line will be given to U. S. sponsor Admiral.

New competitor looms on the "mass circulation" horizon—for TV as well as rival publications—with revelation this week that Reader's Digest, whose 10,000,000-plus circulation make it the biggest circulating magazine in the U.S., will start carrying advertising in April. Per-page cost (4 colors) as announced by BBDO: $31,000, which compares with Life's $30,500. Reasons for taking ads at long last (as do its foreign editions, totaling some 7,500,000 circulation) is increased costs, according to publisher DeWitt Wallace.

Ban on beer and wine advertising on TV between 8 a.m. and 10 p.m. was resoundingly beaten by Washington State voters in referendum. State Assn. of Broadcasters had fought measure.

Sets-in-use totaled 31,671,000 as of Oct. 1, reports NBC research dept., 400,000 having been added in Sept.

---

**Newspaper:**

**Television Bureau of Advertising (TvB),** newly created under NARTB auspices to sell TV's value as an ad medium (Vol. 10:26-27), this week selected Oliver Treyz, 36-year-old director of ABC Radio network, as its $30,000-a-year president. Meanwhile, TvB's companion plan for an industry-wide audit of TV-sets-in-use moved step closer with announcement that in-the-home pre-testing would begin within 10 days.

Trez was picked by TvB board at meeting in N. Y. Nov. 4 from among 40 applicants who were screened for job. He assumes office Dec. 1, meanwhile plans to pick N. Y. headquarters site and select top lieutenants. After his selection, he told committee he plans to emphasize salesmanship in person vs. salesmanship in print. A native of Willowemoc, N. Y., he was graduated from Hamilton College, joined radio WNBF, Binghamton, as script writer, later worked for Sullivan, Stauffer, Colwell & Bayles and BBDO. He joined ABC in 1948 and had served as director of sales presentations and director of research & sales development for TV-radio before being named radio director last Nov.

Pre-testing for set circulation is being conducted by Alfred Politz Research in several cities. "In the pre-test stage," said Robert D. Sweezy, WDSU-TV, New Orleans, chairman of NARTB circulation implementation committee, "the methodology developed by Dr. Franklin Cawl of N. Y. and approved by the NARTB research subcommittee, chairman named by Hugh Beville, NBC, is to be tested and findings are to be verified against absolute measurements of TV viewing recorded by meters attached to TV receivers in sample homes. It was necessary to work with electronic manufacturers and research laboratories toward the development and purchase of a new type of meter which would record on tape, with fidelity, the exact time during which a set is in use and the channels to which it is tuned."

"Film network" plans of Vitapix Corp. and Guild Films Co. (Vol. 10:44) were ratified by Vitapix stockholders Oct. 30 in Washington. New firm, Vitapix-Guild Programs Inc., was established "to hold current Vitapix properties for continued syndication." Frank E. Mullen, who resigned as pres. & director of Vitapix Corp., was elected pres. of Vitapix-Guild, Washington attorney Horace L. Lohnes and Don Campbell were named v.p.'s, Washington attorney Paul O'Bryan treas., Guild Films gen. counsel Charles B. Seaton secy. New officers of station-owned Vitapix Corp.: Kenyon Brown, KWFT-TV, Wichita Falls, Tex., pres.; Joseph E. Baudino, Westinghouse stations, v.p. (replacing Campbell); O'Bryan, secy. (replacing Wm. Broidy); Charles H. Crutchfield, WBTV, Charlotte, treas. John E. Fetzler remains chairman of Vitapix board, with these newly elected directors: Wm. Fay, WHAM-TV, Rochester; E. K. Jett, WMAR-TV, Baltimore; Edwin K. Wheeler, WWJ-TV, Detroit; Reuben Kaufman, pres., Guild Films. Robert K. Richards, ex-NARTB admin. v.p., has been retained by Vitapix as public relations consultant. Vitapix now has 37 station-stockholders, but board has approved admission of group of applicants, to bring strength to 60 in near future. National film syndication-sponsorship plan is scheduled to get underway within 30 days.

**Voice of Democracy** essay competitions, sponsored jointly by RETMA & NARTB (Vol. 10:38), will get under way as part of National Radio and TV Week, Nov. 7-13. James D. Secrest, RETMA exec. v.p. and chairman of VOD committee, said preliminary reports from participating broadcasters and Junior Chamber of Commerce chapters indicated record number of students would compete. Some 1500 stations will start special instructional broadcasts to students next week as first phase of competitions to be climax by special awards luncheon in Washington Feb. 28.
Telecasting Notes: Nationwide college football on TV—a in NCAA—is a flop, and not likely to be repeated in its present form. ABC-TV's $1,800,000 beaming on the pre-fab football schedule (Vol. 10:40) should be enough to steer other networks away from bidding on any such take-it-or-leave-it plan next year. Last week's game-of-the-week illustrates why national football telecasts—except for unusual top games—are on the way out. Penn vs. Penn State telecast may have made great viewer fare in Pennsylvania, but in Utah it probably left fans as cold as last year's NCAA Thanksgiving Day Classic (Utah vs. Brigham Young) left them in Pennsylvania... Beat bet now is that "revolt" with NCAA over football TV will bear some fruit at assn.'s Jan. convention, as Big Ten continues propagandizing for regional telecasting and Notre Dame keeps plugging for unrestricted TV... Also on way out is NBC-TV's Canadian pro football series Sat. afternoons (sustaining). Again, the problem is no "rooter interest"—combined in this case with difficulty of following the Canadian rules... Because of TV, Bing Crosby discards half-hour weekly radio format in favor of 15-min. daily show, CBS-Radio executives explaining such a format is more conducive to listener habit-forming, as opposed to "complicated TV schedules—what with the 'spectaculars' coming on once a month"; also it's easier to sell 15-min. show... New round of price hikes for TV film predicted in Nov. 2 Billboard as result of shortage of technicians and studio space and higher prices now demanded by name actors... Recent British films may be on way to TV here, with Elliot Hyman reportedly closing $500,000 deal for U. S. theatrical and TV rights to 20 features owned by bankrupt British Lion... Sheldon Reynolds, TV producer, to make 3 full-length theatrical features in Europe next year for showing in U. S., first to be titled Foreign Intrigue, based on his TV series; already 3 Foreign Intrigue TV films have been combined as a theatre attraction and successfully exhibited in Britain, France & Denmark... High audience ratings of its Million-Dollar Movie series, which shows same feature film 16 times a week (Vol. 10:37), led WOR-TV this week to buy new package of 56 first-run film features from Elliot Hyman's Associated Artists Productions—some for showing on Million-Dollar Movie, others on new daytime segment now under consideration... First ratings for 4-network Light's Diamond Jubilee Oct. 24 averaged 55,5 in 10-city Trendex survey—lower than ratings sometimes racked up by single-network top shows... "Giggle-box," or canned laugh track, deleted from filmed Dear Phoebe (NBC-TV) by sponsor Campbell Soup Co. "to test audience reaction"... Recommended reading: George Rosen's "TV Scorecard: Hits & Misses," subhead "Appraising the '54-'55 Season"—and doing just that for the rival network shows, day by day—in Nov. 3 Variety... New York Times drops full-week radio log in Sunday edition, substitutes week's "radio highlights," concentrating on TV program listings... Nashville newspapers claim that, since institution of fee system for printing TV-radio logs, listings are more complete and accurate while program display advertising has increased; flat fee, bitterly fought by stations, is supposed to cover printing production cost... Using TV to boost TV, Sterling C. (Red) Quinal, v.p. of WBKB, Chicago, delivers "institutional" messages in 30-min. programs on own station Nov. 6, 8 & 11 to explain station's daytime programming plans... WTRI (Ch. 35) this week moved into new $200,000 studios in Albany from Bald Mt. transmitter site near Troy.

Proposal to sell KJR, Seattle (5-kw, 560 kc) for $150,000 to John F. Malloy & Lester M. Smith, as equal owners, was filed this week with FCC. It cancels proposed $135,000 sale of Theodore Gamble's 90% interest in station to 10% owner C. Howard Lane (Vol. 10:43). Gamble must sell interest in KJR to exercise option to buy ½ of KOMO-TV, Seattle (Ch. 4) & KOMO. KOMO-TV owners (Fisher Flour Mills) protested that sale of KJR to Lane did not comply with option terms because Lane, as well as Gamble, is officer of KOIN-TV, Portland. New sale gives Gamble $135,000, Lane getting $15,000. Malloy, San Francisco TV-radio performer, also operates KVSM, San Mateo, Cal., and owns 10% of KROY, Sacramento, Cal. Smith was San Francisco mgr. for Blackburn-Hamilton until last June, now is gen. mg. of KVSM.

KTVH, Hutchinson, Kan. (Ch. 12), dropped application to merge with radio KFBF, Wichita (Vol. 10:41), after being heard was rejected by KAKE-TV, Wichita. WTRF-TV, Wheeling, W. Va. (Ch. 7), got nod from FCC on sale of WTRF & WTRF-FM to John Kluge for $90,000 (Vol. 10:41). And in order to devote full time to WCAN-TV, Milwaukee, Wis. (Ch. 25), Lou Poller filed application to sell his WPWA, Chester, Pa. (1-kw, 1590 kc) for $187,500 to owners of Delaware River Ferry Co., headed by Leon Cherksey & Louis Kapelski.

President Eisenhower this week set up special Cabinet Committee on Telecommunications Policy & Organization to examine desirability of coordinated govt. policy covering telephonic and telegraphic communications outside this country. ODM director Arthur S. Fleming was designated chairman, with State & Defense Secretaries as members.

Rate increases: WHEC-TV & WVET-TV, Rochester (sharing Ch. 10) add new 8-10 p.m. daily $140 Class AA min. rate; WTVH-TV, Peoria, Ill., raises base hour rate from $250 to $350, min. $50 to $70; KROD-TV, El Paso, $300 to $375 & $60 to $75. KOOL-TV, Phoenix, Ariz. (with $425 base hour rate) and KOPO-TV, Tucson ($200), both controlled by actor Gene Autry, announce new combination rate of $573.75 for Class A hour on both stations.

TV program exchanges with Cuba moved step nearer reality this week when FCC began rule-making favoring AT&T's petition asking use of frequencies in 680-890 mc band to beam signals to Cuba (Vol. 10:40). Commission said authorization is on "an interim basis" and stipulates that no interference be caused to any broadcasting service, including uhf TV stations in the band. Comments on rule-making are due Dec. 3.

Support for Skiatron's subscription-TV petition (Vol. 10:38) was filed this week by grantee KBST-TV, Big Spring, Tex. (Ch. 4), but it asked that permission to use fee TV be extended to small-town vhf stations rather than be limited to uhf as proposed by Skiatron. Favorable comment was also filed by WACH-TV, Newport News, Va. (Ch. 33).

Sales and operating (iesup) of Northern Television Inc., headed by A. G. Hiebert and operating KTV, Anchorage, Alaska (Ch. 11), and planning TV outlet next year in Fairbanks, with Alaska Broadcasting System, headed by Wm. J. Wagner of Seattle and operating 6 radio stations in as many Alaska communities, was announced this week.

Peabody Awards entry blanks and descriptive material available from Dean John E. Drewry, U of Georgia School of Journalism, Athens, Ga.; closing date for 1954 entries is Jan. 10, 1955.

Frank M. Stanton, CBS pres. and Ohio State U graduate, principal speaker at annual convention of Sigma Delta Chi journalism fraternity in Columbus, Nov. 10-13.

Charles C. Collingwood, CBS commentator, this week received Institute of World Affairs medal for distinguished service in the cause of better world understanding.
FIRST UHF SATELLITE permitted under new FCC policy (Vol. 10:32) was granted this week, along with 2 other CPs, while contestants in several hearings talked of mergers to effect quick grants, and uhf grantees here and there tried valiantly to shift to vhf. Week's CPs:

Little Rock, Ark., Arkansas TV Co., Ch. 11; Pasco, Wash., Cascade Bestg. Co., Ch. 19; Bluefield, W. Va., WWHS, Ch. 6. Pasco grant is the satellite, to be owned and fed by KIMA-TV, Yakima (Ch. 29). Plant cost is estimated at $76,604, and yearly operating expenses $25,000 (Vol. 10:38).

There's possibility of grant before long in Milwaukee for Ch. 6 allocated to suburban Whitefish Bay, WISN, WIII and Independent TV Inc. are talking about merger. CBS's purchase of uhf WOKY-TV there (Vol. 10:44) took a lot of fight out of contestants, since they can't look forward to possible CBS affiliation. Talk of CBS buying WSTV-TV, Steubenville, O. (Ch. 9), to cover Pittsburgh area, keeps alive the possibility of mergers on Ch. 4 & 11 in Pittsburgh, though agreement on Ch. 4 fell through last week.

FCC's Broadcast Bureau rarely urges complete reversal of examiner, but it did this week, telling Commission it should give final decision to KFRE over KARM for Fresno's Ch. 12. It argued that KFRE's Paul Bartlett has such a record of community activity that he's more likely to know its needs and that KFRE is not too commercial nor does it discriminate against local advertisers (Vol. 10:37).

FCC's multiple ownership rules, now permitting single entity to own 5 vhf and 2 uhf, were subject of highly skeptical questioning by judges during Court of Appeals argument this week on Storer Bestg. Co.'s appeal challenging the rules. Listening to argument by Storer counsel George Connelly, of Cravath, Swain & Moore, and FCC's Daniel Ohlbaum, judges' critical queries led some observers to bet that they'll throw matter back to FCC and that Commission will lift ownership limit.

If this happens, there's more than slight chance that some "anti-monopoly" firebrands in Congress would try to push through multiple-ownership amendment to Communications Act tighter than anything FCC has ever imposed. Actually, some multiple owners feel that Storer's appeal is stirring up things that were better left alone.

Search for vhf by uhf operators included: (1) Petition of WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 there through complicated reshuffling (see TV Addenda 19-Q) involving some station shifts to adjacent channels, for which it's willing to pay. WBUF-TV wants FCC to issue show cause order designating it for Ch. 8, with site at Golden, N. Y. This would require policy change at FCC, for up to now it has made newly-allocated channels available to all comers, hasn't specified sites for allocations.

(2) Request of KGTV, Des Moines (Ch. 17) that it be permitted to use educational Ch. 11 for at least 3 years, relinquishing it after that if educational grantee comes along and builds. Station reports losses to date range from $3485 to $37,552 monthly. Loss for latest month, Sept., was $10,802.

(3) Petition of WROW-TV, Albany (Ch. 41) for assignment of Ch. 10 to Vail Mills, N. Y. about 20 mi. northwest of Schenectady. Station says it would drop Ch. 41 if necessary to apply for Ch. 10, but removal of "anti-straddling rule" (Vol. 10:43) makes that unnecessary.

Another de-intermixture proposal was turned down by Commission—that of WTVH-TV (Ch. 19) and WEEK-TV (Ch. 43), Peoria, asking removal of Ch. 8. As in several previous cases, FCC noted that applicants have relied on permanence of Ch. 8 to go through hearing and that initial decision has been rendered.

In other allocations actions, Commission started rule-making on request of WTVU, Scranton (Ch. 73) to get Ch. 38 there by substituting Ch. 48 for Ch. 32 in Lack Haven, Ch. 32 for Ch. 38 in Sunbury. FCC also proposed addition of Ch. 7 to Laurel, Miss., and it received petition from grantees WOOK-TV, Washington (Ch. 50) asking shift of Ch. 14 from Annapolis, Md., and that WOOK-TV be given show cause order to move to Ch. 14.

Uhf converters are offered to TV stations for promotional purposes by Industrial TV Inc., Clifton, N. J., at jobber net price of $20.95 for "cavity-tuned" all-channel unit which retails at $39.95. Industrial TV's plan for "seeding" uhf audiences through promotional distribution of converters by stations (Vol. 10:9) will be tested in Asbury Park area, according to jobber sales mgr. Walter V. Tyminski. Station orders for converters are placed through local jobbers who receive "nominal markup" for their services.

TOU UHF TRANSMITTER orders were reported this week by GE. Educational WTYS, Detroit (Ch. 56), due on air "early in 1955," signed contract for 12-kw transmitter, 5-bay helical antenna and complete studio equipment. KQTV, Ft. Dodge, Ia. (Ch. 21), placed order for 12-kw amplifier and GE microwave equipment to link it with network circuits at Des Moines. KQTV's new equipment is due for Dec. 1 delivery, installation by Xmas.

RCA shipped 25-kw transmitter Nov. 3 to KTVK, Phoenix, Ariz. (Ch. 3), controlled by Democratic Gov. elect McFarland, which has Dec. target, and 12 1/2-kw amplifier to WKNB-TV, New Britain, Conn. (Ch. 30).

In our continuing survey of upcoming new stations, these are latest reports from grantees:

WHTN-TV, Huntington, W. Va. (Ch. 13) hopes to be on air "early in 1955," writes v.p. Fred Weber, also pres. of WFPY-TV, Atlantic City (Ch. 46), now off the air. WHTN-TV has applied for change to 1,000-ft. tower at new site 14-mi. SW of city and, as soon as change is granted, plans to begin construction for interim operation at site presently authorized by CP. Rep not yet chosen.

WBCK-TV, Battle Creek, Mich. (Ch. 58), is now "indefinite" about getting on air, according to program direc-
tor Eugene Cahill. Year ago station reported it had installed DuMont equipment, then was delayed by accident when plane crashed into tower (Vol. 9:49), then by demise of city's other uhf, WBKZ-TV (Ch. 64).

WMFJ-TV, Daytona Beach, Fla. (Ch. 2), hasn't set target date, but expects to get on before next July 1, writes owner W. Wright Esch. Make of equipment and rep not reported.

KRGB, El Dorado, Ark. (Ch. 10), is negotiating for change of site and hasn't set target, according to one-third owner William M. Bigley. Make of equipment and rep not reported.

Great variety of subjects in RAC's July-Aug. Broadcast News covers, among other things, a compact color studio, 12 1/2-kw uhf installation of WBRE-TV, Wilkes-Barre, uhf booster of WJTV, Jackson, Miss., closed-circuit operations.

First college-level degrees to be awarded by Capitol Radio Engineering Institute, Washington (Eugene H. Reitzke, pres.) were awarded this week to 11 students; school founded 27 years ago has 500 day, 250 evening, 10,000 correspondence students.
Color Trends & Briefs: One of finest things ever seen on face of a color tube was Mozart's opera *Abduction from the Seraglio*, presented by NBC-TV Oct. 31. Color TV at its technical and artistic best added the final dimension to a work of great musical beauty. Possibly most striking thing about the production was skill with which color was employed—the fine contrast between scenes dominated by brilliant colors and those suffused with delicate pastels. Balance among cameras was most precise, all producing same colors—and registration was maintained about as well as we've ever seen it.

New York music critics treated opera as a major musical event. *Times* Howard Taubman wrote: "There was an unwanted radiance on TV yesterday afternoon. It was shed more by Mozart's music than by the presentation in color, although the latter element was of a high order ... In terms of production, the color made 'The Abduction' something that could compete right now with the best opera houses. The sets designed by Rouben Ter-Arutunian had the appropriate atmosphere and style, and his costumes, executed by Karinska, were handsome." *Herald Tribune*'s Francis D. Perkins devoted column mostly to musical critique, merely noted that "for those with access to color TV sets, the color scheme was atmospheric and effective." *Variety*'s Fred Hift wrote: "The fact that it was also telecast in color gave the occasion another touch of distinction for overall it was a stunning achievement. For the black-&-white viewers, who are the ones that count, 'Abduction' must have shaped as a hour-and-a-half of superb TV entertainment."

* * * *

British color isn't expected to start for about 2 years, but BBC director of TV Sir George Barnes was in U. S. recently studying color among other phases of American TV. Reporter for *New Yorker*, in Oct. 30 issue, says Sir George gives impression he's sure color will spread over world eventually, but quotes him saying: "Extraordinary to think of how much skill and money are being expended in this country on a marvel that the public, so far as one can tell, is perfectly content to be without. At home, still more markedly, people have not yet got over their delight at having TV in black-&-white, and if they look forward to anything, it is to larger screens and a choice of programs." Recommendation on choice of color standards is due from Govt.'s TV Advisory Committee in a year. BBC meanwhile is conducting experiments, some in collaboration with private manufacturers working on color (notably Pye, EMI & Marconi). Annual BBC report for 1953-54 notes that "while substantial progress has been made in developing systems of transmitting TV pictures in colour, no completely satisfactory system from the point of view of a public TV service is yet available in this country."

"Spectacular" sponsor Raymond Spector, in unique position of owning both the client (Hazel Bishop lipstick) and ad agency handling account, called press conference this week to tell that he has talked NBC into cutting program from 90 to 60 min. after first of year, move show from "too big" Brooklyn studios to Colonial Theatre. He also complained of too much ballet and too much emphasis on color instead of program values, said program was going to have even bigger talent "names" though budget would be reduced, paradoxically.

RETMA issues free 41-p. booklet, *Fundamentals of Color TV for Service Technicians*, designed as basis for industry-sponsored lecture program for service clinics. Prepared by RETMA service committee, booklet begins with explanation of color fundamentals and progresses through color transmission system and general organization of color receivers.

Analyzing color status, former FCC economist Dallas W. Smythe, now professor of economics at U of Illinois, in Oct. issue of school's *Illinois Business Review*, says that color is at least 6-12 months from mass market; that no more than 15,000 sets are likely to be sold this year; that "within a year or so after the industry begins set production, color sets will be in mass production, selling in the range of $500-$600, and will be subject to high-pressure merchandising." His summary: "It is expected that color set purchases in the next 5 years will grow less rapidly than did black-&-white in its early years (between 1946 and 1954). However, there may be as many as 5,000,000 sets by the end of 1957, assuming no major depression. The source of color programs will tend to be confined even more closely to network and film than at present. For TV stations, networks and advertisers, color raises a variety of financial and policy issues because of its substantially increased costs. Subscription TV, which has already been seriously proposed by several companies, may be rendered more attractive as a device for broadening the economic base of the industry. Inevitably, color TV will heighten intermedia rivalry for public attention."

Color pictures can be shot on black-&-white film through use of camera and projector accessories now available or rental basis, according to Colorvision Inc., Los Angeles. Quality of projected color pictures at recent Hollywood showing was said to be good, and industry sources speculated that such a process would make possible large savings in film costs and processing time. Colorvision attachment modifies standard 35mm film camera so that it takes 3 simultaneous black-&-white pictures—each containing the picture component of a single primary color. Each picture is 1/4 the size of ordinary 35mm picture. Color filters restore color to picture when it is projected.

Color film scanner was shipped by DuMont this week to WTVW, Milwaukee. DuMont also reports next stations to get color conversion kits for transmitters will be KERO-TV, Bakersfield; KVAR & KPHO-TV, both Phoenix.


Govt. of Colombia announced plans for 14-station TV network to cost $2,500,000. First station—HJRN-TV, Bogota, and satellite in Gauli—went on air last June. Construction of next outlet will begin immediately at Medellin, 350 mi. from Bogota, reported by Siemens & Halske (Germany). Govt. plans to permit commercial use of its TV facilities 2 hours a day. Meanwhile, DuMont announced it has shipped 5-camera chain and complete monochrome film & slide Multiscanner to PRGS-TV, Radio Televisao Tupi, Rio de Janeiro, Brazil.

Commercial TV in Australia has been given green light—a la CBC—with Govt. planning to operate stations, alongside privately owned outlets. First outlets will be in Sydney and Melbourne, one gov't. and one private station in each. Govt. has already asked bids for equipment and hopes to put its first programs on air in late 1955. Australian Broadcast Commission, which controls radio, will operate gov't.-owned stations. There are already more than 100 applications for private stations.

ASCAP TV negotiations settled, 5-year-old All-Industry Local TV Music Committee under General Teleradio's Dwight Martin has been dissolved and $78,500 in contributions refunded to member stations—about 50% of what they put in.

Power increases: WKNX-TV, Saginaw (Ch. 57), Nov. 1 to 207-kw ERP; WTVF, Decatur, Ill. (Ch. 17), Oct. 29 to 12½-kw transmitter.
PIPES CLEAR DESPITE RECORD TV OUTPUT: Beauty of current boom TV market is that inventories at all levels have shown little or no increase in last 2 months. Thanks to extraordinarily high sales, albeit still heavily in low end, record TV production is being absorbed readily, with no jamming of pipelines. Inventories at end of Oct. are estimated at 1,900,000-2,000,000, no higher than at start of year, about 100,000 under June 30 levels and about 400,000 under Oct. 31, 1953.

* * *

Trade is watching inventories closer than ever this year, for it's here that the folly of high production and declining sales is brought home. In fact, many set manufacturers need look no further than last fall-winter for an object lesson in the need to keep sharp eye on pipelines. At that time, they kept producing for inventory rather than for market -- and result was a cutback in first-quarter production this year, to say nothing of price-cutting and lower profits.

TV production continues to break records, meanwhile, going up to 238,784 sets week ended Oct. 29. In preceding week, all-time weekly TV production record was broken with output of 228,298. For first 10 months, TV output is estimated at about 5,525,000, compared to 6,100,000 in first 10 months of 1953.

Radio production totaled 266,796 (97,076 auto), compared to 259,070 preceding week and 234,276 week before. For 10 months, output was 7,700,000 vs. 10,700,000.

* * *

Increase in TV output is apparently divided evenly among the top set makers. RETMA spokesman says no manufacturer has increased his proportionate share of market, while all have boosted their production pace.

There's no complaint about sales at any level. Factory and distributor sales are each running at about 225,000 a week. Retail sales are between 200,000-225,000 a week. Latter figure is so gratifying that dealers have found little reason to air traditional complaints. As NARDA managing director A.W. Bernsohn told us:

"We're grateful for the cold weather that has apparently pushed folks indoors and made them conscious of TV. People are buying first sets, and I hear from our members that there's a nice pickup in second set and replacement buying, too. I'm a little surprised, but pleasantly so, that the recent price increases haven't done much to depress sales. As for color, those fat price tags really seem to be helping black-and-white sales. Now if somebody can do something about discount houses..."

* * *

Trade's hopes for a merry economic Xmas depend to great extent on continuing national economic strength -- and 2 reports by Govt. this week strengthened their hopes. First, Commerce Dept. Office of Business Economics reported that personal income in Sept. was at annual rate of $287.5 billion -- up $2 billion from Aug. rate. Secondly, Federal Reserve Board reported total consumer installment credit rose to $21.3 billion in Sept., a gain of $30,000,000 over preceding month.

Installment credit trends are watched as an indicator of consumer confidence, since economists regard buying on time as index of consumer's willingness to pledge his future income to meet present desires. Thus, modest increase is welcomed.

* * *

RETMA recapitulated 9-month TV-radio production this week in report listing 4,733,315 turned out, compared to 5,524,370 in same 1953 period. Total included 924,311 sets equipped at factory with uhf facilities. In 5-week Sept., new monthly production record of 947,796 was established, including 136,613 uhf sets.

Radio production in first 9 months totaled 7,042,442, compared to 10,149,163 in same 1953 period. Sept. production was 932,323, compared to 785,499 in Aug. and 1,216,525 in Sept. 1953. Here are RETMA's revised TV-radio tables:

- 12 -
| Color Tube-Set Prices Keyed to Demand: |

Color TV is still in "chicken-or-the-egg" stage as far as tube makers are concerned. They're prepared to meet visible demand, but tube and set price reductions await greater public demand and public awaits more persuasive color program fare.

Officials of principal color tube makers RCA and CBS-Hytron are solidly in agreement on that point. Matter of fact, both CBS-Hytron pres. Charles Stromeyer and RCA exec. v.p. W.W. Watts use the "chicken-egg" phrase to describe status.

Watts reports RCA ahead of schedule on production plans, having already sampled industry with 21-in. metal-coned round tubes, continuing pilot production and aiming for substantial rate beginning next year -- but everything geared to demand.

"I'm very optimistic about our ability to produce the tube," he said. "The shrinkage (reject) rate is quite satisfactory. By far our major problem is getting a good black-&-white picture on the tube. It's far more difficult to do that on a 21-in. than with a 15-in., but we're learning how to do it better every day."

Many set makers are working with tube, Watts said, and many have been sampled with special components for 28-tube circuit demonstrated by RCA (Vol. 10:38). RCA is sticking with metal-coned round tube, has no immediate plans for all-glass or rectangular tubes. Price remains $175 to set makers.

Stromeyer reports CBS-Hytron has cut back estimates of production for this year from original 40,000-plus to less than 30,000, largely because principal customer Motorola has lowered its sights from original 25,000 -- first to 20,000 then to something less (Vol. 10:44).

"The interest of set makers is improving, nevertheless," he said. "They're talking more optimistically now, but it will take some months for them to move."

CBS-Hytron plans 22-in. glass rectangular, in addition to present all-glass 19-in. round tube, but gives no date for its introduction -- though there are reports it's due shortly. Stromeyer hopes it "will clear the air," stating that RCA's first announcement of 21-in. confused set makers at time CBS-Hytron introduced its 19-in. Production techniques improve constantly, he said, and production remains contingent on public demand which must be whetted by more and better color programs.

**PRODUCTION**

<table>
<thead>
<tr>
<th>Total TV</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>420,571</td>
</tr>
<tr>
<td>February</td>
<td>426,933</td>
</tr>
<tr>
<td>March</td>
<td>599,606</td>
</tr>
<tr>
<td>April</td>
<td>457,608</td>
</tr>
<tr>
<td>May</td>
<td>396,287</td>
</tr>
<tr>
<td>June</td>
<td>544,142</td>
</tr>
<tr>
<td>July</td>
<td>306,985</td>
</tr>
<tr>
<td>August</td>
<td>633,387</td>
</tr>
<tr>
<td>Sept.</td>
<td>947,796</td>
</tr>
<tr>
<td><strong>TOTAL</strong></td>
<td><strong>4,733,315</strong></td>
</tr>
</tbody>
</table>

**RADIO PRODUCTION BY TYPES**

<table>
<thead>
<tr>
<th>Home Sets</th>
<th>Portables</th>
<th>Clock</th>
<th>Auto</th>
</tr>
</thead>
<tbody>
<tr>
<td>27,036</td>
<td>46,571</td>
<td>159,932</td>
<td>394,442</td>
</tr>
<tr>
<td>123,063</td>
<td>98,275</td>
<td>105,933</td>
<td>331,961</td>
</tr>
<tr>
<td>664,110</td>
<td>206,130</td>
<td>119,863</td>
<td>370,249</td>
</tr>
<tr>
<td>165,947</td>
<td>175,242</td>
<td>73,590</td>
<td>330,989</td>
</tr>
<tr>
<td>173,480</td>
<td>174,235</td>
<td>57,370</td>
<td>316,519</td>
</tr>
<tr>
<td>226,350</td>
<td>141,940</td>
<td>132,688</td>
<td>336,733</td>
</tr>
<tr>
<td>150,002</td>
<td>39,447</td>
<td>57,100</td>
<td>191,512</td>
</tr>
<tr>
<td>280,607</td>
<td>74,713</td>
<td>155,171</td>
<td>275,008</td>
</tr>
<tr>
<td><strong>355,499</strong></td>
<td><strong>76,271</strong></td>
<td><strong>207,226</strong></td>
<td><strong>296,327</strong></td>
</tr>
</tbody>
</table>

**1,033,470**

**2,096,379**

**7,042,442**

**1,068,853**

**2,843,740**

RETMA wins grand prize of American Trade Assn. Executives, presented annually to a trade assn. for outstanding service to its industry and public, for its role in adoption of NTSC color standards. Documented presentation of subject to ATAE was under direction of RETMA exec. v.p. James D. Secrest. Award will be presented Nov. 8 at ATAE convention at Statler Hotel, Los Angeles, to be accepted by RETMA west coast director Joseph Peterson. In 1951 RETMA and NARTR were joint winners of ATAE award of merit for sponsorship of Voice of Democracy essay contest.

West German TV set production will reach 140,000-150,000 for 1954, may go as high as 200,000-500,000 next year, according to special West Germany section of Oct. 20 N. Y. Journal of Commerce. There are 20 TV factories in West Germany, says the Journal, and retail TV prices there begin at $166.

Phonographs are owned by about 50% of U. S. families, and of that group only 26% buy at least one record a year, according to survey made for Columbia Records and disclosed last week to Record Dealers Assn. of Massachusetts by Columbia's Milton Selkowitz. He said survey, by unidentified company, shows appliance stores losing volume on record sales, while dept. stores and specialty shops hold their own.

UHF brings back FM: Granco Products Inc., 36-17 26th Ave., Long Island City, announces FM-only table model radio to list at $29.95. It's PM-band adaptation of "coaxial tuning" principle used in Granco uhf converter.

Kaye-Halbert resumes TV production, limited by order of creditors to 1000 sets a month while operating under Chapter XI proceedings, on new line ranging from 21-in. mahogany table model, $190 to 27-in. blonde console, $620.
Topics & Trends of TV Trade: Discount house operations, sore point of TV-radio-appliance trade in many major markets, currently account for annual volume of $25 billion, or 18% of all retail trade. That's startling conclusion of report this week of U.S. Chamber of Commerce's domestic distribution committee, based on survey of a national panel of 100 unidentified top executives in retail, wholesale and service fields—including TV-radio-appliance representatives.

NARDA managing director A. W. Bernsohn said he questioned validity of the Chamber's figures. He said NARDA had tried many times to evaluate extent of discounting in TV-radio-appliances but had never been able to agree on an accepted definition of a discount house. He said there were various shadings of discounting in many retail operations.

Chamber's report said retail discount houses generally were outlets operating in low-rent premises, where customers select their own merchandise, pay cash and carry their purchases away. Because of the low operating costs, report added, discount retailers boast they can undersell the more orthodox type of retailer by a wide margin.

About 70 of the executives said they were personally faced with competition from discount firms. As to what they planned to do about it, approximately 50% said they were adopting stronger, competitive merchandising tactics, such as more promotions, use of brand names, better service, more aggressive salesmanship, and use of better merchandise. About 40% indicated they wanted their suppliers to cut off merchandise to discount houses; about 25% said they would discontinue using "price football" brands; 16% said they would aim for exclusive territorial franchises; 15% said they would ask newspapers and other media to refuse price cutting ads from discount house operators. Only about 15% said they were cutting prices themselves to meet competition.

Chamber emphasized it was taking no stand in controversy, and that report was for information only. At recent Atlanta conference, its domestic distribution committee agreed almost unanimously to continue its hands-off policy (Vol. 10:44).

* * *

Mergers of manufacturers, heretofore relatively uncommon in TV-radio field, are apparently on increase, in wake of disclosures this week that Sylvania was negotiating to purchase National Union Electric Corp., Hatboro, Pa. (tubes) and that Motorola had bought Lee J. Drennan Inc., Arcade, N. Y. (auto radio tuners). Neither Sylvania chairman Don G. Mitchell nor National Union chairman C. Russell Feldmann would officially confirm purchase report, but announcement should be forthcoming in week or 10 days. One factor holding up transaction is study of possibility that Justice Dept. might interpret purchase as "lessening of competition" in tube production. On Jan. 1, Motorola takes over Drennan firm, which has been a major supplier of Sylvania, and is considering retooling to expand production of TV-radio components.

Warren B. Burgess, 60, pioneer in radio engineering and scientist at Naval Research Laboratory for 31 years, died Nov. 2 in Washington after 5-month illness. An electronics consultant, he was considered a leading authority on radio direction finders.

George W. Pongonis Jr., Philco engineer attached to Navy's Bureau of Ships, was among the 42 missing on Super-Constellation out of Patuxent Air Station, Md., and presumed lost at sea this week on flight to Azores.

Frank G. Gracyk, purchasing agent of Quam-Nichols Co. (speakers) and veteran of 22 years with firm, died of heart attack Oct. 26.


Financial & Trade Notes: Big J. Arthur Rank Organization, at recent annual meeting of its Odeon Theatres Ltd. and subsidiary companies in London, reported Odeon's trading profits for year ending last June 26 reached all-time record of £7,705,484 vs. £6,837,496 in preceding year. Net profit after all charges, including £2,259,474 in taxation, or about 59% of net, was £1,031,080 vs. £1,190,523. (British balance sheets do not disclose gross sales or income figures.)

The Rank group includes Gaumont-British, British Optical & Precision Engineers Ltd. (equipment), Cinema-Television Ltd. (instruments), British & Dominions Film Corp., Bush Radio Ltd. (TV-radio) manufacture, Theatre Publicity Ltd. and other companies devoted to screen advertising, plus various other subsidiaries.

On the encroachments of TV, Mr. Rank took the view: "The present and potential competition of television must not be underrated. We shall continue to combat this formidable competitor, and our success must depend on the entertainment value of the films we show in the theatres." As to upcoming sponsored TV: "I doubt if we shall feel the effect of sponsored TV during the coming year, but I should say that whilst it will undoubtedly increase competition in that it will give an alternative programme to the viewing public, nevertheless I am confident that the entertainment which this industry has to offer is far greater than that which TV can offer now, or in the foreseeable future."

Magnavox earned $332,000 (44c per share) in quarter ended September 30, way down from $923,353 ($1.22) in corresponding period year ago. Sales figures were not disclosed. Chairman Richard A. O'Connor attributed decline "almost entirely to the sharp drop in shipments of military equipment and to disproportionately high starting cost of launching the new Magnavox TV lines, all of which was written off during the quarter." He indicated that earnings for the quarter should not be construed as pattern for balance of year. Pres. Frank Freimann, reporting backlog of orders exceeded $30,000,000 at end of quarter, said TV-radio-phono sales in current fiscal year ending July 30, 1955 should exceed the record $82,974,450 and earnings should approximate the $2,012,530 ($2.77) of preceding fiscal year. He said Oct. TV shipments were 100% ahead of Oct. 1953.

Magnavox, he reported, would introduce a 21-in. color set next spring: "It is expected that color TV will get a modest start when the new 21-in. color tubes become available in production quantities next spring. They will still be high priced and in the limited luxury market class. It is unlikely that the industry will produce over 300,000 receivers during 1955. Because Magnavox sells primarily through those stores which have best access to the luxury market, it expects to do exceptionally well in color TV sales."

Tung-Sol proposes issuance of 100,000 shares of $50 par convertible preferred stock to expand tube production. In statement filed with SEC this week, chairman Harvey W. Harper said "over 50%" of proceeds will be used to set up color tube production facilities. Tung-Sol earned $1,478,493 ($2.51 a share on 565,526 common shares) on sales of $28,103,964 in 36 weeks ended Oct. 2, compared to $1,423,284 ($2.46 on 554,051 shares) on $30,464,729 in corresponding period preceding year.

Sentinel Radio earned $3457 (1c per common share) on sales of $7,290,824 in 6 months ended Sept. 30. Comparison with same period year ago wasn't available, but for fiscal year ended last March 31, earnings were $151,301 (10c) on sales of $13,541,962.

Among officers' and directors' stock transactions reported by SEC for Sept.: Gordon T. Ritter bought 100 Arvin, holds 724; Malcolm F. Ferguson bought 200 Bendix Aviation, holds 1463; Dr. W. R. G. Baker bought 2316 GE, holds 4836; John W. Belanger bought 1125 GE, holds 5026; Arthur F. Vinson bought 690 GE, holds 1837; Wm. C. Wichman bought 1095 GE, holds 2790; Walter E. Green bought 3400 General Precision Equipment, holds 3685; Earle G. Hines bought 200 General Precision Equipment, holds 800; Hermann G. Place bought 55,000 General Precision Equipment, holds 25,000; Joseph C. Chapman, thru C. G. Collings & Co., bought 1884 TV-E-Circuit Breaker, sold 2183, holds 1830; Harry A. Ehle sold 500 International Resistance, holds 17,000; Richard A. Wilson sold 200 Magnavox, holds 200; Leslie J. Woods sold 100 Phileco, holds 7893; E. W. Engstrom bought 100 RCA, holds 400; Robert E. Peterson sold 137,355 Standard Coil, holds none; E. D. Blasier sold 125 Westinghouse, holds 653; L. E. Osborne sold 721 Westinghouse, holds 3143."

Theatre TV is again touted by exhibitors as an offset to what they regard as renewed threat—possibility of subscription TV (Vol. 10:43). During Chicago convention of Theatre Owners of America this week, theatre-TV committee co-chairman S. H. Fabian and Mitchell Wolfson (latter owning WTVJ, Miami) issued this high-flew statement: "Unable to overwhelm us with the powerful initial onslaught, TV is raiding our vaults for star product of yesteryear and organizing a deep flanking movement to disrupt our source of picture supply and immobilize our patrons in their homes through metered TV. We have the weapon for a powerful counterattack but are exceedingly slow in developing its mighty potential. For additional revenue and for recouping the patronage taken from us by the lure of 'free' entertainment, closed circuit TV is a reinforcement which can advance us to a new era in the history of the theatres."

Edwin D. Martin, Martin Theatres of Georgia, which owns 75% of WDAK-TV, Columbus, Ga., and 35% of WJBF, Augusta, elected pres. of Theatre Owners of America at Chicago convention this week, succeeding Walter Reade Jr., Walter Reade Theatres and WRTV, Asbury Park, N. J., who becomes chairman, replacing Alfred Starr, Nashville. All other officers were re-elected, including v.p.'s Myron Blank (32% of KCRL-TV, Cedar Rapids, Ia.), John Rowley (33% of KWFT-TV, Wichita Falls, Tex.), A. Julian Brylawski, Roy Cooper, Pat McGee, Albert M. Pickus; secy., Robert R. Livingston; treas., S. H. Fabian. Mitchell Wolfson, former TOA pres., owner of Wometco Theatres and WTVJ, Miami, was elected chairman of finance committee.

Schine theatre chain and subsidiary organizations are scheduled for trial in Buffalo district court Nov. 22 for contempt of court in allegedly failing to comply with 1949 anti-trust decree (Vol. 10:11). Schine chain holds 55% of grantee WPTR-TV, Albany (Ch. 25) and 50% of grantee WRNY-TV, Rochester (Ch. 27).

Closed-circuit TV enabled Britain's Queen Mother Elizabeth to address overflow crowds Oct. 30 at Columbia U bicentennial dinner and Nov. 3 at dinner of English Speaking Union, both at New York's Waldorf-Astoria Hotel, using Theatre Network TV facilities.

"Biggest closed-circuit business meeting yet" will be General Motors' Nov. 22 show celebrating the manufacture of 50,000,000th GM car. It will be televised to hotels in 51 cities, audio-only wired to another 14, through TNT.

Unique community system receiving antenna is that of Muscle Shoals TV Cable Co., Muscle Shoals, Ala., installed by Jerrold—a 1/2-ton horn, 60-ft. long, with 26x22-ft. opening, designed for reception of Birmingham's Ch. 6 & 13.
PROBABLE LINEUPS of Senate and House Interstate & Foreign Commerce Committees, which have jurisdiction over most TV-radio matters, in coming 84th Congress (see story on p. 1):

Senate (if Democrats hang on to their plurality)—Warren G. Magnuson (D-Wash.) will be chairman, replacing John W. Bricker (R-Ohio). Democrats probably will add 2 members to Committee, one of whom will replace former Chairman Johnson, governor-elect of Colorado. Mentioned as possible Democratic additions: The “veep” from Kentucky, Alben Barkley, who was member of old Interstate Commerce Committee when he last served in Senate, is considered good friend of TV industry—once had own TV program; Estes Kefauver (D-Tenn.) and Lister Hill (D-Ala.), both of whom previously served on Committee.

If there is communications subcommittee, it may be headed by Sen. Pastore (D-R.I.), ranking Democrat on subcommittee headed by Sen. Potter (R-Mich.) in 83rd Congress. At staff level, Edward S. Jarrett, Committee employee for 11 years, is expected to resume old post of chief clerk, replacing Bertram O. Wissman, a Bricker appointee.

House—J. Percy Priest (D-Tenn.), chairman, replaces Charles A. Wolverton (R-N.J.). Democrats probably will name 5 new members to Committee, and some current Republican members may be removed. Committee will probably be divided into standing subcommittees, Rep. Oren Harris (D-Ark.) possibly heading communications subcommittee. Harris headed special subcommittee which probed TV programming in 1952 and was most active House Democrat on Senate-House conference committee which ironed out differences between the 2 versions of McFarland Act amending Communications Act in 1952.

Both committees will have influential Democrats among their membership. Senate Committee will include majority leader Lyndon B. Johnson (whose wife owns KTBC-TV & KTBC, Austin, Tex.) and majority whip Earle C. Clements (Ky.). House Committee Chairman Priest is due to be named House majority whip.

No member of either committee was defeated for re-election, although these did not run: Senate—Sen. Johnson (D-Colo.), who ran for governor; Sen. Bowring (R-Neib.) who was appointed to fill vacancy and will be replaced in Senate by Mrs. George Abel for 2-month term beginning Nov. 8. House—Rep. Crosser (D-Oio.), who was not renominated; Rep. Warburton (R-Del.) who ran unsuccessfully for Senate.

Future of educational TV in Wisconsin was thrown into doubt this week as result of referendum defeating proposal to use state funds for educational TV stations. National educational leaders believe next move will be for state to withdraw its applications for educational reservations, paving way for grant to Board of Vocational Education of non-commercial Ch. 10 in Milwaukee. Board uses no state funds. In addition, operation of educational WHA-TV, Madison (Ch. 21) beyond next June 30 was jeopardized by vote, since station is dependent upon state appropriation. It was pointed out that measure was approved in Madison, only city where residents have had opportunity to watch educational station.

Ernest W. McFarland, former Senate Democratic leader and chairman of Interstate & Foreign Commerce Committee, defeated GOP incumbent Howard Pyle for Arizona governorship. McFarland owns 40% of Phoenix Ch. 3 grantee KTVK. Before going into politics, Pyle was commentator and program executive of radio KTAR, Phoenix, which now owns KVAR (Ch. 3), and he has said he will return to radio.

Another govt. witness who refused to testify was produced by FCC attorneys as the Edward Lamb communiqué hearing resumed Nov. 4 for 2-day stand. After closed conference between examiner Herbert Sharman and attorneys for both sides, witness was excused. He was identified as Joseph Friedman, and attorneys said he refused to answer any questions, pleading 5th Amendment. Last week, FCC witness identified as Max Wall also took refuge in Constitutional protection against self-incrimination (Vol. 10:44). FCC’s second witness this week, Paul Prosser, who identified himself as member of Toledo Communist Party executive committee from 1939 to 1942, said Lamb’s name was once put on list of persons “subject to touch” for contributions to send delegates to Ohio Communist meeting in 1939. Under cross-examination by Lamb attorney Russell M. Brown, he said he did not know whether Lamb ever made a contribution to a party cause, and that there was a “possibility” that he was mistaken in saying Lamb’s name even was on the list.

Week’s final witness was Mrs. Lourine King, who said she once was Communist in Toledo and corroborated testimony of Ernest Courey—an earlier witness—that he joined party as undercover agent for private detective agency (Vol. 10:40), but contradicted his statement that she went with him to solicit Lamb for contribution. At outset of Nov. 5 hearing, Examiner Sharman cautioned attorneys not to talk to him during recess, since such actions apparently “threw some doubt” on his impartiality. Hearing goes into 8th week next Monday.

Private microwave policy change, proposed by FCC recently to ease network costs (Vol. 10:38), has drawn several supporting comments from small stations in advance of Nov. 8 deadline for statements. WGLV, Easton, Pa. (Ch. 57), now operating one-hop microwave to relay New York signals, told Commission it built setup for $16,800, operates it for $175 monthly, while AT&T estimates its facilities would cost $4000 monthly. Station reports losing $20,000 a month. KUDUB-TV, Lubbock, Tex., planning to build KPAR-TV, Sweetwater, as quasi-satellite, says AT&T would charge $3500 monthly, whereas station could build own relay for $18,000, operate it for $450 monthly. Phone company charges, it stated, would mean abandonment of plans to build in Sweetwater. KXJX-TV, Valley City, N. D. and KCJB-TV, Minot, said AT&T rates are “absolutely prohibitive.” KFXJ-TV, Grand Junction, Colo., reported phone company wanted minimum of $10,000 for 7 days of World Series. Others supporting policy change in similar vein: KVAR, Phoenix; KIVA-TV, Yuma, Ariz.; KBKX-TV, Bakersfield, Cal.; WEAU-TV, Eau Claire, Wis.

New “L-3 Carrier” coaxial cable was placed in service Nov. 1 between Miami and West Palm Beach, Fla. With bandwidth double that of conventional video channels, L-3 system makes it possible for pair of tubes to carry 2 TV programs and 600 phone conversations simultaneously. It’s first of kind to be used for TV, will provide one northbound and 3 southbound TV channels over the 70-mile route. AT&T also announced Nov. 1 that it connected to its network facilities KSWM-TV, Joplin, Mo. and WSAZ-TV, Huntington, W. Va. (replacing private link). Next on AT&T’s interconnection schedule: WBWN, Bloomington, Ill., Nov. 8; KTRK-TV, Houston, Nov. 20.

Proposal to curb TV-radio broadcasts of major league baseball games will be considered at minor league convention in Houston, Nov. 28-Dec. 3. If approved, it will be submitted to major league meeting Dec. 6-8 in New York. TV-radio proposal, as released this week by minor league chief George M. Trautman, would ban major league teams from broadcasting or telecasting their games beyond 50 miles from their own ballparks—except that no restrictions would be placed on unsponsored broadcasts.
SALE OF DuMONT NETWORK NOT YET DECIDED: Last week's heavy crop of dope stories about prospective sale of DuMont Network to ABC, and of its WDTV in Pittsburgh to Westinghouse, did have substance after all -- despite denials and the refusal of both Dr. Allen B. DuMont and AB-PT pres. Leonard F. Goldenson to comment.

"ABC has terminated the discussions," Goldenson told us Friday -- but he would say no more. Dr. DuMont would only repeat what he has often stated, that approaches have been made from time to time concerning the sale of the network and the Pittsburgh station but that "there is nothing new to tell."

All of which adds up to growing conviction within the industry that only the details need to be worked out before DuMont disposes of its admittedly very unprofitable network -- whether to up- &-coming ABC-TV, which would take over its realty and program properties and scrap the network, or to someone else.

It's also believed to be only a matter of time before DuMont's highly profitable Pittsburgh station on Ch. 2, as yet the only vhf in city and reputedly earning well over $2,000,000 a year, will lose its valuable CBS & NBC if not its ABC affiliation (it has all 3, besides DuMont). Hence belief WDTV inevitably will be sold -- either to Westinghouse or to someone else.

* * * *

Dr. DuMont is being pressured by 2 schools of economic thought as he eyes an excellent position in the manufacturing field, which shows an improving balance sheet, as against a deteriorating network profit-&-loss position due to intensified competition and mounting costs.

One school holds there's not enough room for a fourth national TV network, not enough stations to clear time for such sponsors as may be willing to buy -- and the fact is that DuMont from the start has been running a very poor fourth to CBS, NBC & ABC (for latest PIB figures, see p. 14, Vol. 10:44).

The other holds that, primed with enough risk capital and given enough time for more local stations to come into being, DuMont could establish itself as a real competitor. It takes a lot of money, though, for the risk element in show business is enormous. Financial people have been reluctant to venture into DuMont up to now because of (1) doubts about feasibility of a fourth network, and (2) hesitancy about getting involved in a corporate "family situation" wherein the Paramount Pictures people, owning 25.5% of DuMont stock by virtue of a shrewd pioneering investment, are at constant loggerheads with Dr. DuMont and his controlling group.

Dr. DuMont's control is believed to be strong enough, however, to swing any good deal for his stockholders if he can turn a losing property into a nice capital gain while at the same time maintaining the flourishing manufacturing business.

The argument that radio has 4 national networks -- ergo, TV should be able to support as many -- is dashed by fact that TV is an undoubted competitor of radio; that the radio networks are slipping gradually while 3 of the TV networks go up;
that the broadcasting business operates at a much lower dollar income-&-outgo standard than does TV. Telecasting is distinctly a blue-chip game.

Acquisition of DuMont by ABC would rid that not-too-high-ranking third network of an intense competitor for sponsors and time clearances (CBS & NBC, both practically sold out, more or less offsetting one another); would give ABC some valuable studio property in N.Y., most of which it really doesn't need but all of which ought to be readily salable; would bring to ABC certain show properties it might welcome, like Admiral-sponsored Bishop Sheen program, pro football and a few others; would tend to give ABC sponsors reader station time clearances in certain cities.

* * * * *

Part of the bogged-down deal, it's understood, contemplated a switch of the DuMont-owned WMAL-TV -- DuMont continuing ownership of the reputedly profitable capital outlet. DuMont would retain WABD, New York, which is also a money maker per se, its Ch. 5 giving it exceptional metropolitan area coverage. WABD management thinks it could continue turning a good profit even as an independent. In any event, there's no disposition to sell either the N.Y. or Washington station, and ABC couldn't buy them anyhow since it already owns allowable limit of 5 vhf (including own in N.Y.).

Westinghouse has often sought to buy the pioneer Pittsburgh outlet, one of best money makers in the business from its very inception in 1949 when Dr. DuMont plunged where neither Westinghouse, CBS nor local radio interests were willing to venture. Others have tried to buy it, too, including CBS. Despite denials it's not in current negotiation, it would not be surprising if Westinghouse is still after it -- for Pittsburgh is home of Westinghouse, city where its world-famous KDKA pioneered radio broadcasting. Having paid Philco $8,500,000 for WPTZ in Philadelphia last year, scuttlebutt has it that Westinghouse has offered upwards of $10,000,000 for WDTV.

All kinds of parlays are under way for new Pittsburgh vhf coverage, for both CBS & NBC make no bones about their unhappiness over split affiliations on the city's sole vhf. ABC also would like an exclusive affiliation, which may have been one of the stumbling blocks to a deal in the latest negotiations.

Westinghouse presumably would affiliate it exclusively with one or the other, possibly NBC if there's anything to unverifiable rumor that NBC is considering swap deal whereby it acquires ownership of WPTZ, Philadelphia, in exchange for its WNBK, Cleveland. CBS currently is supposed to be acquiring WSTV-TV, Steubenville, Ohio (Ch. 9) for purpose of developing it as a Pittsburgh market station.

* * * * *

Whether Congress and Dept. of Justice would smile on ABC purchase of DuMont Network, because of diminished competition, is highly conjectural. But they could not force its retention as a losing proposition. Best hope of those who would like to see continued 4-network competition is that (a) DuMont finds a way to make the network operation profitable enough for his stockholders to insist upon keeping it, or (b) a buyer appears who is willing to pump money into such a tough competitive scramble. At the moment, both prospects would appear dim.

**TULSA & GREAT BEND STARTERS, 416 ON AIR:** Unless a lot more go off the air, which we don't anticipate, it's likely 1954 will end with about 435 stations on the air -- far fewer than predicted. That would mean a net of only around 80 new stations for the year, after allowing for the 31 which have quit so far -- far fewer than the 231 starters of 1953 (Vol.10:1). While 196 CPs are outstanding, 27 of them educational, there's generally no great hurry to build, especially on the part of the 129 uhf CP holders, and in fact many will never be built.

About 20 more stations in the remaining 7 weeks of this year is a fair calculation from our carefully kept records of upcoming stations. This week 2 more vhf took to air, bringing on-air total to 416, of which 119 are uhf. Week's starters:

KV00-TV, Tulsa (Ch. 2), where pre-freeze KOTV (Ch. 6) and uhf KCEB (Ch. 23) are in operation, warmed up with low power Nov. 10, is all set for regular test patterns starting Nov. 15, goes commercial Dec. 5 as basic NBC. Interim visual power is 22-kw, with temporary 200-ft. tower on Big Heart Mt. Next March or April, 35-kw
GE plant will enable it to go to maximum 100-kw with 1152-ft. Blaw-Knox tower. Principals are oilmen Wm. G. Skelly, 38.87%; Sen. Robert F. Kerr, 27.89%; his brother Travis M. Kerr, 6.86%; Harold C. Stuart, ex-Ass. Secy. of the Air Force, now Washington & Tulsa attorney, 12%; Dean A. McGee, ex-KRMG (which had to be sold), 7.41%; Tulsa U and Oklahoma A&M, each 1.55%. C.B. Akers, ex-WEEK-TV, controlled by Kerr family, is gen. mgr.; Russ Lamb, ex-KMBC-TV, Kansas City, sales mgr.; Wm. Sadler, ex-KTVH, Oklahoma City & WFAA-TV, Dallas, program director; John Bushnell, ex-KV00-AM, chief engineer. Base hour rate is $700. Rep is Blair.

KCKT, Great Bend, Kan. (Ch. 2), located in exact center of state and advertising itself as "Kansas' most powerful TV," began testing this week end, goes commercial Oct. 18 as NBC outlet. It uses 35-kw GE transmitter and 1019-ft. Emisco tower with 6-bay antenna. In rich oil and farm area, it's 50 mi. from Hutchinson's KTVH (Ch. 12), 91 from Wichita's KAKE-TV (Ch. 10) and KEDD (Ch. 16). Heading ownership group is appliance dealer E.C. Wedell. Des Ware, ex-KXLW, St. Louis and owner of new KLPW, Washington, Mo., is v.p.-gen. mgr.; Otis Cowan, sales mgr.; Ben Butler, production mgr.; Ken. H. Cook, chief engineer. Base rate is $200. Rep is Bolling.

McCONNAUGHEY CHANCES SLIM THIS SESSION: Democrats seem determined to block Senate approval of President Eisenhower's appointment of George C. McConnaughey as member (and chairman) of FCC -- at least until next Jan., when they will control Congress -- despite Senate Commerce Committee endorsement this week.

Opposition to appointment stemmed from policy decision Oct. 9 by Democratic Policy Committee not to permit confirmation of any important appointments during the lame-duck Senate's current McCarthy censure session. That the Democrats intend to back up this policy was demonstrated Nov. 11, when an objection by minority leader Lyndon Johnson (D-Tex.) blocked Senate action on McConnaughey, despite the urging of Chairman Bricker (R-Ohio) of Commerce Committee (Vol. 10:45).

Committee's approval of appointment came Nov. 11, by 7-0 vote. The split was straight party-line, 7 Republicans voting for approval but 7 Democrats abstaining. Actually, only 8 members attended (6 GOP, 2 Democrats), the others voting by proxy.

McConnaughey was questioned by Committee 2 days earlier in evening session, during which Democrats pleaded for further hearings on the former Renegotiation Board chairman. Democrats questioned him closely about newspaper reports that he had been named by GOP to dispense patronage at FCC (which he denied), his views on uhf problem (which he said he is studying) and his onetime legal representation of an AT&T subsidiary in a local rate case. (For account of hearing, see p. 4.)

STATIONS CALL PRIVATE MICROWAVES 'VITAL': That proposed change in network facility policy -- FCC's indication that it might be more generous to small hinterland TV stations desiring to build own network spurs (Vol. 10:38) -- was greeted with hosannas by some 40 stations and manufacturers filing comments this week. At same time, AT&T and independent phone companies warned against change, pointed to rapid growth of networking to date under aegis of common carriers.

Bulk of comments came from hard-pressed telesackers, many of them uhf, who are unable to get live network programs because sponsors and networks deem Bell System cable charges too high for audience to be gained.

Gist of their comments is claim that they're willing and able to build own facilities to get network shows -- at no cost for cable to sponsor or network. Many asserted that network programs mean life or death to them, but that phone company charges would be prohibitive. (For summary of pertinent comments, see p. 5.)

FCC's existing policy is to permit stations to build own microwaves only when AT&T can't supply facilities in "reasonable" time. In addition, FCC warns stations they must drop own microwaves when AT&T does come along. Under those conditions, it has granted quite a few private facilities, including one this week to KIEM-TV, Eureka, Cal. -- for 130-mi. link with Medford, Ore.

When FCC initiated its policy "review," it indicated that for first time it was willing to consider economics involved, regardless whether or when AT&T could provide service. Commission opened door only a crack, however, stating it was con-
cerned only with stations "located in relatively small communities which are at a distance from program service points."

There's better than even bet FCC will do something toward easing cable costs of hard-pressed stations. Proposed policy change was adopted unanimously -- though neither of its common carrier experts (McConnaughey and Doerfer) was on hand at the time. Industry is anxious to find where the two stand on subject.

Relief could come in other forms. It's been mentioned, for example, that AT&T might offer stations several classes of service of lesser quality than its present single "gold-plated" service -- at prices approaching stations' costs of building and operating own private facilities.

McConnaughey nomination became something of a political football this week, with Chairman Bricker (R-Ohio) and Republican members of Commerce Committee trying to push approval through Senate while GOP still controls it, and Democrats equally determined to block Senate consideration until they take over the reins next January (see p. 3).

Bricker had scheduled hearings on McConnaughey, whom he described as a "life-long friend," for 10 a.m. Nov. 9—but they were abruptly postponed to 5:30 p.m. same day. Senate Democratic Policy Committee met meantime, formulated its stand against confirmation of any "important" appointments during current session, with minority leader Lyndon Johnson (D-Tex.) specifically mentioning the FCC nomination.

Republicans outnumbered Democrats 5-3 at Nov. 9 session, but Democrats persuaded Committee to postpone its recommendation on McConnaughey until Nov. 11, when executive session endorsed appointment 7-0, with all 7 Democrats on Committee abstaining. Nomination was brought up on Senate floor same day, but blocked by Lydon Johnson's objection. Bricker postponed scheduled Nov. 10 departure for Australia, partly to see McConnaughey appointment through.

Though attempt to postpone appointment was part of over-all Democratic strategy to oppose all "important" actions until they take over control of Congress, Democrats on Commerce Committee also pleaded for further hearings so that there could be more questioning of McConnaughey.

Attending Nov. 9 hearing were Republicans Bricker, Schoeppel (Kan.), Potter (Mich.), Duff (Pa.), Portell (Conn.); Democrats Edwin Johnson (Colo.), Pastore (R.I.), Monroney (Okla.). Monroney urged further hearings, announced that Sen. Kefauver (D-Tenn.) and other Senators wanted to give their views on the appointment, and added that Sen. Magnuson (D-Wash.), who is slated to become chairman in January, was ill but wanted to examine the witness later. Monroney accused Republicans of trying to "stampede" Committee into approval after only "brief and cursory hearings," to which Bricker replied: "We have a quorum, we're all here, let's at least complete the record."

McConnaughey was questioned for about an hour by the Democrats, the Republicans asking virtually no questions. Quiz revolved around 3 main issues:

Patronage—Johnson inserted in record a newspaper clipping identifying Comrs. McConnaughey & Doerfer as designated by GOP to handle political appointments in FCC, including civil service jobs. "There's nothing to it," snapped McConnaughey, "I haven't been designated to handle jobs for anybody." He said he would handle civil service jobs as they had always been handled at FCC. Although denying he had been approached by GOP committee on patronage, he said he wouldn't say the overall content of the newspaper story was "correct or incorrect."

Uhf—Johnson and Monroney queried McConnaughey about his views on intermixture, to which the nominee replied: "I have no views. I've been there just a month. The uhf situation is serious and needs study. I haven't entered into it. I've been trying to familiarize myself with the administrative situation first. I can't answer any questions about this." Johnson specifically asked him about last week's FCC action in rejecting de-intermixture proposal for Peoria (Vol. 10:45). He declined to comment, saying he would "have to make a study of it." Later in hearing, Monroney said McConnaughey had "voted in the Peoria case for the vhf, instead of not participating or asking more time to study."

Both Johnson and Monroney grasped the opportunity to criticize intermixture of vhf & uhf channels. "A terrible mistake, in my opinion," said Johnson. "The uhf question has never been properly considered before the Commission," said Monroney.

Past connections—Pastore and Monroney were particularly interested in reports that McConnaughey, a Cleveland attorney, had once represented AT&T. McConnaughey denied that he ever represented any group before the Commission, but said he was retained by Ohio Bell Telephone Co., an AT&T affiliate, and Cincinnati & Suburban Telephone Co. "in local rate matters" in 1952-53.

Only FCC Action on grants this week was initial decision favoring Ch. 2 CP for KFJ1, Klamath Falls, Ore., after dropout of competitor Klamath Falls TV Inc. There continues to be plenty of action, however, on "de-intermixture," "intermixture" and the like:

(1) Miami uhf grantees WMI-E-TV (Ch. 27) and WMFL (Ch. 33) filed vigorous objections to proposed channel shifting which would permit Ft. Lauderdale's WFTL-TV (Ch. 23) to move to "antenna farm" near Miami (Vol. 10:49).

(2) WCNY-TV, Carthage, N.Y. (Ch. 7) balked at proposal of WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 to Buffalo through extensive shifts which would require WCNY-TV to move to Ch. 8 (Vol. 10:45).

(3) The "intermixture" proposal to add Ch. 10 to Albany, N.Y. area, submitted by WROW-TV, Albany (Ch. 41), will meet strong opposition from WTRI (Ch. 35), other uhf there, it was indicated by WTRI principals.

Another kind of fight was uncorked by grantee WHTI, Wilmington, N.C. (Ch. 3), which FCC has on carpet for failure to build so far. Answering "McFarland Letter," CP-holder told Commission it had been all set to build with assurance of getting CBS affiliation when Jefferson Standard Bestco., operator of WBTW, Florence, S.C. (Ch. 8) entered "conspiracy" with CBS to get affiliation.

WHTI charged that Jefferson Standard was able to get "clandestine agreement" with CBS because of leverage it could exert on CBS through its ownership of WBTW, Charlotte, interest in WFMY-TV, Greensboro, and its holdings of 96% of the preferred stock of Storer Broadcasting Co.—which has 6 TV stations, 4 of them affiliated with CBS.

Albert D. Johnson, new gen. mgr. of KGBS-TV & KGBS, San Antonio (Vol. 10:44), resigns as director of NARTB's District 16, as result of leaving KOY-TV & KOY, Phoenix. District will elect new director shortly.


Paul Patterson, 66, partner in Cleveland law firm of Baker, Hostetler & Patterson, ex-controller and chief counsel for Scripps-Howard Newspapers, which he represented in TV-radio cases, died in Santa Barbara, Cal., Nov. 11.

LINE CHARGES of AT&T were main target of stations in comments they filed this week in response to FCC's proposed change of policy to permit more private microwave facilities (see p. 3). Examples:

WEAU-TV, Eau Claire, Wis., said it built 1-hop system from Rochester, Minn. for $12,500, operates it for $150 monthly.—vs. quote of $4100 monthly from phone company. WPBN-TV, Traverse City, Mich., reports AT&T would charge $119,100 yearly for service from South Bend but that station could build and run own for $710 a month over 4-year period. KFSA-TV, Ft. Smith, Ark., stated phone company would charge it $5200 monthly, whereas station could manage for $2900 a month. WARM-TV, Scranton, built microwave for $10,607, operates for $150 a month; AT&T quotes $3850 monthly.

Many stations object to FCC proposal to limit private grants to sparsely populated areas. Members of the 9-station uhf group served with programs from New York's WPIX (Vol. 10:44) feel particularly warm about it. WPIX itself says that common carrier charges for service it now renders would be "prohibitive." It charges stations $150 for each 2-hour program, mostly sports. Some WPIX "affiliates" are served by their own microwaves, others directly off-air. Still others want to build but availability of AT&T service precludes that under present FCC rules. WPIX would like to make them all private microwave pickups because present arrangement produces some picture degradation, limits individual station's choice of programs because of dependence on relaying stations.

Educators also support policy change, JCEP saying that several states plan state-wide networks for which common carrier charges would be prohibitive. A "round robin" in Iowa, it said, would cost $205,824 yearly from AT&T, whereas the schools could build it for $238,100, run it for $22,000 a year. School-built facilities wouldn't take revenues from AT&T, JCEP said, because educators just wouldn't be able to buy that kind of AT&T service.

Manufacturers supporting FCC proposal included: Dage, DuMont, Philco, Raytheon. Dage, maker of station equipment (vidicon cameras, etc.), argued that station operating costs, of which cable charges are substantial part, discourage the construction of small stations even more than initial costs. DuMont cited examples of station savings with own microwaves, asked not only for adoption of new proposal but for investigation of AT&T charges.

Philco suggested proposal be amended to permit private use of common carrier frequencies when frequencies in auxiliary band aren't satisfactory. Raytheon supported proposal, reported it's developing a "Dual-link" unit which contains 2 relay systems with automatic switch-over in event of failure. It also said that it's working on equipment for 13,000-mc band which is now "neglected." AT&T pointed to its excellent record of expansion as justification for continuation of existing policy. "Experience since the adoption of the Commission's policy," it said, "has demonstrated its wisdom. [FCC rules] have made it possible to develop this extensive and fast growing intercity TV network without wasteful duplication . . . and with the most efficient use of the limited spectrum space available."

AT&T warned that change in policy would make some existing facilities idle; that "quality of service would suffer, network development would be retarded, and costs inevitably would be increased." The result would be higher rates, it added, "the burden of which inevitably falls upon the users of the common carrier service."

Stations' claims of lower costs with own microwaves were questioned by AT&T which said: "In the long run, savings from private intercity TV systems are doubtful, and in any event not large enough to solve the problem." U.S. Independent Telephone Assn. gave same arguments.
Telecasting Notes: Different picture of realigned rating scene is presented by first Nielsen report since return of all fall programs. Only 5 of the “top 10” shows as tallied by ARB in its Oct. 7-13 ratings (Vol. 10:44) are included in Nielsen’s first 10 for 2 weeks ended Oct. 9. Some of differences are due to fact that different weeks are used, as well as different surveying techniques. While ARB ratings showed Toast of the Town edging I Love Lucy out of top spot, Nielsen shows Lucy in the usual No. 1 position, Toast No. 4. Both services showed NBC-TV’s Drag net considerably down from its No. 2 position of last season, undoubtedly due to competition from Climax and Shower of Stars alternating in same time slot on CBS-TV ... Top 10 in Nielsen’s Sept. 26-Oct. 9 ratings: (1) I Love Lucy, CBS, 52.9; (2) Martha Raye, NBC, 51.3; (3) Milton Berle, NBC, 49.7; (4) Toast of the Town, CBS, 45.1; (5) Jackie Gleason, CBS, 45.1; (6) Drag net, NBC, 43.1; (7) You Bet Your Life, NBC, 43; (8) Colgate Comedy Hour, NBC, 37.9; (9) This Is Your Life, NBC, 37.8; (10) Caesar’s Hour, NBC, 37.5 ... Full-screen ID station-break plan adopted as “optional standard” by Station Representatives Assn., and already accepted by 50 stations, provides for 8 seconds of commercial, 2 seconds of station identification, as alternative to existing standard with advertiser and station sharing full 10 seconds; new SRA standard is similar to that offered by NBC Spot Sales to its 10 stations (Vol. 10:42) ... Growing affinity of TV/movie industries: Max Liebman plans NBC-TV “break-in” for a Broadway musical, starring Dean Martin & Jerry Lewis, via color spectacular; Warner Bros. grants J. Walter Thompson rights to televise Five Star Final, made with Edward G. Robinson in 1931, on Lux Theatre; Theatre Owners of America unanimously approves acceptance of NBC v.p. Fred Wille’s offer to put on 1½-hour spectacular as salute to film exhibitors, to be staged in Jan., possibly sponsored by an auto manufacturer ... Both Billboard & Variety report MCA-TV considering purchase of Gross-Krasne’s nationwide Television Programs (Mayor of the Town, Lone Wolf, Where Were You?, Authors’ Playhouse, etc.) through financier Vilem Zwillinger; MCA-TV, says Variety, would achieve “topdog status in the syndicated field, with more product than any other distributor”—including Ziv and NBC & CBS film divs. ... More top comedy shows going to film: Milton Berle and Red Buttons reported planning 30-min. film shows for next season, following already announced plans for shift to film by Jimmy Durante and Donald O’Connor ... Marines & Air Force due to get same TV treatment given Navy in NBC-TV’s monumental Victory at Sea; General Teleradio producing 26- film 30-min. series, Uncommon Valor, depicting Marine Corps action during World War II and Korean campaign; CBS-TV working with Air Force on film series on air power ... Closed-circuit TV quiz show, over WAAM facilities, used to introduce Baltimore American Brewery’s new ad agency—Van Sant, Dugdale & Co.—to all brewery employees in Sheraton-Belvedere Hotel Nov. 8 ... DuMont’s WTTG, Washington, and Ben Strouse’s WWDC have made trade agreement, similar to one recently effected between WBAB & WINS in N. Y., whereby they swap plugs ... Winston O’Keefe, ex-agency and agency executive, joins Theatre Guild as liaison in connection with its TV-radio shows on ABC ... H-R Television Inc. opens new offices Dec. 1 in Atlanta in Marietta St. Bldg. and in Houston at 520 Lovett Blvd. (Justin 1601); moves Dallas office to Rio Grande National Bldg. (Randolph 5149).

COMMERCIALS between programs—whether there should be more or fewer—was lively topic of admen and top network executives Nov. 10 at panel of Assn. of National Advertisers’ annual meeting in N. Y. Participating in discussion on “Anticipating TV’s Tomorrow” were Robert Kintner, ABC; Jack L. Van Volkenburg, CBS-TV; Ted Bergmann, DuMont; Sylvester L. Weaver, NBC; Edwin W. Ebel, General Foods; Walter Craig, Pharmaceuticals Inc.; Rodney Erickson, Young & Rubicam.

Admen expressed fear that additional 10 seconds were to be allocated by networks off each 30-min. program for more commercials. They said they had heard of increasing public irritation over amount of between-program commercials, especially by local sponsors, and wanted to know what networks planned to do about it.

Network executives tried to allay their fears, said no such action was planned. And even if it were, they added, the length of time devoted to commercials would have to conform to NARTB code. Kintner pointed out that even allowing for network and local commercials, TV was still only 13% advertising, compared to 45% ad content in top magazines and 16% announced for Reader’s Digest.

To questions by admen on network control of programming, Weaver affirmed network’s supervision of programming as necessary under law, but said network was interested in seeing more creative groups, such as package firms and agencies, produce new program ideas. He also defended NBC-TV’s “magazine concept” of programming, saying participation sponsorship arrangement enables advertiser to use network TV in accordance with needs and budget, which has never been possible in network radio.

He said need for “refreshing” TV program schedule was primary reason for occasionally changing advertisers’ network time schedules, reminded panel that no advertiser ever had a time renewal clause in his contract. Weaver’s comment was prompted by advertiser’s remark that it surely wasn’t network’s purpose to “cavalierly bump” advertisers whose support helps build them but that “some of us think it looks that way.”

ANA elected Edward Gerbic, Johnson & Johnson, as 1955 chairman, succeeding B. R. Donaldson, Ford Motor; Edwin W. Ebel, General Foods, vice chairman. Paul B. West was re-elected pres., all other officers re-elected.

Bill permitting televised Senate & House sessions will be introduced by Mrs. Martha W. Griffiths, Democratic Congresswoman-elect from Detroit, she told Nov. 10 press conference. Said the 42-year-old attorney: “I realize there would be problems involved, [but] I think televised sessions would give people a better understanding of important issues and they would cast votes on the basis of these issues.” During her unsuccessful 1952 Congressional campaign, she said, only about one person in 40 asked her questions dealing with issues. In 1954 campaign, the ratio was one in 4. “TV wasn’t entirely responsible for this remarkable change,” she added, “but it helped.”

Questionnaires on Bryson bill, which would ban beer and wine advertising on TV-radio (Vol. 10:17, 38), have been returned to NARTB by 80% of stations, which reported on extent of such advertising in a single sample week. NARTB is required to submit report on subject next Jan. to House Interstate & Foreign Commerce Committee. Though data is still being tabulated by NARTB research dept., one NARTB source said ratio of beer and wine ads to total advertising would prove to be “far smaller than a lot of people think.”

Quality Radio Group hopes to have an exec. v.p.-managing director named in couple weeks. Personnel selection committee will meet in New York Nov. 16-17 to winnow candidates down to 3, submit names for final choice by board in Chicago following week. QRG pres. Ward Quaib says admission of more stations seeking membership is being held up pending selection of operating chief, whom he feels should have voice in expansion.
Network Accounts: Procter & Gamble bought alt. sponsorship this week of 3 top-rated, high-budget CBS-TV film shows. Effective after first of year, it will share sponsorship of I Love Lucy (with Philip Morris), Mon. 9-9:30 p.m.; My Favorite Husband (with Simmons Mattress), Sat. 9:30-10 p.m.; Topper (with Camels), Fri. 8:30-9 p.m. Philip Morris, exclusive sponsor of Lucy since its inception 4 years ago, was said to be taking in a partner because its sales position had not risen in that period. It will probably buy into several other TV shows. It was recalled that Philip Morris press. Alfred Lyons recently made on-the-air appeal for more patronage in order to continue support of Lucy. International Silver, which had shared sponsorship of My Favorite Husband with Simmons Mattress, gave unique reason for bowing out—its silverware patterns and designs did not reproduce with sufficient clarity. . . . Aluminum Co. of America renews Edward R. Murrow's See It Now on CBS-TV for another year, ending speculation that company might drop Murrow in deference to his feud with Sen. McCarthy (Vol. 10:18); flatly denied at CBS was Variety story that Murrow might switch to NBC, prompted by fact that NBC personalities have outnumbered CBS figures on his Person to Person interviews (he once had RCA's David Sarnoff, recently had NBC's Dinah Shore & Red Buttons on show) . . . Swift & Co. to sponsor Horace Heidt Show on NBC-TV starting Jan. 9, Sat. 7:30-8 p.m., thru J. Walter Thompson; it replaces Ethel & Albert, dropped this week by Sunbeam Appliances . . . Revlon to sponsor What's Going On?, new quiz, on ABC-TV starting Nov. 28, 9:30-10 p.m., thru Sullivan, Stauffer, Colwell & Bayles . . . Canadian Admiral to sponsor Passport to Danger on CBC starting Nov. 25, Thu. 10:30-11 p.m.; it's first syndicated film on CBC . . . GE (Telechron clocks) to sponsor special New Year's Eve in Times Square program on NBC starting at 11:55 p.m. . . . Plymouth drops That's My Boy on CBS-TV Sat. 10-10:30 p.m., as result of failure to maintain its high ratings of last spring . . . Chrysler to sponsor annual Thanksgiving Day parade of J. L. Hudson Dept. Store in Detroit on ABC-TV, 10:15-11 a.m., thru McCann-Erickson . . . American Chicle Co. buys one-third sponsorship of Sugar Bowl football game New Year's Day from New Orleans on ABC-TV starting at 2 p.m., thru Dancer-Fitzgerald-Sample.

Reader's Digest decision to carry advertising starting in April, at $31,000 per 4-color page (Vol. 10:45), impels Nov. 15 Newsweek to report "the Digest was awash with more orders than it could handle in a year" (12-mo. potential: $10,000,000). Newsweek continues: "That raised a question among other publishers: Out of whose advertising revenues would the Digest's slice come? Whatever the answer, first indications were that leading magazines would continue their reprint arrangements with the Digest, now a potent advertising rival but also a valued ally in the common fight against such mass media as television and radio" (italics ours).

"Over-commercialization," a target of FCC Comm. Robert E. Lee (Vol. 10:39), continues to trouble him. This week, he concurred in grant of new AM station to WPPA Bestg. Co., Pensacola, Fla., but said: "I am a little concerned at the number of commercial spot announcements contemplated per week but I am not in a position to determine whether or not it is excessive in this case."

J. Walter Thompson Co.'s research director Arno H. Johnson has compiled booklet titled Huge New Markets, assessing trends in marketing and including texts and charts on changing buying habits, growing purchasing power, population shifts, family habits. It's available free from the agency, 420 Lexington Ave., N. Y.

Station Accounts: Farm TV is a wide-open market for alert advertisers, says Nov. 1 Sponsor Magazine, in annual farm section, which reports more than 45% of all TV stations direct at least part of programming to farm market, and that TV-equipped farm families spend 15% more time viewing than do urban homes. It lists these sponsors who are "regulars" on farm TV-radio: Purina, Murphy Products, Pillsbury Feeds, Davison Chemical, Shell Chemical, Du Pont, Mathieson Chemical, International Harvester, United Implements, Conde Millers, Allis-Chalmers, Oyster Shell Products, Ferguson Tractors, Oliver Corp. . . . Big milk and ice cream promotion, using all media, planned for 1955 as joint venture of International Assn. of Ice Cream Mfrs., American Dairy Assn. & Milk Industry Foundation; campaign will be built around different theme each month . . . New filmed series just sold to multiple sponsors: Screen Gems' titled 30-min. drama, for Falstaff Brewing Co. in 40 midwestern and far western markets, thru Dancer-Fitzgerald-Sample; ABC Film Syndication's Passport to Danger, for Pearl Brewing Co. on 5 Texas stations, thru Pitlik Adv., San Antonio; MCA's Guy Lombardo and His Royal Canadians, for Loblaw Grocers Ltd., Toronto, on 9 Canadian stations, with options for several U. S. border cities, thru F. H. Hayhurst Co., Toronto; National Telefilm's Passerby, for Charles Furniture Co. in 10 midwestern markets, thru Manson-Gold-Miller Adv., Minneapolis; CBS-TV Film Sales' Annie Oakley, for Ipana in 4 markets, thru Doherty, Clifford, Steers & Shenfield, N. Y.; Also, Ziv has sold Eddie Cantor Comedy Theatre to Dreyer's Ale and Beer in 10 midwestern markets, thru MacFarland, Aveyard & Co., Chicago; to Blatz Beer in 8 Wisconsin markets, thru Wm. H. Weintrau, N. Y.; to San Francisco Brewing Co. (Burgermeister Beer) in 5 west coast markets, thru BBDO, San Francisco . . . Gensler-Lee Diamonds, local sponsor of Diamond Romance on KOVR, Stockton, Cal. Sun. 10 p.m., offers expense-paid one-week honeymoon in Las Vegas every 7th week to engaged couple whose romance, as told on program, is most appealing to panel . . . Peerless Electric (Brol-Qwik grill), in first So. Calif. TV, is alt. sponsor (with Life Cigarettes) of Juke Box Jury on KNXT, Los Angeles, Sat. 11:30-midnight, thru Hicks & Greist . . . Among other advertisers currently reported using or preparing to use TV: Deepfreeze Appliance Div., Motor Products Corp., N. Chicago (refrigerators & freezers), thru Roche, Williams & Cleary, Chicago; Sales Builders Inc., Los Angeles (Max Factor cosmetics), thru Doyle Dane Bernbach, N. Y.; Frontier Foods Corp., Los Angeles (E-Z Pop popcorn), thru Brooke, Smith, French & Dorrance of the Pacific Coast, San Francisco; Downey Fertilizer Co., Los Angeles (plant food & fertilizer), thru Jordan Co., Los Angeles; New England Provision Co., Boston (prepared meats), thru Sifton Bros., Boston; Carter Products Inc., N. Y. (Carter's Little Liver Pills), thru Ted Bates, N. Y.; Plough Inc., Memphis, Tenn. (St. Joseph's aspirin), thru Lake-Spiro-Shurman, Memphis; Grocery Store Products Co., West Chester, Pa. (B in B mushrooms), thru Ted Bates, N. Y.; Brazilian International Airlines, Miami, Fla., thru Roland-Bodee & Flint Adv., Miami Beach, Fla.; Lindsay Co., St. Paul, Minn. (Lindsay water softeners), thru Dana Adv. Co., St. Paul; Grace Downs Model & Air Career School, N. Y. (air-line stewardess training), thru Pace Adv. Agency, N. Y.; Centaur-Caldwell Div., Sterling Drug Inc., N. Y. (Campho Phenique), thru Thompson-Koch Co., N. Y.; Petite Foods, N. Y. (Little Bo Pizzas), thru Blaine-Thompson Co., N. Y.; Aluminum Goods Mfg. Co., Manistowoc, Wis. (Mirro cookie press), thru Cramer-Kraussel Co., Milwaukee; Risswell Co., N. Y. (Gilhooie bottle & jar opener), thru Victor & Richards, N. Y.; National Airlines, thru Grant Adv., Miami.
NEW 100-kw TRANSMITTER for vhf Ch. 7-13, high-
est power TV plant ever offered, was announced this
week by GE for delivery in about 6 months. Trans-
mITTER is part of new "Heli-power" package, which also
includes newly developed one-bay helical antenna, with
gain of 4, to deliver FCC maximum power of 316-kw
ERP. Broadcast equipment gen. mgr. Paul L. Chamber-
lain said new package is designed to meet demand of
telecasters who feel they can get better coverage with
high-power transmitter and low-gain antenna. "Heli-
power" package is priced at approximately $395,000, as
compared to $221,500 for GE's 50-kw with 8-bay batwing
antenna, which can also radiate maximum permitted power
on Ch. 7-13.

First TV satellite authorized by FCC (Vol. 10:38, 45)
will have its 1-kw GE transmitter and slide projector next
week, although it has Jan. 1 target date. Licensed to
KIMA-TV, Yakima, Wash. (Ch. 29), the Ch. 19 satellite
in Pasco, Wash. (call letters to be KPKR-TV) will have
operating staff of the engineers at outset, according to
KIMA-TV v.p.-gen. mgr. Thomas C. Bostic. Transmitter
building, 32 x 48 ft., will be completed by Dec. 10, he said,
and Tower Sales & Erecting Co. will build 300-ft. tower
on 730-ft. Badger Mt. Satellite will use GE 5-bay heli-
cal antenna, due for Dec. 1 delivery, and rebroadcast
KIMA-TV's programs from all 4 networks, although it
will also have own slide facilities. Weed is rep for both
KIMA-TV & KPKR-TV.

RCA's shipments this week: 10-kw transmitter Nov.
9 to KPDM-TV, Beaumont, Tex. (Ch. 6), due on air in
Jan.; 500-watt transmitter Nov. 10 to Northern TV Inc.,
operator of KTVA, Anchorage, Alaska (Ch. 11), and ap-
plicant for Ch. 11 in Fairbanks; 5-kw transmitter Nov. 11
to KLRJ-TV, Henderson, Nev. (Ch. 2), due on air early
next year; 10-kw transmitter Nov. 12 to WSAS-TV, Hunting-
ton, W. Va. (Ch. 3), which plans to use it with high-
gain antenna in place of present 25-kw with low-gain an-
tenna.

GE reports shipment of 35-kw transmitter to CBS's
WBBM-TV, Chicago (Ch. 2).

In our continuing survey of upcoming TV stations,
these are latest reports from principals:

KTVK, Phoenix (Ch. 3), with 25-kw RCA transmitter
about half installed, plans Dec. 15 test patterns, reports
will have 125-ft. 6-bay RCA antenna, located on 2855-ft.
Salt River Mt. site. Pres. & 40% owner is Gov.-elect
Ernest W. McFarland. Rep will be Weerd.

WFLA-TV, Tampa (Ch. 8), has 50-kw RCA transmitter
on hand, plans mid-Jan. test patterns, Feb. programming
as basic NBC, writes gen. mgr. George W. Harvey.
Construction of 1044-ft. Ideco tower was slated to be
begun this week end, with 12-section RCA antenna sched-
uled for installation before Christmas. Station will have
outdoor studio in addition to 3 houses in new building,
eighty 5 x 70 seating 200. Grantee Tampa Tribunaes has
interlocking ownership with Richmond Times-Dispatch and
News-Loader (WRNL), TV applicant. Blair will be rep.

KETV, Sacramento, Cal. (Ch. 10), has offered all
GE equipment, including 50-kw transmitter and 8-bay an-
tenna, now is negotiating for tower. Test pattern target
is Feb. 1, programming Feb. 15, writes v.p.-gen. mgr.
John H. Schacht, who also owns 50% of radio KMOD,
Modesto. Work has begun on studios, to be connected by
microwave with transmitter, about 30 mi. east of city. Rep
not yet chosen.

Arkansas Television Co., Little Rock, Ark. (Ch. 11),
which got CP last week, has contingent order for RCA
equipment, plans to be on air in Sept. 1955. It expects
to use 1000-ft. Ideco tower. Request for KTHS-TV call
letters was turned down by FCC because KTHS, Hot
Springs, doesn't control, holding but 42%. Other owners are
Arkansas Democrat, 32%; National Equity Life In-
surance Co., 16%; August Engell, 10%. It interlocks with
Times Publishing Co., operator of KWKH, Shreveport,
La., and publisher of newspapers in Shreveport & Monroe
(Henry Clay, gen. mgr.). B. G. Robertson, KTHS gen.
mgr., is being promoted to mgr. of TV. Rep will be
Branham.

Regulation of community antenna systems, if any is
desirable, should be left to state and local govt.s, in opinion
of FCC Comr. John C. Doerfer, a onetime chairman of
Wisconsin Public Service Commission. In panel discussion
before National Assn. of Railroad & Utilities Commiss-
ioners in Chicago Nov. 10, he said: "In my opinion, it is
doubtful that the FCC has jurisdiction over a community
antenna TV system, as such, particularly with respect to
the regulation of rates charged for installation or monthly
charges for services rendered. Jurisdiction of the FCC
over these functions is not only doubtful but in my opinion
undesirable . . . For the FCC to assume jurisdiction over
CATV systems in the face of the multitudinous problems
and responsibilities implicit in such regulation presents a
stupendous task. If such duties are suddenly thrust upon
the Commission, it has neither the personnel nor the funds
to undertake them at this time. Yet, if it be the plain
duty of the Commission to regulate in this field, there will
be no shirking such responsibility." The 11-p. discussion
goes into analysis of whether systems are broadcasting,
common carrier, etc., and FCC's possible role. It's Mimeo
12750, available from FCC—or we'll get you copy.

Connected to AT&T's network TV circuits Nov. 8 was
WBLN, Bloomington, Ill. Next on schedule are KETO-
TV, Sioux Falls, S. D., Nov. 15 (replacing private link),
& KTRK-TV, Houston, Nov. 20. In Canada, CBC an-
nounced contract with Canadian Bell to extend network
service to upcoming CHEX-TV, Peterborough, Ont., when
it goes on air in Feb. Canadian Bell has completed CBC
hookup to upcoming CKWS-TV, Kingston, Ont.

L. B. Wilson, who died in Cincinnati Oct. 28, left con-
trol of his radio station WCKY, Cincinnati, to his brother
Hansford B. Wilson, New York, and 5 employees, his widow
getting 40% of the station's stock and half of his estate—
total value estimated at around $2,000,000. The employees
designated are gen. mgr. C. H. Topmiller, left 30 shares of
stock, Mrs. Jeanette Heinz, secy., 5%; Thomas A. Wel-
stead, N. Y. mgr., 5%. After various bequests to employees,
residue of estate was divided between his brother, 50%;
Topmiller, 16%; Mrs. Heine, 12%; Welstead, 12%; and
10% to be divided among Mrs. Elsie Rupp, WCKY con-
tinuity director; C. Terrence Clyne, N. Y. adman; Wm. T.
Ittman, Havana; Henrietta Sprkleymeyer, Cincinnati; Sol
Tainshoff, Broadcasting-Telecasting Magazine.

ABC's 5 stations all go to maximum power soon, as
result of $2,000,000 equipment purchase from GE, in-
cluding first five 50-kw vhf transmitters built by GE, all of
which have already been shipped. ABC pres. Robert E.
Kintner announced purchase of the transmitters, which he
said were designed jointly by GE & ABC engineers.
Installation is already underway to bring stations to 316-kw
ERP. ABC's stations, all on Ch. 7, are WABC-TV, New
York; WXYZ-TV, Detroit; WBBK, Chicago; KGO-TV,
San Francisco; KABC-TV, Los Angeles.

Dresser-Ideo Co. is new corporate name for Ideco
div. of Dresser-Stacey Co., Columbus, O., manufacturer of
TV-radio and microwave towers and other heavy steel
items. New corporation continues as subsidiary of Dresser
Industries, Dallas, with same management, policies and
business agreements.
Color Trends & Briefs: Another station easing into color originations is WLAB-TV, Baltimore, now possessing RCA live camera and DuMont film scanner, with RCA 3-V camera on order and planning eventually to acquire second live camera.

Eager to claim a “first” in Baltimore, where Baltimore Sun’s WMAR-TV (E. K. Jett, v.p.) has been originating color slides with Telechrome scanner, WBAL-TV slipped in 3-4 min. of live color during cooking show Nov. 4. Its biggest effort to date will be Nov. 17, when it stages full-hour of color following luncheon speech of NBC pres. Sylvester L. (Pat) Weaver to Baltimore Ad Club at Emerson Hotel. Show will comprise fashions, cooking, interviews and half-hour of film.

Station has been running film Tue. 2:30-3 p.m., had Cisco Kid this week. After couple more weeks of experience with live camera, WBAL-TV intends to carry at least one hour of live color daily. (For reports from other stations with live cameras, see Vol. 10:44).

* * *

Pre-production models of RCA’s new 21-in. color set (Vol. 10:38) have been shipped to distributors for demonstration in key color TV markets, TV div. v.p. Henry G. Baker discloses. They’re prototypes of commercial models, limited production of which is scheduled to begin in a few weeks, price as yet unannounced—though RCA has said they’ll run between $800 & $900 (Vol. 10:38). One of first models was installed this week in White House, which also had one of first 15-in. color sets.

Next week’s network color schedules: NBC-TV—Nov. 15, Producers’ Showcase, 8-9:30 p.m.; Nov. 18, Ford Thea- tre, 9:30-10 p.m.; Nov. 20, Max Liebman Presents, 9-10:30 p.m. CBS-TV—Nov. 17, Search for Tomorrow, 12:30-12:45 p.m.; Nov. 18, Shover of Stars, 8:30-9:30 p.m.; Nov. 21, You Are There, 6:30-7 p.m.

Two new pieces of equipment for stations transmitting color, offered by RCA, are a color stabilizing amplifier (model TA-7B) for correcting hum, low frequency distortion, etc. and a calibration pulse generator (model WA-9A) for measurement of studio color-signal voltage.

Color film & slide spots are being offered by DuMont’s WABD, N. Y., which started weekly hour of color film 6-7 p.m., Oct. 31.

RCA shipped 3-vidicon color cameras Nov. 8 to WTMJ-TV, Milwaukee, Nov. 12 to WSYR-TV, Syracuse.

Metropolitan Opera management had every reason to be joyful over Nov. 8 opening—televised closed-circuit to 32 theatres coast-to-coast by Theatre Network TV. An estimated 60,000 fans apparently enjoyed it, too, with many theatres reported filled to capacity, others nearly full. Theatre-TV performance was staged as Joint benefit for Metropolitan Opera Society and for local causes in cities where it was shown—with Opera officials optimistic that proceeds would go long way toward wiping out perennial deficit. Theatre-TV patrons, who paid up to $7 a seat, generally were enthusiastic, though music critics who attended televised performance varied widely in their appraisal of the medium.

Two new closed-circuit TV firms were formed this week, both headed by Irvin P. Sulis, who heads Business Television Inc. Telecom Inc. is firm formed to sell new Capehart-Farnsworth closed-circuit TV equipment and GE closed-circuit color equipment. Colvision Conferences Inc. will produce closed-circuit color shows. Both are located at 52 Vanderbilt Ave., N. Y.

Kaiser-Willys joins other auto makers in adopting closed-circuit TV, announcing it will show new models to distributors and dealers via TV in 22 U. S. and Canadian cities Dec. 8.

Growth of community antenna systems in the West has some broadcasters worried. At recent meeting of NARTB district 14 in Denver, resolution was adopted stating that systems have grown into “scope far greater than original concept”; that “installation of such systems of artificial extension of service of existing stations has resulted in discouraging establishment of local TV stations in markets where competition of unregulated community systems exist”; that “it is in the best public interest that nationwide competitive system of TV be encouraged in traditional pattern of American free enterprise available to viewer without cost.” Group asked NARTB to set up committee to study systems with objective of assuring “orderly development of such services without impairing rights and privileges of individual stations now existing or proposed.” Action was first of kind by an NARTB district group.

Control of WIBG, Philadelphia (10-kw, 990 kc) with WIBG-FM is being acquired by pres. Paul F. Harron, according to application filed with FCC this week. WIBG also holds 84% of CP for Ch. 23 there, Philadelphia Daily News having 10%. Harron’s WIBG holdings would increase to 68.5% through purchase of most of 501 shares being sold for $250,000 by John B. Kelly, John B. Kelly Jr., actress daughter Grace Kelly and others in family. Judge John Morgan Davis and wife acquire 25 shares (1.5%). Sale also carries option for WIBG to buy 501 shares (30.18%) from Joseph Lang for $300,000 with stock to be returned to treasury. Another option would cut Lang’s cash payment to $250,000, but give him WIBG’s subsidiary Store Bestg. Co. (storecasting).

KCOM, Sioux City, .Ia. (1-kw, 620 kc) is being sold for $120,000 to Wm. F. Johns family by Dietrich Dirks group, according to application filed this week with FCC. Sale is part of agreement under which Perkins Bros. Co. gets 50% of KTV, Sioux City (Ch. 4), keeping radio KSCJ, affiliated with Sioux City Journal-Tribune. Johns family operated defunct WOSH-TV, Oshkosh (Ch. 48), recently applied to buy WMIN, St. Paul, & WMIN-FM for $75,000 (Vol. 10:40), operates two radio stations in Wisconsin, two in Minnesota.

Strike against WMAL-TV & WMAL, Washington, by 20 AFTRA members ended Nov. 13 with new wage scale based on number of spots delivered by announcer. Strikers walked out Nov. 9 seeking raise in starting pay from current $67 a week to $75. Stations remained on air throughout, substituting filmed programs for local shows. Local commercials were curtailed, though in some cases they were delivered by station executives. ABC outlets are owned by Washington Star.

Revocation of licenses of WSYR-TV & WSYR, Syracuse, was requested of FCC this week by radio WNDR, which stated that WSYR-TV owner publisher Samuel Newhouse has used stations and his Syracuse newspapers in “conspiracy” trying to drive WNDR out of business. WNDR has had anti-trust proceedings going in courts against Newhouse since Nov., 1952.

“TV: A Mixed Blessing” titles article by Ruth A. Inglis in Dec. American Mercury, reviewing TV’s effects on children’s habits and concluding: “Despite the prevalence of unsuitable programs on TV, many parents feel TV offers their children new vistas of information and culture.”

Sale of WJW (5-kw, 530 kc, ABC) & WJW-FM, Cleveland, for $330,000 to Storer Bestg. by Wm. J. O’Neill was approved by FCC this week, giving Storer radio companion to WXEL (Ch. 8), acquired as part of now-completed $10,000,000 purchase from Empire Coil Co. (Vol. 10:44).

The $65,000 sale of WGTC, Greenville (5-kw day, 1-kw night, 1520 kc, MDS) by WNCN (Ch. 9), to group headed by H. W. Anderson, operators of WVOT, Wilson, N. C., was approved by FCC this week.
AVERAGE SET PRICE UP—NEW SALES RECORD: Average factory value of a TV set is now estimated by trade statisticians at about $145, up from $133 last spring. Since spread of discount house operations, they say it's next to impossible to arrive at acceptable markup ratio between factory and consumer -- but 40% is most frequently used figure. On that basis, $200 would be average retail price vs. $185 in spring. Figures are subject to regional variations, of course, and are estimates only.

Increase reflects recent price hikes to a certain extent, but several major set manufacturers contend it's at least partial evidence of inclination by consumer to buy slightly higher-priced receivers -- though perhaps not the $250-plus models.

RCA, Admiral and Philco are among manufacturers who reported an increase in step-up buying in last 6 weeks, though lacking statistics on how much. And they are also careful to point out that the increase is more pronounced in some markets than others -- depending usually on extent of discount operations in those areas, unofficially estimated at 18% nationally and as high as 25% in some localities.

Even in Washington, notorious price-cutting market, newspaper ads recently have been getting away from big headlines featuring price leaders and instead are placing increasing emphasis on sets selling for $200 and up. In Philadelphia, also a cut-price market, Electrical Merchandising Magazine quotes a dealer: "We had our best summer to date on TV and expect to have our best fall. We have been selling replacements, second sets and even first sets. We've been moving a greater proportion of expensive sets, larger screen consoles, including 24-in. models."

Crosley's Leonard Cramer, noting similar trend, disclosed sales of consoles were currently running "consistently" in excess of 55% of his total TV business. It compares with 30% only 6 months ago. He said nevertheless that movement of lower-end merchandise, including his 17-in. "Super V" at $140-$160, has "held up to our expectations despite the entry of other manufacturers into the low-priced field." One of the few companies which haven't raised prices (RCA is another), Crosley plans to keep current price line, Cramer declared.

State of TV market as a whole continues excellent, judging from comments of manufacturers, distributors and retailers alike. But they still complain that their profits haven't kept pace with high unit sales -- though there's hope for the future as result of recent price hikes and continued evidence of step-up buying.

Sylvania reported record high TV sales in Oct., leading spokesman to predict industry-wide retail sales this year would exceed 7,000,000 -- far above last year's 6,400,000. DuMont also reported all-time sales high for Oct., 70% more than in Oct. 1953 and 10% more than company's best month of 1950. Sept., picture tube sales, an index to set production plans, were at record high (see Topics & Trends, p. 11).

* * * * *

TV production totaled 220,487 week ended Nov. 5, down from record 238,784 in preceding week and 228,293 week ended Oct. 22. It was year's 44th week and brought production to date to about 5,850,000, compared to 6,366,140 same 1953 period -- and it now seems likely that 1953's production of 7,214,787 will be surpassed this year.

Radio production totaled 272,783 (102,132 auto), compared to 266,796 units week ended Oct. 29 and 259,070 week before. For 44 weeks, output was 8,300,000 vs. 11,400,000 in corresponding period year ago.

RETMA report revealed retail TV sales set record in first 9 months, totaling 4,645,063, slightly under production of 4,733,315. Total compares with 4,300,360 in same 1953 period, when output was 5,524,370. Sept. sales were 986,136, compared to 484,533 sold in Aug. and 753,953 in Sept. 1953. Sales of radios, excluding auto, totaled 4,032,704 in first 9 months, compared to 4,526,186 in first 9 months of 1953. Sept. sales were 763,589 vs. 447,025 in Aug. and 650,898 in Sept. 1953.
Topics & Trends of TV Trade: Big W. T. Grant variety store chain, with 508 outlets in U.S. and Canada and national headquarters at 1441 Broadway, N. Y., began selling TV sets this week in several southeastern cities as part of an experiment which, if successful, may preface its entry into TV nationally.

Exec. v.p. Louis C. Lustenberger said he wasn't sure company was equipped to handle credit and servicing requirements of TV on a mass market. National distribution, he said, wasn't in company's present thinking—unless, of course, consumer demand forced it. Sets were installed in Baltimore (Admiral), Charlotte & Norfolk (both Westinghouse), with Washington to be added shortly.

Lustenberger said some stores had taken in one or 2 TV sets from time to time in past but it has never been company policy to handle it. Prices of sets, including table models and consoles, range from $160 to $290.

Note: One Grant alumnus now prominent in TV is Robert A. Seidel, who left job as Grant controller to become RCA sales & service v.p. He's currently exec. v.p. for consumer products.

Brilliant future for appliance trade is foreseen by Westinghouse consumer products v.p. J. M. McKibbin in predicting production and sale of 425,000,000 electrical home appliances (including TVs) in next 5 years—an increase of 90,000,000 over 1950-54 period. Addressing annual convention of National Electrical Mfrs. Assn. in Atlantic City, he said inadequate home wiring was biggest obstacle to attaining that figure. He said by end of 1953 "there were 54 different electrical appliances on the market and the end isn't in sight." He predicted average of 8 additional new appliances would be sold to every home in country during next 5 years. Number of homes, he said, will be increased by 1,000,000 annually. He predicted industry would double kilowatt-hour consumption during next decade, meaning average use of 5000 kilowatt hours per home each year.

Picture tube sales in first 9 months totaled 6,476,566, valued at $131,922,387, compared to 7,552,682 worth $176,133,671 in first 9 months of 1953, reports RETMA. Sept. sales hit new monthly record of 1,149,791, valued at $23,892,469, compared to 855,191 at $17,941,034 in Aug. and 875,712 at $20,524,677 in Sept. 1953. Receiving tube sales in first 9 months totaled 266,605,097, valued at $191,759,127, compared to 347,152,450 at $327,953,820 in same 1953 period. Sept. sales were 49,966,063 at $28,055,592 vs. 35,167,272 at $24,002,391 in Aug. and 38,929,539 at $27,401,566 in Sept. 1953.

TV set sales by Canadian factories totaled 345,327 at average price of $349 in first 9 months of 1954, when production was 325,659, reports Canadian RTMA. Projected production estimate is for 224,116 more sets in Oct.-Dec. period. Inventory at end of Sept. was 49,165, compared to 67,449 at end of Aug. and 86,978 at end of July. Quebec led in sales with 123,519; Toronto second, 64,727; British Columbia, 35,903; other Ontario, 30,518; Prairies, 27,105; Ottawa & eastern Ontario, 22,174; Hamilton-Niagara, 21,030; Maritime Provinces, 10,460; Windsor, 9993. Sept. sales were 82,424, production 64,140.

Sylvania increases aluminumized CR tube capacity by 25,000 a month with completion of new facilities at Seneca Falls, N. Y. plant this week.

A. H. Ginman, 79, ex-pres. of Canadian Marconi Co. and one-time U. S. mgr. of American Marconi stations, died in Montreal Nov. 7.

Simon Wexler, 56, v.p. of Chicago's big Allied Radio Corp., died Nov. 10 after a heart attack.

Trade Personal: L. W. Teegarden, RCA exec. v.p. and veteran of 24 years with company, named distribution v.p., assuming duties of Paul Barkmier, now pres. of RCA Estate Appliance Corp.; he will headquarters in Camden...

Dr. Bennett S. Ellefson, Sylvania research director, promoted to technical director, replacing E. Finley Carter, now research operations director, Stanford Research Institute... James R. Kerr, from Air Materiel Command, Dayton, named director of Aveo's new west coast sales office, 215 W. 6th St., Los Angeles... C. E. Schick promoted to national field sales mgr. of Crosley and Bendix home appliances, replacing H. J. Allen, now TV-radio gen. sales mgr. ... George Caddoo boosted to Philco International sales promotion mgr., succeeding Victor Alin, now in charge of special sales... Albert J. Barrett, ex-Federal, has organized Foto-Video Laboratories, Box 296, Clifton, N. J., to design and manufacture electronic equipment and TV photographic aids... Norman Skier resigns as merchandise mgr. of DuMont receiver div. to become gen. sales mgr., consumer products, Canadian Aviation Electronics, Montreal, DuMont's Canadian producer; Gordon Moffit named administrative asst. to Ernest L. Hall, gen. mgr. of consumer products div.; Alan McLeod promoted to technical asst. to Hall; Ted Carbray continues as national sales mgr., concentrating on appliances... L. Arthur Hoyt promoted to adv. mgr., DuMont CR tube div. ... Dewey D. Knowles promoted to mgr. of product administration, Westinghouse electronic tube div., Elmla, N. Y. ... Russell E. Meyers promoted to mgr. of manufacturing facilities & engineering, GE capacitor dept., Hudson Falls, N. Y. ... Leonard S. North named Olympic Radio north central sales mgr. ... Zarmood Goodman, ex-Pacific Mercury, named sales mgr. of Pioneer Electronics Corp., Santa Monica, Cal. (tubes).


Some 25 RETMA committee meetings are scheduled Nov. 17-19 at Chicago's Palmer House as part of fall industry conference. RETMA board, under chairman Max Balcom, meets final day. Coincidental with Chicago meetings, RETMA international dept. convenes at New York's Roosevelt Hotel, Nov. 17-18.

Philco moves west coast headquarters of its govt. & industrial div. to 10589 Santa Monica Blvd., Los Angeles. Marshall A. Williams continues to head office.

Motorola advertising for all consumer products will be handled henceforth by Leo Burnett Co., Chicago, replacing Ruthrauff & Ryan.
Electronics Reports: John D. Ryder, dean of Michigan State College engineering school, was elected pres. of IRE for 1955, the 40,000-member society announced Nov. 10. He succeeds Wm. Hewlett, Hewlett-Packard. Fritz Tank, professor at Swiss Institute of Technology, Zurich, will succeed Maurice J. H. Ponte, director of Compagnie Generale de TSF, France, as v.p. Directors elected for 1955-57 term are John F. Byrne, Motorola, and Ernst Weber, Brooklyn Polytechnic Institute. These regional directors were named for 1955-56: North Central Atlantic, John N. Dyer, Airborne Instruments Lab, Mineola, L. I.; eastern central, E. M. Boone, Ohio State U.; southern, Durward J. Tucker, WRR, Dallas; Canada, John T. Henderson, National Research Council, Ottawa. These 76 engineers and scientists were named Fellows of the Institute:


V. V. Dawson, Syracuse; R. R. Dietzold, Bell Labs; C. S. Draper, MIT; O. M. Dunning, Haseletine; J. B. Fisk, Bell Labs; J. W. Forrestier, RCA; L. F. Freeman, MIT; J. G. Graff, MIT; B. H. Glasgow, U. S. Naval Postgraduate School; Harold Goldberg, Emerson; A. W. Graf, patent lawyer; E. I. Green, Bell Labs; L. R. Harriss, A. E. Harrison, U. of Washington; Gerhard Herzog, Texas Co.; C. S. Hight, Sandia Corp.; L. A. Hyland, Bendix; R. B. James, RCA; Martin Katzin, National Research Council; W. J. Light, RCA.


Ketay Instrument Corp., New York, and Norden Laboratories Corp., Milford, Conn., both makers of electronic instruments, have announced merger plans, Norden stockholders being invited to exchange their holdings for Ketay shares on basis of one share of Ketay for 4 of Norden. Ketay name would be changed to Norden-Ketay Corp., with Ketay pres. Morris Ketay continuing in same post and Norden pres. Paul Adams becoming chairman of exec. committee and exec. v.p. Officials of both companies estimated sales of merged firms would exceed $20,000,000 annually. Norden Labs, successor to producer of Norden bombsight, employs 950, while Ketay employs 1200.

Semi-conductor operations dept. has been set up by RCA at Harrison, N. J., to be devoted exclusively to engineering and manufacture of transistors and other semiconductor devices. Dr. Alan M. Glover, former controls & standards mgr. for CR & power tube operations at Lancaster plant, is mgr. of new dept., with Norval H. Green mgr. of semi-conductor mfg., Robert E. Higgs mgr. of planning & scheduling, Dr. Lewis Malter, mgr. of engineering.

ACF Industries Inc., N. Y. builder of railroad cars which already has 2 major electronics subsidiaries (ACF Electronics, Alexandria, Va., and Avion Instrument Corp., Paramus, N. J.), has acquired Engineering & Research Corp. (Erco), Riverdale, Md., electronics and aircraft equipment maker which employs 1800. ACF spokesman said Erco has $28,000,000 backlog of orders.

IT&T and GE electronics div. have concluded 5-year license agreements whereby GE can use all IT&T patents in U. S. covering picture apparatus, radio, radar, controls, etc.; IT&T is currently licensed under GE patents through separate agreement.

PHILCO reports encouraging progress both in color TV and transistors, pres. James H. Carmine revealing Nov. 12 that it has recently licensed GE, Westinghouse, Sylvania & Avco (Crosley) to use its single-gun color tube and the Philco color TV system (Vol. 10:32). “Philco has also entered into a broad cross-licensing agreement in a number of electronic fields with the Western Electric Co., including the patents of the Bell Telephone Laboratories and the AT&T,” Carmine stated.

“Our work on printed circuits is rapidly progressing, and one plant is already concentrating on this type of production. Philco has also developed machinery for the semi-automatic production of its ‘surface barrier’ transistor and is turning out substantial quantities of these devices. We are confident that further refinement of this equipment will make possible mass production of the ‘surface barrier’ transistor so that it will become available in large volume and at relatively low prices for use in both military and civilian electronic equipment.”

C. Russell Feldmann, the financier prominently identified for many years with radio industry projects, currently reported negotiating sale of his National Union Electric Corp. to Sylvania (Vol. 10:45), was in principal in deal this week whereby Bohn Aluminum & Brass Corp., Detroit, purchases assets of Reo Motors Inc., Lansing. Bohn has agreed to accept contract between Reo and Henney Motors Co., of which Feldman is pres. and chief stockholder. Henney, which offered to buy Reo for $1,500,000, has assigned contract to Bohn.

Division chiefs of National Bureau of Standards' new labs in Boulder, Colo., under director Dr. Frederick W. Brown: Kenneth A. Norton, radio propagation engineering; Dr. Harold A. Thomas, radio standards; Dr. Ralph J. Slutz, radio propagation physics; Russell B. Scott, cryogenic engineering. Dr. Harold Lyons, asst. chief for research of radio standards div., also serves as chief of microwave standards branch. This week, Norton was also awarded Franklin Institute's Stuart Ballantine Medal for propagation research.

Price of pure silicon has been reduced $50 a pound by DuPont, now costs $380 per pound. Principal electronics use today is in rectifiers, but several firms are now producing silicon transistors and diodes, and some predict it will eventually supplant germanium for these uses because of its easier availability and ability to withstand high temperatures and to work at high power.

Racine Mfg. Co. Ltd., Graby, Que. (Berkwood Koken, plant mgr.), manufacturer of household refrigerators, was licensed this week to produce and distribute Olympic TV sets in Canada, under both Olympic and Racine brand names.


V. J. Cooper promoted to Marconi chief engineer, advanced development, at Chelmsford plant as of Nov. 1, succeeding E. Green, retired but continuing on consulting basis.


Brig. Gen. Paul A. Neal (ret.) joins Western Union as communications consultant after 36 years with Signal Corps.

George Ashley Campbell, 84, ex-Bell Labs scientist and pioneer inventor in electrical communications, died Nov. 10 in Essex (N. J.) County Hospital.
Financial & Trade Notes: Television-Electronics Fund Inc. only open-end investment trust specializing in TV-radio-electronics equities, besides increasing dividend (see Dividend Notes), reported total net assets of $55,868,018 (5,901,271 shares) as of Oct. 31, up from $49,042,692 (5,359,295 shares) as of July 31. It added the following to its portfolio in the quarter: 5000 shares of American Chain & Cable Co., market value $167,500; 3000 Bulova Watch, $149,625; 5000 Chemical Products Corp., $44,375; 3500 Columbia Pictures, $89,250; 20,000 Electronics Corp of America, $217,500; 5000 General Tire, $106,125; 5000 Goodyear Tire, $437,500; 5000 International Nickel, $438,750; 5000 Liquidometer Co., $35,000; 14,000 National Cash Register, $1,172,500; 7700 Penn Controls Inc., $180,500; 5000 Royal McBee Corp., $83,750; 2000 Taylor Instrument, $120,000; 8000 Texas Instruments Corp., $102,000; 4000 Twenty-first Century-Fox, $102,500; 3000 United Shoe Machinery, $153,375; 10,000 Warner Bros., $183,750; 7500 Worthington Corp., $394,688; 5000 Eastern Industries pfd., $68,750.

Eliminated were 18,300 Glenn L. Martin and 4200 Muter Co. Fund added to its holdings of these stocks during quarter: Addressograph-Multigraph, Allis-Chalmers, American Bosch, AB-PT, AT&T, Arvin, Bell & Gossett, Borg-Warner, Chance Vought, Cornell-Dubilier, Corning Glass, Curtiss-Wright, Walt Disney, Eastman Kodak, Eaton Mfg., Garrett Corp., GE, Globe-Union, Magnavox, Marchant Calculators, Minneapolis-Honeywell, National Cash Register, Oak Mfg., Otis Elevator, Paramount Pictures, Reliance Electric, Remington Rand, Speer Carbon, Sprague Electric, Storer Bstg., Stromberg-Carlson, Thompson Products, Tung-Sol, United Aircraft, Westinghouse Electric, American Bosch pfd.


Zenith Radio reports net profit in 9 months ended Sept. 30 declined to $2,573,594 (52c a share) from $4,098,074 ($8.32) in same 1953 period. Sales were $90,988,450 vs. $125,762,591 year ago. Taxes were $3,166,072 vs. $3,726,- 689. Third quarter earnings were $1,285,708 ($2.61) vs. $1,321,884 ($2.68), sales having dropped to $34,287,041 from $43,555,417. Pres. E. E. McDonald Jr. said recent TV price increases "will have a favorable effect on earnings in the fourth quarter." He noted that comparatively small decline in third-quarter earnings reflected "a favorable ratio of higher prices to merchandise on which the margins are more satisfactory." As for the future, the company has no plans for offering sets in near future and Zenith "does not discern any greater enthusiasm on the part of the public for the larger screen color TV receivers at present prices than the public showed for the original '15-in.' screen."

Olympic Radio earned $105,215 (24c per share) on sales of $12,339,893 in first 9 months of 1954, compared to $65,327 (15c) on $13,907,058 in corresponding 1953 period. Pres. Morris Sobin attributed improvement to "stabilization" in TV industry and said "we expect the last quarter of the year to continue better than last year."

American Phenolic Co. earned $414,361 on sales of $18,735,166 in 9 months ended Sept. 30 vs. $171,039 on $25,- 029,910 in same 1953 period. In quarter to Sept. 30, net sales were $6,369,445, earnings $162,084 (40c)—latter up from $143,388 (36c) in 1953 period.

CBS INC. shows record sales and earnings in first 9 months of this year as result of which it voted extra cash and stock dividend (see Dividend Notes). Gross sales went up 18% to $233,745,540 from previous record of $225,100,640 in 1952 period. Net earnings after $5,970,000 taxes went up 14% to $2,380,130 ($3.12 a share) from $6,411,343 ($2.74) in the 9-month period of 1953 when taxes were $8,550,000. Figures cover combined operations of telecasting-broadcasting divisions, reputedly doing biggest gross and net (see PIB figures, Vol. 10:44, p. 1) and record, receiver & tube divisions. Indicated earnings for third quarter were $2,121,681 (91c), compared to $1,617,- 966 (69c) same 1953 quarter.

Report by chairman Wm. S. Paley notes that since Oct. 2 CBS has disposed of minority interests in TV-radio stations which resulted in non-recurring capital gains after taxes of about $5,000,000. These were 45% in WTOP-TV & WCCO, for which CBS got $3,000,000 (Vol. 10:42); 47% of WCCO-TV & WCCO, Minneapolis, $3,050,000 (Vol. 10:45); 45% of radio KQV, Pittsburgh, $236,250 (Vol. 10:44). These and the network's $350,000 purchase of utg. WOKY-TV, Milwaukee (Vol. 10:43) will probably be reflected in fourth quarter statement.

Phenomenal rise of CBS is indicated by fact that its 12-month 1953 gross was $331,908,771, net $8,894,642 ($3.80); 1952, gross $251,594,490, net $6,445,506 ($2.75); 1951, gross $192,384,608, net $6,360,097 ($3.10); 1950, gross $124,105,408, net $4,105,329 ($2.39).

Philco sales fell to $249,726,000 and net income was $2,275,000 (53c a share on 3,771,850 shares outstanding) in first 9 months of 1954, due principally to strike which closed its electronic plants for 45 days in May & June and the resulting late start on production of fall TV-radio lines, according to pres. James H. Carmine. In same period, sales totaled $335,171,000 and net income from operations was $10,135,000 ($2.61); in addition, non-recurring income from sale of WPTZ amounted after taxes to $5,283,000 ($1.40). Income taxes for the 9 months amounted to $2,836,000 compared with $20,731,000 for the 1953 period.

In third quarter, sales were $75,050,000. After absorbing starting costs on initial TV-radio production, net income after tax adjustment was $540,000 (12c). In third quarter last year, sales were $96,649,000 and net income $3,202,000 (82c). TV production got under way in Aug., increased steadily throughout Sept. to reach high level early in fourth quarter—"one of greatest production records in the history of the company," Carmine stated. "TV production and shipments are now at high levels and the demand [indicates] that our last quarter will be satisfactory as regards both volume and profits."

Dividends: Television-Electronics Fund Inc., 10c quarterly from net investment income plus 43c year-end, both payable Nov. 10 to stockholders of record Nov. 8; CBS, quarterly 50c per share on sales of $12,450,396 in first 9 months of 1954, compared to $970,167 ($1.85) on $15,062,326 in corresponding 1953 period. Oct. sales set all-time monthly record, exceeding previous high of $2,100,302 established in preceding month, said report to stockholders.
IDEA OF A “CZAR” over TV-radio programming—a la movies, baseball, comic books—seems to intrigue FCC Comr. Robert E. Lee. During recent Senate hearings on programs (Vol. 10:43), Sen. Hendrickson (R-N.J.) asked many industry witnesses what they thought of the idea, was told it’s both impractical and potentially dangerous.

After pointing to experience of movies and baseball with “czars,” Lee said, in Nov. 8 speech to Texas Assn. of Radio-TV Bestrs. in Houston:

“Many other branches of industry have followed the same procedure of self-regulation to great advantage. One of the most recent being that of the comic book publishers, which has become very big business. They appointed Judge Murphy of New York, and I am told that he is doing a wonderful job in cleaning up many of the sore spots in that field.

“I emphasize that I do not know whether the Senator’s suggestion would produce the same results for broadcasting. I merely mention the success that many other industries have experienced. However, I have the utmost confidence in the leadership of this great industry and I feel confident they will find the solution to these problems and continue to provide the nation with the finest entertainment in the world and that they will do it without the necessity of any major additional legislation or regulation.”

Lee also reiterated his oft-expressed objections against any FCC discrimination toward newspapers and AM operators as TV owners. He said that “the best public service job is being done by these very people.”

Only time when such “diversification” doctrine applies, he said, is in that unique situation where the only newspaper in a town owns a radio station and is an applicant for the only available TV station. Rather than discriminate against either a newspaper or an AM operator, I can actually see some points of preference based on their deep roots in the community, their experience in the news, entertainment and educational fields and their proven sense of public responsibility. As a matter of fact, I am conducting some research into this area and I may have something of a more concrete nature to say on a formal basis at a later date.”

Organized campaign against pay-as-you-look TV, recently started by exhibitors with formation of a Joint Committee on Toll TV (Vol. 10:43), has sparked all kinds of churning in the film business. Examples: (1) Paramount Pictures officially closed down experiments with pay-as-you-see over community system in Palm Springs, Cal., after suspending operations all summer (Vol. 10:23). Company called shutdown “temporary,” said “subscription TV is hotter than ever,” attributed stoppage to “shortage of first-run movies.” (2) Southern Cal. Theatre Owners of America Assn. said its efforts to block subscription TV would include protests to White House, Congress and FCC. (3) Producer Julian Blaustein, member of strong Screen Producers Guild, says he believes 85% of Guild membership favors toll TV. (4) Zenith and Australian radio components maker Rola Co., Melbourne, announced agreement whereby latter is licensed under Zenith patents and will seek to get fee TV authorized in Australia & New Zealand, which now have no TV.

Ralph L. Clark, detailed from CIA to ODM on communications work, named staff director of Cabinet Committee on Telecommunications Policy & Organization designated by President Eisenhower last week to report by next Jan. 31. He’s ex-Radio Commission engineer, former partner in consulting engineering firm of Ring & Clark.

Power increases: WATV, Newark-New York (Ch.13) Nov. 12 to 316-kw ERP; KELO-TV, Sioux Falls, S. D. (Ch.11) to 200-kw.

Hotbed of illegal boosters has developed in state of Washington, and citizenry is loath to close them down. Situation has come to point where constituents have got Senators Magnuson & Jackson to schedule conference with FCC representatives Nov. 16. People have installed little amplifiers on mountains and beamed Ch. 4 signals of KXLY-TV, Spokane, into towns of Bridgeport, Brewster, Pateros & Manson. FCC discovered Bridgeport operation several months ago (Vol. 10:36), got operator Powell Electric Co. (appliances) to shut it down. Sometime later, owner told FCC, unknown persons broke lock on amplifier, set it in operation again. Commission is particularly concerned about the boosters because Ch. 4 is adjacent to frequencies used by air marker beacons, safety & special services, etc. Sens. Magnuson & Jackson are calm about matter, but Rep. Walt Horan (R-Wash.) has been pushing Commission to permit continued booster operation—or something equally effective. FCC delegation to Capitol Hill will be headed by Comr. Lee, probably include Curtis Plummer & Warren Baker.

Edward Lamb’s former secretary was put on stand by FCC counsel in 8th week of marathon hearing on renewal of his license for WICI, Erie. Mrs. Evelyn Runge testified that Lamb once said he attended a Communist school in Russia; that Lamb was solicited for funds by so many groups he once said he must be on every sucker list in the country; that she was asked by a “govt. representative” whether Lamb was a Communist Party member and replied she “didn’t think he was.” During cross-examination Lamb attorney Russell M. Brown asked her if she knew Lamb was in Russia only 6 days. She said she didn’t. Mr. & Mrs. Claudius Russell, Toledo, ex-Communists, both testified they once saw Lamb contribute money at the dedication of Communist headquarters in Toledo. Mrs. Russell said she was $50, but Mr. Russell wasn’t sure. Mrs. Russell also testified her husband was arrested in Toledo for reasons unknown to her, but that he had a “concealed weapon” in his car when picked up; also that he was once arrested in Washington on a numbers charge.

Because of TV & radio revenues, boxing has become an interstate business, govt. attorneys argued this week before U.S. Supreme Court in appeal from lower court dismissal of anti-trust action against International Boxing Clubs of N. Y. and Ill., Madison Sq. Garden Corp. and club owner James D. Norris. Their attorney, Whitney N. Seymour, however, argued that boxing is a sport, essentially the same as pro baseball, which Supreme Court has ruled is not engaged in interstate commerce. Govt. attorney Philip Elman said at least 25%—and in some cases more than 50%—of boxing income comes from nationwide TV. Seymour replied that baseball collects 10 times more from TV than boxing does. In “friend of the court” brief, N. Y. attorney general Nathaniel L. Goldstein agreed with Govt. that TV is the big factor in boxing income. “TV, not the boxoffice, is the tail that swings the boxing kite,” he said.

Resuming blasts at NCAA football TV controls, Notre Dame athletic director Ed Krause told Chicago American Quarterback Club Nov. 8: “The present NCAA plan is an artificial and reactionary system that is no good. [The Big Ten’s proposal for] regional TV is a step in the right direction . . . We would like all football games at Notre Dame to be televised, but never have we planned in our mind to do so. I disagree that pro football is stepping ahead of [college football] because it still uses the 2-platoon system. But I do think the pros are doing a better job of selling their product [through TV].”

GOVT. MOVES AGAINST RCA PATENT POOL: Dept. of Justice's anti-trust action against RCA's TV-radio patent licensing business, filed as civil suit in Federal court for southern district of New York Nov. 19, and alleging monopoly in restraint of trade, is set forth in 22-page complaint that winds up with plea to court that it enjoin "package licensing agreements" and other alleged "misuse of patents."

Called "co-conspirators," but not named as defendants, are AT&T, Western Electric, Bell Labs, GE & Westinghouse. Signing complaint are not only Attorney General Brownell and Stanley N. Barnes, asst. in charge of anti-trust div., but the same lawyers who spearheaded the sweeping 1952 grand jury probe of color TV, patents, etc., in which RETMA, RCA and 17 other manufacturers were subpoenaed -- a proceeding that was dismissed by the then Attorney General a year later (Vol. 8:9 & 9:4).

Govt.'s suit raises no monopoly issue with respect to RCA's vast manufacturing, broadcasting and other operations.

Political implications of action may go beyond the patent suit itself. While certain FCC and industry elements have been prodding the Dept. of Justice constantly to move against the RCA patent structure, some Washington observers see an effort to beat Senator Kilgore (D-W.Va.) to the punch. He has proposed a probe of what he has called the TV-radio monopoly, mentioning ownership of networks & stations and suggesting look into TV, radio, newspaper, manufacturing relationships as well as patents (Vol. 10:10-11). This would mean going beyond the RCA setup and into other companies as well -- and Kilgore is prospective chairman of next Judiciary Committee.

(For continuation of this report, see Trade Report, pp. 11 & 12.)

CBS & STORER BUY, DuMONT WON'T SELL: These important station deals were completed this week: (1) CBS bought WSTV-TV, Steubenville, O. (Ch. 9) for $3,000,000 with avowed intention of making it a Pittsburgh outlet. (2) Storer Bstg. Co. purchased a Miami uhf, to become first entity to own full quota of 7 stations, if FCC approves.

DuMont denied it contemplates "disposition or abandonment" of its TV network, meanwhile, though conceding it had engaged in "exploratory" talks with ABC officials (Vol. 10:46). DuMont topkicks also issued flat denial of snowballing rumors that WDTV, Pittsburgh was being sold to Westinghouse. Top Westinghouse officials said there had been negotiations, "but we've been negotiating with everybody."

CBS purchase of Steubenville outlet was straight cash deal, contingent only upon FCC approval of its plans to move studio and transmitter closer to Pittsburgh. CBS plans to put studios in Florence, Pa., 12 mi. E of Steubenville and 23 mi. W of Pittsburgh, move transmitter to Troy Hill & County Rds., 3½ mi. NW of Pittsburgh and less than mile from WDTV transmitter. Principals selling WSTV-TV are Jack & Louis Berkman and John J. Leaux. Radio WSTV is not involved in sale.

CBS also filed application this week to purchase Milwaukee's WOKY-TV (Ch.19)
for $335,000 (Vol. 10:43), but actually more than $1,000,000 is riding on deal --
for CBS is also buying all physical assets of Lou Poller's WCAN-TV (Ch. 25) for some
$650,000 and handing over to him the physical facilities of WOKY-TV. CBS thus takes
over lease of WCAN-TV's elaborate new studios, due for completion Dec. 10. WCAN-TV
will continue to teletack on Ch. 25 as an independent, using old WOKY-TV studios,
while CBS is expected to change WOKY-TV call letters, possibly to WXIX (representing
Roman numerals for Ch. 19), boosting power to megawatt. CBS-WCAN-TV negotiations
were handled by Blackburn-Hamilton.

Storer's Miami purchase came as a shocker to the 8 well-heeled applicants who
are battling it out in FCC hearings for Ch. 7 & 10 -- inasmuch as it appears Storer's
uhf will start out as NBC affiliate. Complex deal will give George B. Storer a TV
affiliate for his radio WGBS (CBS) in his company's headquarters city. As outlined
in application filed Nov. 19 with FCC, here's how deal will work:

Storer takes over Ch. 27 CP for WMIE-TV from group headed by former Ga. Gov.
E. D. Rivers Sr. for "out-of-pocket expenses" totaling $35,409. At same time, he
pays $300,000 for physical facilities of NBC-affiliated WFTL-TV, Ft. Lauderdale
(owned by Ft. Lauderdale Daily News interests), now operating on Ch. 23. Then he
plans to move Ch. 23 to Miami from Ft. Lauderdale, putting Ch. 39 in Ft. Lauderdale
instead. The 3 parties involved in deal petitioned FCC Nov. 19 for such a move, in
connection with rule-making already underway on an earlier request by WFTL-TV to
let it move transmitter to Miami antenna farm (Vol. 10:43, 46).

If Commission approves switch, Storer will take over WFTL-TV facilities and
channel (presumably changing call to WGBS-TV) and teletack from Ft. Lauderdale --
pending construction of 1000-ft. tower at Miami antenna farm, installation of RCA
equipment to provide full megawatt of power, and equipping of WGBS Miami studios for
TV. As soon as he takes over Ft. Lauderdale facilities, he plans to install 12½-kw
RCA transmitter there, to give Grade A coverage to Miami, 25 mi. away.

Managed by Noran E. (Nick) Kersta, WFTL-TV has been on air since April 1953,
drop CP after Storer takes over its facilities. Only vhf operating in Miami
now is Mitchell Wolfson's WTVJ (CBS). Other uhf in area is WITV, Ft. Lauderdale-
Miami, headed by Cmdr. Mortimer Loewi, one-time exec. asst. to Dr. Allen B. DuMont.

Storer was first multiple-owner to take advantage of FCC's new rule permit-
ting ownership of 2 uhf in addition to 5 vhf, when he acquired Empire Coil Co. with
its uhf KPTV in Portland, Ore. and vhf WXEL in Cleveland (Vol. 10:44). With Commission
approval of Miami transfer, Storer will own TV-AM combinations in Miami, Detroit,
Toledo, Atlanta, Birmingham, Cleveland, plus TV in Portland, AM in Wheeling, W.Va.

Rumors of sale of DuMont network to ABC kept flying so thick and fast that at
week's end DuMont released statement acknowledging that "certain exploratory conver-
sations" had been held, but expressing determination "to perpetuate the DuMont TV
Network as a potent force for public service and advertising" -- and blaming its
current plight on FCC's policy of vhf-uhf intermixture (for statement, see p. 16).

ABC-DuMont deal which fell through was to have been based upon these terms:
ABC was to pay DuMont $1,000,000 for its network, with no stations or real estate
involved -- DuMont buying $700,000 in sponsorships on ABC network, and DuMont-owned
WTG becoming the ABC affiliate in Washington, replacing WMAL-TV. The deal turned
out to be "illogical," according to one of the principals, got snagged on "details."
ABC announced it's now negotiating to renew affiliation with WMAL-TV.

Sale of DuMont's WDTV to Westinghouse for unprecedented $9,750,000 was still
rumored at week's end, despite the denials. One report was that Westinghouse had
scheduled special board meeting Dec. 1 to ratify purchase.

Another transaction consummated this week, subject to FCC approval, was sale
of 75% of WJPB-TV (Ch. 35) & radio WVWV (250-w, 1490 kc), both in Fairmont, W.Va.,
by J. Patrick Beacom to Donn Baer, Cincinnati accountant and small-loan investor,
onetime U of Illinois football star, for $147,000. Beacom would retain 25% owner-
ship of both stations under agreement negotiated by Blackburn-Hamilton.
Full Text of Complaint

Department of Justice Civil Action Against RCA Patent Pool

Filed in United States Court for Southern District of New York, November 19, 1954

(For story, see Television Digest, Vol. 10:47)

UNITED STATES DISTRICT COURT
SOUTHERN DISTRICT OF NEW YORK

UNITED STATES OF AMERICA, Plaintiff,
v.
RADIO CORPORATION OF AMERICA, Defendant.

Civil No. 97-33

COMPLAINT

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this action against the defendant named herein and complains and alleges as follows:

I

JURISDICTION AND VENUE

1. This complaint is filed and these proceedings are instituted under Section 4 of the Act of Congress of July 2, 1890, c. 647, 26 Stat. 209 (15 U.S.C., Sec. 4), as amended, entitled "An Act to Protect Trade and Commerce Against Unlawful Restraints and Monopolies," said act being commonly known as the Sherman Act, in order to prevent and restrain continuing violations by the defendant, as hereinafter alleged, of Section 1 and 2 of the Sherman Act (15 U.S.C., Secs. 1, 2).

2. Many of the acts done in pursuance of the offenses charged herein have been performed and are being performed by the defendant and its representatives within the Southern District of New York.

3. Defendant has its principal offices, transacts business, and is found within the Southern District of New York.

II

DESCRIPTION OF DEFENDANT

4. Radio Corporation of America, hereinafter referred to as "RCA," is made the defendant herein. RCA is a corporation organized and existing under the laws of the State of Delaware, and maintains its principal offices at 30 Rockefeller Plaza, New York, New York.

5. Defendant is an operating, holding, and service corporation composed of a number of corporate subsidiaries and divisions controlled in their operations by defendant, some of which are hereinafter described.

6. Defendant's business, inter alia includes: (1) the granting and exchange of patent licenses and the collection of royalty payments therefor, and the conducting of research through its RCA Laboratories Division; (2) the manufacture and sale of equipment for the transmission and reception of radio and television signals through its RCA Victor Division (formerly RCA Victor Company, Incorporated), and (3) the broadcasting of radio and television signals and network broadcasting through its subsidiary National Broadcasting Company, Inc., hereinafter referred to as "NBC."

7. Defendant conducts research and development through its RCA Laboratories Division. Defendant's Patent Department, Commercial Department, and Laboratories Division discharge patent functions of defendant including the prosecution of patent applications, interferences and infringement suits, and patent licensing activities including the granting and acquisition of licenses. The RCA Laboratories Division maintains offices and laboratories at Princeton, New Jersey; New York, New York; Newark, New Jersey; Camden, New Jersey; Chicago, Illinois; Hollywood, California; and Washington, D. C.

8. Defendant owns, controls, or possesses licensing rights under approximately 10,000 United States patents. During the year 1951, defendant's royalty income from licenses granted under said patents and patent rights amounted to $19,459,573.

9. Defendant manufactures almost all types of radio- television products, parts, and accessories through its RCA Victor Division.

10. Defendant is the leader in sales in the following radio-television product groupings: television receivers; radio transmission equipment; television transmission equipment; vacuum tubes; cathode ray tubes; and transmitting and power tubes.

11. Defendant's wholly-owned subsidiary, NBC, broadcasts radio and television programs through its own facili- ties and furnishes radio and television programs to more than 180 radio and 63 television stations in nationwide radio and television networks. NBC is one of the largest domestic purchasers of radio-television equipment.

III

DESCRIPTION OF CO-CONSPIRATORS

12. General Electric Company, hereinafter referred to as "GE," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. GE is the largest manufacturer of electrical equipment in the United States. GE is hereby named as a co-conspirator.


14. American Telephone and Telegraph Corporation, hereinafter referred to as "AT&T," is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. AT&T is principally engaged in the rendition of local and long-distance telephone communication service through a network of subsidiary operating companies known as the "Bell System." The Bell System owns and operates substantially all of the coaxial cable and micro-wave relays.
and wire facilities used in the networking of programs for radio and television broadcasting. AT&T is hereby named a co-conspirator.

15. Western Electric Company, Inc., hereinafter referred to as “Western Electric,” is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. More than 99 per cent of Western Electric stock is owned by AT&T. Western Electric is the largest manufacturer of telephone apparatus in the United States. Western Electric is hereby named as a co-conspirator.

16. Bell Telephone Laboratories, Inc., hereinafter referred to as “Bell Labs,” is a corporation organized and existing under the laws of the State of New York, with principal offices in New York, New York. Bell Labs is jointly owned by AT&T and Western Electric, and engages in extensive electronic research. Bell Labs is hereby named as a co-conspirator.

IV

NATURE OF TRADE AND COMMERCE

17. The trade and commerce involved herein is the radio-television patent licensing business which includes research relating to the origination or improvement for commercial use of radio and television products and devices, the licensing of radio-television patents and patent rights, and the issuance and exchange of licenses in connection therewith.

18. The research and patent activities involved herein relate to radio and television products and devices including receivers, radio and television transmitting equipment, electrical phonographs, radio and television producing machinery, and components, related parts, and accessories of all the foregoing, including, but not limited to, transmitting and power tubes, vacuum tubes, cathode ray tubes, transistors, and antennas. Radio and television products and devices originate in the laboratories and frequently change in form. To benefit the public, patents reading on radio and television products and devices must be made readily available for technological and commercial development. As a result of new developments within the art in recent years, home entertainment, once limited to radio, has grown to include black and white television, and most recently color television which it is anticipated will soon be in wide commercial use. Because the radio-television industry has been for many years and now continues in a stage of active evolutionary development, the functions of research and origination of improved types of products constitute a more basic part of the total manufacturing and selling operation than would be the case in a more static industry. Research and patent licensing within this malleable industry not only determine the character of consumer products but have vital significance for the national defense.

19. Defendant expends millions of dollars annually in research and development which it conducts in its laboratories located in Princeton, Newark, and Camden, New Jersey; New York, New York; Chicago, Illinois; Hollywood, California; and Washington, D.C. Such research and development employ materials, parts, and other supplies purchased by defendant from sources located in many of the states of the United States and in many foreign countries.

20. Substantially all radio-television manufacturers located in many of the states and territories of the United States and the District of Columbia are licensed under defendant’s patents and patent rights.

21. Defendant’s standard forms of patent licenses, under which more than 400 companies are licensed to manufacture fall within these four categories:

(a) Radio and television receivers including electrical phonographs;
(b) Commercial radio apparatus, including, among other things, radio and television transmitting equipment;
(c) Receiving tubes, including vacuum tubes and cathode ray (“television picture”) tubes; and
(d) Transmitting and power tubes.

22. Defendant’s licenses are issued under approximately 10,000 United States patents or patent rights owned, controlled, or possessed by it, and obtained in part by negotiation and acquisition from other persons or companies located in many of the states of the United States or through cross-licensing agreements with most of the principal radio and television manufacturers located throughout the world. Defendant’s business of patent licensing during the year 1951 resulted in royalty income from its domestic licensees, located in most of the states and territories of the United States, of $19,000,000,000. Currently, the domestic royalties are believed to be well in excess of $20,000,000,000.

23. The radio-television patent licensing business is nation-wide and international in character and results in a continuous stream of intercourse across state lines composed of collection and payment of royalties and the numerous documents and written and verbal communications, and the continuous use of interstate transportation and communication facilities which are essential to the negotiation and operation of patent licensing contracts.

24. The licensed manufacturers within the field vary in size from a manufacturer of a sole part or product to defendant which manufactures substantially all types of industry products, parts, and accessories. RCA was in 1951 the leader in sales for the principal manufactured products of the field except for radio receivers.

25. Of the largest manufacturers in the field are engaged in the making of radio and television receivers, which accounts for the largest revenue among the segments of industry manufacture. In black and white television receivers alone the public by 1954 had invested over $8,000,000,000 for more than 30,000,000 sets.

26. In 1953 the total radio-television field output for all products of all manufacturers at factory values exceeded $1,500,000,000.

27. The products of the radio-television field, including those of the defendant, are manufactured in many states of the United States and are sold and shipped by the manufacturers thereof in interstate and foreign commerce to wholesalers, retailers, and other purchasers located in the various states and territories of the United States, the District of Columbia, and many foreign countries.

28. The radio-television patent licensing business which includes the research and development in this field, the acquisition and holding of patents and patent rights resulting therefrom, and the issuance of patent licenses pursuant thereto is closely related to, and constitute an integral part of, the movement in commerce of radio and television manufactured products, and directly affects the manufacture, sale and distribution of such products and constitute an important part of the trade and commerce of the United States.

V

BACKGROUND FOR OFFENSES

A. The Industry from 1919 to 1930

29. On October 17, 1919, GE caused the incorporation of defendant in Delaware as its subsidiary operating in the radio field. Upon its incorporation, defendant acquired the assets of Marconi Wireless Telegraph Company of America, including valuable radio patents and patent rights. During 1919, GE granted to defendant exclusive licenses under GE’s present and future radio patents, together with the exclusive right to sublicense others, and GE reserved the right to manufacture itself but agreed to sell its radio apparatus exclusively to defendant.

30. During the years 1920 and 1921, defendant entered into cross-licensing agreements with co-conspirators Westinghouse, AT&T, and Western Electric, giving the defendant exclusive patent rights in the radio field and exclusive rights to license others for manufacturing in this field under the patents of said co-conspirators.

31. Prior to 1926, defendant sold radio apparatus made by co-conspirators GE and Westinghouse, and operated
marine transoceanic radio communication systems, but defendant did not itself manufacture within the field. During the year 1926, defendant organized its subsidiary NBC, which entered the radio broadcasting field.

32. During the year 1927, defendant began the licensing of others to manufacture within the field. During the year 1930, defendant itself began such manufacture.

33. From time to time during the period from 1919 to 1930, defendant entered into the aforesaid and other agreements with the co-conspirators, which by 1930 had the effect of vesting in defendant the exclusive rights to manufacture and sell under approximately 4,000 patents owned or controlled by all the co-conspirators within the radio field as it then existed, and the exclusive right to license others for manufacture and sale of radio equipment under such patents, and which transferred to defendant most of the radio manufacturing facilities previously owned by the co-conspirators named herein.

34. During the period from 1919 to 1930, defendant entered into agreements with the principal foreign manufacturers of radio equipment which gave to defendant exclusive rights to domestic use of the United States patents of said companies, together with the exclusive right to sublicense others in the field under said patents.

A. Antitrust Proceedings of 1930

35. On May 13, 1930, the United States instituted a civil action against RCA and thirteen other defendants, including the co-conspirators named herein except for Bell Labs, in the District Court of Delaware, charging a conspiracy to restrain and to monopolize trade in the manufacture of radio apparatus and the transmission of messages by radio, with the object that the litigation was terminated by consent decrees of November 21, 1932, May 25, 1934, and July 2, 1935. The decrees provided, inter alia, that:

(a) GE and Westinghouse divest themselves of holdings of RCA's stock;
(b) GE and Westinghouse cause their officers and directors to resign as members of RCA's board;
(c) RCA, GE, Westinghouse, and AT&T be enjoined from recognizing as exclusive the patent licenses previously exchanged and be restrained in future from restricting the right of any party to the agreements to engage in the business of its choice or to use its own patent rights;
(d) RCA relinquish exclusive rights under United States patents in the radio field owned by a number of foreign companies with which RCA had patent license agreements.

36. On July 1, 1932, prior to the consent decrees aforesaid, an agreement was reached between co-conspirators GE and AT&T, called "Agreement B-2," to which defendant was a party, extending the agreement of the same date, which terminated prior exclusive cross-licensing agreements among the parties, and purported to provide non-exclusive licenses and to grant to defendant the non-exclusive right to license others under the patents of AT&T and Western Electric within the radio-television industry.

37. On November 21, 1932, the date of entry of the first consent decree, an agreement was reached between defendant, GE, and Westinghouse, called "Agreement A-1," which terminated prior exclusive cross-licensing agreements among the parties, and purported to provide non-exclusive cross-licenses and to grant to defendant non-exclusive rights to license others under the pooled patents of the co-conspirators within the radio-television industry.

38. Agreement A-1, as later modified or supplemented, is presently in effect. Although by agreements of June 27 and October 15, 1951, Agreement B-2 is said to be terminated, defendant continues to enjoy patent rights and the right to license others under the patents of AT&T and Western Electric within the radio-television industry.

39. On July 31, 1942, the United States moved in the District Court of Delaware to vacate the aforesaid consent decrees upon the assertion contained in its motion that "in the opinion of the Department of Justice the decrees . . . do not now promote the public interest." The Government's motion was denied upon the ground that the decrees could not be reopened upon the mere assertion of the Attorney General, without proof as to why the public interest required vacation of the decrees. (Opinion of Judge Maris reported at 46 F. Supp. 659). No further proceedings have been initiated by the government under the aforesaid consent decrees.

VI. OFFENSES CHARGED

40. Beginning on or about November 22, 1932 and continuously thereafter up to and including the date of filing of this complaint, defendant has attempted to monopolize, and has in fact monopolized, the aforesaid interstate trade and commerce in radio-television research, patent holding and patent acquisition, and the issuance and exchange of radio-television patent licensees, in violation of Section 2 of the Sherman Act. Pursuant to the attempt to monopolize and in acquiring the monopoly aforesaid, defendant has entered into various agreements and contracts of action with the co-conspirators and others which have unreasonably restrained the aforesaid radio-television patent licensing business and the manufacture, sale and distribution of radio-television products and devices, in violation of Section 1 of the Sherman Act. Defendant is continuing, and threatens to and will continue, said offenses unless the relief hereinafter prayed for is granted.

41. Defendant, for the purpose of achieving and maintaining a monopoly of the radio-television patent licensing business, has amassed ownership of or rights to use and/or to license others under approximately 10,000 United States patents in the radio-television field. Such patents and patent rights were obtained by defendant by (a) purchase or assignment; (b) acquisition of licenses and sub-licensing rights under existing and future patents owned by others, including the principal foreign radio and television manufacturers; (c) provisions under its standard form licensing agreements requiring, upon defendant's request, the grant-back to defendant of rights under the patents and patent applications of defendant's licensees; (d) its own inventions and technical developments; and (e) patent cross-licensing agreements which pooled in defendant the present and future patent rights of the co-conspirators named herein, and of others. Some of the means and methods used by defendant in acquiring and monopolizing most of the patents and patent rights within the radio-television patent licensing business are hereinafter more particularly set forth in paragraphs 42 to 46, 59 to 62 inclusive.

42. During the period from November 21, 1932, the date of the consent decree, to the date of filing of this complaint, defendant purchased patent rights from many of its important domestic licensees, including, among others, the Philco Corporation (1946 and 1950); Allen B. Dumont Laboratories, Inc. (1941 and 1950); Zenith Radio Corporation (1929); Raytheon Manufacturing Company (1938 and 1948); AVCO Manufacturing Corporation (formerly Crosley Corp.) (1940 and 1946); Capehart-Farnsworth Corporation and Federal Telephone and Radio Corp. (1950); Admiral Corporation (formerly Radio Patents Corp.) (1942); Stromberg-Carlson Co. (1938); Motorola, Inc. (formerly Galvin Manufacturing Co.) (1945); and Sylvania Electric Products, Inc. (1938, 1946, 1948 and 1950). Some of the patents acquired were granted to defendant the right to sublicense also reserved to the right to license others, the effectiveness of which was destroyed by defendant's monopoly of patents and patent licensing.

43. Following the consent decree of May 25, 1934 and a related stipulation of the same date concerning foreign agreements, and the consent decree of July 2, 1935 relating to defendant's foreign contracts, defendant acquired the right to use and to grant licenses under the United States patents and patent applications of the
following companies, including most of the principal manufacturers of radio and television industry equipment located throughout the world:

Argentina—RCA Victor Argentina, S.A. Transradio International, Compania Argentina de Telecomunicaciones, S.A.

Australia—Amalgamated Wireless (Australasia) Ltd.

Brazil—RCA Victor Radio, S.A.

Canada—RCA Victor Company Ltd.

Chile—RCA Victor Chilean, S.A.


Germany—Siemens & Halske Aktiengesellschaft Telefunken Gesellschaft fur Drahtlose Telegrafie m.b.H.

Holland—N.V. Philips' Gloeilampenfabrieken.

Italy—Ottico Mecanica Italiana.

Mexico—RCA Victor Mexicana, S.A.

Philippines—Bolinoa Electronics Corporation.

Spain—Tubos Electoroscos, S.A.

Sweden—Oxelosunds Jarverkskitebolag. Telefonaktiebolaget L.M. Ericsson.

Although the defendant's patent licenses and sublicensing rights received from foreign companies were in form non-exclusive, the rights to sublicense obtained by defendant from companies listed above became in fact exclusive by force of defendant's licensing policies, described in paragraphs 49 to 57 herein.

44. Defendant contracted with the co-conspirators named herein and with other domestic patent holders and with many foreign companies to receive rights, including sublicensing rights, under all future radio-television patents of said companies during the terms of the respective license agreements, and/or for the lives of all such patents.

45. For the purpose of achieving a monopoly of the patent rights relating to the commercial transmission and reception of black and white television, defendant purchased control over patent positions held by others, as described below. Before making black and white television commercially available to other manufacturers by the grant of patent licenses, defendant in 1936 acquired for $150,000 the United States patent rights of Françoise C. B. Henrotreau bearing on television transmission. Defendant in 1941 acquired for $475,000 rights under United States television patents and applications of the Loewe Group, consisting of Loewe Radio Incorporated, an American company; Loewe Radio Company Limited, an English company; and Radio A.G.D.S. Loewe, a German company. In or about 1939, 1946 and 1947, defendant acquired rights to use and to sublicense under the United States patents of Farnsworth Television and Radio Corporation in the television receiver and receiving tube fields for approximately $3,125,000 in addition to the payment of royalties.

46. Defendant, with the purpose of obtaining patent control of newly-developed color television, by 1950 had purchased color television patents of Robert Lorenzen, Pierre Marie Gabriel Toulon, and Charles Willard Geer, inventors who had made important contributions to development of this new art. In 1950 the Federal Communications Commission, over defendant's opposition, licensed the field sequential system for the broadcast and reception of color television developed by the Columbia Broadcasting System, which was inconsistent with defendant's own developments. Defendant widely made known to its manufacturing licensees within the industry, and others, its opposition to said color system. Thereafter, no commercial color television receivers capable of receiving field sequential transmission were manufactured by others than the Columbia Broadcasting System. Defendant has since developed a new color television system which conforms with standards adopted by the Federal Communications Commission on December 17, 1953 without objection by other manufacturers.

47. Defendant has achieved and exercised the power to shape, time and retard the introduction to commercial use of new radio and television developments and television receivers thereby maintaining its monopoly of the radio-television patent licensing business and unreasonably restraining the manufacture, sale and distribution of radio-television products and devices.

48. Defendant acquired the patents and patent rights described in paragraphs 41 to 46 above, with the purpose and effect of achieving control over, and the power to exclude, potential or actual competitors in the radio-television patent licensing business, all in excess of the legitimate rewards which the patent laws afford to patentees and in subversion of, and misuse of, such laws.

49. During the period from November 21, 1932, the date of the consent decree, to the time of filing of this complaint, defendant has licensed all of the presently-existing manufacturers of radio and television equipment in the United States under its patents and patent rights, and substantially all of such manufacturers presently are licensed by defendant, under the restrictive licensing system hereinafter outlined.

50. The licenses granted by defendant, referred to in paragraph 49 above, have been in standard forms for specific fields of use under all of defendant's patents and patent rights bearing on the fields of licenses. Said licenses require the licensees to confine use of patents and patent rights to the fields defined by the separate licenses, as follows:

(a) Radio Broadcast Receiving Set and Electrical Phonograph Licenses, which grant the right to manufacture and sell radio broadcast receiving sets, electrical phonographs, television receivers and certain combinations thereof. Approximately 175 such receiving set licenses are presently in effect.

(b) Radio Receiving Tube Licenses, which grant the right to manufacture and sell electronic tubes of different types, including cathode ray tubes used in television receivers, for use in the home entertainment and amateur radio field, but not for use commercially. Approximately 62 such radio receiving tube licenses are presently in effect.

(c) Radio Tubes, Transmitting and Power Types, Licenses, which grant the right to manufacture and sell such tubes for transmitting purposes only. Approximately 17 such radio tubes, transmitting and power types, licenses are presently in effect.

(d) Commercial Radio Apparatus Licenses, which grant the right to manufacture and sell manufactured products for commercial use but not for home use or other use than for commercial purposes. Approximately 130 such licenses for commercial apparatus are presently in effect.

In addition to the foregoing licenses, defendant has granted licenses for the manufacture, sale and use of measuring and/or testing equipment, for transmitting and receiving antennae, and for certain other specified areas of radio-television manufacture.

51. All of the licenses referred to in paragraphs 49 and 50 herein include the grant of rights under all of defendant's patents and such patent rights of others under which defendant has a right to grant licenses, which are pertinent to the fields of such licenses. Said licenses are referred to herein as "package licenses," because, with very few exceptions, an applicant for any of these licenses has been required to accept the standard form license under which the entire field of the patent, or generally designated or described for inclusion in said license, and which are not specified therein.

52. The package licenses aforesaid contain restrictions on the use of products made pursuant to license, as follows:

(a) The licensees and purchasers from the licenses are confined to the use of such products manufactured in the specific fields conforming with the types of standard form licensing agreements described in paragraph 50 above.

(b) The licenses are required to affix notices to such
products enumerating the fields in which the products may be used and indicating to the purchaser that the products may only be used in the designated fields and stating that such products use inventions covered by patents owned or subject to license by defendant.

(e) Some of the patent licenses aforesaid, prior to about 1950, have restricted the places at which the licensees may manufacture products, and some of such licenses convey to the licensees rights to make and sell but not to use manufactured products.

(d) Some of the packaging licenses aforesaid convey rights to manufacture only completed apparatus and combinations thereof.

The package licenses aforesaid require licensees to pay royalties assessed against the selling price of the completed products made by licensees as ready for sale, including payment of royalties on cabinets, packing materials, boxes, cartons, crates and other unpatented and unpatentable materials. Royalties exacted by defendant through the package licenses are the same whether one or any number of defendant's patents are actually desired or used by the licensee in manufacturing.

54. The package licenses aforesaid have tied together patents of all kinds and different origins, including patents useless to the licensee, patents owned by defendant, by the co-conspirators named herein, and by others, including in some instances patents owned by the licensees themselves, in furtherance of defendant's policy of block-booking of patents to forestall scrutiny of, and attack upon, individual patents, and to maintain its monopoly of the radio-television patent licensing business.

55. Pursuant to the policy described in paragraph 54 above, defendant has refused and refuses requests to grant licenses under less than its whole patent package as contained in its standard form licensing agreements and has refused to depart from said standard form license agreements in any significant particular.

56. Defendant has refused and refuses requests to grant licenses in certain fields of radio-television manufacture.

57. Defendant has refused its licensees by the package licenses aforesaid to grant back to defendant the right to acquire a license under any new inventions of the licensee within the field of license. Such grantback provisions were removed from the package license agreements by formal waiver of defendant on June 22, 1940.

58. Defendant has exercised the power to exclude competition in the radio-television patent licensing business by various means, among them the following:

(a) Package licenses which deter radio-television manufacturers from accepting patent licenses from others than defendant;

(b) Granting the aforesaid substantial annual royalty revenues from its licenses which deter others from substantial independent research and development activity;

(c) Harassing and oppressing actual and potential radio-television manufacturers unlicensed by the defendant through the institution by itself, or by the co-conspirators named herein, of more than 250 infringement and contributory infringement suits against such manufacturers and/or their customers without bringing on such suits to trial and by presenting to non-licensed manufacturers threatened by infringement suits the difficulty of successfully defending against the numerous claims embodied in many or all of approximately 10,000 patents owned or controlled by defendant, notwithstanding the fact that insofar as plaintiff is concerned, defendant does not presently own or control a single patent which has been adjudicated by the courts to be valid.

59. Subsequent to the consent decree of November 21, 1932, defendant and the co-conspirators named herein by concert of action (a) made impotent the reserved rights of said co-conspirators to license others under Agreements A-1 and B-2 described in paragraphs 36 to 38 herein; (b) discouraged and impeded said co-conspirators from engaging in substantial radio-television research, development, and patent licensing; and (c) gave to defendant the radio-television patent, licensing business its primary field for research, development, and patent licensing free from competition therein by the major research laboratories of the co-conspirators, whose technical facilities, financial resources, staff and experience were potentially best capable of offering such competition to defendant.

60. Subsequent to the consent decree of November 21, 1932, defendant preserved the only right to use and the only effective right to license under the pooled radio-television patents owned by all the co-conspirators named herein, and each of said co-conspirators was required to pay royalties to defendant and to accept standard licenses from defendant in order to use the pooled patents, including those patents contributed to the pool by said co-conspirators.

61. In 1952, and in furtherance of the concert of action described in paragraphs 59 and 60 above, defendant and co-conspirators AT&T and Western Electric agreed to extend the life of certain sublicense rights granted to defendant by Agreement B-2 from December 31, 1954 to December 31, 1960.

62. Defendant's license to manufacture and sell under the patents of all the co-conspirators named herein continues until December 31, 1954, the expiration date for Agreements A-1 and B-2, and thereafter for the lives of all pre-termination date patents or applications owned or controlled by said co-conspirators. On January 11, 1954 Circuit Court Judge Albert B. Maris, sitting as Judge in the District Court for the District of Delaware on GE's motion for construction and enforcement of the consent decree of November 21, 1932, decided that Agreement A-1 grants to defendant the rights to sublicense under the patents of GE and Westinghouse acquired prior to December 31, 1954 for the lives of all such patents. (117 F. Supp. 449) on March 5, 1954 defendant and GE agreed that defendant's rights to sublicense under such patents acquired from GE would expire on December 31, 1962.

VII

EFFECTS OF THE OFFENSES

63. The aforesaid offenses have had, among others, the following effects:

(a) Defendant has acquired and maintains a monopoly of radio-television research and development, patents, patent rights and patent licensing.

(b) Manufacturers of radio and television products have been discouraged from realizing their full research manufacturing and profit potentialities, and have been forced into dependence upon defendant for patent rights and to return know-how.

(c) New radio-television developments have been barred by defendant from successful manufacture and use except in so far as they are originated and controlled by defendant, and the public has been deprived of the benefit of new radio-television developments which might have emerged from those competitive research and inventive activities which defendant by its policies and practices has discouraged.

(d) The manufacture, sale and distribution of radio and television products and devices have been unreasonably restrained.

PRAYER

WHEREFORE, Plaintiff prays:

1. That the Court adjudge and decree that defendant has monopolized, and attempted to monopolize the radio-television patent licensing business and contracted and conspired to restrain such business and the manufacture, sale and distribution of radio-television products and devices unreasonably in violation of Sections 2 and 1 of the Sherman Act.

2. That the package licensing agreements between defendant and its licensees and certain agreements, understandings and concerts of action between defendant and its co-conspirators named herein and between defendant and certain of the foreign and domestic radio and television companies described herein, be adjudged to be illegal and in unreasonable restraint of interstate or foreign trade and commerce or used in furtherance of the offenses described above, and that the observance of such agree-
ments and the execution of similar agreements be perpetually enjoined.

3. That defendant be enjoined from misuse of its patents, patent rights or licensing agreements, and that affirmative relief be granted in respect of defendant's patents, licensing policies, and release of know-how, after a separate hearing relating to issues bearing on relief appropriate for the restoration of competitive conditions in the radio-television patent licensing business and in the manufacture, sale and distribution of radio-television products and devices and in the course of which the government will present for approval by the Court a specific plan for such relief.

4. That defendant and its officers, directors, agents, representatives, and all corporations acting and claiming to act on behalf of them be perpetually enjoined from monopolizing, attempting to monopolize, combining and conspiring to monopolize or agreeing, combining or conspiring to restrain the aforesaid trade and commerce, and be perpetually enjoined from engaging in or participating in concerts of action, agreements, licenses, contracts, relationships, or understandings, or claiming any rights thereunder, having a tendency to continue or revive any of the aforesaid violations of the Sherman Act.

5. That plaintiff have such other and further relief with respect to the organization, functions, and operations of defendant as the Court may deem appropriate and necessary to establish effective competition in the radio-television patent licensing business and in the manufacture, sale and distribution of radio-television products and devices in the United States and to prevent defendant, by abuse of its patent rights, from restricting and eliminating competition and from depriving others of a fair opportunity to compete freely and unrestrictedly with it, and from engaging in any other activities which are designed to have the effect of impairing the ability of such competitors to compete with defendant.

6. That plaintiff recover the costs of this suit.

November 19, 1954.

HERBERT BROWNELL, JR.
Attorney General

STANLEY N. BARNES
Assistant Attorney General

MARCUS A. HOLLABAUGH

RICHARD B. O'DONNELL
Special Assistants to the Attorney General

J. EDWARD LUMBAR
United States Attorney

MALCOLM A. HOFFMANN
Special Assistant to the Attorney General

BERNARD M. HOLLANDER
BADDIA J. RASHID

DANIEL REICH
ELLIOTT H. FELDMAN

Trial Attorneys
BOOSTERS AND FEE TV NEAR FCC AGENDA: Definite move of FCC into booster-satellite field may be expected -- within very few months, if not weeks. Actually, move had already begun with authorization of uhf satellite in Pasco, Wash. (Vol. 10:46), and was accelerated this week with grant of vhf satellite in Lufkin, Tex.

But what everyone is watching for, is start of rule-making to slash FCC's power-height-operating requirements well below current minimum -- to permit construction of stations in towns much too small to support stations under present rules.

Booster-satellite matter has pressure of public demand behind it, in contrast with subscription TV, which is being urged only by industry proponents -- but even the subscription subject is likely to get FCC attention before long.

Guaranteeing FCC action on methods of getting TV to small towns is interest shown by Sens. Magnuson & Jackson, of Washington, former to be chairman of Interstate Commerce Committee. They've been bedeviled by constituents who have bought sets on strength of signals from illegal boosters and want that service continued (Vol. 10:46). Meeting with FCC Comr. Lee and staff this week, they showed appreciation of dangers in illegal operations but made it clear they want Commission to do something about service to isolated towns. FCC doesn't ignore such indications.

FCC chief engineer Edward Allen and TV engineer McIvor Parker attended RETMA satellite committee meeting in New York this week, also traveled to Waterbury, Conn. to inspect experimental uhf booster operated by consultant Ben Adler. They covered area in mobile unit, were reportedly very much impressed with fact that good signal could always be received from either WATR-TV (Ch. 53) or the booster and that interference between the two was insignificant.

RETMA committee is studying FCC rules to determine amendments needed to permit such "whistling posts." Form rules might take hasn't jelled yet, but under consideration are reduction of power-height minimum to something like 100 watts & 100 ft. or elimination of minima altogether -- provided specific minimum signal level is maintained over principal town to be served.

Vhf satellite grant of Ch. 9 to KTRE, Lufkin, Tex. breezed through FCC, only Comr. Hennock dissenting. Grantee once held CP for the channel but gave it up last June when it decided operation would be economically impossible. It then decided it could manage as satellite of KPRC-TV, Houston, and reapplied. Lufkin area residents are thus assured schedule of KPRC-TV, an NBC-TV basic affiliate, plus ABC programs -- rather than no service at all, which has been the bleak prospect up to now. An application for similar satellite was filed this week for Ch. 4, Roseburg, Ore., by KBES-TV, Medford. (For other Commission actions this week, see p. 7.)

Subscription TV may be on FCC agenda before year's end. No one knows what Commission will do with it, but some sort of rule-making is likely, probably in written form, to explore outlines of subject. Since fee TV is a major matter, it's expected Comr. Rosel Hyde, now heading U.S. delegation negotiating North American radio agreement in Mexico City, will be in on policy decisions. Action may be withheld pending his return at conclusion of negotiations -- or he may take a break and come back for few days in order to participate.

HOUSTON & SEATTLE STARTERS, CANADA ADDS 2: Jones-Hofheinz group in Houston and the University of Washington in Seattle got their vhf outlets on air this week, bringing U.S. total to 418 (119 of them uhf) as Canada made it an even 20 there. Seattle's is 9th educational station to go into operation. Both Canadians -- in Kingston and Sault Ste. Marie, Ont. -- are directly across water boundaries from U.S. Starters:

KTRK-TV, Houston, Tex. (Ch. 13), fourth vhf in area (one being educational), formally begins operation Nov. 20 with special dedication ceremonies as it links into ABC network. It has tested intermittently for week, uses 50-kw RCA transmitter, 960-ft. iecgo tower, 12-bay RCA antenna. Heading board is John T. Jones Jr., nephew of Jesse Jones and pres. of Houston Chronicle (KTRH). Also on the board are Wright Morrow, Democratic National Committee man; Roy Hofheinz, mayor of Houston and owner of 25% of KHT; B.F. Orr, pres. of KTRH; adman Paul Goodwin. Willard E. Walbridge,
ex-WJIM-TV, Lansing and WWJ-TV, Detroit, is gen. mgr.; Wm. F. Bennett, commercial mgr. Base rate is $700. Rep is Blair.

KCTS, Seattle, Wash. (Ch. 9, educational), granted to U of Washington, started testing Nov. 18 and on Dec. 7 begins interim programming with 2 hours weekly. On Jan. 5, full 20-hour per week schedule begins. It's 9th educational on air. It has 5-kw RCA transmitter, gift of KING-TV's Mrs. Scott Bullitt, with 6-bay antenna on 210-ft. Bethlehem tower. Mgr. is Loren B. Stone, ex-Seattle & Bremerton broadcaster, with Milo Ryan as program director and John Boor, ex-KMO-TV, Tacoma, chief engineer.

* * * *

CKWS-TV, Kingston, Ont. (Ch. 11) got first test patterns on air Nov. 18, plans commercial start about Dec. 15, already has interconnection facilities available. RCA 10-kw transmitter and 400-ft. tower with 12-slot RCA antenna in Bath connect via microwave with Kingston studios, 12 mi. away. License is held by Brookland Co. Ltd. of which Sen. W. Rupert Davies (Kingston Whig-Standard) owns 51%. Roy Thomson, chain newspaper publisher owns 49%. Brookland also owns CHEX-TV, Peterborough, Ont. (Ch. 12), due on air in Feb. R.W. Hofstetter is mgr.; H.M. Edgar, commercial mgr.; Wm. Luxton, program director; Bert Cobb, chief engineer. Base rate is $200. Reps are Weed and All-Canada Television.

CJIC-TV, Sault Ste. Marie, Ont. (Ch. 2), at Lake Superior gateway, began test patterns Nov. 17, plans Nov. 28 programming debut. It has 2-kw RCA transmitter and 250-ft. self-supporting tower with 3-bay antenna at downtown site. Owner-gen. mgr. is J.G. Hyland, with Sam Pitt as station-program mgr.; Gene Plouffe, sales mgr.; Dave Irwin, chief engineer. Base rate is $150. Reps are Weed and All-Canada.

COLOR LEADERS STAND BY PLANS & PROPHECIES: What's the current outlook for color TV, according to those who have been its most ardent proponents -- RCA chairman David Sarnoff and CBS pres. Frank Stanton? Both adhere to previously expressed attitudes, despite public apathy toward receivers offered thus far and in face of doubts about the color market being openly expressed within the industry.

Says Gen. Sarnoff: "I stand by everything I've said about color. Our plans to produce 21-in. tubes and sets remain unchanged." As for the 22-in. rectangular tube which CBS-Hytron is to introduce soon, he said there's no difference between the two and RCA will produce a 22-in. "if desirable or necessary." At week's end, RCA announced that 21-in. is in regular commercial production at rate of 100 daily.

RCA's official calculations were disclosed recently to a group of security analysts by pres. Frank Folsom as: 350,000 sets to be produced by the whole industry in 1955, 1,780,000 in 1956, 3,000,000 in 1957, 5,000,000 in 1958 (Vol. 10:38).

Stanton states: "I still stick by my speech this spring at the AAAA meeting at Greenbrier [Vol. 10:18]. Without an industry unified on a color tube, you won't get mass production, cheaper prices and unified promotion. A lot of manufacturers are still waiting for the tube confusion to settle down.

"First, we came out with the 205, then RCA announced the 21-in. -- which sort of put a blanket on the 205. Now, we're coming up with the 22-in., and that will put a blanket on the 21-in. If the industry can get together on a tube, prices will eventually come down."

Another reason why color still isn't off "dead center", Stanton said, is that "there's a pretty strong market for black-&-white. As long as that's there, manufacturers don't have to push something new. However, I wonder how long the healthy black-&-white market will last -- with those thin profit margins."

Asked if CBS would increase color program schedules in effort to stimulate demand, Stanton said: "Manufacturers will always say there isn't enough programming, but we have made up our color schedule through this season and plan no changes."

* * * *

Both officials said no immediate reduction in set or tube prices is planned -- despite rumors that tube price to set makers might be cut from $175 to $100. Such a reduction would mean sets could be offered at $500-$600 -- but tube makers insist tubes can't be sold at $100 at this stage of game without huge losses. Then, there's
renewed hope in some quarters that projection sets will finally come into their own in color -- Hazeltine, for one, feeling it has major problems licked (see p. 13).

The $500 tag seems to be a magic figure in the industry -- the price at which it's assumed set sales will approach mass basis. But there's no unanimity; one large and aggressive producer insists prices must go well below that. "Color," he said, "has laid the biggest egg in the history of the industry," but he hastened to add that it's coming eventually, maybe in 3-4 years, gaining impetus slowly as did TV itself in its inceptive years.

Admiral's exec. v.p. John B. Huarisa shares that view, stating this week: "Color TV has not been a factor in the TV business this year and will not be for several years to come. We believe that the current 15-in. color sets being offered are just as obsolete today as the 15-in. sets were last spring. Even at half price the latter have failed to move."

That sets are moving more slowly than many hoped is unquestioned. This week, Motorola pres. Paul Galvin estimated he'll build 10,000 this year -- compared with previous target of 25,000, then 20,000. CBS-Columbia pres. Seymour Mintz: "We're selling all we make, but we aren't making many; we'll produce about 3000 this year and about 30-40,000 next year." RCA has just begun quiet distribution of its first 21-in. for demonstration purposes only -- not yet offered to public. Both RCA and CBS-Hytron spokesmen say they're delivering all the color tubes set makers want -- but they admit that the quantity isn't great.

* * * * *

Is price the primary deterrent? Many say there isn't enough programming. We decided to see just how much there has been -- and the statistics are a bit surprising. Totaling all network color fare by NBC and CBS (ABC & DuMont aren't offering network color) since mid-Sept., when fall season started, we find these averages:

Half-hour of color per day, about 7 min. of it during normal shopping hours.

These bare averages can be misleading, of course. Impact of color on public consciousness has been vastly greater than these figures might lead one to believe. The big, bold color shows -- whether good or bad -- have indeed become public "conversation pieces," as NBC pres. Pat Weaver likes to call them. It should be noted, too, that individual stations here and there are gradually supplementing this fare (Vol. 10:44), though nation-wide effect is still insignificant.

But 7 min. per day during store hours -- are they enough, particularly since they comprise programs which are not touted as "conversation pieces"? If comparisons with early days of black-&-white are pertinent, as some assert, it should be recalled that in 1946-47 stations stove mightily to telecast at least couple hours a day during shopping periods -- regardless what the programs were -- so that dealers could at least demonstrate what they were trying to sell. Incidentally, some color sets have been incredibly poorly demonstrated at several important industry gatherings we've attended. Rabbit ears are thrown on top of set -- and that's it.

An "interim report" on spectaculars, meanwhile, received extensive treatment in Nov. 15 Sponsor Magazine, which went right to the source -- to all the sponsors and agencies involved -- and found that most are really quite pleased with the shows. Vociferous complaints of one sponsor, Raymond Spector (Hazel Bishop lipstick), seem to have obscured general sponsor-agency satisfaction.

Salient difference between lipstick and more expensive products is pointed out in article. Spector has no extensive distributor-dealer organization, but other spectacular sponsors feel it's as important to enthrall their sales organizations as it is to arouse public directly. Spokesmen for Chrysler, Ford, Westinghouse, Sunbeam, etc., are pleased with publicity and excitement.

Perfect example of this is cover story in current (Nov. 22) Life Magazine, featuring Judy Holliday on cover and 6-page full-color feature, text of which begins: "The autumn of 1954 will go down in entertainment history as the time when TV harnessed the rainbow and really started its first rush of multihued productions. So far only 7 or 8 hours of color shows are on weekly view over the networks and only some 10,000 color TV sets are in use. But 150 stations are equipped to splash color across the U.S. and the number is jumping every month."
C O M M U N I S T - C H A R G E hearings on renewal of Ed-
ward Lamb's license for WICU, Erie, were recessed
indefinitely this week after FCC attorneys completed
presentation of their witnesses. They told examiner Her-
bert Sharman, however, that they wanted to try to take
depositions from 2 convicted Communists now in prison—
Gus Hall and Jacob Stachel—and requested recess pend-
ing this action.

Commission's 19th witness, in 10th week of hearings,
was Toledo attorney Edward T. Cheyfitz, well known in
TV industry as onetime TV head of Motion Picture Assn.
(Eric Johnston, pres.). Cheyfitz said he was a Communist
from 1932-1939 but since has "established record as an
active anti-Communist." He testified he met Earl Brow-
der, former U.S. Communist Party leader, in Lamb's law
office in 1938 or 1939, but did not know the purpose
of Browder's visit. He also named 2 Ohio Communist Party
leaders he said visited Lamb's office during same period.
Under cross examination, he said that "to my knowledge
Lamb was never a Party member nor did Lamb make
any contributions to the Party. After Cheyfitz broke with
Party, in 1940, Lamb supported him in a fight against
Communist elements in the Die Casters Union, which
Cheyfitz formerly headed, he said—"in contradiction to the
Communist Party line."

Lamb attorney Russell M. Brown also cross-examined
Claudius M. Russell, ex-Communist, who testified last
week he saw Lamb contribute money at Toledo Communist
headquarters (Vol. 10:46). This week Russell claimed
privilege against answering question on whether he has
"ever been arrested for any sex crime, like rape," on
grounds answer might tend to degrade him. He admitted
he had been arrested 5 or 6 times in Washington and
Toledo for gambling. He said he couldn't recall having
been arrested for assault & battery, but "it could be
true," Brown charged that FCC's first witness, Wm. G.
Cummings—a $25-a-day govt. "consultant"—was "responsible
for Russell's testimony, after Russell said he "may
have talked" with Cummings about Lamb's reported
speech at dedication of Toledo Communist headquarters.

Another govt. witness, Toledo machinist Irving Bruhl,
testified that Ernest Courcy—an earlier witness—pointed
out "Lamb" at a "communist picnic" in 1940, but Bruhl
said he did not know whether the man pointed out actu-
ally was Lamb or whether the picnic actually was
Communist-sponsored. Examiner Sharman said Bruhl's tes-
timony was "most obvious hearsay" and that "no firm
finding" could be based on it. Nelson Meagley, a Toledo
statistician and engineer who said he had never been a
Communist, testified that Lamb contributed in 1934 or
1935 to legal defense of a man believed to be a Communist.
Meagley said the reported Communist was Ben Gray, state
chairman of Workers Alliance, arrested in a "sit-down"
demonstration against unemployment at Ohio's state capi-
tol. Meagley conceded the Workers Alliance was recog-
nized by AFL at the time as a "bona fide adjunct of the
labor movement."

Richard Breen, screen writer, was elected first pres.
of Writers Guild of America, West, new union formed by
amalgamation of Screen Writers Guild, Radio Writers
Guild and TV Writers Group. Fenton Earnshaw was
elected pres. of TV branch, David Friedkin pres. of radio
branch. Writers Guild of America, East, elects officers in
late Dec.

New TV books: The Television Commercial by Harry
Wayne McMahan, v.p., McCann-Erickson (192 pp., $5),
and Staging TV Programs & Commercials by designer &
TV consultant Robert J. Wade (232 pp., $6.50), both pub-
lished by Hastings House, 41 E. 50th St., N. Y.
DIVERSIFICATION was again byword at FCC this week, with examiners' initial decisions in Peoria Ch. 8 and Canton, O. Ch. 29 cases favoring applicants with the least TV-radio and/or newspaper interests. These decisions were the only actions concerning CPs beside grant of satellite in Lufkin, Tex. (see p. 3).

Picking WIRL over WMBD in Peoria, examiner Elizabeth C. Smith said that grant to WIRL "would better serve the Commission's well-established and widely recognized policy of diversification of the control of the media of mass communications." WIRL principals, Swain and Altorfer families, have no other such interests. Charles C. Caley, two-thirds owner of WMBD, also holds 25% of WDZ, Decatur, Ill., while one-third owner John E. Petzer owns WKZO-TV & WKZO, Kalamazoo; KOLN-TV & KOLN, Lincoln, Neb.; WJEF & WJEF-FM, Grand Rapids.

Lineup in 3-way Canton case was this: Brush-Moore Newspapers, owners of 7 dailies and part owners of other papers, plus radios WHBC, Canton, and WPAY, Portsmouth, O.; Stark Telecasting Corp., operators of WCMW, Canton; Tri-Cities Telecasting, which owns no stations, but whose pres. and principal stockholder Morton Frank owns weekly and bi-weekly shopping papers. Examiner Fanney N. Litvin chose Tri-Cities because she felt that it proposed superior local live programming and better studios and that grant to it "would result in far less concentration of ownership or control of media of mass communications."

FCC continues to be deluged with requests for allocations of all kinds, receiving them faster than they can be decided. This week: (1) KXLY-TV, Spokane, renewed request, once denied, that stations above 2000 ft. in Zone II be permitted to use full 100-kw on Ch. 2-6. (2) Radio WBPZ, Lock Haven, Pa., asked that Ch. 24 be substituted for Ch. 32 in Lock Haven, said it planned to buy Ch. 24 equipment from WTVE, Elmira, N. Y., which in turn seeks allocation of Ch. 9 to Elmira. WBPZ says it would be satellite of WTVE, try to buy up the estimated 10,000 uhf converters in Elmira area. (3) WKNY-TV, Kingston, N. Y. Ch. 66, seeking shift to Ch. 21, proposed shifts affecting Concord, Hanover & Laconia, N. H.

Commission got one change out of the way by finalizing swap of Ch. 6 & 11 between San Juan & Caguas, Puerto Rico. Another long-pending litigation concluded this week when Court of Appeals turn down appeal of Colonial TV Inc., Montpelier, Vt., from FCC decision denying it for default and granting WMVT (Ch. 3), now on air.

In fight between KTTH-TV, Houston and KGUL-TV, Galveston (Vol. 10:44), FCC gave former go-ahead to begin telecasting, advanced hearing from Dec. 7 to Nov. 22. In another hot battle, Jefferson Standard Bestg. Co. flatly denied any "secret understanding" with CBS regarding affiliation for its WBTW, Florence, S. C. — as alleged by grantee WTHT, Wilmington, N. C. (Ch. 3) last week (Vol. 10:46).

Educational TV leaders were urged this week by Dr. Harry K. Newburn, pres. of Educational TV & Radio Center at Ann Arbor, to avoid making their programs so entertaining and witty that the instructive "hard core" of the programs was lost. Addressing 68th annual convention of Assn. of Land-Grant Colleges & Universities in Washington, Dr. Newburn said commercial stations are much better equipped to entertain their viewers, and educational leaders should leave the job to them. Another speaker, Richard Hull, gen. mgr. of Iowa State College's commercial WOI-TV, Ames, traced the development of his station and said it represented but one of many ways to get into educational TV. What applies in one area may not be applicable in another, he said. Another feature of convention was closed-circuit showing of 21 educational program kines. It was first time land-grant colleges had considered educational TV at a convention, though they are whole or part licensees of educational stations Wkar-TV, E. Lansing; WHA-TV, Madison; KUON-TV, Lincoln, Neb.; KCTS, Seattle; also of commercial outlets WOI-TV, Ames, & KOMU-TV, Columbia, Mo. In addition, they hold 6 CPs and are applicants for 8 more educational stations.

NARTB freedom of information committee, at N. Y. meeting this week, voted to seek early meeting with Senate and House Rules Committees in effort to gain greater access to Congressional hearings for TV-radio. It also recommended that state broadcasting associations from local freedom of information committees, and invited a representative of Radio-TV News Directors Assn. to sit in on future committee meetings. Committee chairman Edgar Kobak, WTWA, Thomson, Ga., was authorized to seek conference with American Bar Assn. committee on relaxation of restriction on courtroom photographs.

Semi-annual awards by the Christophers, for inspirational TV-radio programs illustrating "how a person can use his God-given talent for the benefit of all": ABC-TV's Make Room for Daddy, for presentation of Birthday for Julie; NBC-TV's Robert Montgomery Presents, for Great Expectations; NBC-TV's Fireside Theatre, for Crusade Without Conscience; CBS-TV's Studio One, for Twelve Angry Men; NBC Radio's American Inheritance series, for Proclaim Liberty; NBC Radio's Bell Telephone Hour.

Don't blame TV for recent losses in national advertising lineage, Southern Newspaper Publishers Assn., was told last week by Harold H. Barnes, director of ANPA's Bureau of Advertising. "It is easy to make TV the scapegoat for all our woes," he said, but other factors are more directly responsible. He said many products, such as cigarettes and cosmetics, which were previously advertised at national rate, by manufacturers, now are being advertised locally, over signature of local drug chains. But he also said "the era of new advertising appropriations for TV is about over." TV advertisers, he declared, "are worried about mounting time and talent costs, and program rating troubles because a number of big stars laid some king-size eggs." By next June, he said, there will be "fat, ripe" ad prospects for newspapers among those currently using TV.

Control of KFIA, Anchorage, Alaska (Ch. 2) and CP for KFIP, Fairbanks (Ch. 2) is being taken over for $100,000 by Midnight Sun Bestg. Co. from Richard R. Rollins, according to application filed with FCC this week. Rollins, who recently acquired full control over the 2 entities after partner Keith Kiggins pulled out (Vol. 10:46), goes on Midnight board and gets approximately 19%. Midnight operates radio stations KENI, Anchorage; KFAR, Fairbanks; KABI, Ketchikan; KJNO, Juneau. Lathrop Co., majority owner of Midnight, operates theatres in Anchorage and Fairbanks. A. G. Hebert, pres. of KTVA, Anchorage (Ch. 11) and TV applicant for Fairbanks, has refused to sell his .78% of Midnight, so waiver of duopoly rules is requested.

Britain's newest TV station, at Rowridge, Isle of Wight, began programming Nov. 12 with 5-kw Marconi transmitter and temporary tower and antenna, replacing temporary station on Truleigh Hill, near Brighton, which has been in operation since last May. France's 4th & 5th stations—50-kw ERP operation at Marseilles and 200-watt Lyons installation—are now relaying Paris programs, Marseilles via kinescope, Lyon by microwave. Former began in Sept., latter in Oct.

British Post Office Dept., which collects TV license fees (£3, with radio), estimates 170,000 are being "bootlegged," plans to put fleet of detection trucks in operation soon.
Advertising on TV will be used by more companies in 1955 to pull them through what looks like their most fiercely competitive year since the war. This is particularly true of the automotive industry, currently spending heavily in TV to introduce 1955 models.

That central theme stands out in Wall Street Journal survey of 103 "big and little" manufacturers on their advertising plans for 1955. And Nov. 30 Tide Magazine, surveying its Leadership Panel, says 50% of panel report TV will take larger bite out of 1955 budgets than in 1954, only 8% saying their companies plan to reduce TV allotment next year.

In 2½-column story on survey, Nov. 15 Wall Street Journal reports TV likely will show sharpest gains of all media next year, amid an over-all advertising expansion, though perhaps the rate of TV’s increase may not be as great as in some recent years—notably because of decelerating rate of new station starters.

Automotive industry is particularly strong for TV. Buick, Ford, Chrysler, Dodge, Lincoln-Mercury Dealers Assn.—big TV users currently—are a few of the auto sponsors planning even bigger TV splurges next year. As one example of new programming by auto sponsors, article cites Studebaker-Packard’s $3,000,000 expenditure for time & talent alone for upcoming 30-min. ABC-TV series based on book and article condensations in Reader’s Digest (Vol. 10:15). Plymouth plans new CBS-TV show to replace That’s My Boy, which was dropped last week because of failure to sustain its early high ratings (Vol. 10:46).

Where’s the money for TV coming from? Though Journal gives no specific answer to the question, it notes that expenditures for network TV in first 9 months of 1954 increased 43% from a year ago, while spending on network radio came down 13%, not allowing for extra-heavy discounts in latter.

This trend is further borne out by PIB figures showing that of the top 10 broadcast advertisers for first 6 months of 1954, all but one (General Foods) have increased their network TV expenditures since 1951. By the same token, all 10 have decreased their network radio outlay.

Revisiting 6 early TV sponsors forced out of medium by high costs, Nov. 15 Advertising Age found all eager to get back, though still stymied by price. The 1946-49 vintage sponsors are Bates Fabrics (which sponsored songstress Kyle MacDonnell); Mohawk Carpet Mills (Mohawk Showroom); Anchor Hocking Glass Corp. (Broadway Open House); Bonafide Mills (Versa-Tile Varieties); Cluett, Peabody (Phil Silvers, Herb Shriner); Textron (The Hartmans). Common feeling among all 6, says story: “No advertiser was sorry he had succumbed to the glamour of TV. All looked back with satisfaction on the experience and all seemed eager to try it again.”

H. Quentin Cox & Associates, Terminal Sales Bldg., Portland, Ore. (phone, Atwater 5191) is new regional TV-radio station rep firm formed by the former gen. mgr. of Portland’s KGW in partnership with his former sales mgr., Merrill V. Rawson. First stations on list are KHQ-TV & KHQ, Spokane, for representation in Portland market.

Norfolk area’s uhf WVEC-TV is now operating in the black, reports pres. Tom Chisman; losses ran $70,000 in first 6 months, $10,000 next 4, profit showing for Sept., Oct. & Nov.—and he claims his NBC basic now reaches 125,000 out of some 200,000 TV homes in area.
Telecasting Notes: TV film trends for 1955, as foreseen by Nov. 20 Tide Magazine in first of 2 articles on "mushrooming" film industry: intensified efforts by film people to solve time-clearance problem, possibly by more producer-distributor teams like recent Guild Films-Vitaphone agreement (Vol. 10:44); probable cuts in cost of films to stations, as competition increases; eventual battle between film and network over "name" stars; very little color film. Article says about $90,000,000 was invested in films this year ($85,000,000 network, $25,000,000 local), up 20% from last year. It adds that average 30-min. film costs minimum of $20,000 to produce, with about $6000 budgeted for cast, director & script, $18,000 for studio facilities, props, costumes, cameras, etc. Most delightful commercials on TV: Disney-produced "integrated" commercials for Disneyland sponsors American Dairy Assn. and Peter Pan Peanut Butter. ABC-TV broke into "top 10" ratings in Trendex Nov. 1-7 survey, Disneyland ranking No. 8 with 30.3. Nov. 17 show got Trendex of 31. Another TV film goes theatrical: Walt Disney plans to combine 3 Davy Crockett TV films, to be seen first on Disneyland, into full-length movie for nationwide distribution. Paramount's KTLA, Los Angeles, buys 34 feature films from Associated Artists Productions, all first-run on local TV; 3 are British, which will be telecast same day as their local theatre release. "Spectacular" salute to film industry on NBC-TV Jan. 2 (Vol. 10:46) reportedly has been shelved by Motion Picture Producers Assn. because of lack of sufficient time to prepare program, but MPPA named committee to explore possibility of similar program later. ...More examples of growing influence of TV with movies: 20th Century-Fox hires Dragnet's Jack Kruschen to play "heavy" in Soldier of Fortune; Marion Lorne, who plays the schoolteacher Mrs. Gurney in Mr. Peepers, takes 8-week leave to go to Hollywood to appear in Rosalind Russell's The Girl Rush; Leo McCarey makes deal with Kunther's Myron Kirk to produce Fulton Oursler's Great Story Ever Told as half-hour TV series for Good year, which sponsored it on radio. Expansion into European TV planned by Ziv, which will syndicate Cisco Kid, Boston Blackie, Favorite Story, Mr. District Attorney in France, Italy, Germany, Belgium, Holland & Switzerland with dubbed foreign soundtracks. "TV Tie Tac Toe," $1,000,000 giveaway contest promoting National Telefilm Associates' film package (Vol. 10:42) now slated on 22 stations beginning Jan. 17, with negotiations on for 118 other markets. WGN Inc. signs new 2-year contract with IBEW, granting TV-radio technicians weekly increase of $7.50 from last Oct. 1 and another $7.50 from Oct. 1, 1955; starting scale for engineers of $85, going up over 4 years to base pay of $157.50. KMTV, Omaha, underwriting trip of unbeaten Omaha U football team to Tangerine Bowl, Orlando, Fla., at estimated cost of $10,000. New rep: WTKR, Albany-Schnectady-Troy, to Blair from Headley-Reed.

Lowest TV station rate of them all, the $90 an hour of KVOS-TV, Bellingham, Wash., goes up to $200 as of Jan. 1, with minute rate jumping from $18 to $40. Among other rate changes now in effect: WATV, Newark, raised base hour from $1000 to $2000, min. $200 to $450; WFJM-TV, Youngstown, from $300 to $435 & $60 to $70; WJHL-TV, Johnson City, Tenn., $200 to $250 & $40 to $50; KREM-TV, Spokane, $300 to $350 & $50 to $70. In Portland, Ore., KOIN-TV, has added new 7:30-10:30 p.m. Mon.-Sat. & 6:30-10:30 p.m. Sun. Class AA min. only rate of $175, with Class A min. remaining at $120. Effective Jan. 1, WJAC-TV, Johnstown, Pa., adds new 7:30-10:30 p.m. daily $750 Class AA hour, with Class A hour going from $550 to $700, min. $125 to $140.

OVERSEAS development of TV, particularly in Latin America, is listed as one of primary goals of Voice of America—but its success depends greatly on extent of participation by American industry and use of American technical know-how. That's theme of recent report released by VOA director Jack R. Poppele, ex-WOR-TV, based on recent Latin-American survey by Sidney N. Berry, TV development officer, and on European survey by Vestel Lott, chief of central program services.

"Our goal, in addition to telling the American story in terms of our foreign policy," said Poppele's report, "is to create desire for American kinescopes and films wherever a new TV need arises so that when these pioneer efforts reach the status of full-scale operations, we will be an accepted and established part of their national TV planning."

He said VOA's TV development branch, under Jack Gaines, is now servicing 28 stations in 20 countries with programs and technical assistance, with annual budget of $300,000. He paid tribute to private industry for its help in expanding Voice's TV operations and called attention to future requirements.

"Our TV operations would have been impossible without the cooperation of the industry—both the major networks and individual stations," he declared. "Two of our most popular features are NAM's Industry on Parade and Your TV Concert Hall, an adaptation of Voice of Firestorms. We also obtain TV films and kinescopes of outstanding individual programs on a regular basis.

"We are going to need in future months far more programming material than we now have. We are going to depend on the industry to help us to meet the demand that our contacts abroad have created. In appealing to the industry, I would like to suggest that the guiding factor in filling our needs should be not only public service and patriotism, but also a consideration that foreign networks, once accustomed to the high quality of American TV production provided them on a non-commercial basis, may eventually have to face a demand of the public in their respective countries that more American programs be provided. Such demands might go a long way in overcoming the present international TV deadlock of high tariffs, state monopolies and unfavorable dollar balance."

VOA said Latin American countries, as of Aug. 1, had 385,400 sets-in-use and gave this country-by-country breakdown: Cuba, 135,000 sets-in-use, sold at average retail price of $165; Brazil, 110,000 ($900-$1000); Mexico, 75,000 sets ($165); Argentina, 30,000 sets ($1000); Venezuela, 30,000 sets ($500); Dominican Republic, 5000 sets ($165); Colombia, 400 sets ($no price estimate).

Lott's report said European TV experts consider trans-Atlantic TV cable, and American participation in 8-nation "Eurovision" network (Vol. 10:23), as possibilities within 5 years. He called "Eurovision" tremendously useful but said that except for Great Britain, TV in western Europe is "barely in its infancy." As of Aug. 1, Britain had 3,500,000 of Europe's 3,742,000 sets-in-use, reports VOA, giving this country-by-country breakdown:

Britain, 3,500,000 sets-in-use at average price of $185; France, 108,000 sets ($285); Italy, 50,000 sets ($320); Belgium, 10,000 sets ($300); Netherlands, 8000 sets ($290); Switzerland, 4000 sets ($320); Denmark, 1400 sets ($290); Spain, 600 sets ($375).

[For list of foreign stations and facilities, see TV Factbook No. 19, pp. 211-215.]

Iraq is seeing TV for first time at current British Trade Fair is Baghdad, where Pye Ltd. has set up TV studio and facilities, and 12 British TV-radio makers are showing their wares.
G E N E R A L  E L E C T R I C released more details this week about its new 50-kw high-band vhf transmitter, first of which have been shipped to ABC's owned-and-operated stations (Vol. 10:46). Transmitter is built around new water-cooled tetrode tube, GL 6251. Four are used in final stage, drawing 152-kw source power for peak level. GE this week shipped 2 more 50-kw units to KTVX, Musko-gee, Okla. (Ch. 8), already on air, and to educational WEDM, Munford, Ala. (Ch. 7), due on air this month. RCA this week shipped 50-kw amplifier to WTVV, Milwaukee (Ch. 12), DuMont reports order for 500-watt transmitter from WTVY, Dothan, Ala. (Ch. 9), which has December target date.

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

WGBH-TV, Boston (Ch. 2, educational), now plans test patterns “Feb. or earlier,” programming March or April, reports asst. mgr. for operations Hartford N. Gunn Jr. It already has 10-kw RCA transmitter and 119-ft. tower on Blue Hill, expects to have 6-bay RCA antenna installed by Dec. 1. Cambridge studios, opposite MIT, will be connected with transmitter 10 mi. away by micro-wave equipment donated by Raytheon.

WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational), now plans early Dec. test patterns and Jan. 4 programming, writes TV director Robert S. Schenkkan. It’s installing 25-kw RCA transmitter, has 800-ft. tower and 6-bay antenna ready. Grantee U of North Carolina will have mobile unit and studios at Chapel Hill, State College, Raleigh, and N. C. Women’s College, Greensboro—each with 2 cameras and film chain—linked by microwave to Chapel Hill transmitter. Richard Burdick, ex-McClatchy Bestg. Co., has been named exec. producer at Chapel Hill; Duff Brown, ex-FT. Worth TV consultant, Chapel Hill program director; Ralph Burgrin Jr., ex-WBTC-TV, Washing-ton, State College program director; David Davis, ex-WMAL, Washington, Women’s College program director; Alan MacIntyre, chief engineer.

WHIS-TV, Bluefield, W. Va. (Ch. 6), hasn’t ordered equipment or begun construction, but expects to be on air in 6 months, according to pres. Hugh I. Shott Jr. Rep not yet chosen.

KFDM-TV, Beaumont, Tex. (Ch. 6), now plans Jan. 1 test patterns, Feb. programming as CBS primary, writes exec. v.p.-gen. mgr. C. B. Locke. It had 10-kw RCA transmitter ordered for Nov. 15 delivery, plans to have 608-ft. Emsco tower with 12-bay RCA antenna ready by Dec. 1. Pres. Darrell Cannan (27.2%) also owns 60% of KDFX-TV, Wichita Falls. Base hour rate will be $300. Rep will be Free & Peters.

WDXI-TV, Jackson, Tenn. (Ch. 7), negotiating for network, now plans March 1 commercial start, reports Washington attorney D. F. Prince, who holds 6.67%. Maj-ority stockholder is Aaron B. Robinson, publisher of Corin-thian and also majority stockholder in WDXI and 5 other Tennessee AMs. It has building ready for 10-kw Federal transmitter and 12-bay RCA anten-na scheduled for late Dec. delivery for installation on 600-ft. Kimco tower. Rep will be Burn-Smith.

KEYD-TV, Minneapolis (Ch. 9), expects shipment of 50-kw RCA transmitter Nov. 20, has set Dec. 20 test pattern target, Jan. 9 for programming as DuMont outlet, reports gen. mgr. Lee L. Whiting. RCA 9-bay antenna is already installed on Foshay tower extension shared with WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11). Morris Baker family, owner of Foshay Tower and other Twin City properties, recently bought control of KEYD-TV for $337,200 (Vol. 10:98). Base rate will be $385. Rep will be H-F Television.

WEAT-TV, West Palm Beach, Fla. (Ch. 12), has studio-transmitter building ready for Standard Electronics transmitter to be shipped Nov. 30, and 365-ft. Tower Construction Co. tower is ready for installation of Alford anten-enna. It plans Dec. 15 test patterns, programming “early Jan.” as ABC primary. Radio WEAT recently moved to West Palm Beach after nearly 7 years as NBC Lake Worth outlet. Base rate will be $175. Rep will be Walker.


WLEX-TV, Lexington, Ky. (Ch. 18), now plans Dec. 15 test patterns, Jan. 1 start as primary NBC, also carrying other network shows, reports 48.6% owner Guthrie Bell. It’s 70 mi. from Louisville, 73 from Cincinnati. Construction of 600-ft. tower with RCA antenna has begun, and 1-kw GPL Continental transmitter is on order. Base hour will be $150. Rep will be Forjoe.

WOBS-TV, Jacksonville, Fla. (Ch. 30), now has set next spring as on-air target, according to gen. mgr. Jim Macri. It has ordered GPL transmitter for delivery this winter, won’t have 443-ft. Aerial tower with 24-gain RCA antenna ready until next spring. Georgia’s ex-Gov. E. D. Rivers Sr. owns 60%, also is principal owner of grantee WCTV, Thomasville, Ga. (Ch. 6), which has no specific target date. Rep will be Stars National.

WTVS, Detroit, Mich. (Ch. 66, educational), expects to get on the air in “early 1955,” hasn’t set specific targets yet, reports exec. secy. William E. Stilton. Construction is underway on building for 12-kw GE transmitter, due Nov. 15. It will use 500-ft. tower with GE helical antenna. Detroit Board of Education recently appropriated $104,- 000 for construction of TV studio in Wayne U’s Old Main Auditorium and for another at WDTR-FM, latter’s tower also to be site of TV transmitter. Third studio will be provided by U of Detroit. Grantee Donald Educational Television Foundation, comprising 18 local organizations, has $400,000 on hand for transmitter-tower, out of over all $1,250,000 goal. Funds for operating station will come from fees paid by member organizations for time on air.

WFMZ-TV, Allentown, Pa. (Ch. 67), now plans Dec. 4 commercial start as independent, with acting Mayor Wm. S. Ritter proclaiming “Allentown Television Week” to mark debut. It will use 5-kw DuMont transmitter, 460-ft. Kimco tower with Gabriel antenna. It will be first outlet in city, which has been getting uhf service from WLEV-TV (Ch. 51) in neighboring Bethlehem; also it’s only about 10 mi. from Easton, 30-35 mi. from Reading, both uhf outlets. Base rate will be $250. Rep is Avery-Knodel.

CBHT, Halifax, N. S. (Ch. 3), has transmitter building ready at Geizer’s hill, expects 10-kw RCA transmitter soon, plans to start as soon as possible before Xmas, reports G. F. Bricken-den, CBC TV director for Halifax. It may start with reduced power using temporary antenna, later get up to authorized 100-kw visual when RCA finishes 500-ft. guyed tower with 8-slot wavestack antenna. Tem-porary studios are at 27 College St., pending completion of studios on Bell Rd., scheduled for early 1955. It will be CBC’s 7th, only other one planned being French-language station in Ottawa (Ch. 9). Base rate will be $200.

CJON-TV, St. John’s, Nfld. (Ch. 2), has asked for equipment quotations, but doesn’t expect to begin construction until next spring, reports v.p. Don Janieson. Mean-while, TV studios will be built in building housing CJON radio. Reps will be Weed and All-Canada.

“Noise-free” light bulbs for TV studios have been de-volved by GE. New bulbs are said to lack the hum of ordinary high-wattage bulbs—which sometimes is picked up by microphone when boom is moved close to lamps or reflectors.
DEPT. OF JUSTICE SUIT—(Cont. from p. 1): RCA was caught by surprise, as was most of the industry, by the Dept. of Justice move to break up the patent arrangement in effect since the consent decree of 1932. It was assumed that the Zenith litigation, which tests validity of the RCA patent structure, would be fought out before Uncle Sam stepped in again — especially after the fiasco of the 1952 grand jury effort that involved most of the industry. But the Zenith cases have been going on since 1945. This was RCA's formal statement after it got the complaint:

"RCA pointed out that the agreements upon which the complaint is based are the same agreements which were approved by the courts and the gov't in 1932 and have since been twice upheld by the courts, once in 1942 and again in 1954. RCA does not acquire for itself nor does it grant to others exclusive patent licenses. RCA also pointed out that its liberal policy of making its inventions available to all has resulted in the development of the radio-TV industry as the fastest-growing and most competitive industry in America."

Efforts to sign up license renewals, which RCA recently had intensified, may bog down now, pending next phase of this litigation. While many have signed up, including DuMont, it's known that such major producers as Admiral, Crosley, Motorola & Philco have not — and indeed several said they wouldn't, even before this break. This despite fact that royalty-reductions of 25-55% were posted last year (Vol. 9:30) covering all but color sets and tubes and radios using transistors. Royalty rates on black-&-white receivers and kinescopes were cut from 1½% to 1⅛%, on tube radios from 1⅛% to ⅛%, among other changes.

But it is this whole system, which industry quarters believe represents some $30,000,000 of RCA's income and which RCA has said represents less than $2,000,000 profit after taking into account research, development and servicing, that the Dept. of Justice is attacking. Complaint was accompanied by an unusually strongly worded press release, summarizing it and briefing the case against RCA (see p. 12).

Within the industry, there were some expressions of satisfaction — and one rival remarked, "It looks as though somebody in the Gov't. is itching to take a sock at RCA." There was some surprise that the Govt. did not await outcome of the Zenith cases, which involve much the same basic issues. Zenith counsel are known to have sought to get the Govt. to move in, Zenith pres. E.F. McDonald having long plumbed for an all-industry patent pool along lines of the automotive industry.

"Nobody loves the landlord," it has been said, and when the "rent collector" also is in the same business, as a tough competitor, there's bound to be antipathy. That's the case with some in the industry, who disrelish RCA's strong trade position — in TV particularly. This isn't so, though, with many of the smaller fellows who have no research facilities of their own and who partake more fully of the big research and servicing organization RCA places at the disposal of its licensees.

"I suppose most of us are secretly delighted at this new turn of events," we were told, "but it would take a prophet, not a patent czar, to administer another kind of patent setup." It was doubted whether many companies would volunteer to appear to help the govt. case if it should go to trial.

Next legal step presumably will be RCA's reply to the complaint, and an effort to get it dismissed. Should that effort fail, RCA must decide whether it should (1) litigate to the bitter end, or (2) seek a compromise in a new consent decree that is tailored to the anti-trust concepts of today's Administration. A possibility is that it might dispose of its lab organization and patent pool, then concentrate on its profitable manufacturing and broadcasting activities, against which the suit raises no monopoly issue.

The prospects are that RCA will want to hasten things along, rather than seek
delays — for its stake in the future of the $5 billion TV-radio-electronics industry, market-wise as well as patent-wise, is enormous and it's banking heavily on the emergence of color. RCA's annual business is close to $1 billion now, with TV-radio patents representing only a small fraction of that gross.

Research and development, however, have been a matter of unabashed pride with RCA chairman David Sarnoff, especially in light of the political and laboratory battle for compatible color which he spearheaded. It's hard to believe he will concede much to the Govt. or to anyone else on that score — unless forced to do so.

GOVT. COMPLAINT in suit against RCA patent pool (see pp. 1 & 11) alleges TV-radio industry is "in a stage of active evolutionary development" and that "research and patent licensing within the industry not only determine the character of consumer products but have vital significance for the national defense." It charges RCA with exercising power "not only to control the introduction to commercial use of new radio and TV developments and services but also to exclude potential or actual competitors from the patent licensing business." Dept. of Justice summary continues:

"RCA is alleged to have achieved this power by amassing ownership of or rights to use and license others under approximately 10,000 U. S. patents in the radio-TV field. Defendant is alleged to have acquired its numerous patents and patent rights from the principal foreign radio-TV manufacturers of the world, from many of its important licensees, from its co-conspirators and others, and from its own research.

"The complaint also alleges that RCA licenses almost all radio-TV manufacturers under standard form agreements, called 'package licenses,' containing provisions requiring its licensees to accept licenses under all of RCA's patents; restricting the end use of the products manufactured thereunder; providing for payment of royalties irrespective of whether any or all of defendant's patents are used in manufacture; and assessing royalties computed on the selling price of the completed products which include unpatented and unpatentable materials. In addition, RCA is alleged to have refused to grant licenses under less than its whole patent package.

"RCA and its co-conspirators are also alleged to have harassed actual and potential radio-TV manufacturers by instituting more than 250 patent suits against them and in many cases their customers, without ever bringing a single one of these suits to trial, and apparently without adjudicating the validity of a single one of the patents which they presently control.

"Among the effects of RCA's practices alleged in the complaint are that: (1) competing manufacturers of radio and TV products have been discouraged from realizing their full research, manufacturing and profit potentialities, and have been forced into dependence upon RCA for patent rights and technical know-how; (2) new radio-TV developments have been barred by defendant from successful manufacture and use except in so far as they are originated and controlled by RCA; (3) the public has been deprived of the benefit of new radio-TV developments which might have emerged from these competitive research and inventive activities which defendant by its policies and practices has discouraged; and (4) the manufacture, sale, and distribution of radio and TV products and devices have been unreasonably restrained.

"In addition to asking for injunctive relief against the continuation of the asserted violations, the Govt. has requested the court to grant affirmative relief in respect of RCA's patents and licensing policies, and the release of know-how to its licensees. The complaint also requests a separate hearing for the determination of appropriate relief to restore competitive conditions in the radio-TV patent licensing business and in the manufacture, sale, and distribution of radio-TV products and devices."

Acting Attorney General Wm. P. Rogers is then quoted as stating, "Any monopolization of the patent licensing business stifles competitive research and invention and makes the nation dependent upon a single source for new developments." And Asst. Attorney General Stanley N. Barnes, in charge of anti-trust div., also remarks on "adverse" effect on competitive incentive, adding:

"By this action the Department seeks to remove from the industry the burden of a pooled package of 10,000 patents or patent rights which, it is charged, has forced every manufacturer to accept a blanket license. We seek to create conditions under which RCA's competitors are encouraged to compete with it at every level from the research laboratories to the end product. If these objectives can be accomplished by this suit, a great service will have been rendered to the industry and to the consumers of its products."


Raytheon has own "medic" in Dr. Hubert Sear, M.D., who joined company last week as an engineer in medical products lab, to assist in expanding output of diathermy and other medical electronics equipment.

NARDA's 1955 convention is scheduled Jan. 9-11 at Chicago's Conrad Hilton Hotel. Board meets morning of first day, with annual banquet same evening. Special clinic on color servicing is planned.

COMPONENTS MAKERS AREN'T JUMPING WITH JOY: Highly competitive market conditions, with prices at rock-bottom, characterize the TV-radio components industry currently. While leaders among the parts manufacturers say they are maintaining their gross volume, thanks to burgeoning TV production, they also contend they have considerable idle capacity, their lead time on orders has been reduced to 30 days — and last, but certainly far from least, their per-unit profit is down.

Thus, enthusiasm of the TV manufacturer generally about the still-high market for receivers is not shared fully by his supplier — though situation varies somewhat from component to component. Attitude of many is perhaps best summarized by Matt Little, pres. of Quam-Nichols (speakers) and past chairman of RETMA parts unit:

"The parts market right now is very soft. We're staying healthy to extent that the TV manufacturers are producing like a house afire, but we simply have to be satisfied with lower profit margins. Set makers are buying parts right now at a lower price than ever before, and any thought of price increases in near future is wishful thinking. In speakers we have capacity to produce 30,000,000 units a year, yet all of our customers — TV, radio, motion pictures and others — can absorb only 23,000,000, including replacement. That keeps us at a standstill."

Leslie F. Muter, pres. of Muter Co., is a little more optimistic, though not unreservedly so. He stressed "highly competitive" nature of parts market and fact that labor costs have remained high. But he felt latter is a healthy condition, reflecting as it does the relatively high productive pace.

Orders on books of parts makers no longer can be regarded as a clue to future TV production, Muter points out. Set manufacturers know they can get delivery on parts almost immediately — not longer than 30 days — and consequently are ordering only for their current needs, he said. There's no need to stockpile parts as in the old days, for there's no shortage of components now or in foreseeable future.

TV production totaled 215,420 week ended Nov. 12, compared to 220,487 units preceding week and record 238,784 week ended Oct. 29. It was year's 45th week and brought production to date to about 6,050,000 vs. 6,500,000 in same 1953 period.

Radio production totaled 275,469 (106,478 auto), compared to 272,733 in week ended Nov. 5 and 266,796 in week before. For 45 weeks, output was about 8,575,000, compared to approximately 11,650,000 in corresponding period of 1953.


Hazeltine is using optics made by American Optical Co. and tubes made by Tung-Sol, and Loughren says they stand ready to go into regular production if sufficient demand from set makers develops.

"The No. 1 problem in color projection has been registration — how to get it and how to maintain it," Loughren says, "and we think we've learned how to handle it — in details affecting circuitry and structure."

"Cost is now the primary question," he said, "and we believe it will be comfortably competitive with direct view at the start. If it really gets a whirl by the industry, it should become appreciably lower than direct view." Though picture to be shown is about 20x15-in., "it's quite easy to go up from there," according to Loughren. Demonstration will be at Garden City Hotel, Garden City, Long Island.

Live color demonstration by WBAL-TV, Baltimore, during Nov. 17 Ad Club meeting, was first non-network live origination we've seen — and it was excellent. For first time, also, we saw RCA 21-in. sets in operation outside Princeton Labs—likewise excellent, with size, brightness and registration most impressive.

Color clinic will highlight AAAA meeting in Hotel Roosevelt, N. Y., Nov. 22, with NBC color kines and CBS color film featured in closed-circuit demonstrations. Speakers include NBC's Barry Wood, Arch Robb, Nat Miller; CBS's Carlton Winckler, Win. Lodge, Ken Whalen, Ray Purdy, Vic Christian, Dick Lewine, Don Foster. Also in color film field is session of Radio & TV Executives Society in Roosevelt Nov. 24, with talks by David I. Pincus, pres. of Film Producers Assn., and E. M. Stiffle, Eastman Kodak.

Digressing on subject of color program ratings during Baltimore Ad Club talk Nov. 17, NBC pres. Sylvester L. Weaver reiterated not only that spectaculars' ratings are quite respectable, but again insisted that they contain in large measure an "advertising efficiency" which ratings can't weigh. He didn't deprecate rating services, however, stating that each has its uses — "Nielsen for circulation; Trendex for morning-after trends in a few cities, mostly in the east; ARB for audience composition."

Color sets are offered on free-trial basis by distributor Motorola-Philadelphia Co. on its daily TV show. Names of viewers requesting more information are turned over to nearest dealer.

Next week's network color schedules: NBC-TV — Nov. 25, Forth Theatre, 9:30-10 p.m.; Nov. 28, Macbeth, 4-6 p.m.

Color film scanner order from WFRM-TV, Indianapolis, is latest reported by DuMont.
Topics & Trends of TV Trade: TV-radio dealer census by RETMA, released this week, shows 107,100 retail outlets in operation as of July 1, an increase of nearly 12,000 from preceding year and 22,000 from July 1, 1952. Broken down geographically, 35,850 dealers are in midwest; 21,650 southwest; 20,950 north Atlantic region; 15,600 far west; 13,050 south Atlantic area.

For year ended last June 30 it was found that average retailer sold 60 TV receivers & 61 radios, excluding auto radios. This was a decrease from preceding year, when each dealer averaged 69 TVS, 74 radios.

Census showed that 43.9% of outlets selling TV-radio sets were classified as TV-radio-appliance stores; 18.9% furniture stores; 11.1% hardware stores; 10.1% dept. & general merchandise stores; 16% miscellaneous.

Average “guessestimate” of TV sales in 1955, by RETMA’s TV-Radio Industry Committee, is 6,630,000 black-&-white and 300,000 color sets. Meeting this week in Chicago, committee also predicted 10,725,750 radios, including auto sets, would be sold. TV sales this year are expected to total more than 6,500,000, radios about 10,000,000. RETMA board adopted resolution calling for increase in tariffs on imports of electronic equipment and parts from current 12% to 35%, citing increased competition from foreign products.

British have spurious radiation problems, too. In Nov. Wireless World, columnist “Diallist” says: “No one should be allowed to operate a TV receiver which spreads alarm and despondency among his listening and viewing neighbors.” He puts blame on set makers, stating: “A warning to manufacturers by the [Govt.] that after a certain not-too-far ahead date a ban on the use of interfering receivers would be enforced might work wonders.”

Canadian TV sales in 1955 are estimated at about 483,000 in concensus of predictions of Canadian RTMA members. Predictions ranged from 300,000 to 600,000. Some 500,000 sets are expected to be sold this year. Estimates of radio sales in 1955 ranged from 275,000 to 550,000, with 446,000 as average guess.

Annual Electronic Parts Distributors Show is scheduled at Chicago’s Conrad Hilton Hotel, May 16-19. Manufacturers were urged to return contracts for space in exhibition hall and hotel rooms before Nov. 30 to gen. mgr. Kenneth Prince, 1 N. La Salle St., Chicago.

FM auto radio, with automatic frequency control, now being manufactured by Hasting Products, 171 Newbury St., Boston 16. Antenna is embedded in strip of plastic which adheres to windshield. Tuner lists at $99.50, 8-watt hi-fi amplifier at $63.50, speaker $29.50.

New edition of standard TV technical textbook, Basic Television by RCA Institutes’ Bernard Grob (McGraw-Hill, 660 pp., $6) published recently. Emphasis is on TV receivers, with practical information on servicing and including 57-p. explanation of color TV.

RETMA’s 1951-55 trade directory, listing officers, committees, personnel & products of member companies, etc., mailed this week to members. It’s edited by Miss Anna M. Chase, office mgr.

Crosley using participation spots on NBC radio network’s Great Gildersleeve, Friday with Garroway and Fibber McGee & Molly shows in pre-holiday promotion of TVs.

Sears, Roebuck & Co. Xmas catalog shows 19 vertical-chassis TVS ranging from 17-in. vhf-only maroon leatherette table model at $118 to 21-in. combination at $280.

RCA Service Co. will install and maintain the 50 GPL projection TV units being purchased for hotel use by Theatre Network TV (Vol. 10:43).

**SHPPMENTS of TVs to dealers in first 9 months totaled 4,469,595, compared to production of 4,733,315 in that period, according to RETMA state-by-state report released this week. They compared with 4,643,856 shipped in first 9 months of 1953, when production was 5,824,370, and shipments of 5,307,980, production of 3,670,590 in first 9 months of 1952. New York led, with 423,485; California second, 329,023; Pennsylvania third, 287,503. Sept. shipments were 1,005,725, compared to 465,694 in Aug and 825,005 in Sept. 1953. Here’s state-by-state report for 9 months (county-by-county tables available from RETMA upon request):

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>68,067</td>
<td>New Hampshire</td>
<td>21,646</td>
</tr>
<tr>
<td>Arizona</td>
<td>20,784</td>
<td>New Jersey</td>
<td>129,204</td>
</tr>
<tr>
<td>Arkansas</td>
<td>61,792</td>
<td>New Mexico</td>
<td>35,572</td>
</tr>
<tr>
<td>California</td>
<td>432,229</td>
<td>New York</td>
<td>423,560</td>
</tr>
<tr>
<td>Colorado</td>
<td>36,510</td>
<td>North Carolina</td>
<td>111,234</td>
</tr>
<tr>
<td>Connecticut</td>
<td>61,469</td>
<td>North Dakota</td>
<td>17,536</td>
</tr>
<tr>
<td>Delaware</td>
<td>9,724</td>
<td>Ohio</td>
<td>233,195</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>28,000</td>
<td>Oklahoma</td>
<td>65,153</td>
</tr>
<tr>
<td>Florida</td>
<td>135,354</td>
<td>Oregon</td>
<td>50,561</td>
</tr>
<tr>
<td>Georgia</td>
<td>100,794</td>
<td>Pennsylvania</td>
<td>267,003</td>
</tr>
<tr>
<td>Idaho</td>
<td>26,555</td>
<td>Rhode Island</td>
<td>14,259</td>
</tr>
<tr>
<td>Illinois</td>
<td>77,411</td>
<td>South Carolina</td>
<td>36,709</td>
</tr>
<tr>
<td>Indiana</td>
<td>133,945</td>
<td>South Dakota</td>
<td>12,975</td>
</tr>
<tr>
<td>Iowa</td>
<td>38,381</td>
<td>Tennessee</td>
<td>95,291</td>
</tr>
<tr>
<td>Kansas</td>
<td>69,966</td>
<td>Texas</td>
<td>242,356</td>
</tr>
<tr>
<td>Kentucky</td>
<td>53,031</td>
<td>Utah</td>
<td>15,566</td>
</tr>
<tr>
<td>Louisiana</td>
<td>94,284</td>
<td>Vermont</td>
<td>13,751</td>
</tr>
<tr>
<td>Maine</td>
<td>65,325</td>
<td>Virginia</td>
<td>75,826</td>
</tr>
<tr>
<td>Maryland</td>
<td>55,353</td>
<td>Washington</td>
<td>73,726</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>124,433</td>
<td>West Virginia</td>
<td>49,749</td>
</tr>
<tr>
<td>Michigan</td>
<td>180,529</td>
<td>Wisconsin</td>
<td>144,458</td>
</tr>
<tr>
<td>Minnesota</td>
<td>83,945</td>
<td>Wyoming</td>
<td>26,436</td>
</tr>
<tr>
<td>Mississippi</td>
<td>39,211</td>
<td>U.S. TOTAL</td>
<td>4,469,595</td>
</tr>
<tr>
<td>Missouri</td>
<td>366,779</td>
<td>Alaska</td>
<td>2,151</td>
</tr>
<tr>
<td>Montana</td>
<td>17,262</td>
<td>Hawaii</td>
<td>8,305</td>
</tr>
<tr>
<td>Nebraska</td>
<td>45,527</td>
<td>Nevada</td>
<td>5,118</td>
</tr>
</tbody>
</table>

**DISTRIBUTOR NOTES:** Emerson West Coast Co., Fresno, is new factory branch formed this week to take over Emerson distribution in San Joaquin Valley area from Emerson Central Valley Distributors Co. ... Raytheon: S & E Distributing Corp., 739 Pillsbury St., St. Paul (W. S. Soebing, pres.) ... Stromberg-Carlson: Graybar, Allentown, Pa. ... Elliott-Lewis Corp., Philadelphia, relinquishes Hallcrafters franchise ... Admiral Distributors, Albany, appoint John R. (Dick) Hovens as gen. mgr. ... Allied Appliance Co., Boston (Motorola) names Robert Cheyne appliance sales mgr., replaced as adv. mgr. by Paul Bishop ... Judson C. Burns Co., Philadelphia (CBS-Columbia) appoints Irving Wilson asst. sales mgr. ... Raytheon Distributor Inc., Philadelphia, appoints Robert C. Baggott branch mgr., replacing Laurance Phister, resigned ... Thohen Elrod Co., Atlanta (Crosley-Bendix) appoints Dun- can Cash district mgr., replacing Calvin Harden, resigned.

**FIGHT for control of Air-Way Electric Appliance Corp., Toledo vacuum cleaner manufacturer (Vol. 10:42) ended in compromise this week with creation of 9-man board—4 directors representing Lamb Industries, 4 the present Air-Way management headed by pres. Joseph H. Nuffer, and a ninth “impartial” member acceptable to both factions. Lamb Industries, headed by Edward Lamb, currently involved in stormy FCC hearing on renewal of his license for WICU, Erie, recently won uphill proxy battle for control of Air-Way. Six lawsuits resulting from battle for control will be dismissed, he said. New members of board representing Lamb faction, in addition to Lamb, are Frank C. Oswald, v.p. of Lamb Industries; Harry S. Samuels, pres. of General Home Products Co., N. Y., and James N. Newell, pres. of Newell & Co. and secy-treas. of First Toledo Corp. Members carried from old board are Nuffer, Henry W. Seney, treas. Lawrence G. Pierce and Harold R. Schautens, pres. of Tillotson Mfg. Co., Toledo. J. Howard McGrath, Lamb Industries exec. v.p. and former Attorney General, has been named gen. counsel of Air-Way. Raytheon increases list price of all uhf sets by $10. Cost to distributor and dealer remains unchanged.
**Electronics Reports:** Speedier and more efficient news-gathering through use of better “electronic tools” was forecast by GE electronics v.p. Dr. W.R.G. Baker Nov. 20 at Chicago convention of Radio-TV News Directors Assn. Among future possibilities, he suggested electronic recorders which take still pictures and transmit them direct to newspaper offices, video tape recorders reduced in size through use of transistors and new circuitry, TV cameras as portable as today’s still cameras, small transmitters to relay on-the-spot coverage of news events direct to newspaper office or TV studio. “These better tools are coming, and some of them are coming soon,” he said, but he cautioned that there are “2 requirements for the use of electronic equipment in any area today—the first is that it provide a service that cannot be performed in any other way, or at least do it 100% better, and secondly that it perform the service economically.”

Half of electronics industry’s output in 1961 will be products which do not now exist. So said RCA chairman Brig. Gen. David Sarnoff Nov. 2 in address to students of Baruch School of Business & Public Administration of City College of New York. Discussing possibilities of automatic factories and offices, he said: “We are witnessing the dawn of a new era which we call automation.” New electronic items will create more new jobs than they eliminate, he said, pointing to anticipated $45,000,000 worth of electrical power required to run nation’s TV & radio sets this year.

Benjamin Abrams Electronics Laboratories have been established in Weizmann Institute of Science in Israel under grant by the Emerson Radio president. Dedication takes place Dec. 2 in joint ceremony via radio hookup between Institute at Rehovoth, Israel and Waldorf-Astoria Hotel in N. Y., where speakers will be Adlai Stevenson and Dr. Niels E. D. Bohr, Nobel Prize winner in physics. Abrams will press button in New York activating switch to open doors of Israel labs.

Use of vhf signal to activate lights of unattended airports was recommended this week by Radio Technical Commission for Aeronautics (RTCA). Proposal suggests that frequencies 121.7, 121.1 & 122.8 mc be used by aircraft to operate light-switch relays on the ground through use of conventional aircraft communications transmitters. RTCA has asked FCC to initiate rule-making to authorize use of the frequencies. Copies of report (Paper 168-54/DO-61) are available from RTCA Secretariat, Rm. 2036, Bldg. T-5, Washington 25, D. C. (20c).

Urging joint military-industrial cooperation “to provide better guidance and direction of military electronic research & development contracts,” Motorola pres. Paul V. Galvin Nov. 8 dedicated new Motorola Research Lab, Riverside, Cal., which will specialize in military electronics. New lab, to employ 200 at outset, will be under direction of John F. Byrne, director of Motorola engineering, communications & electronics div.

Solar-powered experimental radio transmitter size of cigarette pack has been built by Syracuse GE development engineer Edward Keonjian, “to stimulate interest in transistors.” Tiny unit, with 100-ft. range, will be used in transistor application demonstrations. Developments in next 10 years may make practical small personal radio transmitters & receivers taking power from sun, Keonjian stated.

TV cameras are mounted on ceiling of tunnel on West Virginia Turnpike to detect traffic jams and eliminate personnel in tunnel.

**Financial & Trade Notes:** Admiral reports earnings of $1,823,325 ($77c a share) on sales of $51,265,777 in quarter ended Sept. 30, compared to $1,802,696 (76c) on $58,033,597 in third quarter of 1953 and $1,217,752 (62c) on $99,119,116 in same 1952 period. For 9 months ended Sept. 30, profit was $4,382,175 ($1.86) on sales of $156,- 467,330, compared to $9,594,848 ($2.78) on $189,860,005 in first 9 months of 1953 and $3,741,107 ($1.90) on $122,113,- 507 in corresponding 1952 period.

Exec. v.p. John R. Huarrisa said that while business in the first half was adversely affected by the “general economic adjustment,” second half has improved considerably. “We are unable to maintain TV production with current orders,” he said. “Back orders of TV receivers for uhf reception areas continue to mount despite increased production of these models. Inventories at all levels are far below what they were last year.” He said newly-installed “automation” production line (Vol. 10:34) has boosted TV output to more than 100,000 units a month.

Appliance sales, he noted, have been “continuing at a higher than seasonal rate,” adding that during first 9 months of 1954 more electric ranges were sold by company’s distributors than during all of record 1953.

**Hallicrafters reports net loss of $940,946 on sales of $31,054,363 in fiscal year ended Aug. 31, compared to profit of $704,855 (96c a share) on record sales of $43,744,000 in preceding fiscal year. Taxes were $707,000 vs. $880,000 in preceding year. Backlog of govt. orders totaled more than $10,000,000 at year’s end and nearly $9,000,000 in new orders are being negotiated. Report to stockholders by pres. Wm. Halligan attributed loss to “recession” in TV market in last 3 months of 1953. He noted that poor business prevailed throughout industry during that period, but stated that many manufacturers were able to reflect its impact in their 1953 reports, which were bolstered by good business in first 9 months. Due to Hallicrafters’ fiscal structure, he said, company was forced to take full brunt of TV decline in first quarter of 1954 fiscal year. He said sales of newly designed vertical chassis receivers are currently proving profitable.

**Motorola’s per share earnings this year, despite slow start, are expected to approximate last year’s $3.66, San Francisco Security Analysts were told this week by pres. Paul V. Galvin. Company earned $2.37 in first 9 months this year vs. $3.17 in same 1953 period (Vol. 10:44).** Sales this year, he said, are expected to total between $190,000,000 & $200,000,000, compared to record $217,964,074 last year. Motorola stock reached year’s new high this week, going to 53 ½.

**Dividends:** Hazeltine, year-end extra of 90c and quarterly 35c both payable Dec. 15 to stockholders of record Dec. 1; Radio Condenser Co., 5c Dec. 20 to holders Dec. 1; Cornell-Dubilier, 30c extra and 30c quarterly Dec. 30 to holders Dec. 15; Aerovox (omitted).

**Storer Broadcasting Co.** earned $2,303,473 ($2.05 per share) in first 9 months, compared to $1,481,779 ($1.32) in corresponding period year ago. For third quarter, earnings were $738,638 (64c) vs. $951,154 (34c) in 1953.

**American Electronics Inc.** earned $190,186 (40c per share) on sales of $3,441,745 in first 9 months of 1954, compared to $109,869 (23c) on $2,801,886 in 1953 period.

**Electronics Corp. of America** earned $181,700 on sales of $4,269,391 in 9 months ended Sept. 30, compared to $114,161 on $3,327,536 same 1953 period.

**Davegan Stores Corp.** reports, for 6 months ended Sept. 30, net sales of $11,568,252, loss of $842,124, compared to $11,830,531 sales & $103,069 loss in same 1953 period.

**Sprague Electric Co.** stockholders vote Dec. 8 on proposal to issue one share of new stock for each 2 now held.

Dr. John Boswell Whitehead, 82, professor emeritus of electrical engineering at Johns Hopkins U and a research scientist for 60 years, died Nov. 16 in Baltimore.
REASSURANCE on DuMont Network’s future was offered this week to affiliates, and to public, in wake of furor over recent discussions with ABC (see p. 1). Following is text of statement issued Nov. 19 by DuMont station relations director E. B. Lyford:

“In order to clarify the situation which has developed as a result of rumors which have been printed as fact in the press concerning the continuance and the permanence of the DuMont TV Network, I must state that we are not now, nor have we any intentions of, entering into negotiations with any other organization or individual which contemplate the disposition or the abandonment of the DuMont TV Network.

“It is true that certain exploratory conversations have been held in the process of evaluation of the long term future of four competing networks in TV. This study was undertaken because of the number of major cities throughout the country which contained less than the adequate complement of stations necessary to service 4 networks—a situation which came into existence as a direct result of the FCC’s allocation structure which created the inter-mixture of uhf & vhf stations in the same market areas, and the subsequent inability of the uhf stations to compete successfully. Expectation that prompt relief could come from congressional action has not been realized and other measures must and will be taken.

“Simultaneously, we have been engaged in technical and other studies which offer encouraging promise for new and more economical network service which we are convinced will meet wide approval.

“As in the past, we will continue to exercise every effort to reduce the burdensome limitations on network operation and perpetuate the DuMont TV Network as a potent force for public service and advertising. During this critical period, we have received tremendous encouragement from our affiliates and our advertisers, and I take this opportunity to thank them for their faith and willingness to help us succeed in our efforts.”

Chances that Senate will confirm George C. McNamahery’s appointment to FCC this session appeared slimmer than ever this week end. With Senate in recess until Nov. 29 due to illness of Sen. McCarthy, there was less time for Republicans to push for approval. And McNamahery’s principal backer, Chairman Bricker (R-Ohio) of Senate Commerce Committee, left this week for foreign tour with Joint Atomic Energy Committee, isn’t due to return until middle or end of Dec. Minority leader Lyndon Johnson (D-Tex.) in Nov. 16 Senate speech reiterated Democrats’ determination to block all nominations which do not satisfy “every member of the committee which has jurisdiction.” The 7 Democrats on Commerce Committee last week abstained from voting to recommend his appointment (Vol. 10:46).

Pension plan for TV performers, believed first in show business, was agreed upon this week by the 4 TV networks and AFTRA (AFL). Employers will contribute 5% of “gross compensation” due each artist, with no contributions by performers. Based on annual network expenditure of $50,000,000 for talent, pension and welfare plan should realize at least $2,500,000 a year. Still subject to ratification by union’s directors and membership, plan is expected to cover as many as 10,000 performers. If Bureau of Internal Revenue approves, network contributions will be tax deductible.

In England, where film & slide commercials are the rule in the theatres (Vol. 10:45), the Post Office Dept. has authorized first theatre TV since Coronation last June. BBC live telecasts of England-Germany football game Dec. 1 will be picked up in 8 theatres, including 3 outside London, for projection on screens.

B&I changes name Jan. 1 to Radio Advertising Bureau Inc. “In order to more clearly identify the organization with radio,” according to statement by board of directors at annual membership meeting this week following approval of record $720,000 budget for 1955. B&I’s action follows in wake of Television Bureau of Advertising’s recent selection of ABC’s Oliver Troyz as first president and imminent creation of N.Y. headquarters for TV’s new sales promotion bureau (Vol. 10:45). Pres. Kevin Sweeney outlined plans for vastly expanded schedule of sales clinics and sales committee meetings next year, including 10 clinics a month for 10 months, meeting at least once in every city having 3 or more B&I members. Solicitation of business from non-radio advertisers will be expanded from 24 to 68 cities next year, he said. Joseph E. Baudino, Westinghouse Radio, was elevated from exec. v.p. to chairman, succeeding Charles M. Caley, WMBD, Peoria; Sweeney was re-elected pres.; Wm. B. McGrath, WHDH, Boston, secy., Donald W. Thornburgh, WCAU-TV & WCAU, Philadelphia, treas. Kenyon Brown, KWFT-TV & KWFT, Wichita Falls, Tex., succeeds Baudino as chairman of executive board. New members of B&I board are Ralph L. McElroy, KWWL-TV & KKWL, Waterloo, la.; Frank P. Schreiber, WGN-TV & WGN, Chicago; A. E. Spokes, WJOY, Burlington, Vt.; Joseph J. Weed, Weed & Co.; J. Elroy McCaw, WINS, N.Y., et al.

How movie theatres can best use TV is under study by committee of “most experienced exhibitors” in United Paramount chain, said American Broadcasting-Paramount Theatres pres. Leonard H. Goldenson in keynote address to Theatre Owners of North & South Carolina in Charlotte Nov. 15. “I feel [that] we have not yet taken complete advantage of TV to advertise our motion pictures,” he said. “Analyses should be made of various types of trailers tailored to the medium. Studies should be made as to the proper time segments to be used on TV, in order to reach specific types of audiences selling specific types of pictures...

I am convinced that merchandising by radio, and by TV in particular, is one of the most important answers to our problem of how to attract larger audiences and the new younger generations to our theatres.”

Intra-family transfer of WTPA, Harrisburg, Pa. (Ch. 71) for $250,000 was approved by FCC this week. Stock goes from Donald E. Newhouse to Harrisburg Patriot and News, controlled by father Samuel I. Newhouse, who also owns WSYR-TV, Syracuse, and 50% of KOIN-TV, Portland, Ore.

MGM planning satire on TV—new musical to be titled It’s Always Fair Weather, starring Gene Kelly, Dan Dailey, Cyd Charisse, Dolores Gray, Michael Kidd. Miss Gray is cast as a TV performer. Takeoffs on Liberace, Ralph Edwards, Betty Furness are included.

New NARTB member handbook, released this week, contains history of organization, major achievements, map of districts, list of members, etc. It was compiled under direction of John H. Smith, mgr. of public relations.

FCC this week approved $187,500 sale of WPWA, Chester, Pa. (1-kw, 1500 kc) from Lou Poller (also owner of WCAN-TV, Milwaukee, Ch. 25) to Leon Cherksey & Louis Kapelski.

Power increases: KOTV, Tulsa (Ch. 6) Nov 17 to 100-kw ERP, 1328-ft tower; WSJV, Elkhart (Ch. 52) Nov. 16 to 12 1/2-kw transmitter; WATV, Newark, Nov. 12 to 180-kw ERP (not 316-kw as reported last week).

CBS Radio Spot Sales has released new study on growth of radio 1947-51 (TV’s years). Titled Radio—A Continuing Success Story, it’s available on request.

Network interconnections scheduled by AT&T: WSFA-TV, Montgomery, Ala., Nov. 28; WBRZ, Baton Rouge, La. & KVOO-TV, Tulsa, Dec. 1.
**SUMMARY-INDEX OF THE WEEK'S NEWS**

**TV ADVERTISERS SPEND NEARLY $1 BILLION**: This year, network and station revenues alone amounting to $600,000,000; up to $2 billion volume forecast (p. 1).

**FEW MORE TOWERS OVER 1000 FT.**: Are likely, in face of heavy Govt. and industry opposition to FCC proposal to lift ceiling (p. 2).

**UHF GETS HYPO FROM BIG INTERESTS**: As Storer and CBS enter mixed vhf-uhf markets; summary of uhf station status and receiver growth (p. 3).

**ALLENTOWN UHF & ALABAMA**: Educational start operating as Canada gets 21st; only dozen more new stations due by Jan. 1 (pp. 4 & 9).

**TV & MOVIES CAN CO-EXIST**: Peacefully and profitably, judging from climb in paid admissions reported by Council of Motion Picture Organizations (p. 5).

**REVERSAL OF EXAMINERS**: Urged by FCC's Broadcast Bureau, which favored KSO in Des Moines and WGBF in Evansville (p. 6).

**ERA OF ECONOMIC ABUNDANCE** is predicted in series of business forecasts, benefiting TV as well as many other industries (p. 11).

**IS NETWORK RADIO DOOMED?**: RCA's Gen. Sarnoff denies NBC will quit, in reply to N. Y. News columnist Ben Gross, and sets forth NBC's appraisal of radio (p. 7).

**BITNER FAMILY SELLS STOCK** in new company holding its highly profitable Indiana-Michigan TV & radio stations (p. 10).

**BRITAIN'S ITA SELECTS** Norman Collins group as fourth commercial program contractor, decides how time shall be divided on 3 stations (p. 10).

**SERVICING OF TV-RADIO SETS** was $1.4 billion business last year, may reach $2.7 billion annually, says RCA's Charles Odorizzi (p. 13).

**RCA'S FIRST MOVE IN GOVT. SUIT** against its patent pool is to ask N. Y. Court to change venue to Wilmington; arguments Dec. 8 (p. 14).

**DIGEST OF THE NEWS FOR MAN-IN-A-HURRY:** So many readers have told us they would like a summary of the week's news, which they might scan quickly before settling down to read our reports more fully, that we've evolved the above format as a substitute for the usual table of contents. A few readers -- who are mostly in management, hence men-in-a-hurry -- have even suggested "a digest of The Digest." Accordingly, the effort in our new summary-index is to give you a quick run-down of the major items of the week so as to facilitate selective reading. Whether it becomes a permanent fixture depends on your reaction. Would you mind telling us what you think?

_Note:_ Most subscribers receive our weekly reports in their Monday mail. You can speed this up -- for home delivery if you choose -- by ordering our Sunday mailings via air mail special delivery. You simply pay the extra postage.

**TV ADVERTISING APPROACHING $1 BILLION:** Advertisers will have spent somewhere around $900,000,000 on TV sponsorships this year -- time, talent, programs, production, commissions, etc. -- compared with slightly over $600,000,000 last year. All estimates show this year's TV expenditures running 40-50% above last year's -- thus pointing toward the $900,000,000 total.

Considering that commercial TV is still an infant industry, $900,000,000 is a pretty sizeable chunk out of the estimated $8.25 billion total American ad budget for 1954. Moreover, the chart continues to point upwards.

As for networks' and stations' cut of that, it's still a good bet that it will reach $600,000,000 this year. That was our prediction last June (Vol. 10:23) when FCC released an official 1953 TV revenue figure of $430,800,000, which it later revised to $431,777,000. It's our prediction again on the basis of PIB figures for the first 9 months (running 43% ahead of same period last year, Vol. 10:44) and of consultations with industry economic experts.

This means that the commercial telescasting business, a scant 8 years old and based on 4 networks and 400-odd stations, will in 1954 for the first time surpass...
its parent radio broadcasting industry, with its 4 national networks, 2600-odd AM stations, 500-odd FMs. While FCC hasn't yet released its 1953 radio audit, industry guesstimates are that total radio revenues will run less than $500,000,000 for last year and there are few who would venture to predict any more for it this year.

The $600,000,000 figure may actually turn out to be low -- but it's a tremendous leap when you consider that TV started with only 10 stations, less than 10,000 sets, no networks in 1946; had only 15 stations which grossed $1,900,000 in 1947; 50 which grossed $8,700,000 (and lost $14,900,000) in 1948; 98 which grossed $34,300,000 and lost $25,500,000 in 1949; 107 which grossed $105,900,000 and lost $9,200,000 in 1950. Then the freeze of 1951 helped put all 108 existing stations in a very nice profit position which has been improving by leaps and bounds ever since. (For FCC figures on revenues, profits, etc., see p. 9, TV Factbook No. 19.)

Most authoritative estimate of total TV expenditures for 1953 was figure of $610,500,000, compiled by McCann-Erickson for new Printers' Ink 1955 Advertisers' Annual, with breakdown of $322,800,000 to networks, $128,700,000 to spot, $159,000,000 to local. This was 7.8% of the national advertising budget of $7.8 billion in 1953. (Note: The McCann-Erickson estimates were derived before FCC came out with precise breakdown of network, spot & local. Applying McCann-Erickson's "talent and production factor" to FCC's latest figures, total would come to $606,200,000, with breakdown of $320,100,000 network, $145,400,000 spot, $140,700,000 local.)

It was CBS's Frank Stanton, astute market statistician, who predicted that TV expenditures of American advertisers would run "in the order of $1.25 billion in 1957 or 1958," and it was NBC Research which went Stanton even better with these forecasts: $930,000,000 in 1954, or 11% of the national advertising budget; $1.3 billion in 1955, or 14%; $1.9 billion in 1956, or 20% (Vol. 10:34). And this week, speaking at AAAA conference, DuMont's Ted Bergmann put the 1959 figure at $2 billion.

Note: Printers' Ink figures for radio in 1953, as revised, are in reverse of TV order: Advertisers spent $649,500,000 on radio last year (for time and all other charges) -- of which $344,700,000 was local, $163,800,000 spot, $141,000,000 network.

**HIGHER TOWERS IN ZONE I HEAVILY OPPOSED:** Chances for many more towers over 1000 ft. in Zone I became slimmer this week as result of opposition from 2 sources: (1) Government's powerful Airspace Subcommittee, which registered flat objection to any new tower over 1000 ft. in whole U.S. "unless shielded by existing obstructions." (2) Majority of telecasters who filed comments on FCC proposal to permit full power with heights up to 2000 ft. in Zone I -- same as in Zones II & III.

Airspace Subcommittee is made up of representatives from Defense & Commerce Depts. and Civil Aeronautics Board. Group said it has had "fair measure of success" handling towers so far but that proposals for 2000-ft. towers have been advanced and now is the time to call a halt.

Report doesn't mention specific applicants, but only one of such height pending is that of WSAZ, Selma, Ala., seeking 1864-ft. structure. Report says: "From past experience, it is anticipated that this will introduce competition in these areas for towers of similar magnitude."

Subcommittee's opposition isn't final. It's a recommendation to ultimate arbiter, Air Coordinating Committee, made up of very top level govt. officials -- Secretaries of Defense, Treasury, Commerce, etc. or their asst. secretaries.

Industry was set back on its heels by action, which was sparked by the military, and it hopes to persuade ACC against such blanket ruling. Chairman of Subcommittee is Army's Lt. Col. J.B. Gregorie Jr. FCC member is W.B. Hawthorne, who abstained from voting on recommendation -- a regular Commission policy.

* * * * *

Of 50-odd comments on FCC's 2000-ft. proposal for Zone I, there were only 3 in favor -- the 2 stations proposing it originally, Buffalo's WVEN-TV and Hunting- ton's WSAZ-TV, and WTTV, Bloomington, Ind. And even Wbben-TV & WSAZ-TV indicated that they'd be satisfied with individual relief in lieu of blanket Zone I increase.

In addition to uhf operators, who were among most vehement objectors, small-town and even big-city vhf operators rose up in arms. It was evident that even the
most affluent operators were reluctant to get into a race to see who could spend $1,000,000 for a new tower -- particularly since many of them have just built very expensive towers of 1000 ft. or so.

Then there were vhf operators financially ready, willing and able to build such structures -- but absolutely prohibited from doing so because of air traffic. They don't want any of their co-channel or adjacent-channel colleagues in cities 70-200 mi. away raising height and cutting into their service areas.

Typical of the small-town vhf and uhf station comments was that of uhf WGLV, Easton, Pa.: "[Our interest] is purely economic and is based upon the fact that in the densely populated Zone I...the additional coverage which greater antenna heights would give TV stations would cause overlap conditions which would give established vhf stations in the large cities an unconscionable advantage in the struggle for network programs and the national advertising dollar."

A chill of fear ran through the medium-sized vhf operators, too. WTVR, Richmond, warned that networks would need but four 2000-ft. affiliates to cover entire eastern seaboard from New York to southern boundary of Zone I -- in New York, Philadelphia, Washington and Norfolk. This would make possible, station said, elimination of affiliates in Richmond, Baltimore, Wilmington, Lancaster, Reading, Bethlehem.

Other vhf stations apprehensive about encroachment on their coverage, new expenditures, search for new sites, etc., included: WTMJ-TV, Milwaukee; WOR-TV, New York; WWJ-TV, Detroit; WCAU-TV & WFIL-TV, Philadelphia; WGAL-TV, Lancaster; WDEL-TV, Wilmington; WJIM-TV, Lansing; WFBG-TV, Altoona; WVET-TV, Rochester; WMTW, Mt. Washington; WJAC-TV, Johnstown; WAVE-TV, Louisville.

Defense Dept. joined opposition here, too, Deputy Asst. Secy. Thomas P. Pike stating: "In view of the serious hazards to air navigation which can be foreseen in this area of high density air traffic if the proposed amendment were adopted, the Dept. of Defense requests that the FCC retain the present criteria of 1000 ft. above average terrain under full power."

CAA Administrator F.B. Lee also protested proposed change, saying: "We have already found it exceedingly difficult to accommodate antenna towers extending up to 1000 ft....without assuming considerable restriction to aeronautical operations."

Similar objections came from Aircraft Owners & Pilots Assn.

Both WSAZ-TV and WBEN-TV, in support of greater height, pleaded for special consideration if the FCC doesn't see fit to lift ceiling for whole Zone I. Former argued that the signal levels in mountainous terrain are frequently far below those predicted by FCC's propagation curves. It submitted counter-proposal asking amendment of rules permitting full power with heights above 1000 ft. where terrain, population distribution and signal levels indicate need.

WBEN-TV stressed the possibilities for improved rural coverage inherent in taller towers. It also submitted alternative, asking for at least full 100 kw with its present height -- 1206 ft. above average terrain. Sarkes Tarzian's WTTV put emphasis on rural coverage, stating that distant rural viewers should be permitted to get good signals with low-cost receivers served from higher towers.

**UHF PICTURE—HYPO FROM BIG INTERESTS:** With Storer and CBS now among ranks of uhf telecasters in mixed vhf-uhf markets, and NBC pledging to join soon (Vol. 10:47), there's been an undeniable lift in the outlook for uhf as a whole.

Many individual uhf stations are still hanging on by the skin of their teeth -- but the fact that they're hanging on at all is indicative of a feeling of guarded optimism by many that perhaps the worst of their troubles are over.

Is the process of uhf attrition leveling off? It's too early to tell now -- but there are some signs that it may be. Intelligent management -- combined with a liberal portion of sweat, blood and tears -- have brought a number of uhf stations into the black only recently, some of them despite stiff vhf competition.

In the markets where there's no vhf competition -- and hence no conversion problems -- uhf stations are doing about as well as vhf would do under similar circumstances, aided by the steady improvement of transmitting & receiving equipment.

Hard work by uhf stations and their reps -- and the sales results shown by
many uhf outlets -- have largely overcome the "Madison Avenue effect," a blind prejudice against uhf, which once swept almost the entire advertising industry. The confidence expressed in uhf by big interests like CBS, Storer and NBC should help to wipe out the last vestiges of unreasonable attitudes toward uhf.

At the FCC level, biggest encouragement to uhf to date has resulted from the new multiple-ownership policy. Commission's encouragement of satellites has been hailed by some as providing an inexpensive way to begin -- or continue -- uhf operation until set circulation has been built up to the point where the stations can strike out on their own as full-fledged local stations.

Actually, individual stations have gotten no "relief" from FCC. If uhf operators once had hopes for a new "non-intermixed" allocation, they have little now. Many of them have been battling it out on an individual basis, seeking changes in allocations to erase intermixture in their own regions. Their lack of success in this arena has proved just as conspicuous. There seems to be very little chance of changing the allocations status quo in the foreseeable future.

* * * *

Just 26 months after the first uhf station went on the air, there are now 120 operating uhf outlets and about 5,000,000 sets-in-use which can receive them -- as compared to 300 vhf stations and total of some 33,000,000 sets in use.

So far this year, 24 new uhf stations have gone on air -- but there are still fewer uhf on air than there were Jan. 1. This year, 26 uhf went off, and 2 went off last year. Four vhf have quit due to economic difficulties.

Only 5 new uhf stations have gone on air since July 1, while 19 outlets began operation during first half of this year.

More than 100 grantees still hold CPs for commercial uhf stations. Not all will be built, most CP-holders hanging on to "see what happens" to uhf. Some are very serious and are going ahead with building plans. Among all grantees there has been plenty of surveying and re-surveying of markets to avoid tragic mistakes of those who built TV stations in locations which couldn't support them.

* * * *

Uhf receiver demand is beginning to increase, set makers report, after a slide which began a year ago -- Admiral noting that "back orders of TV receivers for uhf reception areas continue to mount despite increased production" (Vol. 10:47).

Production of uhf-equipped sets hit year's high in Sept., according to RETMA figures, although that month was also biggest for TV receiver manufacture as a whole. Sept. was first month this year when percentage of sets equipped for uhf at factory didn't show decrease from preceding month. Uhf-equipped sets rose to 14.4% of total output from August's 14.2% -- a slight increase, though figure doesn't compare with the 30-35% figures of last year when many new uhf stations were going on air. Oct. figures haven't yet been released by RETMA.

COMMERCIAL UHF & EDUCATIONAL VHF START: Another uhf outlet in the uhf-dominated Allentown-Bethlehem-Easton area and a new vhf, first of Alabama's projected 2 educational outlets and 10th such on air, can be added to the roster of operating stations as result of latest starts. That makes 420 on air, of which 120 are uhf; by end of year, it looks like only a dozen more are due, mainly vhf (see p. 9). Also added this was Canada's 21st, a French-language outlet. Week's starters:

WFMZ-TV, Allentown, Pa. (Ch. 67), testing since Nov. 22, begins Dec. 4 as an independent, accenting live local programming. Rate card is based on guaranteed set circulation, beginning at $120 an hour for 30,000, going to $440 for 110,000 or more. It's first TV in city, which has been getting uhf service from neighboring Bethlehem -- with Easton only 10 mi. away, Reading 30 mi., both with uhf. It has 5-kw DuMont transmitter, 260-ft. Kimco tower, Gabriel antenna. Ben Strouse, gen. mgr. of WWDC, Washington, is largest stockholder (31.9%), pres.-gen. mgr. Raymond F. Kohn has 3.6%, v.p. Earl J. Kohn 3.3%, 10 others remaining, none more than 7%. Rep is Avery-Knodel.

WEDM, Munford, Ala. (Ch. 7, educational) is all set to begin test patterns Nov. 28 with full 316-kw ERP, wires consultant Thad Holt. It has 50-kw GE transmit-
ter and 500-ft. tower with 12-bay antenna on Mt. Cheaha. Microwave will link studios in Munford, Birmingham, Tuscaloosa, Auburn. Grantee Alabama Educational Commission also holds CP for WEDB, Birmingham (Ch. 10, educational), due on air shortly, which will share studios there with WEDM, duplicating about half the Munford programs.

CJBR-TV, Rimouski, Que. (Ch. 3), at mouth of St. Lawrence River, began pro-
gramming Nov. 21 as CBC French-language outlet. It has 10-kw RCA transmitter and 120-ft. tower with 4-slot wavestack antenna on 1200-ft. Peak Champlain. Pres.-gen. mgr. is Jacques Brilliant, with Andre Lecomte as station mgr. and Francois Raymond, program director. Base rate is $200. Reps are Adam Young and H.N. Stovin & Co.

TV & MOVIES—PEACEFUL CO-EXISTENCE: Motion picture theatre attendance is on upgrade -- reversing trend which began in 1946, postwar TV's first year. Despite TV's record expansion of last 2 years, public apparently is turning again to "an evening out."

That TV and the movies can live together in health and prosperity is shown by new boxoffice analysis conducted by Sindlinger & Co. for big Council of Motion Picture Organizations (COMPO). It shows average weekly admissions to movie houses fell from peak of 82,400,000 in 1946 to 45,900,000 last year -- but climbed back in July this year to 72,500,000 and in August to 80,100,000.

While theatres' gross dollar volume for first quarter 1954 was less than same 1953 period ($216,100,000 vs. $221,500,000), second quarter was up ($270,500,000 vs. $227,000,000) -- and it looks like year will run close to $1,2 billion, or nearly 20% ahead of 1953. COMPO says this is due to increased attendance as well as higher admission prices and retention by theatres of at least part of recent Federal tax cut. Average admission price in second quarter was 47.53¢, of which 3.28¢ was tax.

Two main factors in comeback of the movies, as they appear to us: (1) Hollywood's new emphasis on quality in stories, production, technique -- accent on the "qualitative" while leaving the "quantitative" to TV, as Sam Goldwyn once forecast effect of TV to us. (2) Public acceptance of TV as an established part of the home, to be used in moderation and not to the exclusion of other recreation -- which may also account for continued good book & magazine sales.

Competition from good movies should have salutary effect on TV, too. Interesting phenomenon in COMPO figures is growth in theatre attendance during the summer months, traditionally lowest attendance period before 1952. Some might attribute this to letdown in TV during summer. But mainly responsible, of course, is drive-in whose rise has been as rapid as TV's -- appeal to family being same: can attend as group, requires no dressing up, obviates baby sitter. Drive-ins accounted for nearly half the weekly movie figures for July & August.

Since Hollywood switched from quantity to quality, exhibitors' biggest com-
plaint is not enough films. Foreign and independent producers are moving in to help fill the deficiency -- and not a few TV film producers are eying theatrical production (and releases of some TV films to theatres) as a lucrative sideline.

Subscription TV advocates were busy this week solicit-
ing support from fearful movie exhibitors. International Telemeter Corp. chairman Dr. Louis N. Ridenour and di-
rector Carl Leserman started round of conferences with exhibitors in effort to line up their backing and to convince them it holds profit for them. SMPTE pres. Herbert Barn-
ett, addressing annual convention of Motion Picture Ex-
hibitors of Florida, told them to assist rather than resist toll-TV, saying: "It may be wise for theatre owners to secure local franchises for distribution of such programs. It may prove possible to supplement network programs with film product from your theatre." Meanwhile, 20th Century-Fox sales mgr. Al Lichman said he would not sell his product to subscription TV unless the Govt. forced him to do so. He doubted pay-as-you-see was economically practical and said it would constitute a virtual monopoly for station broadcasting it.

Use of TV to make movie production more economical and efficient will be demonstrated by DuMont and RKO-
Pathe at Public Relations Society conference at New York's Roosevelt Hotel, Nov. 29-Dec. 1. The movie-making technique, developed jointly, involves use of DuMont "Tel-
Eye" industrial TV camera mounted on each film camera, with several monitors located in view of director and his staff. Using this method, director has instantaneous camera-eye view of the scene as shot by each camera, can shift from camera to camera as is done in TV studios— eliminating retakes and wasted film footage.

Though hearing on Edward Lamb's renewal of WICU,
Eric, is in recess, fight resumes temporarily next week over FCC Broadcast Bureau's motion to take depositions Dec. 6 & 8 from convicted Communists Gus Hall and Jacob Studel, both now in prison. Lamb counsel wants FCC move quashed, and oral argument has been scheduled Nov. 30 by examiner Herbert Sharfman.

Storer Broadcasting Co. is setting up West Coast office at San Francisco to concentrate on national business, v.p. Gayle V. Grubb taking charge and relinquishing management of WJBK-TV, Detroit, to Bill Michaels, from ex-Storer stations KGBS-TV & KGBS, San Antonio, and of WJJK radio to Harry R. Lipson. Grubb formerly was ABC v.p. in San Francisco. Storer's newly acquired WXEL, Cleveland, remains under gen. management of Franklin Snyder and KPTV, Portland stays under management of Russ Olsen. At newly acquired radio WJJ, Cleveland, sales v.p. John D. Kelly is upped to gen. mgr. Messers. Michaels, Lipson, Snyder and Kelly report to Wm. E. Rice, Storer northern district v.p. headquarters in Detroit, where he also supervises WWVA, Wheeling, and WSPD-TV & WSPD, Toledo. Operations of KPTV comes under general direction of Stanton P. Kettler, Storer v.p. who also supervises operations of WBBR-AM & WBBR, Birmingham; WAGA-TV & WAGA, Atlanta; WGBS, Miami and Miami Beach Sun, Storer-owned daily.

BROADCAST BUREAU of FCC is becoming more and more emphatic in its recommendations to Commission regarding examiners' initial decisions. Until recently, it shied away from flatly endorsing or urging reversal of initial decisions. A few weeks ago, however, it argued for reversal of examiner's Sacramento Ch. 12 decision, said grant should go to KFKR instead of KARM (Vol. 10:45). This week, it plumped for overturn of examiner in 2 more cases—Des Moines' Ch. 8 and Evansville's Ch. 7.

Examiner Millard F. French had picked Cowles family over KSO in Des Moines (Vol. 10:35) because of superiority in local ownership, program proposals, experience, civic participation, past performance—and he said these overpowered KSO's argument that Cowles organization has too many broadcasting-publishing interests. Broadcast Bureau asked for reversal solely on the "diversification" principle, saying Cowles group controls too many media to get the CP.

In Evansville, on the other hand, Bureau found that diversification wasn't completely controlling. Examiner Herbert Sharman had found that both WGBF and WEOA were superior to newcomer Evansville TV but indicated that FCC's precedents left him no choice but to favor Evansville TV because it has no media interests. Broadcast Bureau said Sharman forgot that Commission does give weight to "countervailing considerations" and doesn't apply diversification policy blindly. One thing Bureau didn't like about Evansville TV is that principal Rex Scheppe "left much to be desired!" in reporting facts of ownership when he controlled KPHO-TV, Phoenix. Bureau didn't abandon diversification, however, for it would give grant to WGBF over WEOA because its owners hold no TV interests.

Bureau stepped in boldly in another case—request of grantee KLYN-TV, Amarillo, Tex. (Ch. 7), for more time to build—submitted proposed findings saying CP-holder has no excuse, and urged cancellation of grant.

Only other activity on decision front was Examiner John B. Poindexter's initial decision favoring C. L. Trigg, et al. (KOSA) over The Odessa TV Co. for Ch. 7 in Odessa, Tex. His points of preference: local ownership, civic affairs, program proposals, diversification.

On allocations, there were 2 new requests: (1) Substitution of Ch. 45 for Ch. 38, in Sunbury, Pa., filed by WBZP, Lock Haven. (2) Substitution of Ch. 14 for Ch. 41 in San Antonio, Ch. 30 for Ch. 14 in Seguin, Tex., filed by grantee KCOR-TV (Ch. 41).

That complicated switch whereby Storer Bestco. Co. plans to buy WPTL-TV, Ft. Lauderdale, Fla. (Ch. 23), and move it to Miami (Vol. 10:47) was protested this week by grantee WMFL, Miami (Ch. 33). Another opposition was that filed against proposal to add Ch. 10 to Albany, N. Y. area (Vol. 10:46). WTRI (Ch. 35) argued that addition of one vhf channel would prevent use of 4 uhf area, and it submitted counter-proposal asking that GE's WRGB be shifted from Ch. 6 to Ch. 17.

Call letters WFFC are being sought by AM grantee KWK Inc., Haines City, Fla. (10 kw daytime on 540 kc), operators of KWK-TV, St. Louis. Town is about halfway between Tampa & Orlando. FCC is now weighing request, which would mean "Florida Coast to Coast," according to grantee.

Stanley Hubbard, chief owner of KSTP-TV & KSTP, St. Paul, who was a World War I flier and who pioneered commercial aviation on Louisville-Cincinnati & Miami-Bahamas runs in 1919, got his pilot's license again last week at age of 56; stations own a Cessna 180.

Mrs. Robert T. Bartley, wife of the FCC commissioner, named honorary pres. of North Carolina Assn. of Broadcasters.
Network Accounts: Battle for Ed Sullivan's services was resolved this week in favor of CBS-TV, which signed him to a 20-year contract, matching similar offer of NBC-TV few days earlier. CBS announcement gave no details, but Sullivan said that network would increase production budget of his Toast of the Town from $40,000 to $50,000 next Sept.; that his own fee of $4000 a week would also be increased; and that his program will be titled Ed Sullivan Show next season. Lincoln-Mercury Dealers Assn. will continue sponsorship ... Lohn & Pink Products (Dorothy Gray cosmetics) signed this week as first sponsor of Sun. re-runs of I Love Lucy (Vol. 10:47), though time and starting date are undetermined. Under consideration are 4:30-5 p.m. & 6:6-30 p.m.; if latter, re-runs will have to await end of current Omnibus 5-6:30 p.m. cycle in April ... Amana and Maytag sign as first sponsors of CBS-TV's Big Ten college basketball series starting Dec. 11, Sat. 5-4:30 p.m., former thru Maury, Lee & Marshall, N. Y., latter thru McCann-Erickson ... Plymouth to sponsor Professional Father as replacement for That's My Boy on CBS-TV starting Jan. 8, Sat. 10-10:30 p.m., thru N. W. Ayer ... Procter & Gamble replaces Spedel as sponsor of five 30-min. segments of Caesar's Hour on NBC-TV starting Jan. 3, Mon. 8-9 p.m., thru Compton Adv.; on same date it drops Three Steps to Heaven on NBC-TV, Mon.-thru-Fri. 10:45-11 a.m. ... Amoco to sponsor Ed Murrow's annual Years of Crisis on CBS-TV Sun. Jan. 2, 4-5 p.m., with cut-ins from correspondents around world ... Bromo-Seltzer to be alt. sponsor (with Lentheric) of Chance of a Lifetime on DuMont starting in Jan., Fri. 10-10:30 p.m., thru Lennen & Newell ... French's Mustard buys 5 min. of World of Mr. Sweeney on NBC-TV, Mon.-thru-Fri. 4:30-4:45 p.m., thru J. Walker Thompson ... Seeking stronger listener line-up NBC-TV is currently negotiating to buy Big Payoff and Strike It Rich from owners Walt Framer and Mort Cooper; both programs are sponsored currently by Colgate on CBS-TV ... NBC-TV preparing $2,500,000 package of 8 top national sports events in 1955 for offering to single sponsor; among events are Cotton Bowl, National Basketball Assn. finals, U. S. Open golf tourney, spring training baseball films, national tennis finals.

HARD-HIT NETWORK radio billings, due in part to sponsor predilection for TV and network preoccupation with TV, impelled Ben Gross, dean of the TV-radio editors, to pose this question in his New York News column of Nov. 22: "Is Network Radio Doomed?" Then he goes on to report that many leaders in the broadcasting field believe it is, some giving it only a year or two. Radio's future, he holds, rests on a local basis—and that it "still has a long and prosperous life ahead of it."

But network radio—don't bet on it, writes Gross. "The only question on Broadcasting Boulevard," he observes, "is which web will be courageous enough to face the realities first and abandon network radio." His guess is that it will be NBC aroused enough uneasiness in that company to impel Chairman Sarnoff himself to issue a statement of denial in the form of an open letter to Mr. Gross. The occasion was also seized upon to offset the many trade rumors that NBC is selling radio short, growing out of Gen. Sarnoff's off-the-cuff remarks—quite bearish on the future of network radio—at the NBC affiliates convention in Chicago last summer (Vol. 10:36).

In light of fact that radio business is down generally, network radio, especially, with all the networks making desperate efforts to find formulas (besides rate cuts) for building it up again, Gen. Sarnoff's statement is quite significant: "I have read with much interest your column in this Monday's edition of the New York Daily News, in which you discuss the plight of network radio and its future prospects. You pose the question as to which 'web will be courageous enough to face realities first and abandon network radio,' and you answer this question by venturing the guess that it may be NBC."

"I believe that you may have selected NBC for this role because we have been sufficiently far-sighted to have recognized, well in advance, the symptoms of growing economic dangers for network radio; and because NBC as the nation's first radio network, with an established position of leadership in the field, bore the first and heaviest brunt of the decline that started in the medium several years ago."

"But our early recognition of the problem which network radio is now facing certainly does not mean abandonment of effort and resolve to cope affirmatively with it. Indeed, having understood the seriousness of the dangers lying ahead for the medium, NBC has been leading the way in developing the patterns of audience and advertiser service which may build a new base for a successful and continuing network radio operation. And although no man can precisely foresee the shape of things to come, I assure you that even if it should prove impossible to build such a new base for network radio, NBC would be the last, and not the first, to abandon the field."

"I have always tried to be frank and factual in discussing the problems facing network radio. In following this course, I have certainly not been moved by feelings of..."
pessimism or defeatism. On the contrary, I felt that it was a responsibility of leadership to call attention to the realities so that those concerned with the future of radio would recognize the need for adjustment and adaptation in the medium.

"It was in this vein, and for this purpose, that in my remarks at the NBC affiliates meeting in Chicago last August I called attention to the downward economic trend in network radio and stressed the importance of the network principle in the American system of broadcasting. And at the same time, I stated that '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.'

"Apparently such a ventilation of the facts of life regarding network radio was distorting to those who prefer to face a problem by pretending it does not exist. Following my remarks, there were many who privately agreed with my appraisal, although some of them seemingly thought it expedient to reject it publicly.

"Of course, the facts persist regardless of what anybody thinks privately or says publicly. The facts have not changed since my Chicago remarks and if anything, they are clearer now than they were at that time. It is with the facts that we must deal, and at NBC we have been seeking to do so. Our adjustment to the changing circumstances of network radio is well on the way and as a result of systematic considered action, NBC is now again leading in nighttime radio and is actively seeking to bring about similar improvement in its position in daytime radio.

"In the meantime, the shocks of radio's changing circumstances have been affecting other networks which have not fully faced up to the demands of the times and have not yet made the necessary adjustments in their operations. It seems to me that they now stand to lose far more than the NBC Radio Network.

"Having weathered the storm which others now must face, we have no jitters about the radio network situation. Only last week, we met with a special committee of our affiliated radio stations and outlined NBC's intentions to proceed with practical evolutionary adaptations to meet radio's new requirements within the framework of the radio network business. This is the course on which we are set and we believe it holds out the best promise for an effective continuation of our radio network. We are confident that radio as a medium will continue to live and we expect NBC to maintain leadership in its future."

Quality Radio Group this week picked William B. Ryan as exec. v.p.-managing director and announced that first sponsor for the 25-station tape network will be Crosby, program to be Midwestern Hayride, originated by WILW, Cincinnati (Vol. 10:46). Ryan has been gen. mgr. of NAB, ngr. of NBC sales in San Francisco, was first BAB president. Temporary offices are at 509 Madison Ave., Suite 1216, phone Plaza 8-3013.

Telecasting Notes: TV is much too dynamic to be circumscribed by any one type of advertising formula—"magazine concept," "spectacular," or any other. But it will constantly shape itself into "new forms dictated by advertisers' needs and budgets, by the network's ability to deliver, by a soft consumer market or a firm market. In other words, by money." Thus stated DuMont managing director Ted Bergmann Nov. 23 at AAAA's eastern conference (for his remarks on color, see p. 13) . . . Magazine concept of programming, devised to give big value for relatively small investment, has worked out pretty well and co-sponsorship and alternate week plans have worked equally well as variations of this formula, he said. But magazine concept will never take over TV, he declared, because (1) a network isn't equipped to "create and control all of its programming"; (2) clients won't surrender sole sponsorship of favorite programs to variety of partic. sponsors; (3) guaranteed circulation plan would have to be provided—"kind of a welfare state for advertising"—and that would be impossible without a single, standard guaranteed measurement of program audiences . . . Impressive predictions were thrown out to agency people by Bergmann, forecasting TV's percentage of total national advertising outlay will rise from current 10% to 20% ($2 billion) by 1959. "TV will be instrumental," he said, in creating $41 billion worth of retail sales by 1959, compared to about $18 billion currently. The $41 billion figure, he noted, is greater than the total retail sales in nation in any year through 1959. TV's ability to sell records, already highly regarded, is being demonstrated most dramatically in sales of "Let Me Go, Lover," which was woven into plot and used as title of Studio One play Nov. 15 on CBS-TV. Version was cut by Joan Weber, and Columbia Records reports shipment of over 500,000, while other major companies began recording it immediately . . . General Teleradio, which paid $1,250,000 to Bank of America for "million-dollar movie" package of 30 films (Vol. 10:37), reported by Nov. 27 Billboard to be bidding for RKO's backlog of 700 features said to be put on block by owner Howard Hughes, with asking price said to total $25,000-000. Also reported negotiating with RKO is Associated Artists Productions (Eliot Hyman), which distributes films both to theatres and TV . . . Columbia Pictures releases film scripts to Lux Video Theatre (NBC) for live dramatization, joining Paramount, United Artists & Warners in permitting adaptations of film hits . . . "Emmy" TV awards for 1954 to be presented next Feb. by Academy of TV Arts & Sciences, Los Angeles; professional technical awards will be made for first time, in 13 categories, such as art direction, writing, sound, choreography, in addition to 21 program & personality awards . . . If President Eisenhower accedes to Ed Murrow's request for an appearance on his CBS-TV Person to Person show, suggests a McClure Syndicate Letter, wouldn't it be a good idea to label it Robert Montgomery Presents? . . . Crowell-Collier's Woman's Home Companion has set up its own TV-radio production dept., plans 2 half hour film series based on its features to be offered to sponsors . . . Worth reading: Article in Nov. 22 Broadcasting-Teleasting by Earl B. Abrams, titled "Fan Magazines—They Used to Feed Off Movies; Now They're Gorging on TV"; it reviews editorial and ad contents of score or more of them, with particular attention to big-circulation TV Guide . . . WTIV has acquired remainder of downtown block in Miami, where reconverted Wometco theatre now houses studios & offices, plans more studios and expansion of its Reela Films Inc.; will call project Miami TV Center.

Rate increases: WACH-TV, Newport News-Norfolk, now quotes rates on TV-radio simulcasts (with WACH) instead of TV only, base hour having been raised from $200 to $300, min. remaining $30; WSUN-TV, St. Petersburg, Fla., adds new Class AA hour at $325, Mon.-Sat. 7:30-10:30 p.m. & Sun. 7-10:30, Class A hour going from $200 to $200.

NORTH code review board, at quarterly meeting Dec. 1-2 at Washington's Mayflower Hotel, will review films shown at recent hearings of Senate Subcommittee on juvenile delinquency headed by Sen. Hendrickson (R-N. J.). Representatives of AAAA were invited to attend lunch-on meeting second day.

KENS-TV & KENS are new call letters of KGBS-TV & KGBS, San Antonio, purchased by San Antonio Express and News from Storer Bestg. Co. (Vol. 10:15, 22, 26, 44).
OUT OF 190 CPs for new stations still outstanding, only a dozen have indicated to us their intention of going on the air by Jan. 1, 1955—and 3 more in Canada. How many of the remaining CP holders will go on the air in 1955, is conjectural—but it's significant that 124 of the 189 are for uhf. Applications for new stations have slowed down to a mere trickle in recent months.

These are the new stations due by Jan. 1: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix, Ariz. (Ch. 3); WUNC-TV, Chapel Hill, N. C. (Ch. 4, educational); WOAY-TV, Oak Hill, W. Va. (Ch. 4); WIRL, Plattsmouth, N. Y. (Ch. 5); KPFM-TV, Beaumont, Tex. (Ch. 6); KEYD-TV, Minneapolis (Ch. 9); WEDB, Birmingham, Ala. (Ch. 10, educational); KLIX-TV, Twin Falls, Ida. (Ch. 11); WEAT-TV, West Palm Beach, Fla. (Ch. 12); KRGG, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18).

Upcoming Canadians: CKCW-TV, Moncton, N.B. (Ch. 2); CBHT, Halifax, N.S. (Ch. 3); CFCQ-TV, Saskatoon, Sask. (Ch. 8).

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

KLRJ-TV, Henderson, Nev. (Ch. 2), plans Dec. 20 tests and Jan. 1 start as NBC primary interconnected, reports gen. mgr. Bob Gardner. RCA 5-kw transmitter is now being installed in new 50x70-ft. studio-transmitter building at 4850 Henderson Hwy., between Henderson & Las Vegas. Construction of 275-ft. Idecro tower with 3-bay RCA antenna is scheduled for Dec. 15. Pres. Donald W. Reynolds, owning 75%, also controls KZTV, Reno; KFSA-TV, Fort Smith, Ark.; radio KHGB, Omak, Okla. and KBRS, Springfield, Ark., and publishes Las Vegas Nevada Review-Journal and other newspapers in Arkansas, Nevada and Oklahoma. Base rate will be $225, same as for KZTV. Rep will be Pearson.

KFJZ-TV, Fort Worth, Tex. (Ch. 11), has ordered GE equipment for delivery next March, tentatively plans commercial start by summer 1955, writes v.p.-gen. mgr. Charlie Jordan, who says building plans are being “finalized” and 1000-ft. Parkersburg tower has been ordered. Grantee Texas State Network, headed by Gene L. Cagle, also operates KFDA-TV, Amarillo, owns 40% of TV applicant for Waco and operates 5 Texas AMs. TSN chief engineer Joseph B. Haigh will be station chief engineer. Rep will be H-R Television.

WTBO-TV, Cumberland, Md. (Ch. 17), hasn't target, reports Arthur W. German, pres. of Tennessee Valley Bestex, which recently acquired radio WTBO & its CP from Chernoff-Baer group (Vol. 10:32). “So far we have not been able to make up our mind as to whether or not this market could support [uhf],” he adds.

WNYC-TV, New York City (Ch. 31), granted Municipality of City of N. Y. last May, expects to be programming as non-commercial outlet by mid-May, according to director Seymour N. Siegel. It's now going through competitive bidding for equipment, hopes to get first deliveries by mid-Jan. Plans are to use 40-ft. antenna on 690-ft. tower of Municipal Bldg. Studio at 500 Park Ave. is ready, has been in use for several years to produce TV films.

WQXL-TV, Louisville (Ch. 41) and WQXN-TV, Cincinnati (Ch. 54) now have “early next year” target, advises owner R. W. Rounsaville, who recently put WQXI-TV, Atlanta (Ch. 36) on the air (Vol. 10:44). He also operates six southern AMs. Rep for both stations will be Forjoe.

Well-intentioned move of FCC to help uhf by permitting no station to start with transmitter under 5-kw (Vol. 10:8-11, 15-16) was quietly buried this week when Commission called off rule-making proceedings.

Simplified TV receiver for use in community TV systems is being considered in Britain—as it was here several years ago before being dropped as impractical. At recent technical society meeting, EMJ engineer E. J. Gargini said experiments indicate best arrangement is compromise between complete receiver and mere picture tube and speaker in subscriber's home. Pioneer community operator Martin Malarkey, owner of system in Pottsville, Pa. and pres. of National Community TV Assn., once approached RCA with the idea, finally decided complications weren't worth possible savings. Setting up of special production lines wasn't considered economical. In addition, if viewer moved to area with good “free” signals, set would be useless, or nearly so. And if community operator owned sets, rented them to subscribers, he'd be courting plenty of trouble with dealers.

Complete separation of TV & radio on all levels of management and operation—in networks, stations and agencies—in interest of bringing much-needed vitality to radio, was advocated this week by Edgar Kobak, onetime Mutual pres., currently owner of WTWB, Thomson, Ga., and pres. of Advertising Research Foundation. Addressing AAAA eastern conference Nov. 22, he said many broadcasters were not meeting their responsibilities when they have both TV-radio interests—“with radio getting the least attention.” Leaders of media should discuss problem this week before radio suffers further and the job of bringing it back will be that much tougher, he said. For radio's future, he urged all-inclusive cost studies of network and station operations, strict adherence to rate cards by both buyers and sellers of time and development of new program concepts to meet TV competition.


For deducting TV “donations” from purses of boxers in televised bouts, N. Y. State Athletic Commission Nov. 23 penalized pres. Ted Sullivan of London Sporting Club, which promotes weekly TV fights from St. Nicholas Arena. He was fined $1000 and ordered to repay total of $1900 that had been deducted from purses of 19 fighters for N. Y. Boxing Guild, managers' organization. Action was part of sweeping inquiry into alleged “blacklisting and monopolistic practices” in New York boxing.

Expanded TV-radio activity was finalized this week by Methodist Church, which authorized $296,000 for 1955 TV-radio productions and research. First project next year will be second series of The Pastor, 13-week TV film produced this year by Broadcasting & Film Commission of National Council of Churches in the U.S.A. and placed on 150 stations.

Discrimination against Negroes by TV-radio industry is charged in report issued by Coordinating Council for Negro Performers which says that surveys show ratio of Negro-to-white performers on TV is 1-to-200 despite fact Negroes spend billions on products advertised via TV-radio.

NIB broke ground this week for new film exchange building at Englewood Cliffs, N. J., about mile north of George Washington Bridge, due to be completed by March.

National Assn. of Film Directors, founded and headed by Wm. L. Cooper Jr., WJAR-TV, Providence, has added 70 members.
Financial & Trade Notes: Flourishing TV-radio stations owned by H. M. Bitner and family have been recapitalized—and 160,000 common shares are to be offered for public sale at a price reported to be 12½%, starting Nov. 29, through Reynolds & Co., N. Y. Issue does not include 447,200 family-held Class B common shares not offered for sale, and is understood to have been spoken for shortly after recent filing of registration statement with SEC by Bitner's Consolidated Television & Radio Broadcasters Inc., new name of WFBM Inc., which operates WFBM-TV & WFBM, Indianapolis; WOOD-TV & WOOD, Grand Rapids; radios WEOA, Evansville, Ind., and WFDF, Flint.

Stock being sold comprises old common shares held by Bitner, one-time gen. mgr. of Hearst's Pittsburgh Sun-Telegraph, and his family—plus 8100 common shares held by Mrs. Leonard Kapner, wife of gen. mgr. of WCAE, Pittsburgh. Effective Nov. 8, company authorized issuance of 1,250,000 shares of 5c par common stock and 1,900,000 shares of 5c par Class B common, stockholders exchanging each share of old $1 par common for 3 shares of new common and 9 shares of Class B common. Following sale, Bitner Sr. retains 840 shares of common and 145,800 Class B common; his wife, Evelyn H. Bitner, 60,750 Class B; Evelyn H. Pearson, a daughter, 60,750 Class B; H. M. Bitner Jr., 60,750 Class B; Jeanie E. Bitner, former wife of Bitner Jr., 30,000 common; Mrs. Kapner, 24,300 Class B.

Company has paid dividends on its common stock in each of 14 fiscal years from 1941-54—and prospectus says it proposes to pay 2½% dividend on common stock and 5c on Class B common April 1, 1955. For 9 months ended Aug. 31, 1954, company had net income of $962,589 on operating revenues of $5,124,186, as compared to $573,230 on revenues of $4,674,593 in corresponding period of preceding fiscal year. Gross revenues from TV were $4,053,874 in 9 months ended Aug. 31, 1954 vs. $3,444,573 in first 9 months of preceding fiscal year. Gross radio revenues in same periods were $1,062,552 vs. $1,222,194. Of TV revenues in fiscal year ended Nov. 30, 1953, some 49% came from national spot, 31% from local, 20% from networks.

Fiscal history of company is one of steady, consistent growth. In fiscal year ended Nov. 30, 1953, operating revenues were $6,480,208, net income $524,235; for 1952, $5,118,260 & $622,452; for 1951, $3,189,405 & $444,735; for 1950, $1,924,880 & $365,845; for 1949, $1,023,728 & $169,701; for 1948, $1,050,794 & $236,402; for 1947, $902,655 & $204,481.

Prospectus also lists these enumerations for fiscal year ended Nov. 30, 1953: H. M. Bitner Sr., $38,387; H. M. Bitner Jr., $44,570 plus $20,000 benefit on retirement; v.p. Wm. F. Riley, $35,840; all directors and officers as group, $146,083.

* * *

Webster-Chicago earned $190,891 (48c a share) on sales of $19,754,747 in first 9 months of 1954, compared to $339,934 ($1.09) on $19,763,094 in corresponding 1954 period. Third-quarter sales were $7,015,933 vs. $6,461,524 in same period year ago. Pres. N. C. Owen attributed decline in profit to "the heavy costs involved in designing and tooling up for the new models and getting these models into production." Third-quarter dividend was omitted because terms of V-loan preclude dividend payments when working capital is less than $4,000,000.

Dividends: Wells-Gardner, 15c quarterly and 15c extra payable Dec. 15 to stockholders of record Dec. 2; Standard Radio "A," 15c Jan. 10 to holders Dec. 20; Cleve Corp., 25c quarterly and 15c year-end Dec. 10 to holders Dec. 3; General Precision Equipment Corp., 6o Dec. 15 to holders Dec. 8; Stromberg-Carlson, 10c Dec. 31 to holders Dec. 15; Philco, 40c Dec. 13 to holders Dec. 4; Hoffman Radio, 25c Feb. 1 to holders Jan. 11; WJR The Goodwill Station Inc., 30c Dec. 29 to holders Dec. 15.

BRITAIN's Independent Television Authority, preparing for debut of commercial TV next Sept. (Vol. 10:45), has selected a fourth program contractor—Associated Broadcasting Development Co., headed by Norman Collins and including some of the most important entertainment interests in the country. ITA has also decided how it will divide time among the contractors on first 3 stations to be built in London, Birmingham & Manchester: The Broadcast Relay Services & Associated Newspapers Ltd. (Daily Mail; etc.) combine gets fulltime on the London station, Mon. thru Fri. Granada Theaters group gets Mon. thru Fri. on Manchester. Norman Collins' group gets Mon. thru Fri. on Birmingham and Sat. & Sun. on London. Maurice Winnick-Kemsley Newspapers group gets Sat. & Sun. on both Birmingham and Manchester. Number of hours per day, rate of payment to ITA, have not yet been announced.

There's possibility of a fifth contractor, not participating in the time division but operating as a pooled news service supplying the other 4.

Laborite attack on ITA, sparked by criticism that the newspaper grantees were Conservatives, came to vote in House of Commons Nov. 23 on motion to censure, which was defeated 300-268. This was hailed as support for commercialism, which the Labor Party is pledged to throw out but which competent observers say can't be done, even should Labor come back to power, if the contractors provide good program competition against the govt-owned BBC and if they exercise reasonable restraints in handling their commercials.

Contractors are already making tieups with U. S. networks and programs firms, with every prospect there will be considerably more interchanges of programs and ideas than has prevailed with BBC. MCA is reported to have sold 39-week Burns & Allen series to one of the contractors.

Note: Our recent survey of British TV, detailing the telecasting and manufacturing picture, as learned during recent 5-week tour of England, Scotland and Wales (Vol. 10:45), has drawn an unusual amount of comment, though we haven't yet heard from many British subscribers. Said RCA's Gen. Sarnoff: "It's the first clear and complete explanation I've had of what the British plans are all about." ABC's London Goldenson was among the score of others showing keen interest in our account.

From one of the industry's foremost Anglo-American authorities, E. R. (Curly) Vadeboncoeur, pres. of WSYRT, Syracuse, who was in Britain at the same time making speeches on behalf of the English Speaking Union, and who participated in several of our interviews, came this comment: "An outstanding job, both in clariity and thoroughness ... it is a subject that should interest every American broadcaster. I think the success or failure of this first operation will determine the trend of commercial TV in Britain for the next 20 years. If the first people do well and restrain themselves reasonably, we may have a TV system in Britain closely comparable to the American TV system in 10 years. On the other hand, the wolves are just waiting for a chance to tear the whole thing to pieces, so I devoutly hope the boys will be careful."

Overseas TV development should be watched closely by advertisers with products to sell abroad, said Young & Rubicam v.p. Rodney Erickson at AAAA eastern conference Nov. 22, predicting that TV eventually would become the dominant advertising medium overseas. He said advertisers should particularly watch those countries with existent commercial TV (Japan, Philippines, South America) and those where commercial TV is being actively planned (England, Italy, western Germany, France, Netherlands, Sweden). He said set circulation overseas would increase sharply with good programming.
ECONOMIC CRYSTAL BALLS ARE ENCOURAGING: No less than other basic industries, the TV-radio business stands to benefit if the succession of highly optimistic economic forecasts hitting the news headlines this week materialize. From the tenor of all predictions, recession now or in foreseeable future isn't in cards. For example:

Joint Congressional Committee on Economic Report, looking ahead for next 12 years, says population is expected to increase 20% between 1954 & 1965. Continued intensive research and development should make possible a 40% increase in per man-hour output in that span and total national production should increase 50% to annual rate of $535 billion by 1965, high-level study declares.

Federal Reserve Board, in Nov. Bulletin, looks for "a further brightening in the over-all economic picture to the end of the year" and foresees "some expansion" in business developing for next year. Factors tending to boost economy, according to FRB report: a 1954 increase of some $3 billion in spending by state and local govt.; increased personal spending by public, despite greater unemployment this year than last, because of lowered taxes and broadened unemployment benefits; strong advance in home building aided by "ready availability of credit on favorable terms."

Labor Dept. report on manpower conditions notes employment pickup in several key metropolitan industrial centers in last few months -- though cautioning that seasonal unemployment increases can be expected after Xmas.

Business services take similarly optimistic view of short-term future, by and large. United Business Service interprets consensus of some authorities as follows: "Recent uptrend in business activity will extend into early 1955 at least. Total business next year will be moderately above the 1954 volume."

Nearer home for TV-radio enterprisers, Charles M. Odorizzi, exec. v.p., RCA corporate staff, also went out on a forecasting limb this week, predicted servicing of electronic equipment would reach annual total of $2.7 billion by 1957. Speaking to Cleveland Society of Security Analysts Nov. 23, he foresaw a decline in sale of black-&-white sets to annual total of less than $400,000,000 by 1957 but a rise in color sets to "near the $1 billion mark." (For details, see Electronics Notes, p. 13).NARDA's ubiquitous chairman Mort Farr was still another prognosticator this week. At gathering of Washington retailers, "Mr. Dealer" predicted retail sales of $250,000,000 next year, representing about $250,000,000 volume. He saw black-&-white sales declining from about $1 billion gross in 1954 to approximately $400,000,000 in 1956. He told dealers they must not wait for public acceptance of color, but should help bring about acceptance in sales talks to consumers.

Farr was somewhat less enthused when speaking about the current TV market. He warned that retail sales in last few weeks were lagging behind sky-high TV output and that inventories were beginning to pile up at the retail and distributor levels. Farr's note of caution was substantiated by a leading trade statistician, who says inventories at all levels of trade currently are about 2,200,000. Unless sales in Dec. are strong or production drops, he cited fear that trade's inventories at end of year may exceed the 2,000,000 that were in pipelines at end of 1953.

TV production broke another weekly record in week ended Nov. 19, totaling 243,703 units, up from 215,420 in preceding week and 220,487 in week ended Nov. 5. Previous weekly production record was 238,784 established week ended Oct. 29. It was year's 46th week by RETMA calculations and brought production for year to date to about 6,250,000, compared to 6,650,000 in corresponding period of 1953.

Radio production totaled 314,557 (114,508 auto), jumping from 275,469 in week ended Nov. 12 and 272,783 in week before. It was highest weekly radio production in 19 months. For 46 weeks, output was 8,890,000 vs. 11,850,000 in same 1953 period.


Electrical power required to run TV & radio sets in American homes this year will cost the public total of $450,000,000, and within 3 years this figure may reach $700,000,000 annually. These figures were cited by RCA chairman Brig. Gen. David Sarnoff in recent address to students of Baruch School of Business & Public Administra-tion of City College of New York to illustrate how technological advances, such as TV-radio, create "many more jobs for every job canceled out." In an account of the address in last week's issue (Vol. 10:47), we inadvertently used an incorrect figure.

Granco Products Inc., 36-17 20th Ave., Long Island City, uhf converter manufacturer which recently disclosed plans to enter FM radio (Vol. 10:45), will have initial production run of about 1000 a week, has plans for 100,000 FM radios next year, according to sales mgr. Irwin B. Green.

Benjamin Abrams, pres. of Emerson Radio, will address special meeting of representatives of investment trusts, banks and insurance companies Dec. 1 at offices of Hayden, Stone & Co., 25 Broad St., on "Electronics in 1955 —and Thereafter."

Topics & Trends of TV Trade: Major appliance in-dustry was startled this week by GE's announcement that it would let its 60 distributors establish retail list prices, based on local conditions, on 1955 models of air conditioners, refrigerators, washing machines, dryers, electric ranges, water heaters, dishwashers & garbage disposal units. Significance of GE's action is fact that it's considered one of price-setting leaders in appliance industry.

Discontinuance of national factory-fixed list prices by GE was regarded cautiously by appliance competitors. None was willing to say he would follow it, or that move foreshadowed a general trend in the industry, however desirable that might be.

GE exec. v.p. Roy W. Johnson, explaining action, said move was prompted by variations in installation costs and trade-in prices and by competition of discount houses. As a result of these factors, he said, "suggested list prices on many major appliances in recent years have not borne much relationship to the actual retail selling prices in many areas." Another company official commented: "We don't think it's the American way to do business when the manufacturer sets retail prices. We don't think the manufacturer should tell anybody what price he must charge."

Sylvania's purchase of picture tube facilities of National Union Electric Corp., Hatboro, Pa. (Vol. 10:45) was confirmed this week, pending formal ratification by stockholders of both companies. Joint announcement disclosed no price, said purchase included land, plant, machinery & equipment. Acquisition takes in nearly 76,000-sq. ft. of manufacturing space, which will be used by Sylvania to produce aluminized black-white tubes, freeing other facili-ties in Seneca Falls, N. Y., Ottawa, O. & Fullerton, Cal. for expansion of color tube operations, said Sylvania pres. H. W. Garwood. National Union will continue electronics field through its transistor div. and research lab at Orange, N. J., according to chairman-pres. C. Russel Feldman.

Opposition to licensing of servicemen was reiterated this week by RETMA in letter to N. Y. Mayor Wagner protesting licensing plan of city council and offering assistance in correcting any abuses. Letter from RETMA pres. Glen McDaniel said results of licensing would be: (1) Increased service costs which would be passed on to the consumers. (2) Lower standards of technical competency due to "substandard" examinations designed to meet the existing skills of the minority." (3) Control of service business by examining groups. (4) Protection of unscrupulous servicemen. (5) Reduced competition, caused by regulations having effect of limiting number of newcomers to field.

RCA Victor Co. of Canada was cleared this week by Parliament committee of charge of violating national price-fixing law. Three-man Restrictive Trade Practices Com-mission absolved RCA of complaint of Lawson Appliances Ltd., Toronto retail store, that company had cut off its franchise because it had sold RCA TVs under suggested list prices. RCA denied charge, contending it had discontinued the franchise because of misleading and unethical advertising by store. Under Canadian law, a manufacturer is not permitted to enforce suggested list prices.

Radio shipments to dealers, excluding auto radios, totaled 3,777,159 in first 9 months of 1954, compared to 4,807,332 in same 1953 period, according to RETMA state-by-state and county-by-county reports released this week and available on request. Sept. shipments were 722,161, compared with 392,552 in Aug.

Creation of industrial relations dept. was approved by RETMA board last week. Industrial relations heretofore had been handled by a committee.
Color Trends & Briefs: "Spectaculars" have yet to prove themselves, according to DuMont managing director Ted Bergmann, but he isn't ready to write them off yet. At AAAA conference in New York this week, he said:

"I think these spectaculars have been basically a child of the economy of scarcity. They're a gimmick to attract attention and clear time when there isn't enough time to go around. They're pretty much like a fast, streamlined express train going from New York to Baltimore non-stop. This train is a big novelty. It gets plenty of initial publicity. A lot of people want to ride on it just to say they did ... The question is, how many people want to travel in luxury non-stop from New York to Baltimore?"

"The spectacular—the industry's express train—has not yet shown that it can pay its own way. It has also not shown that it can't. So, in terms of the future, all of us are waiting to be shown."

As for color generally, Bergmann said it will be an effective ad medium when about half of all TV homes can receive color. Mass set sales won't come, he said, until a big-screen set sells for $500. That price, he added, awaits developments "in the mysterious area of color tubes, circuitry and increased efficiency in production."

* * *

Overboard for RCA 21-in. color set just installed in his home, N. Y. Times TV-radio columnist Jack Gould writes: "The set will have major repercussions throughout the industry. In a nutshell, the new receiver provides color images of a size and definition that technically are competitive with today's black & white. The texture and stability of the hues at long last are such that a viewer no longer need sit farther away from his receiver than in watching a 21-in. monochrome set."

"Difficulties of monochrome reception on the set, he said, "were so negligible as to be unimportant. Only a year ago, they were a nightmare on the early 12-in. color tubes."


Electronics Reports: Servicing of home TV & radio sets was $1.4 billion business last year, probably will reach annual gross of $2.7 billion in 3 years, in opinion of RCA corporate executive v.p. Charles M. Odorizzi, speaking Nov. 23 before Cleveland Society of Security Analysts. Probably the industry's outstanding expert on the subject of servicing, Odorizzi is a onetime servicing chief of Montgomery Ward, and his company's subsidiary RCA Service Co. has the biggest self-operated servicing organization in the industry, employing some 5000.

In 1953, said Odorizzi, consumer service was responsible for 16.4% of the $8.4 billion total electronic industry sales—"almost as much as total sales of all electronic products, to both consumers and the Govt., in 1946." The industry's bill for servicing home TV-radio sets grew from $145,000,000 in 1946 (exclusive of cost of parts) to $710,-000,000 in 1950 and $1.4 billion in 1955.

Altogether, the U. S. industry now employs nearly 100,000 servicemen, most of whom work on home TV-radio. This figure, he predicted, will rise to more than 125,000 in 1957. RCA's govt. electronic service alone now employs about 2000, including more than 700 technicians at Air Force Missile Test Center, Cocoa, Fla. Odorizzi predicted govt. purchases of electronic equipment would rise from about $2.5 billion this year to $2.9 billion in 1957.

* * *

Raytheon demonstrates new commercial model of "Radarange," an oven which cooks and browns by microwaves, to newsmen, food experts and restaurateurs in N. Y., Dec. 3.

Television Advisory Committee, set up by Postmaster-General under chairmanship of retired Admiral Sir George Daniel to recommend color TV standards for Britain (Vol. 10:45), has 2 new members—Sir Walter Puckey, pres. of Institution of Production Engineers, who succeeds E. M. Fraser, resigned, and Sir Robert Fraser, director-general of Independent TV Authority. BBC's director of TV, Sir George Barnes, having studied color in U. S. recently, is reported from Leeds as stating in a lecture it should take about same time for color TV to emerge in England as it did in U. S., namely, 9½ years. "The Americans, and I imply no criticism, have pushed color faster than it is necessary," he said. "I think it is fortunate for us in Europe that the experiments and the mistakes are being made in the richest country in the world."

Posh, plush technique of selling color sets in suburban Rye, N. Y. is reported in Nov. 27 Billboard. Mrs. Kay Kibling, an engineer and owner of Playhouse Radio & TV Store, carefully selects guests from her customer list, which includes TV-radio, music and newspaper personalities. Cocktails are served, guests are introduced to each other, debates about color are started, encouraged and tape-recorded. Mrs. Kibling reports about a dozen sales since start of promotion.

"Build Your Own TV Color Converter" is title of lead article in Dec. Radio & TV News, written by Jay Stanley on basis of work by Denver servicemen Larry L. Costa & Paul Dontje. Converter employs either 3 North American Philips projection units or tri-color tube. Black & white set employed was Philco 1001, but RCA 650 and Admiral 30A1 and some others are expected to work as well.

Video Color Inc., new design organization set up to help advertisers planning to use color TV, has opened offices at 11 E. 48th St., N. Y. Lester Lewis is one of organizers, in association with Video Vittles, consultants to food industry, and Walter Dorwin Tagure Assoc.

RCA reports 3-V color film camera shipped to WKY-TV, Oklahoma City, this week, while new WTVV, Milwaukee, announced start of color film programming with DuMont scanner.

Symposium on printed circuits, with engineering and management panels, will be held Jan. 20-21 at U of Pennsylvania, Philadelphia, under sponsorship of RETMA engineering dept., with IRE participation. Registration fee is 83, payable to RETMA engineering dept., 500 Fifth Ave., N. Y.

U. S. will start plans next year to build artificial satellite to circle earth at height of 500 mi. and record military information with TV cameras. That's prediction of Wm. P. Lear, chairman of Lear Inc., as reported in Grand Rapids Herald interview.

Chatham Electronics Corp., employing 450 at plants in Livingston & Newark, N. J., has been acquired by Gera Corp. Anthony Scala & Wilbur L. Meier, who founded Chatham in 1943, retain operating control.

Raytheon starts construction Nov. 29 on new $1,500,-000 electronics engineering and research lab occupying 150,000 sq. ft. on 73 acres in Wayland, Mass., near Boston.

Siemens & Halske transistors now being distributed in U. S. by Metropolitn Overseas Supply Corp., 1133 Broadway, N. Y.

First "transistor-piloted" plane flight was announced this week by Bendix Aviation Corp., which has developed transistORIZED automatic pilot.

Sign of better times for the movies: Columbia Pictures reports net income of $1,349,000 ($1.70 a common share) for 13 weeks ended Sept. 25 vs. $762,000 (92c) in like 1952 period.
RCA'S FIRST MOVE in Dept. of Justice's civil suit against its patent pool (Vol. 10:47) was to apply to U. S. court for southern district of N. Y. for transfer to the Federal court at Wilmington. RCA counsel appeared for argument Nov. 24, but Malcolm A. Hoffman, special asst. to the Attorney General, pleaded for more time to prepare, whereupon Judge John C. Knox scheduled the argument for Dec. 8.

RCA counsel John T. Cahill stated that the govt. action relates solely to licensing activities which were subject of consent decree of Nov. 21, 1932 and supplemental consent decrees on May 25, 1934 and July 2, 1938. He claims the 1932 decree is "continuing" and still in effect, having since been before the Delaware court twice, and in each case upheld—in 1942 & 1954.

The 1942 proceeding was a motion, denied by Judge Maris, seeking to vacate the decree on the ground that it was no longer in the public interest. This was denied by Judge Maris, and in 1953 the Supreme Court dismissed the Govt.'s appeal. The 1954 decision, also by Judge Maris, was on motion of GE seeking an interpretation (Vol. 10:3).

Meanwhile, Zenith Radio Corp. and tube-making subsidiary Rauland Corp., in their $16,000,000 anti-trust counterclaim suit against RCA, GE & Western Electric in Chicago federal court (Vol. 10:25, 31, 33, 42) served notice of taking of depositions starting Dec. 6 in law offices of Pennie, Edmonds, Morton, Barrows & Taylor, N. Y.

Listed for depositions are David Sarnoff, John Q. Cannon, John S. Carter, Archibald F. Dollar, C. B. Jolliffe, all RCA; Wm. S. Hedges, NBC; Thompson H. Mitchell, RCA Communications; George F. Maedel, RCA Institutes; Bruce W. Dold, Radiomarine Corp.; Thurlow M. Gordon, Cahill, Gordon, Zachry & Reinelt; Owen D. Young, GE (retired).

Another satellite was sought this week, among 3 applications filed. Operators of KGMB-TV, Honolulu (movie exhibitor Consolidated Amusement, Star-Bulletin, Mormon Church) asked for Ch. 3 outlet in Waipahu to repeat KGMB-TV schedule. Other 2 applications: (1) For commercial Ch. 61, Anderson, Ind., by non-profit educational institution Great Commission Schools. (2) For Ch. 23, Yakima, Wash., by Robert S. McCaw, a principal in KYAK, Yakima; KALE, Richland; KLAN, Renton. He's a cousin of broadcaster J. Elroy McCaw, also operates community antenna systems in Aberdeen and Kennewick.

DuMont Network is considering joining its own 3 stations to Guild Films-Vitapix group, but there's no basis for rumors Guild Films might take over the network, says DuMont managing director Ted Bergmann. Story evidently arose, he states, because he was seen lunching with Guild pres. Reub Kaufman shortly after breakdown of ABC negotiations (Vol. 10:46). Meanwhile, Julian Kaufman, mgr. of XETV, Tijuana, Mexico, is seeking to line up a National Film Network proposing group selling of film time to national sponsors at half the station rate.

Voice of America, headed by U. S. Information Service director Theodore C. Streibert and directed by Jack Poppele, has completed move of staff, studios and headquarters from N. Y. to Washington (330 Independence Ave. SW); formal opening of studios takes place Dec. 1, with Secy. of State John Foster Dulles speaking.

James Gerity Jr. is paying $155,000 to get 100% control of WNEM-TV, Bay City-Saginaw, Mich. (Ch. 5), according to application filed this week with FCC. He has 2½, is buying other ½ held by operators of radio WSAM.

NARTB's TV information committee (Jack Harris, KPRC-TV, Houston, chairman) meets Dec. 3 at New York's Waldorf-Astoria Hotel.

KANG-TV, Waco, Tex. (Ch. 34) is being sold for $131,000 to Texas Bestgr. Corp., controlled by Claudia T. Johnson, wife of Democratic majority leader Sen. Lyndon Johnson and owner of KTBC-TV, Austin (Ch. 7), according to application filed this week. KTBC-TV owns 49% of Waco Television Corp., which is dropping out of Waco Ch. 11 contest, getting $45,000 for expenses from KWTX, which was favored in initial decision. KANG-TV sale terms are $25,000 cash, immediate payment of $90,000 to DuMont for equipment and assumption of $19,000 debt. Clyde Weatherly, 55% owner of KANG-TV, is pulling out because finances have been exhausted, Nov. balance sheet showing $11,275 deficit.

Bingo-like games on TV may be in for rough sledding, if other states find precedent in this week's ruling by Illinois Attorney General Latham Castle that "TV Banko" is an illegal lottery. His opinion was issued in response to request of Sangamon County State's Attorney George P. Coutrakon. Here's how "Banko" works: Player gets card from grocery chain sponsoring program. Numbers are drawn by lot on the program. When player covers 5 numbers in a row, he wins, takes card to store to get prize. Bingo-type programs have been proliferating at great rate, particularly on west coast (Vol. 10:42).

NBC-TV turned thumbs down on Sen. McCarthy's request for 15-min. free time Thanksgiving Day "on the subject of censure." Network did not amplify on its refusal or on the precise purpose of McCarthy's proposed talk, presumably from his hospital bed—but it was widely reported that McCarthy wanted to answer comment (on CBS-TV) by Sen. Fulbright (D-Ark.) that his hospitalization for traumatic bursitis might be part of a move to block Senate action on censure before Dec. 24 adjournment.

Special 3-city theatre-TV hookup of Notre Dame football game Nov. 20 was so successful an experiment they're planning expanded schedule of local-interest games next year via theatre TV, say Harry & Elmer Balaban, partners of H&E Balaban movie circuit, 50% owners of TV stations WTVO, Rockford, Ill., and 34% owners of WICS, Springfield, Ill. Originating from Iowa City, game was piped to Balaban theatres in Omaha, Des Moines & Indianapolis.

Approximately 40% of WUSN-TV & WUSN, Charleston, S. C. (Ch. 2) would be acquired by Evening Post from Hasting family for $78,418, under terms of application filed with FCC this week. Post sold its WTMA & WTM-AFM for $153,000 in order to exercise option on WUSN-TV (Vol. 10:26). Hasting family (J. D. Hasting, pres.) would end up with some 43%, balance held by some 150 others.

Option to buy ½ of KOMO-TV, Seattle (Ch. 4) may now be exercised by Theodore R. Gamble, FCC having approved $150,000 sale of KJR this week (Vol. 10:45). Gamble owned 90%, C. Howard Lane 10% of KJR, bought by Lester M. Smith & John F. Malloy (each 50%). Gamble option does not include radio KOMO. Malloy also owns KVSM, San Mateo, Cal. and minority interest in KROY, Sacramento.

Fascinating reading (and wonderful source material for your children if they're writing school themes) are 2 articles in Nov. Journal of the SMPTE: "The Early Days of Television," by consultant John V. L. Hogan, and "The Evolution of Modern Television," by Bell Labs TV research chief Axel G. Jensen. Copies available from Society of Motion Picture & TV Engineers headquarters, 55 W. 42nd St., New York 36, N. Y.

Television Bureau of Advertising (TvB) established headquarters this week at 444 Madison Ave., N. Y. New pres. Oliver Treyz said hiring of staff will begin shortly after Dec. 1.
WYATT
TELEPHONE
WASHINGTON
(p.

WESTINGHOUSE PAYS $9,750,000 FOR WDTV, Pittsburgh, and plans to acquire another vhf, 2 uhf; DuMont again denies liquidation of network (p. 1).

FCC PLUNGES INTO DIFFICULT CASES, taking unusal action of holding up vhf CPs in Tampa & Beaumont, while attacks on CBS mount (pp. 2 & 7).

SWEEPING TV-RADIO ‘MONOPOLY’ PROBE by Senate Judiciary Committee appears certain, as Sen. Kilgore calls in Howard Chernoff as ‘consultant’ (p. 3).

CBS SERVICE TO SMALL-CITY AFFILIATES accepted by 8 stations, offered 12 more; NBC says it has used similar plan since summer (pp. 4 & 7).

PROJECTION COLOR IN PRICE RACE as RCA fixes 21-in. direct-view set at $895 and Hazeline shows excellent picture with $250 optical units (p. 5).

OKLA. & WIS. UHFs QUITTING as new vhf starts in Plattsburg, N. Y. and Canada’s 22nd TV station starts in Moncton, N. B. (p. 6).

COMR. HENNOCK’S REAPPOINTMENT UNLIKELY as opposition looms; Gov. Persons of Alabama among candidates for FCC post opening up next June (p. 8).

WESTINGHOUSE PAYS $9,750,000 FOR WDTV: DuMont’s WDTV, Pittsburgh (Ch. 2) was purchased this week by Westinghouse Electric Corp. for $9,750,000 cash, the highest price ever paid for a single station. Coincident with the announcement, DuMont made haste to squelch once again recurring conjecture that this is first step toward the liquidation of its network-station operations (Vol. 10:46-47).

It's Westinghouse’s third TV station purchase, gives it 4 vhf in addition to the 5 AMs it has long owned. It will now drop out of Pittsburgh Ch. 11 competition and, facing adverse examiner's report in quest for Ch. 8 in Portland, Ore., presumably will buy the 5th allowable vhf. It also contemplates eventual acquisition of the now-permitted 2 additional uhf stations.

In seeking 5th vhf, Westinghouse has looked into Baltimore’s WAAM (Ch. 13), among others, in line with policy of favoring cities where it has big factories. It also is still eyeing NBC’s WNBK, Cleveland (Ch. 3), for which various "swap" and/or purchase proposals have been made -- none crystallized into a deal as yet.

Pittsburgh is the home of Westinghouse’s radio pioneering KDKA and, when FCC approves the transfer, plan is to change WDTV call letters to KDKA-TV. The DuMont station recently moved into magnificent new studio quarters in big Gateway Center, which also houses Westinghouse home offices. It will continue to be operated apart from KDKA, with DuMont mgr. Harold Lund and staff staying on.

Only vhf station as yet in nation’s 8th ranking market, having pioneered TV there in Jan. 1949 when local interests and even the Westinghouse hierarchy were eyeing the economics of TV askance, WDTV is served by all 4 networks, has exclusive affiliation with none. It continues with DuMont, also with other 3 until another vhf comes into city; then it will definitely affiliate with NBC, same as its AM. It’s now possible that remaining 2 applications for Pittsburgh’s Ch. 11 may merge
in order to hasten CBS affiliation, although that network has announced plans to buy WSTV-TV, Steubenville, 0. (Ch. 9) in order to develop own area outlet (Vol. 10:47).

Previous highest price for a station was $8,500,000 which Westinghouse paid Philco last year for Ch. 3 WPTZ, Philadelphia (Vol. 9:8, 22). Last July, it bought KPIX, San Francisco (Ch. 5), paying in Westinghouse stock then valued at $7,787,280 (Vol. 10:3, 27). Its other station is WBZ-TV, Boston (Ch. 4) which it built in 1948.

* * * * * 

DuMont has no present intention of quitting network TV or selling its other 2 stations, even though most profitable of its telecasting operations, which in aggregate are unprofitable, has now been sold. That's the repeated word from company, but it won't be surprising if good offers for its WABD, New York (Ch. 5) and WTTG, Washington (Ch. 5) are entertained. It's understood that WDTV over last year earned about $3,600,000 before taxes on gross revenues of about $6,300,000.

If network eventually is disposed of, it's possible Paramount Pictures Corp., which owns 25.5% of DuMont company, might take it over in partial liquidation of its stockholdings, for there's no secret about the incompatibility of the present DuMont and Paramount managements. Paramount once was big stockholder in CBS but sold out. Tendency toward closer TV-movie affinity has been marked recently, especially since United Paramount Theatres, anti-trust offshoot of Paramount, merged with ABC.

Paramount Pictures Corp. moreover is heavily interested in subscription TV development, has a pioneer TV station of own near its Hollywood lot, and is engaged in various other electronics projects (including Lawrence tri-color tube).

* * * * * 

Dr. DuMont's intention to stay in telecasting, in which he is as great a pioneer as in his much more successful TV-electronics manufacturing operations, would seem to be emphasized by fact he's staying in 5-applicant competition for Ch. 5 in Boston; in fact, he's scheduled to be a witness in current Washington hearing Dec. 6.

But the DuMont statement to stockholders this week, following Westinghouse deal, is open to other interpretation. DuMont board meets next on Dec. 18, but it's unlikely to do anything about the money from Westinghouse until FCC approval of the transfer actually puts it in the DuMont coffers. This is what the statement says:

"As you know from reports we have issued from time to time, our broadcasting losses have been substantial, although we have enjoyed a profitable situation in Pittsburgh for several years. During the long 'freeze' on TV station construction and for most of the time since the 'freeze' was lifted, we had the only station in Pittsburgh. Within the next few months, however, it is anticipated that 2 or more vhf stations will be in operation there and another in the immediate vicinity. The natural consequence of such competition will be a substantial reduction in profit opportunities for all competing stations. Westinghouse, with its vast operations centering in Pittsburgh and with its other broadcasting interests, will be in a strong position to maintain a competitive position in that market.

"Since your management has been seeking ways to strengthen your company's profit position through reduction or elimination of losing operations, this sale represents one of the steps necessary to (1) making more working capital available, and (2) putting your company in a position to capitalize on profit opportunities in our research, development and manufacturing operations."

FCC TACKLES TOUGH COMPETITIVE CASES: With all 7 members on hand, including Rosel Hyde who is interrupting Mexico City duties (Vol. 10:43), the FCC had 3 jam-packed meeting days this week -- and it acted on some explosive cases.

Among actions was almost unprecedented decision to hold up 2 CPs FCC had previously granted after hearings -- KFDM's Ch. 6, Beaumont, Tex. and Tampa TV's Ch. 13, Tampa, Fla. -- in order to hear defeated applicants' objections in oral arguments on Dec. 12. It scheduled oral argument Dec. 13 in fiercely fought battle between WNET (Ch. 16) and WPRO-TV (Ch. 12) Providence -- latter kept from going on air for months because of protests pushed by WNET. Another hassle decided was that between grantee Oregon TV, Portland (Ch. 12) and defeated applicant Columbia Empire, the Commission turning down latter's request that grant be held up to explore "misrepresentations."
Commission managed to squeeze out 2 uncontested grants, amid all the arguments: Waco, Tex., KWXT, Ch. 10; Klamath Falls, Ore., KPJI, Ch. 2. One initial decision was issued, examiner Millard F. French choosing WTAX over WMAY for Ch. 2 in Springfield, Ill., finding it superior in knowledge of community needs, civic participation, studios, programming, past radio operation.

Defeated applicants in Tampa and Beaumont cases have filed many petitions bitterly protesting grants, and Commission this week merely said that it decided to hold up CPs while it hears oral argument. Chairman McConnaughey is said to have concluded that decisions which granted the CPs were so close or were made by so few commissioners that it would be "courteous" to members to have pleadings threshed out in oral argument when all 7 can be present. Republican members voted as block for oral argument, Comrs. Webster, Bartley & Hennock dissenting.

Big battles arrive faster than FCC can decide them, however, this week bringing several all-out attacks on CBS for its recent station purchases and sales, affiliation practices, etc. (For details of these and other FCC actions, see p. 7.)

KILGORE READYING HIS MONOPOLY PROBE: A monopoly-hunting Senate investigation, cutting across the whole fabric of TV-radio-electronics industries -- involving manufacturers, broadcasters, newspapers, patents, etc. -- now shapes up as a near-certainty as soon as New Dealing Sen. Harley M. Kilgore (D-W.Va.) takes over the chairmanship of the important Senate Judiciary Committee.

Anxious to get going -- though inquiry can't be started until Democrats take control of Senate next month -- Sen. Kilgore has already selected W.Va. broadcaster Howard Chernoff as "consultant" to entire probe. A long-time friend of the Senator, Chernoff is principal owner of WTAP-TV, Parkersburg, W.Va. (Ch. 15), and owns 5% of application for Ch. 2 in Oakland, Cal. (in which the Knowland family have interest). Recently he was gen. mgr. of KFMB-TV, San Diego. He and the Senator will have preliminary conference in Washington within the next few days.

Investigation will cover almost every "monopoly" phase of TV-radio industry, according to a Kilgore aide -- including the issues raised in govt. anti-trust suit against RCA on patent issue (Vol. 10:47-48 & p. 13).

"Monopoly of communications" will be key phrase in inquiry, for Kilgore is particularly interested in delving into concentration of ownership of important public information media. In addition to patent situation, Senators probably will be asked to look into possible monopoly aspects of ownership of TV stations (1) by manufacturers, (2) by networks, (3) by newspapers, (4) by radio broadcasting interests.

Judiciary Committee's monopoly subcommittee -- for which no chairman has yet been announced -- probably will be selected to handle investigation. Because of Kilgore's interest in monopoly questions, it's possible he may head the subcommittee himself, as Judiciary Committee Chairman Langer (R-N.D.) did in 83rd Congress.

New investigation wouldn't conflict with any investigations in broadcasting field being conducted by Senate Interstate & Foreign Commerce Committee, Kilgore staffers say. The 2 committees would compare notes and define boundaries to avoid any duplication or overlap in their inquiries. Commerce Committee staff is now completing groundwork for investigation of network practices and uhf problems, a pet project of Chairman Bricker (R-Ohio). Even when Sen. Magnuson (D-Wash.) heads the Commerce Committee in next Congress, it's good bet this investigation will continue.

* * *

Kilgore has been concerned about "communication monopolies" for past year, prodding both Justice Dept. and Congress to take action (Vol. 10:10-11) -- and there are those who see his hand in RCA anti-trust suit. His personal views are clearly defined in this excerpt from letter he wrote last March to Sens. Bricker and Langer:

"If radio interests succeed in gaining dominance of TV, further concentration is inevitable and perhaps it will create something even approaching complete monopoly of broadcasting. [A] single corporation now owns not only several major radio and TV stations, but also a nationwide radio network and a nationwide TV network, while at the same time it is one of the largest producers of broadcasting equipment.
and receivers and exercises a wide influence throughout the industry by reason of its ownership of numerous important patents.

"Plainly, such concentration as this poses problems which at a minimum would strain the resources of the Dept. of Justice anti-trust div. in addition to any possible exercise of authority by the Communications Commission. And it may well be that existing powers and agencies are simply incapable of dealing with a concentration of such inordinate size and infinite ramifications..."

CBS SERVICE TO SMALL-CITY AFFILIATES: CBS-TV's new "Extended Market Plan" offering affiliations to more small-city stations, both vhf & uhf, is being hailed as a "step in the right direction" though by no means a major revolution in network practices. Essentially, what it amounts to is CBS's decision, finally, to accede to pleas of station operators that they be given CBS programs at no expense to CBS and minimum expense to sponsors -- though coverage may partially overlap some basic affiliates.

CBS spokesmen insist Senatorial network investigation (Vol. 10:40, 45) had nothing to do with new plan, but there can be no doubt that it could take heat off somewhat -- if indeed any real heat is being generated on Capitol Hill.

Plan offered initially to 20 stations, 8 of which accepted this week, works this way: (1) Extended Market Group will be formed, comprising small stations which network advertisers have been reluctant to buy. (2) Gross hourly rate, ranging from $50 up, will be established, based on station's actual coverage. (3) Special sales unit will be created by CBS to sell advertisers on EMG stations; advertisers using all stations in group will receive 10% discount. (4) Network will pay EMG stations 30% of gross time charges, less ASCAP and BMI deductions. (5) Stations may take CBS programs on film or kine at $5 per program, or "live" by paying line charges. (For stations accepting and those invited, see p. 7.)

CBS-TV pres. J.L. Van Volkenburg said representations have already been made to advertisers on behalf of stations which have accepted the plan, and they are now being fed network programs under plan. As more stations accept, they will get same service right away, but network has no present plans to invite more non-affiliated stations to join EMG, he said. Some supplementary affiliates will be offered plan.

NBC's reaction was a statement to effect that CBS plan was nothing new, that NBC had been doing much the same thing among its optional affiliates since summer. It said optional affiliates were being permitted to carry some big network programs, even though they were not ordered by sponsor, as means of helping them to build circulation and attract more network sponsors. Under this arrangement, NBC said, Howdy Doody is being fed to 62 optional affiliates, Home to 31, Imogene Coca Show to 21, and Today will be fed to 37 beginning in Jan. NBC also cited creation of a special sales unit to enlist advertisers support, plus offer of a special group rate plan to affiliates in smaller markets who wish to participate.

Aid to uhf stations is inherent in plan, even though it takes in both uhf and vhf small markets. Uhf spokesmen were generally impressed with plan, though one cautioned its success depends on several factors -- among them how strongly network pushes plan among advertisers and how "compensatory" the rate to the station will be. He commented that a $50 hourly rate is "tough for any station to operate on," since station actually gets only a fraction of that amount. Everyone agrees, however, that once a station gets top-rated programs, it can attract viewers and sell adjacencies -- even though it may receive little or nothing for carrying such programs.

Sen. Potter (R-Mich.), chairman of communications subcommittee which held extensive hearings on uhf last summer (Vol. 10:24-25), approved plan, calling it an "important contribution to the successful and profitable operation of uhf in the smaller TV markets." His statement was released by CBS. During hearings, many uhf operators insisted that CBS or NBC programs were all they needed to aid conversions.

That CBS might be trying to head off govt. investigation if too many small stations fold and network service becomes too concentrated was also seen as a factor by another uhf spokesman. Van Volkenburg denied such intent, saying "we were moti-
vated in this solely by the fact that neither the station nor the network is making money where the high rates are not in fact justified by set circulation."

EMP will certainly encourage stations to provide own network facilities — either microwave or off-air if possible. Also, it might help persuade FCC to finalize its plan to permit construction of more station-owned microwaves (Vol. 10:46).

Question of overlap with basic CBS affiliates will be decided on case-by-case basis, said Van Volkenburg. "Naturally, we will not permit a serious overlapping problem to develop as a result of this program," he said, "but the determination of what constitutes a serious overlap will have to be decided individually. A 50% overlap would certainly be considered serious, whereas a 10% overlap might not be."

**PROJECTIONS ENTERED IN COLOR PRICE RACE:** Price structure of color TV sets has yet to yield to attacks of industry's design engineers — and this week brought additional evidence pointing to only gradual reduction for many months, if not for years.

RCA fixed price on its 21-in. set at $895, having previously said it would run between $800 & $900 (Vol. 10:38). Furthermore, it conceded frankly, process of price reduction will be so gradual that "we do not foresee large, mass production of color receivers in 1955."

Projection receivers may prove worth exploring — on basis of Hazeltine's good showing this week — but it remains abundantly clear that projection approach offers no prospects for substantial price reduction in next year or so.

* * * * *

"Limited quantities" of 21-in. sets will be offered to public late this month, RCA said. Until now, they have been delivered to distributors for demonstration purposes only, but RCA felt that initial reaction to the sets justified putting them on market on a conservative basis.

RCA got so badly bitten when it offered 5000 small-screen (12-in. picture), first priced at $1000 then reduced to $495 (Vol. 10:33), that it's determined to feel out market much more cautiously this time.

Giving details on 21-in. set, RCA said it would be 42%-in. high, 27%-in. wide, 27%-in. deep. Initially, only mahogany will be available. Improvements in receiver have made it possible to eliminate the 2 customer controls for convergence and focusing, move them inside set for serviceman adjustment only.

* * * * *

Hazeltine's demonstration at Garden City, Long Island, was excellent. Registration, always the major question in color projection, was beautifully maintained and Hazeltine insists it can keep it that way. Color fidelity and resolution were likewise quite satisfactory. Contrast was not as good as direct view, but it was stated that improvement of 4-10 times is definitely possible.

Only troublesome feature to us was fact that brightness dropped off very rapidly as one moved from directly in front of set to either side. Hazeltine spokesman said, however, that this "brightness directivity" is subject to considerable improvement. We'd also say that monochrome reception on set was inferior to that now obtainable on direct-view color sets — but not so serious as to be disabling. Subject matter of demonstration was color film and slides and monochrome pickup.

As for possible cost, it can't be cheap initially. American Optical Co. is prepared to make complete optical units in quantities of 100,000 a year at $250 each to the receiver manufacturer. AO spokesman Samuel Sheard said this compares with about $225 for the $175 direct-view tube and components it requires. Furthermore, said Hazeltine Research pres. Laurence B. Dodds, AO's $250 price includes profit, whereas $175 for the direct-view tube is "not realistic" and provides no profit for its producers. Dodds also said that although the three 2%-in. projection tubes used cost $12.50 each now, they can undoubtedly be brought down to $5 or so.

Tung-Sol and North American Philips are prepared to make the tubes, each of which has own colored phosphor, and Libbey-Owens-Ford will make dichroic mirrors. Cost of rest of set was said to be almost exactly same as with direct-view tubes.

Sheard said pre-production projection units could be offered to set makers
within 4 months, commercial quantities within 6 months thereafter. Picture shown was 10½x13-in., but A0 plans unit giving 20x15-in., with greater sizes possible if demand for them develops. Two consoles 24-in. deep were shown, and Hazeltine v.p. Arthur V. Loughren stated that it's possible to make table model 22½-in. high, 35-in. wide, 23½-in deep. Voltage is 25 kv.

Main development stressed by Loughren was achievement and maintenance of registration of the 3 images. Problem was licked, he said, by careful production of optical, mechanical and deflection units -- plus use of circuits which keep proper relationship between the magnetic field which centers image and high voltage controlling "trajectory" of electron beam in tube.

Among advantages cited for projection over direct view: (1) Less cabinet depth. (2) Picture tube replacement cost 1/15 that of direct view. (3) No color purity problems. (4) Maintenance of contrast range with changes in room lighting. (5) Ease of correcting individual colors with filters in front of tubes. (6) Flexibility in choice of picture size.

Loughren wound up by insisting market can be created, even for $1000 sets, by aggressive selling. "The public really doesn't know much about color despite all the industry talk about it," he said.

Hazeltine is demonstrating for all its patent licensees, who have a natural skepticism about projections because of quick demise in black-&-white. However, if direct-view tubes stubbornly resist efforts at price reduction, some set makers are bound to give projections at least a limited whirl. About 50 attended demonstration we saw. CBS, for one, was interested enough to send at least 3 v.p.'s: Richard Salant, Wm. Lodge, Peter Goldmark.

2 MORE UHF QUITTING, ONE VHF STARTS: FCC was informed this week that KCEB, Tulsa (Ch. 23) is suspending "temporarily" for economic reasons, and WWAM-TV, Neenah, Wis. (Ch. 42) is quitting in favor of a merger with a nearby vhf CP-holder. This week end, one new starter was scheduled, keeping on-air total at 420, of which 119 are uhf. In Canada, the 22nd station (16th privately owned) got under way.

KCEB owner Elfred Beck blamed "discrimination in favor of vhf" by local and national advertisers and "withdrawal of network affiliations in favor of vhf stations" of which Tulsa now has 2, nearby Muskogee one. KCEB started last Feb.

WWAM-TV owners propose to get control of Valley Telecasting Co., holding CP for WFRV-TV (Ch. 5) in nearby Green Bay, Wis. Uhf channel will be dropped, WFRV-TV maintaining studios in both Lake Michigan towns. Principal owners of both stations are local paper manufacturing interests, who haven't filed details with FCC yet.

WIRI, Plattsburg, N.Y. (Ch. 5), near Canadian border, begins test patterns Dec. 4, programming Dec. 5, hopes for network later. It's only 35 mi. from Mt. Mansfield site of WMTV, Montpelier-Burlington (Ch. 3), 55 mi. from Montreal. It uses 5-kw DuMont transmitter, 185-ft. Trylon tower with 6-bay RCA antenna on Terry Mt., near North Pole, N.Y. Joel H. Scheier is pres.-gen. mgr.; Hal Wilson, ex-KOPO-TV, Tucson, program mgr.; Jack Nazak, chief engineer. Base rate is $250, rep Adam Young.

CKCW-TV, Moncton, N.B. (Ch. 2) began programming Dec. 3, after Nov. 30 test patterns, wires pres.-gen. mgr. F.A. Lynds. It has 2-kw RCA transmitter and 300-ft. tower with 3-bay antenna on Caledonia Mt., near Bay of Fundy. J.S. Irvine is commercial mgr.; H. Button, production mgr.; Helen Savage, film mgr.; Arnold Brewer, chief engineer. Base rate is $200. Reps are Adam Young and H.R. Stovin.

Plan to bear cost of conversion of all sets in Miami area has been discussed by Storer Bestg. Co., according to exec. v.p. Lee B. Wailes, who tells us: "We intend to get the area 100% converted one way or another." Conversion now stands at about 50%, he says, and converter-purchase scheme is only one of "any number of approaches" to problem of quick conversion being explored by Storer organization. Several manufacturers have been canvassed on their prices for such a Job. "We're reserving our decision until after we put the station on the air," said Wailes, "then we'll see how it comes along." Storer has applied to FCC to purchase CP for Miami's WMIE-TV (Ch. 27) and facilities of Ft. Lauderdale's WFTL-TV on Ch. 23 (Vol. 10:47). Noran E. (Nick) Kersta, one-time NBC-TV chief and now WFTL-TV gen. mgr., is due to continue in same job for new Storer station after FCC approves transfer. Wailes said Storer hopes to get NBC affiliation for Miami station. "We have no plans at all for CBS and haven't even talked to them," he said. Miami's pre-freeze WTVJ (Ch. 4) is basic CBS.
BIG TARGET of the week, at legal level, was CBS. Harry Wilder's uhf station WTRI, Albany-Schenectady-Troy (Ch. 35) filed protest with FCC asking it to reverse its approval of sale of WROV, Albany (Ch. 41) to CBS commentator Lowell Thomas and associates (Vol. 10:45). WTRI charged that CBS has "secret understanding" to switch affiliation from WTRI when and if WROV gets Ch. 10 allocated to nearby Vail Mills, N. Y. Also charged that CBS shifted affiliations to Gene Autry, "an important member of the CBS talent family," when he acquired KOOL, Phoenix, and KOPO, Tucson. Then WTRI sailed into CBS's purchases of WOKY-TV, Milwaukee, and WSTV-TV, Steubenville, asking Commission to hold up sales while it looks into multiple-ownership aspects of CBS's "family," including Thomas and Autry.

WTRI wasn't alone in its attacks. Pittsburgh Ch. 11 applicant WJAS asked FCC to dismiss WSTV-TV's application to move transmitter to Pittsburgh, which is part of CBS's plans for WSTV-TV (Vol. 10:47).

Then in St. Louis, where CBS is competing for Ch. 11, its competitors joined in request that FCC let them cross-examine CBS officials in connection with CBS's recent sales and purchases.

A second petition for vhf directional antennas was filed this week, WICC-TV, Bridgeport, Conn. (Ch. 43), also filing application for Ch. 6, petitioned for change of rules "so as to permit the filing and granting of TV applications, not limited to allocations contained in Sec. 3.606, where the power, tower height, and directional antenna pattern proposed would not result in greater interference to other allocations and grants than they would normally receive from a station operating at the distance and with the maximum power and tower height specified in the Commission's existing rules."

Petition is similar to that of WFPG-TV, Atlantic City (Ch. 46), now off air, which asked for DA and Ch. 8 (Vol. 10:33). Facilities proposed by WICC-TV are 2.4 kw and 677 ft. above average terrain.

The 60-p. petition analyzes possible methods of alleviating uhf stations' difficulties, discards cutting back vhf coverage, concludes that case-to-case de-intermixture through vhf directionalities is most practical. All WICC-TV's efforts to build uhf audience have produced about 10% conversion, petition said, despite measures including purchase of converters to be resold at cost to servicemen and dealers. Station says it has deficit of $169,579.

* * * *

Asking FCC to set aside its first satellite grant to KPBR-TV (Ch. 19), Pasco, Wash. (Vol. 10:45), radio KALE in nearby Richland claimed KPBR-TV violated rules by starting construction 2 days before FCC approved transmitter site.

Aiming its fire at "market straddling," a frequent complaint by uhf stations, WKNX-TV, Saginaw, Mich. (Ch. 57), petitioned FCC to amend rules on antenna locations by providing that antennas must be located within 5 mi. of city limits. Exceptions to this rule would be made only if no stations within applicant's proposed Grade B contour objected to the site or if Commission decided after a hearing that rule should be waived.

Petitions filed for allocations changes included: (1) Counterproposal by WBEN-TV, Buffalo (Ch. 4) to petition by WBUF-TV (Ch. 17) to add Ch. 8 to Buffalo through procedure involving shifts in 8 cities (Vol. 10:45-46). Counterproposal is identical with WBUF-TV's plan except that it would replace Ch. 8 in Owen Sound, Ont., with Ch. 6 instead of Ch. 4. WBUF-TV promptly endorsed the new proposal. (2) Request by WJHP-TV, Jacksonville (Ch. 36) for allocation of Ch. 10 to Bunnell, Fla., 65 miles away. (3) Petition by WGCM, Gulfport, Miss., to add Ch. 9 to Gulfport, substituting Ch. 7 for 9 in Hattiesburg. (4) Request by grantee KOKE, El Paso (Ch. 13), that educational reservation be shifted from Ch. 7 to Ch. 13, so it can get Ch. 7.

ACCEPANCES OF CBS's new "Extended Market Plan" for small-city stations (see p. 4) were received this week from following: WMSL-TV, Decatur, Ala. (Ch. 23); KVEC-TV, San Luis Obispo, Cal. (Ch. 6); WINK-TV, Ft. Myers, Fla. (Ch. 11); KLIX-TV, Twin Falls, Ida. (Ch. 11); WFAJ-TV, Lafayette, Ind. (Ch. 59); WBOC-TV, Salisbury, Md. (Ch. 16); WDXL-TV, Jacksonville, Tenn. (Ch. 7); KVOS-TV, Bellingham, Wash. (Ch. 12).

Additionally, these stations were invited to join but have not reached decision: WTVY, Dothan, Ala. (Ch. 9); KFXJ-TV, Grand Junction, Colo. (Ch. 5); WJDM-TV, Panama City, Fla. (Ch. 7); WLEX-TV, Lexington, Ky. (Ch. 18); share-time KVOL-TV & KLFY-TV, Lafayette, La. (Ch. 10); WCBL-TV, Columbus, Miss. (Ch. 4); WHTH, Wilmington, N. C. (Ch. 3); KFLW, Klamath Falls, Ore. (Ch. 2); KBST-TV, Big Spring, Tex. (Ch. 4); KVDO-TV, Corpus Christi, Tex. (Ch. 22). Also, one primary CBS affiliate, KTAG-TV, Lake Charles, La., asked for permission to join EMP, even though it was not on initial list receiving invitation letter from station relations v.p. Herbert V. Akerberg.

CBS-TV pres. J. L. Van Volkenburg explained basic reasoning of plan as follows: "Since the lifting of the FCC freeze on tv station grants, network tv has been faced by a two-horned dilemma. In order to break even financially on affiliations in the smaller markets, a minimum gross hourly rate at night of $150 had to be established. But this was no guarantee of advertiser acceptance, for CBS-TV found that if the market did not produce enough tv homes circulation to justify even a $150 rate, the station was an affiliate in name only."

Note: One pioneer TV station owner with a new slant on rates is Wilbur M. Havens, WTVR, Richmond. He writes us that he foresees an eventual rate card "of only one line, such as $ dollars per thousand." Rates would be based solely on "certified" program ratings measured against industry-approved county-by-county set circulation figures, but Havens emphasizes that the ratings surveys should be supervised by legislatures in states where surveys are conducted — something like insurance companies which operate in the public interest, wherein sets of standards are established." He says this would clarify much of the confusion surrounding conflicting ratings.

Report on TV "crime, horror and violence" by Senate juvenile delinquency subcommittee is due within next 6 weeks—since all committees of 83rd Congress are required to submit reports before Jan. 31. In closing hours of Senate session Dec. 2, subcommittee chairman Hendrickson (R-N.J.) urged continuance of juvenile delinquency study by a permanent subcommittee. Referring to Oct. hearings on TV (Vol. 10:43), he said: "Again, this is a subject of great concern to an overwhelming number of American parents. I know not yet what our findings or recommendations in this area may be, but I am unofficially advised that the TV industry itself, and it is a responsible industry, is contemplating significant research into the effects of certain kinds of programming as a result of our hearings." Reference was assumed to be to NARTB's expanded studies and monitoring in connection with TV Code.

Color set production in first 10 months was 17,445, of which 2907 were turned out in Oct., reports RETMA.
Personal Notes: Thomas B. McFadden promoted to NBC v.p. in charge of TV-radio national spot sales; Edward R. Hitz elevated to TV network sales v.p. for central div., Chicago; Hamilton Shea to v.p. in charge of WRCA-TV & WRCA ... Raymond W. Welpott, former WRGB-WGY stations operations mgr., named mgr. of WRGB, Schenectady, in separation of functions of GE's TV & radio broadcasting operations; Merl L. Galusha, ex-WRGB production supervisor, becomes mgr. of radio WGY & WGFM, and Caleb Paine, ex-public service director, becomes mgr. of newly created station services section for both TV & radio—all reporting to GE broadcasting stations dept. mgr. R. B. Hanna Jr. ... James Lawrence Fly, ex-FCC chairman, now in law practice, operated on for a detached retina in N. Y. last week, now recuperating at his winter home in Daytona Beach, Fla. ... E. C. Page, Washington consulting engineer, on flying business trip to Europe with Mrs. Page, returns in latter Dec. ... Ralph W. Hardy, NARTB v.p. for gov't. relations and vice-chairman of U. S. Commission for United Nations Educational, Scientific & Cultural Organization, currently attending biennial UNESCO conference in Montevideo, Uruguay, returning about Dec. 15 ... Louis Ruppell, onetime CBS public relations chief, ex-Chicago editor, recently editor of Collier's, named editor of Philadelphia Daily News, Ch. 23 grantee ... Robert S. Wilson, ex-Katz Agency, N. Y., named gen. sales mgr., KGUL-TV, Galveston, Tex. ... George A. Mayoral, exec. v.p., has taken over as gen. mgr. of WJMR-TV, New Orleans, succeeding James E. Gordon, resigned; Jack Petrlik replaces Mayoral as chief engineer; Aubrey Moore named program director, succeeding Tom Abbott ... Tom Morehead named production director of KTKR-TV, Houston; Tom Hiner, chief engineer ... Henry (Hank) Slavick, gen. mgr. of WMCT & WMC, Memphis, elected pres. of Tennessee Broadcasters Asn.; Hoyt Wooten, WREC, Memphis, secy.-treas. ... John Porter promoted to NBC adv.-promotion mgr., Edwin Vane to mgr. of national sales promotion ... Newell T. Schwin appointed mgr. of CBS Radio Spots Sales sales development ... Wm. F. Fairbanks promoted to ABC Radio national sales mgr., succeeded as eastern sales mgr. by Norman E. Cash ... Dick Hackney, promoted to sales & promotion mgr., KHOL-TV, Kearney, Neb., succeeding Gordon E. Morehouse ... Jim Pennock named sales mgr. of upcoming WLEX-TV, Lexington, Ky.; Jim Robertson, chief engineer ... Royce Nation now business mgr. of KOA-TV, Denver, succeeding George Mathews ... W. S. Jackson, ex-WJLS, Beckley, W. Va., named sales director of WKNV-TV, Charleston, W. Va. and upcoming WQAY-TV, Oak Hill, W. Va.; time on both stations is to be sold jointly as unit. ... Joe Windsor promoted to commercial mgr. of WDAK-TV, Columbus, Ga., succeeding Ed J. Hennessy, now gen. sales mgr. of upcoming WEAH-TV, W Palm Beach (Ch. 12) ... George A. Gingell promoted from sales service mgr. to program director of WBBJ-TV, Columbus, Ga.; Ridley Bell to operations director ... Carl MacCaull named program director of upcoming CBHT, Halifax, N. S. ... Lee Raddatz resigns as director of press relations, NBC Hollywood, his duties being assumed by publicity director Casey Shawhan ... Edward F. Morgan resigns as CBS news director to conduct "news and opinion" program sponsored by AFL on ABC radio, Mon.-thru-Fri. 10-10:15 p.m.; program previously featured Frank Edwards on Mutual ... Dean McCarthy, ex-WCAN-TV, Milwaukee, joins that city's WTVW as asst. program director ... Judith Waller, director of public affairs & education, NBC Chicago, to be program consultant to upcoming educational WTTW, Chicago (Ch. 11) ... Dick Nesbitt, one-time football star with Drake and Chicago Bears and sports commentator for last 15 years, named sports director of KSTP-TV & KSTP, St. Paul ... Bruce Staudermann, ex-WXEL, Cleveland, onetime writer of Captain Video, named TV-radio director, Meldrum & Finsweth, Cleveland ... Wm. G. Scharff, ex-NBC, named co-director of TV-radio dept., Guild, Bascom & Bonfigli, San Francisco ... A. Hughes Wilson Jr., ex-Geyer Adv., Detroit, joins N. Y. office of Fuller & Smith & Ross as Westinghouse TV-radio div. account executive ... Norman S. Brett, ex-DuMont Network sales promotion mgr., joins Moselle & Eisen Adv. as account executive for Tootsie Rolls ... Frederick A. Miller, 86, pres. of South Bend Tribune, operating WSHT-TV & WSST, died Nov. 29. He founded the stations, has been majority stockholder in the newspaper since the death of his father in 1892. Paper has always refused to carry beer & liquor advertising.

If strong influences within the Administration have their way—and it looks now like they will—FCC Comr. Frieda Hennock won't be reappointed when her 7-year term expires June 30. Currently, she's seeking to line up support for reappointment, and also is reported to be out for a state judgeship when the Harriman Administration takes over in New York.

Columnist Drew Pearson, in Nov. 27 broadcast, reported that President Eisenhower is going to "fire" Miss Hennock in favor of Gordon Persons, retiring Governor of Alabama and brother of the President's legislative deputy, Gen. Wilton B. Persons. That was simply Pearson's interpretation of the fact that Miss Hennock's term as a Democratic appointee expires and that certain interests, both political and within the industry, are already working on behalf of new candidates.

Gov. Persons is a onetime radio station manager in Montgomery (WSFA), then owned by his family, and would be very much persona grata to the industry.

Opposing Miss Hennock are powerful forces with which she has constantly crossed swords, notably newspaper interests in TV-radio, and it's understood the American Newspaper Publishers Asn. is preparing to come out openly against reappointment in view of her consistent votes against newspapers.

Besides Gov. Persons, candidates already advanced include Dr. Franklin Dunham, radio director of U. S. Office of Education, an industry veteran, who would be even more favored by certain educational TV interests than Miss Hennock, albeit educational TV owes her much; Miss Ann Ruthford, exec. secy., Tennessee State Funding Board, who was secy. to Gov. Frank Clement of Tennessee when he was gen. counsel of State Public Utilities Commission; Miss Eva Adams, ex-alde to late Sen. McCarran, of Nevada. There will be more candidates between now and June, with special efforts on behalf of another woman for the job.

Only thing certain is that post can't go to a Republican. Chairmanship of FCC, meanwhile, stays in hands of recess GOP appointee George C. McManaway, of Ohio, named Sept. 25 (Vol. 19:39) but not yet confirmed. Effort to get him confirmed at special Senate session which adjourned Dec. 2 was blocked by minority leader Lyndon Johnson (D-Tex.) as among those to be held up as "controversial"—although Commerce Committee had approved the nomination. Democrats on committee have indicated, however, they want to question him further. It's expected he will be reappointed by President Eisenhower and confirmed by new Congress which convenes Jan. 3.

FCC public reference room moved this week to 7013 Post Office Bldg. Rest of License Div. moves from 8th to 7th floor in next 2 weeks.

Canadian Broadcasting Corp. announces these new Class A rates in Rate Card No. 7 effective Jan. 1: CBC-TV, Sydney, $200; CBLT, Toronto, $950; CBOT, Ottawa, $280; CBMT, Montreal, $500; CKCO-TV, Kitchener, $500; CHPF-TV, London, $700; CKLW-TV, Windsor, $450; CBWPT, Winnipeg, $300; CFGC-TV, Saskatoon, $200; CHCT-TV, Calgary, $200; CFRT-TV, Edmonton, $200; CBUT, Vancouver, $300; CBFT, Montreal, $700.

Total billings of $3,290,000 are reported by NBC-TV for Home in 10 months since its 11:30-a.m.-noon debut March 1. Total of 38 advertisers used program. For 1955, some $3,500,000 billings have already been signed. NBC-TV’s first partic. program, highly successful Dave Garroway’s Today, grossed $1,500,000 in its initial 6 months in 1952 (Vol:8:40), is expected to go over $8,000,000 this year.

New reps: WFIL-TV, Philadelphia, to Blair (from Katz); KTTY, Salt Lake City, to Katz (from Blair); KREM-TV, Spokane, to Petry (from Bolling); WJMR-TV, New Orleans, to Bolling (from McGillivra); WACH-TV, Newport News-Norfolk, to Walker (from Avery-Knodel).

ABC-TV plans own "magazine concept" program, Your Better Home, a how-to-do-it show scheduled Sat. 11:30 a.m.-12:30 p.m., as soon as at least 5 partic. sponsors sign. So far one sponsor has signed — an unidentified power tool manufacturer.

Network Accounts: Wave of cancellations by sponsors and talent hit networks this week, necessitating some program realignments and search for replacements. In most cases, cancellations were attributed to dissatisfaction with program ratings. Biggest was Kraft’s decision to drop its Thu. 9:30-10:30 p.m. Kraft Theatre on ABC-TV, retaining its drama of same title on NBC-TV Wed. 9-10 p.m. and entering children’s field by buying Space Cadet on NBC-TV Sat. 11:30 noon, thru J. Walter Thompson. In same week, Brillo disclosed it was dropping Sammy Kaye’s So You Want to Lead a Band on ABC-TV Thu. 9-9:30 p.m. preceding Kraft . . . Johnson’s Wax and Pet Milk dropped Life With Father on CBS-TV Tue. 10-10:30 p.m., and are interested in sponsoring Red Skelton Show as replacement, but only if they can get 9:30-10 p.m. period currently occupied by Nash Kelvinator and Block Drug with Danger. Also at CBS-TV, actress Celeste Holm announced she was dropping out as star of Honestly, Celeste Sun. 9:30-10 p.m., though sponsor Bristol-Myers (Inpana) is retaining time for replacement show; Miss Holm reportedly was displeased with show’s format, in which she is cast as unpredictable girl reporter. In addition, a week ago, CBS reversed original decision to sponsor Professional Father as replacement for That’s My Boy on CBS-TV and instead will drop Sat. 10-10:30 p.m. time period . . . Pillsbury Flour and Great Giant Co. dropped sponsorship of Mickey Rooney’s filmed Hey, Mulligan on NBC-TV Sat. 8-8:30 p.m. . . . CBS-Columbia to be alt. sponsor of upcoming Phil Silvers Show on CBS-TV starting in Jan., Tue. 8-8:30 p.m., thru McCann-Erickson . . . State Farm Insurance Co. to sponsor Red Barber’s Corner on CBS-TV (except in N. Y. & New England) starting Dec. 15, Wed. 10:45-11 p.m., thru Needham, Louis & Brorby . . . Pharmaceuticals Inc. to sponsor Juvenile Jury on NBC-TV starting Jan. 9, Sun. 4-4:30 p.m., thru Edward Kletter Assoc., N. Y. . . . Sugar Bowl football game Jan. 1 will be sponsored on ABC-TV & radio jointly by C. A. Swanson & Sons (poultry processors), thru Tatham-Laird Inc.; American Chicle Co., thru Dancer-Fitzgerald-Sample; E-Z Popcorn Co., thru W. B. Doner & Co., Detroit . . . Miller Brewing Co. to sponsor first half of pro football championship game on DuMont (except in northeast) Sun. Dec. 26 at 2 p.m., thru Mathissin & Assoc., Milwaukee; in northeast it will be sponsored by Atlantic Refining Co., thru N. W. Ayer. Buick will sponsor second half, thru Kudner . . . Bauer & Black (surgical dressings) buys 9 partic. in Today, Home & Tonight on NBC-TV in Feb., thru Leo Burnett & Co., Chicago . . . Tootsie Rolls (candy) buys 2 partic. per week on Happy Felton’s Spot-light Gang on NBC-TV for 13 weeks starting Nov. 27, Sat. 10-10:15 a.m., thru Moselle & Eisen, N. Y. . . . Rexall Drug Co. buys 2 partic. a week on Morning Show on CBS-TV starting Feb. 15, Mon.-thru-Fri. 7-9 a.m., thru BBDO, Los Angeles; Estee Inc. (Clearasil patent medicine) 2 partic. a week, thru Ruthrauff & Ryan; Campbell Cereal Co. (Malt-O-Meal) 2 partic. a week, thru Campbell-Mithun . . . ABC-TV offers special Kubla, Frum & Offie Christmas Day program 6-7 p.m. for local sale to 108 network stations; it will be sponsored by Gordon Baking Co. on ABC’s WABC-TV, WBKB & WXYZ-TV.

Revised rate card of CKLW-TV, Windsor, Ont. (Ch. 9), opposite Detroit, posts Class A hour rate of $450, min. rate of $90, as against originally announced $1100 & $220. CBC & DuMont affiliate started operation last Sept. 16. Rate increases: KTNT-TV, Tacoma raises base hour from $625 to $700, min. $135 to $150; WTTW, Cadillac, Mich. from $200 to $250 & $50 to $60; CHSJ-TV, St. John, N.B., $165 to $200 & $35 to $45; CKSO-TV, Sudbury, Ont., $150 to $170; KRBC-TV, Abilene, Tex., $150 to $225 & $24 to $40. Rate decrease: WJNO-TV, Palm Beach, as of Jan. 1 cuts base hour from $300 to $250, min. $60 to $50.
SUBSCRIPTION TV came up in FCC discussions this week, with no decision reached. It may well come up again next week, and start of rule-making to look into subject is likely. This week’s petition by Zenith, asking for commercialization of pay-as-you-look TV without hearing, is given little chance.

Insisting that hearings “have little probability of producing anything but conjectures, theories and guesswork,” Zenith chose approach to FCC it has long considered (Vol. 10:37), disagreeing with Matty Fox’s Skiatron which recently petitioned for regular rule-making (Vol. 10:38). Zenith also differs with Skiatron in that former wants FCC to permit any station to put on pay-as-you-look programs, whereas latter asks that service be limited to uhf stations for 5 years.

At FCC, few believe Zenith concept will get anywhere—and Zenith itself requests as an alternative, a written rule-making hearing, i.e., no oral testimony. There’s bound to be opposition to petition—Theatre Owners of America, for one, planning to file formal objection. Though no commissioner has evidenced enthusiasm about paid TV generally, there’s growing feeling at Commission that it’s about time proponents were given chance to make their pitch.

Zenith’s basic arguments are that FCC now has all the authority it needs to authorize fee TV; that the only way to learn anything about it is to try it; that Commission will have adequate opportunity to regulate it as it develops.

Adoption of technical standards is termed “undesirable” in petition, which urges that if FCC is worried about obsolescence of receiving devices it can require subscription operators to lease attachments month-to-month.

To support argument that FCC has adequate authority to authorize pay-as-you-look service, petition cites history of Communications Act and Commission preceedents, including FCC’s own comments to Congress on Hinshaw bill (Vol. 10:20).

To justify concept of subscription TV generally, petition reiterates oft-stated contentions that it will bring better programs, support more stations, help uhf, advance education—and will supplement, not supplant, sponsored TV.

Technically, several methods can be employed to unscramble pictures, Zenith said—dropping coins in box attached to set, slipping coded card into device on receiver, working through wired system involving telephone company. Last method is that originally advanced by Zenith, calling it “Phonevision.” Though it still terms its techniques “Phonevision,” it stresses no particular method over others.

Petition replaces one filed by Zenith in 1952, when it asked for rule-making. Its a joint filing by Zenith and Teco Inc., latter being organization formed by Zenith to exploit subscription TV. The 34-page document was prepared by Washington law firms Pierson & Ball and Loucks, Zias, Young & Jansky. Copies may be obtained from them or from us.

Completed sold on TV as promotion medium for movies, Walt Disney feels that any exhibitors who complain about his use of movies on ABC’s Disneyland are short-sighted. For example, he explains in Variety interview, theatre boxoffice on his Vanishing Prairie went up immediately after telecasts showing how movie was shot. People will always go to a good movie, he said, “but we’ve got to let them know about the show and create excitement about it.” Even full telecast of movies, such as that of Alice in Wonderland, will enhance re-release value, Disney believes.

CBS-TV film services moves offices to 524 W. 57th St., New York.

Merger of Azcarraga-O’Farrill TV interests, subject of negotiations since summer of 1952 (Vol. 8:26) and looking to construction of more stations throughout Mexico, apparently is in final stages and may soon be announced. Meanwhile, veteran broadcaster-theatreman Emilio Azcarraga, already operating XEW-TV, Mexico City (Ch. 2) and XEQ-TV, Mexico City (Ch. 9) with transmitter on 13,405-ft. Cortez Pass, has acquired an interest in Guillermo Gonzalez Camarena’s XHGG-TV, Mexico City (Ch. 5), which is installing new 5-kw GE transmitter, has moved headquarters into Azcarraga’s big Televenito and will begin telecasting film-only in about 30 days. The only other Mexico City station is Romulo O’Farrill’s XHTV (Ch. 4), owned by the industrist-publisher, who has been represented in the merger negotiations by former Texas broadcaster Monte Kleban. Their expansion plans are indicated by list of CP’s outstanding (see p. 211, TV Factbook No. 19). Mexico City now claims 125,000 TV sets, with market growing steadily and industry due to get further stimulus from GE’s new tube plant which is expected to lead to eventual complete domestic assembly of sets.

NARTB’s TV code review board this week proposed broadening its affiliation to include film production companies “whose product comprises now a large share of the programming viewed in the American home.” Proposal will be submitted to NARTB’s TV board at meeting next month, said code chairman John E. Petzer. At quarterly meeting, board sent special report to Senate sub-committee on juvenile delinquency admitting that portions of TV films shown at its recent hearings were not “wholly within the spirit of the Code” and said examples of “excessive violence” were being reported to stations. It noted that all of the films were produced originally for theatres and were cleared by boards of review, though declaring that such action “does not necessarily provide proper clearance” for intimate viewing by family groups on TV.

Fresh from auspicious TV debut as producer of 2-hour Light’s Diamond Jubilee, movie producer David O. Selznick this week called on motion picture industry to “bring about a complete revolution” in equipment and working methods by following technical example of TV. Writing in Screen Producers’ Guild Journal, he said: “Motion-picture production is still working in the dark ages as far as equipment is concerned, [but] in a few short years TV has taken greater strides than the motion picture has in decades.” He added that “the single overwhelming impression” he received from his first TV experience was of “extraordinary ability of TV technicians [and] amazing flexibility of TV equipment.”

Curb on TV-radio at big league baseball games (Vol. 10:45) was unanimously approved Dec. 2 by minor league convention in Houston. But it needs ratification by major leagues—and is almost certain to be voted down at their convention next week in Columbus. Rule approved by minors would ban sponsored broadcasts of major league games beyond 50 mi. from ballpark. Minors adopted another rule which would ban radio-TV broadcasts of minor league games into the territory of another minor league club.

Fight film re-run on TV does not invade fighter’s privacy, Philadelphia District Judge Watson ruled last week in suit by former fighter Al Ettore against Philadelphia’s WPTZ and Chesebrough Mfg. Co., sponsor of Greatest Fights of the Century, which showed portions of 1936 Louis-Ettore bout. Ettore alleged his privacy was invaded because he gave no permission for the showing and films were edited so as to give unbalanced picture of Ettore’s fighting ability.
Telecasting Notes: Selling TV program sponsorships is becoming more and more “a top-level proposition [with] shows often being bought directly by the board chairman of a major corporation rather than by timebuyers or department heads of ad agencies, as in the radio days of yore.” That’s why, according to Billboard’s Sam Chase, William Morris Agency hired Charles C. (Bud) Barry, ex-NBC program v.p., and MCA-TV Ltd. hired Alexander Stronach, ex-ABC v.p. and James Storton, recently ABC central div. director. Their jobs will be to work with “top level brass of the blue-chip advertisers and their ad agencies, as well as with networks” … Ultimate decision on TV shows, says Chase, usually falls to the top man of the bankrolling firm because: “TV itself has become so expensive, and contracts have undergone such an evolution since the heyday of network radio, that few advertisers can or would be willing to leave their program purchase in their agencies. For one thing, more and more network contracts are being written for 39-week periods [because of] the continuing transition to film by the webs” … Best customers for packages are the networks, which keep talent offices humping to come up with new programs they can sell to sponsors. In TV, the networks insist on controlling the program, whereas in radio’s balmy days ad agencies customarily built the shows for their clients … Radio Daily surveys major TV film producers, reports Dec. 1 that present sales volumes in some cases have increased more than 200% over year ago; that half-hour programs are in greatest demand, with some need for 15-min.; that demand for situation comedy and daytime series is expected to swell; that trend in sponsorship is toward multi-market buys for regional sponsors and greater use of syndicated film on spot basis. … Hollywood reports say MCA-TV deal to acquire UTP for more than $1,000,000 about closed, but that Gross-Krasne will continue to produce Big Town, Lone Wolf, et al. which MCA-TV will distribute; Gross-Krasne also have these new series planned: Alias Jimmy Valentine, O Henry Playhouse, The Gentle Grafter … Ziv TV reported to be dickering to acquire California Studios, Hollywood, to have commissioned architects Pereira & Luckman to draw up plans for new plant … RKO films to TV? Pres. Floyd Odlum of Atlas Corp. this week told Atlas stockholders he believes Howard Hughes will decide in favor of letting Atlas assume management of RKO before Dec. 31. He said Atlas would use RKO’s assets for some “capital gain” venture, but did not elaborate. Report persists that Hughes is offering RKO’s 700-film backlog to TV for $25,000,000 (Vol. 10:48) … Movie majors aren’t releasing their backlogs of films to TV—yet—but they’re permitting more and more of their stories to be adapted for live TV. This week, Law Video Theatre acquired Double Indemnity and September Affair from Paramount, The Chase from Seymour Nebenzal; previously, it has adapted hit movies from Warner Bros., Columbia & United Artists … TV as source of movie features: “Dragnet” already released, Philco TV Playhouse’s “Marty” now being filmed, U. S. Steel Hour’s “Last Notch” purchased from ABC by Hollywood producer Clarence Greene … Pinning blame on ABC-TV for failure of this year’s “controlled” college football TV schedule is tactic being used by pro-control group within NCAA in battle to extend restriction plan for another year, reports Nov. 24 Variety, which says “a faction of the NCAA” has written letter to ABC complaining of that network’s “faulty handling of the grid series sale” and praising job done by NBC-TV in previous years … Complete courtroom trial was covered last week by WKY-TV, Oklahoma City—believed to be a TV “first.” District judge permitted unlimited TV film coverage, in robbery trial, later complimented WKY-TV newsmen for doing job “accurately, carefully and considerately” … Copley Press’ independent KCOX, Los Angeles, has gradually moved more and more into film, plans about 80% film next year, reports Billboard, which says losses have been running $300,000-$400,000 a year.

SYLVANIA AWARDS committee (Deems Taylor, chairman), in unusually detailed critique at annual banquet in N. Y. Nov. 30, added up TV’s progress and problems in 1954 and concluded: “Although we deplore ownership in any form, we cannot but feel that TV, by failing to cope with its own problems, is providing potent ammunition to those who are eager to impose restrictions upon it.” Though noting “a definite upswing in the quality of TV programs,” judges found medium still weakened by “trite, banal and downright silly concoctions.”

Color programs were particular target of committee, which said that few color shows provide “worthwhile entertainment” and that “an open checkbook does not guarantee a quality presentation.”

Most progress in 1954 was made in drama, educational programming and special events coverage, least progress in improving children’s programs and commercials and in reducing amount of crime and violence, according to committee, comprised of Dean Kenneth Bartlett, director of TV-radio center at Syracuse U; George Sidney, pres. of Screen Directors Guild; Broadway producer Oscar Serlin (Life with Father); Dr. Robert L. Johnson, Temple U pres. and ex-director of U. S. Information Agency; C. B. Larrabee, chairman, Printers’ Ink; Ethel Barrymore; Dr. Frank Bradley, pres., American Hospital Assn.; Mrs. Theodore S. Chapman, pres., General Federation of Women’s Clubs; Dorothy Draper, decorator-designer; Mrs. John E. Hayes, past pres. of National Congress of Parents & Teachers; N. Y. Judge Samuel S. Leibowitz; Raymond Loewy, industrial designer; Walter O’Malley, pres. of Brooklyn Dodgers.

High praise for TV came from Walt Disney, who in accepting award for Disneyland, said TV “will conflict less and less with the habits of the movie-going public. Both media, working in cooperation, will find this relationship mutually advantageous.” He said his organization found TV to be a “great energizer [and] we are all walking faster, acting faster, and—and I hope—thinking faster than we ever did before.”

The Sylvania TV awards for 1954: grand prize, Medie (NBC-TV) for “the worth of its content, the impact of its presentation and the dignity of its purpose”; best original TV play, Man on Mountain Top (NBC-TV’s Philco-Goodyear Television Playhouse); series for children of all ages, Disneyland (ABC-TV); documentary, Three Two One … Zero (NBC-TV); variety, Toast of the Town (CBS-TV); public information service, Open Hearing (ABC-TV); educational, The Search (CBS-TV); family entertainment, Father Knows Best (CBS-TV); local public service, Our Beautiful Potomac (WRC-TV, Washington); local children’s, Little Schoolhouse (KTTV, Los Angeles); local news coverage, Telepix News (WPXI, N. Y.); superior camera work, Twelve Angry Men (CBS-TV’s Studio One); comedian of year, George Gobel; dramatic actor & actress, Steven Hill & Eva Marie Saint; character actor & actress, E. G. Marshall & Eileen Heckart; outstanding comedy team, Jackie Gleason, Audrey Meadows & Art Carney. Committee omitted usual award for commercials, instead gave certificates of merit to Life Magazine, Sheaffer Pen Co., Goebel Brewing Co., General Electric & Rosenfeld Packing Co.

CBS-TV and Air Force will join in producing Congregate of the Air series of 26 weekly 30-min. filmed programs depicting history of Air Force, starting next fall. Air Force is contributing stockpile of 100,000,000 feet of film.
**PROPOSAL TO BAN virtually all towers over 1000 ft.,**
advanced by Gov't's Airspace Subcommittee (Vol. 10: 45), this week seemed likely to run into opposition from high-level govt. officials, which could automatically kill it. Proposal is actually recommendation to Cabinet-level Air Coordinating Committee (ACC), final authority in such matters. It's to be taken up Dec. 15 by ACC's technical div., which is expected to pass it on to "top ACC" for consideration early in Jan. Chances of automatic approval of such an important and far-reaching policy matter are believed to be extremely slim by govt. and industry sources in a position to know. In fact, odds are strongly against ACC ratification of any arbitrary limit on antenna height.

Airspace Subcommittee's action is in effect a repudiation of govt.-industry agreement reached in 1952 after 4-month study prompted by aviation interests' concern over possibility of large numbers of extremely high TV towers. The unofficial study group, headed by then CAA deputy administrator (now administrator) F. B. Lee and FCC Comr. Webster, agreed after intensive research that "present Airspace Subcommittee procedures are eminently satisfactory and no changes should be made."

TV-aviation-govt. committee decided there was no inherent menace to aviation in FCC's allocation plan, and that Airspace Subcommittee should continue to decide high-tower applications on case-to-case basis (Vol. 8: 17, 22, 25, 30, 35).

**Use of uhf TV frequencies for experimental AT&T signals to Cuba from Florida, as proposed by FCC (Vol. 10: 40, 45), was decried by NARTB in comments filed this week.** Broadcaster trade group expressed concern "over the initiation of geographic sharing in an exclusive allocation for the broadcast service." Though AT&T stipulated that its experiments wouldn't interfere with any broadcast station, NARTB stated that any such precedent proposal should be accompanied by detailed engineering data to "establish beyond reasonable doubt that no interference would be caused." It also asked that FCC set 3-year limit on experiments.

**Experimental uhf booster in Coalings, Cal., to relay Ch. 47 signals of KJEO, Fresno, is sought in application filed this week by Lambda-Pacific Engineering Inc., 14757 Keswick St., Van Nuys, Cal., equipment manufacturer planning to build transmitters for boosters if and when they're authorized commercially by FCC. Applicant proposes to operate 9 a.m.-midnight with 5-watts ERP, says it wants to test "advanced type travelling wave tube amplifier."

More light on health of uhf and post-freeze TV in general should be shed by FCC's 3rd economic survey of post-freeze stations, now being compiled. Commission this week sent questionnaire to all post-freeze stations, requesting estimates of broadcast revenues, expenses and profit or loss Jan. 1-Oct. 31, 1954. For stations reporting loss for the period, it asks monthly breakdowns. Stations were requested to file information by Dec. 31.

**Request for call letters WFCC, sought by new AM grantee KWK Inc., Haines City, Fla. (Vol. 10: 48), was turned down by FCC this week "because of connotation with initials of Federal Communications Commission." Grantee, operator of KWK-TV, St. Louis, had wanted call to indicate "Florida Coast-to-Coast."

**Its TV-FM tower in Boston toppled by hurricane (Vol. 10: 36), Westinghouse has cancelled license for WBZ-FM, also WBZA-FM, Springfield, Mass. But it has no plans to drop KEX-FM, Portland, Ore. or KDKA-FM, Pittsburgh.**

Dec. 6 week's network color schedules: CBS-TV—Dec. 7, Red Skelton, 8:30-8 p.m.; Dec. 8, Best of Broadway, 10-11 p.m. NBC-TV—Dec. 9, Ford Theatre, 9:30-10 p.m.
Financial & Trade Notes: National Union Electric Corp., which last week disclosed proposed sale of its picture tube facilities at Hatboro, Pa. to Sylvania (Vol. 10:48), will receive $1,521,000 in transaction, it was revealed in proxy notice to stockholders calling special meeting Dec. 10 in Wilmington, Del. to ratify purchase.

Company proposes to use part of proceeds from sale to acquire another business. Proposal for such acquisition would be submitted to stockholders at or before next annual meeting in May 1955, statement said. Secy. Joseph V. McKee Jr. declined to identify company in advance.

Purchase price in Sylvania deal is broken down as follows: $1,125,000 for facilities, $141,000 for tube machinery and equipment on order, $250,000 for inventories of CR tubes and related materials. As of Oct. 10, 1954, these were valued on company's books at $1,470,913. The plant itself was acquired in 1948 for $319,839.

Following sale, which must be ratified by Dec. 15 and concluded by Dec. 30, company's net worth, based on Oct. 10 position, would be $3,081,398 ($2.07 per common share). "Giving effect to the sale, $1,570,297.46 of assets would be in cash, $1,600,693.19 would be in accounts receivable, about half of which would be reduced to cash within 60 days in the normal course and the remainder within 6 months, and $1,170,868 in other assets," statement said. Continuing in electronics through its transistor div. and research lab at Orange, N. J., company proposes to reduce its personnel from 450 to 80 employees.

As of Nov. 17, company had 1,575,766 1/2 common shares and 232,200 preferred outstanding, each share representing one vote. Some 255,000 common shares and all of preferred (representing 30.34% of outstanding voting securities) are held by officers and directors of company as a group. Officers are C. Russell Feldmann, chairman; A. Melvin Skellett, manufacturing & engineering v.p.; John M. Kellie, treas., and McKee. Directors are Feldmann, Skellett, McKee, Harry E. Collin and Frank L. Taylor. Feldmann is beneficial owner of all preferred stock and 21,500 shares of common, together constituting 15.78% of voting securities. Collin owns 239,000 shares of common directly; additional 70,500 shares owned benefically by his wife bring their combined holdings to 18% of voting securities.

Tracing company's history, statement said CR tube production proved profitable from 1949-53, though profits declined each year. Receiving tube production was discontinued in 1953. For first 10 months of 1954, National Union had net loss of $822,735 on sales of $5,255,455, compared to profit of $267,302 on sales of $10,546,665 in corresponding period of 1953. For all of 1953, earnings were $166,459 on sales of $12,158,045.

Emerson Radio's sales for fiscal year ended Oct. 31 set new record of about $80,000,000, compared to $75,926,546 in preceding fiscal year, pres. Benjamin Abrams told meeting of bankers and insurance executives in N. Y. this week. Profits, however, were equivalent to about 90c per share, or considerably below the $2,988,432 ($1.54) earned in preceding fiscal year. He said 60% of company's business in last fiscal year was in TV, 20% gov't contracts, 10% radio, 10% air conditioners & oil burners. For current fiscal year, he said he expects 20% increase in sales. He estimated Emerson's current net work at about $20,000.000. (For his remarks on color, see below).


Allen B. DuMont Labs earned $612,000 (22c per share) on sales of $67,593,000 in 40 weeks ended Oct. 10, compared to $935,000 (36c) on $65,896,000 in corresponding period year ago and $359,000 (11c) on $52,128,000 same 1952 period. For all of 1953 DuMont earned $1,544,782 (60c) on record sales of $91,828,982; in 1952 earnings were $1,424,603 (55c), sales $76,166,782.

Electronics Corp. of America, Cambridge, Mass., was listed on American Stock Exchange as of Dec. 1.

Color set sales will be negligible in 1955 because of price and programming limitations, Emerson pres. Benjamin Abrams predicted this week. Speaking to special group representing investment trusts, banks and insurance companies, meeting in offices of Hayden, Stone & Co., N. Y. Dec. 1, he stated: "We might as well be realistic—the prices cannot be sufficiently reduced next year to attract the public. Furthermore, the consumer will not be induced to part with his money when he learns next year that color programming will continue to be presented on a sporadic basis. Some sales of color receivers will be made, of course, but not until 1956 will color TV play a vital role in our industry." He also said he expects transistorized TV sets will be offered next year.

Later, in interview with Retailing Daily, Mr. Abrams was quoted as saying Emerson will have 21-in. color set on market by next March or April; that he sees limited output at least through first half of 1955; that if by time of Emerson's distributor convention next summer the prices of color components make it possible to market a color set for around $500, "We'll go full steam ahead."

Gen. Walter Bedell Smith, recently resigned Undersecretary of State, now vice chairman of American Machine & Foundry Co., has been elected to RCA board of directors. He was Gen. Eisenhower's chief of staff during World War II. He's an addition to the board, last having been Dr. E. W. Engstrom, replacing Adm. Walter A. Buck.
TRADE ALERTED AS INVENTORIES PILE UP: A potentially dangerous inventory buildup, particularly at retail and distributor levels, has been allowed to develop in last 2 months, normally a time when TV stocks should be going down. The situation im- pelled one of industry's most knowing authorities this week to warn of possible dangers ahead if high production rate continues to outstrip public demand.

Annual rate of TV production jumped from 7,500,000 sets at start of Sept. to rate of 11,000,000 sets in Oct. and Nov., whereas retail sales are at rate of about 7,000,000 a year, he said. Consequently, industry's inventories increased by about 100,000 in Oct. -- virtually all at retail level -- in a month which normally sees an inventory decrease of 150,000. Same pattern continued in Nov., with estimated inventory increase of 150,000 -- largely at distributor and retail levels.

Total industry inventories at end of Nov. are estimated reliably at about 2,200,000 -- considered uncomfortably but not dangerously high. But our informant fears that unless output is sharply curtailed in Dec. to more realistic pace, the industry may suffer perils of dumping and fierce price-cutting in first quarter of 1955 -- reminiscent of first 1954 quarter following TV's record production year of 7,463,800. Prospect is that total 1954 output will come close to that figure.

Annual going rate of TV production has increased 45% in less than 3 months, creating imbalance between output and retail sales, he pointed out. "Only a few months ago," he stated, "the industry seemed to be achieving a favorable balance between supply and demand. It had kept its pipelines filled to a prudent level and it had avoided overproduction. Suddenly serious overproduction has become apparent."

He suggested this situation be brought to attention of trade in time to do something about it. Thanks to availability of RETMA statistical data, he said, set makers can analyze such information in the light of their own experience.

Spottness of retail sales was becoming increasingly evident even before the warning about inventories was sounded. From key metropolitan centers like New York, Chicago, Los Angeles and Philadelphia have come reports that extraordinarily high retail sales were tapering off as early as first of Nov. A trade spokesman stated this was part of national trend to buy Xmas TV gifts earlier than usual, and opined that Nov. sales will be less than Oct. and that Dec. sales will be less than Nov.

Disposition of consumers to buy up into slightly higher-priced categories (Vol. 10:43-44) has also been at least temporarily reversed, according to the same reports. Diminished volume of sales seems to be once again concentrated at low end.

* * *

TV production totaled 173,968 week ended Nov. 26 (a 4-day week because of Thanksgiving holiday), down from record 243,703 in preceding week and 215,420 units week ended Nov. 12. It brought Nov. output to about 850,000 vs. 560,197 in Nov. 1953.

Radio production totaled 250,519 (33,078 auto), compared to 314,557 in week ended Nov. 19. Nov. output was about 1,100,000 vs. 1,050,000 in Nov. 1953.

RETMA revised 10-month production figures this week in report tabulating out- put of 5,654,791 TVs and 8,040,230 radios, compared to 6,208,803 TVs and 11,201,656 radios in corresponding 1953 period. Of total TV receivers, 1,085,742 were equipped at factory with uhf tuning facilities. Oct. TV output was 921,476, of which 161,431 sets were uhf-equipped. Oct. radio production was 997,788.

The uhf figures are particularly significant because they mark continuation of an upturn which began in Sept. (Vol. 10:48). October production of uhf-equipped receivers set a record for any month this year -- as did Sept. output -- in number of units, but not in percentage of total output. In Oct., more than 17.5% of total receivers manufactured were factory-equipped with uhf tuners, compared with 14.4% in Sept. and 14.2% in Aug., the low point for the year.
Topics & Trends of TV Trade: Full new TV lines will be a rarity when manufacturers exhibit their wares at winter markets of American Furniture Mart and Merchandise Mart in Chicago, Jan. 3-14. Almost without exception, manufacturers report drop-in models, rather than full lines, will be the rule. Some, in fact, are delaying introduction of new models beyond market dates.

As usual, marts will be held in conjunction with or following distributor meetings, though only a few manufacturers have announced dates of meetings. Among them are RCA meeting with field reps in Atlantic City starting Dec. 6; Philco in Atlantic City Jan. 5-7; and Motorola Dec. 29 at Edgewater Beach Hotel, Chicago.

These manufacturers will exhibit at American Furniture Mart: Admiral, Arvin, Bendix Radio, DuMont, Hallcrafters, Motorola, Philco, RCA, Sparton, Zenith. At Merchandise Mart: Capelhart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, Westinghouse. In addition, several smaller manufacturers will take display space in Loop hotels.

Trade should educate set owners to make minor repairs themselves, as one step in avoiding abuses by servicemen, New York City Council was told this week by Kings County district attorney Edward Silver, testifying on bill to license servicemen in metropolitan N. Y. (Vol. 10:48). Currently conducting own investigation of alleged abuses in Brooklyn, Silver said he found chief evils were taking sets out of home unnecessarily, charging for parts not put in, substituting inferior parts for those in good working order, doing unnecessary work and charging for parts not needed. Twelve witnesses spoke in favor of bill, 8 against. Action by council is expected next week.

General Instrument Corp. will open new plant in Waterloo, Ont. in Jan. as part of program to expand Canadian production of TV components. New plant will include production research lab and special engineering service group to work with Canadian customers. It will employ 250 at outset. Company has Canadian headquarters in Kitchener, Ont.

Motorola’s purchase of Lee J. Drennan Inc., Arcadia, N. Y., auto radio tuner manufacturer (Vol. 10:45), was finalized this week, though terms of sale were not disclosed. Factory will devote entire production to supplying Motorola assembly plants in Quincy, Ill. and Toronto. Wm. Bruyere continues as plant mgr., reporting Walter B. Scott, Motorola manufacturing v.p.

Hallcrafters has re-entered private label TV business with production of a “substantial number” of such sets this fall, says pres. Wm. J. Halligan. He said company is now soliciting business from mail order houses and dept. stores, while continuing to supply regular retail outlets.

Fire at Tele-Ray Tube Co. plant in Yonkers, N. Y. on Thanksgiving Day destroyed estimated 6000 picture tubes. More than one-third of plant was destroyed by blaze, which caused $61,000 damage.

Hoffman Radio Co. will shortly change name to Hoffman Electronics Corp., the better to indicate its diversified TV-radio-electronics operations.


Wm. Miller, mgr. of Jerrold Electronic’s community systems operating div., was one of 5 survivors of Northeast Airlines plane crash near Berlin, N. H., suffering only sprained hand and bruises.


George B. Flood, 74, who retired last March as treas. & director of Sprague Electric after 22 years with firm, died last week at N. Adams, Mass. home after long illness.
**Network TV-Radio Billings**

October and January–March, 1954

(For September report see Television Digest, Vol. 10, No. 44)

(For preceding years, see TV Factbook No. 19, p. 15)

### NETWORK TELEVISION:

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>ABC</th>
<th>MBS</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>October</td>
<td>$13,570,436</td>
<td>$1,445,698</td>
<td>$10,175,548</td>
<td>$10,015,595</td>
<td>$10,027,232</td>
<td>$45,312,401</td>
</tr>
<tr>
<td>Nov.</td>
<td>$14,149,533</td>
<td>$1,981,749</td>
<td>$10,493,356</td>
<td>$10,054,246</td>
<td>$12,453,842</td>
<td>$58,334,782</td>
</tr>
<tr>
<td>Dec.</td>
<td>$15,270,974</td>
<td>$1,620,875</td>
<td>$10,117,367</td>
<td>$10,009,406</td>
<td>$11,377,505</td>
<td>$60,001,310</td>
</tr>
<tr>
<td>Jan.</td>
<td>$10,090,909</td>
<td>$1,063,324</td>
<td>$3,293,834</td>
<td>$7,815,892</td>
<td>$3,174,320</td>
<td>$22,448,988</td>
</tr>
</tbody>
</table>

### NETWORK RADIO:

<table>
<thead>
<tr>
<th>Month</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct.</td>
<td>$11,260,120</td>
<td>$999,990</td>
<td>$4,032,908</td>
<td>$25,319,428</td>
</tr>
<tr>
<td>Nov.</td>
<td>$11,382,900</td>
<td>$1,045,230</td>
<td>$4,213,324</td>
<td>$26,840,454</td>
</tr>
<tr>
<td>Dec.</td>
<td>$11,000,230</td>
<td>$1,000,000</td>
<td>$3,932,430</td>
<td>$26,932,660</td>
</tr>
<tr>
<td>Jan.</td>
<td>$10,940,000</td>
<td>$999,990</td>
<td>$3,293,834</td>
<td>$24,134,798</td>
</tr>
</tbody>
</table>

### NETWORK TELEVISION—January–October, 1954:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>51,832,764</td>
<td>51,923,706</td>
<td>51,916,970</td>
<td>52,344,810</td>
<td>51,823,616</td>
<td>51,823,616</td>
<td>52,344,810</td>
<td>489,254,944</td>
</tr>
</tbody>
</table>

### NETWORK RADIO—October–January, 1954:

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>26,900,200</td>
<td>26,900,200</td>
<td>26,900,200</td>
<td>26,900,200</td>
<td>26,900,200</td>
<td>26,900,200</td>
<td>26,900,200</td>
<td>269,000,000</td>
</tr>
</tbody>
</table>

*Revised as of Dec 1, 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 by stations, it may be 20%—40%. However, they’re generally accepted in the trade as an index.

---

Australian Broadcasting Commission has invited Aphonse Ouimet, CBC gen. mgr., to be consultant on its new TV system, and he leaves Ottawa Dec. 6. Already there, on same mission, is James C. Hanrahan, WEBS, Cleveland. Also on way to Sydney is Martin Michel, 20th Century-Fox TV specialist, who will help that company’s wholly owned subsidiary, 182-theatre Hoyts Circuit, in its application for a commercial station. Bids for construction of first 2 gov’t-owned stations, in Melbourne & Sydney, have been invited by Post Office Dept., deadline Feb. 17. There are about 100 applicants for commercial stations.

---

**SALE OF KANG-TV, Waco, Tex. (Ch. 34)** for $134,000 was approved by FCC with unusual speed, having been filed only last week (Vol. 10:48). Owner Clyde Weatherby, pleading for haste in approval of transfer to Claudia T. Johnson, wife of Democratic majority leader Sen. Lyndon Johnson, said losses were so great that station was in imminent danger of going off air. Other transfers approved this week: (1) Holders of CP for WIMA-TV, Lima, O. (Ch. 35) got WLOK-TV there (Ch. 73) for $750 plus assumption of some $150,000 liabilities (Vol. 10:44), will drop own CP and radio WLOK, shift WLOK-TV to Ch. 35. (2) Wm. B. Dolph acquired 29% (29,000 shares, at $1 par), Wm. B. Quarton 20% (20,000 shares) of WMT-TV, Cedar Rapids, la. (Ch. 2) with former 100% owner American Bestx Stations Inc. (Helen Marks, chairman, retaining 51%). (3) Wm. J. Gregory and Hoth family obtained control of KRD-TV, Colorado Springs, Colo. (Ch. 13) and radio KRDO through purchase of Joseph Rohrer’s 50.57% for $24,500 (Vol. 10:44).

Applications for sales of CPs filed with FCC this week: (1) Joseph Novy, chief engineer of Chicago’s WBBM-TV & WBBM and Jerome F. Cerny, also of the Chicago stations, are buying CP for WJOL-TV, Joliet, Ill. (Ch. 48), along with radio WJOL (250-w, 1340 kc) for $112,000 from Charleston, W. Va., group headed by William H. Erwin Jr., who also holds interest in Charleston’s WGKV. Novy & Cerny told FCC they plan to become Joliet residents, and Erwin group said it’s selling because it wants to give up holdings outside of W. Va. (2) KFLY-TV, holder of shared-time CP for Lafayette, La., Ch. 10 asked permission to buy out companion CP-holder KQVL-TV for $45,000 out-of-pocket expenses incurred by KQVL owners Lafayette Advertiser and KQVL gen. mgr. George H. Thomas. KFLY-TV is headed by Paul & Thomas DeClouet.

Television Bureau of Advertising, in first board meeting since establishing offices at 444 Madison Ave., N. Y., this week reported $100,000 in dues — one-fourth of its $400,000 annual budget — has already been paid by charter member stations. Membership drive began officially on Dec. 1, and pres. Oliver Treyz said stations have until Jan. 1 to submit dues, entitling them to be charter members. He said membership list will be made public after Jan. 1. He anticipated that at least 2 top positions in TVB will be filled this month. He also revealed that 2 major advertisers — whom he declared to identify — had voluntarily asked TVB to evaluate TV’s potential as an advertising medium for them. A firm of management consultants has been engaged to work on their problem, he said.

Hearing on renewal of Edward Lamb’s WICU, Erie, was recessed until Jan. 4 by examiner Herbert Sharman Nov. 30 when he refused to let FCC Broadcast Bureau seek depositions from convicted Communist leaders Gus Hall and Jacob Stachel (Vol. 10:48). Sharman said “there are indications they will seek refuge under the 5th Amendment and refuse to testify” after FCC lawyers told him they had visited wardens of Danbury and Leavenworth prisons and were advised that both prisoners had gone on record against making the depositions. Sharman requested Lamb’s attorneys to advise FCC lawyers by Dec. 13 which previous witnesses they want to cross-examine when hearing resumes.

Only TV application this week was for Toledo, educational Ch. 30, by Greater Toledo Educational TV Foundation, headed by Paul Block Jr., v.p. of Toledo Blade, which is applicant for Ch. 11 in Toledo. Applications pending now total 175, of which 17 are for uhf. [For further details about applications, see TV Addenda 19-U herewith; for complete listings of all grants, new stations, applications, etc., see TV Factbook No. 19 with Addenda to date.]
December 11, 1954

**SUMMARY-INDEX OF THIS WEEK'S NEWS**

**NETWORK-STATION AFFILIATION** and ownership jig-saw indicates changing face of the telecasting industry; big interests may hypo uhf (pp. 1 & 4).

**MILLION-WATT UHF A REALITY** as RCA and GE ready their 'showcase' transmitters in rival Wilkes-Barre stations; first 1000-kw due next week (p. 2).

**FCC REVIVES OLD PATENT PROBE** as 4-3 majority votes to call rule-making arguments, reviving issue bitterly fought during color hearings (pp. 2 & 3).

**FLA. UHF RETURNS, NEW VHF** gets started in West Virginia, new Canadian station in Saskatoon; total on air now 422 in U. S., 23 in Canada (p. 3).

**FLINT AREA'S UPCOMING WJRT** plans to change transmitter site; equipment shipments continue slow as more grantees report on-air plans (pp. 5).

**FCC GRANTS CPs** for Tupelo, Miss. & Rapid City, S. D., refuses to reissue grants in Hot Springs & Amarillo, considers Flint, Hartford, Portland situations (p. 6).

**LITTLE OR NO PRODUCTION CUTBACKS** planned by TV manufacturers for first quarter of 1955, despite warnings of rising inventories (p. 11).

**PITTSBURGH'S WDTV, sold to Westinghouse for $9,750,000, earned $7,500,000 on gross of $12,500,000 in 34 mo.** DuMont says he's staying in network TV (p. 9).

**DEMAND FOR COLOR FILM EQUIPMENT** accelerates as RCA ships six 3-Vs, schedules new live camera production in Moch; DuMont deliveries stepped up (p. 10).

**COLOR TV USED BY ARMY** at Ft. Huachuca bottle exercises; CBS field sequential system equipment and 'secret' 4x6-ft. screen found impressive (p. 13).

**FRANK STANTON BUYS** 40,000 more shares of CBS Inc. stock under option at 38 3/4; Storer reveals imposing balance sheet (p. 13).

**5% OF TV HOMES HAVE 2 SETS**; 'Videotown' survey shows, also disclosing replacement sales surpassing new set sales, 24 & 27-in. demand growing (p. 14).

**THE NETWORKS MANEUVER FOR POSITION:** Big changes are under way in telecasting. They involve shuffling of network affiliations, plans for new stations, more sales of stations — and they may alter the face of the industry over the next few years.

The changes are being wrought largely by the major networks, whose program and sponsorship supremacy gives them virtual power of life and death over a station. They also involve group ownerships of stations, whose bargaining power enables them to enjoy preferential treatment in the matter of network franchises.

"Top favorites" in the horse race are CBS & NBC, so far as first calls on affiliations are concerned. Up-and-coming but still a relatively far back third runner is ABC, which stands to gain from any casualties the giants inflict on one another.

As for DuMont Network, the Madison Ave. advertising & selling fraternities are now more than ever inclined to write it off as a serious competitor in view of last week's sale of its main fiscal prop, WDTV in Pittsburgh, to Westinghouse (Vol. 10:49). This, despite Dr. DuMont's avowed intention of staying in network TV (p. 9).

Involved also may be the future of uhf, which conceivably will gain a new lease on life cut to the considerable interest in it now being evinced by CBS, NBC, Storer, possibly other big interests. Uhf's technical qualities have been obscured by the advertising fraternity's zeal to get into markets already well populated with TVs — meaning mainly vhf sets, which got there first. But new factors are arising:

There's the advent of 1,000,000-watt power for uhf, for example (see p. 2). There's CBS's projected entry into Milwaukee via uhf (Vol. 10:43,47) and NBC's avowed intention of getting 2 uhf in major markets. There's Storer's plan to build up uhf in Miami and possibly even bear all or part of cost of conversions (Vol. 10:47, 49).

And this week a rather mysterious situation cropped up in the Hartford area, where it was disclosed that unnamed interests had acquired Mt. Higby, about halfway southward toward New Haven, as site for an undescribed TV station. It's believed to be a project of either CBS or NBC, possibly predicated on new 1-megawatt power. It
could indicate that one or the other network is convinced this area's TV future lies with uhf rather than with the single vhf now in New Haven and the one bitterly con-
tested vhf channel allocated to Hartford, which may take several years to resolve.

It's generally conceded the networks can put over uhf if they affiliate with
such stations, feed them the programs they need, sweat out the audience incubation
period, hasten that buildup with their money and their promotional steam. At all
events, the networks are inordinately sensitive to Washington -- and there's no pal-
pable intention on the part of FCC or Congress to sell down uhf. From what we can
gather, many more uhf affiliations are in prospect even in intermixed markets.

Over-all, the impression is one of competitive vitality, even though some
station ownerships are in ferment over what one spokesman describes as the networks' "apparent disregard for old affiliations and old loyalties." (For further details
on impending network affiliation changes, see p. 4.)

UHF BREAKS THROUGH THE POWER BARRIER: The dream of a million-watt uhf station may
come true this week -- designed further to strengthen the confidence of industry,
advertisers and the public in the capabilities and potentials of ultra-high.

First 1000-kw station is due to be RCA's installation for Wilkes-Barre's
pioneer WBRE-TV (Ch. 28). RCA engineers hope to get WBRE-TV's power boosted to the
full megawatt sometime next week. At week's end, only the antenna remained to be
installed -- the 25-kw transmitter already has been put through its paces under a
dummy load. Station held dedication ceremonies at Wilkes-Barre Dec. 10, attended
by RCA-NBC bigwigs, local civic & industrial leaders and the press.

Within a month after RCA's first megawatt installation will come GE's first
-- also in Wilkes-Barre, for WILK-TV (Ch. 34), whose antenna is ready for shipment
Dec. 13, transmitter due to arrive by Dec. 17 and rectifier scheduled by Dec. 27.
GE says all parts have already been tested at Syracuse.

Wilkes-Barre is thus destined to become showcase for top-power uhf. Both RCA
& GE report heavy interest by uhf operators, but only other order recorded is for
RCA installation at Storer's KPTV, Portland, Ore. (Ch. 27), due for completion by
March 1. Most other uhf operators are waiting for opportunity to visit both Wilkes-
Barre stations and to compare transmitters "side-by-side."

In achieving the megawatt, GE & RCA use slightly different approaches, though
both use their standard 12-kw transmitters as building-blocks. RCA modifies 2 of its
12½-kw transmitters to get 25-kw power, feeds output into mammoth 46-gain antenna,
using conventional beam tetrode tubes in output stage. GE gets 45-kw transmitter
power by harnessing three 12-kw units, modified so there are 4 klystron-powered
visual amplifiers, 2 aural, feeding into conventional 25-gain helical antenna.

RCA's 46-gain antenna is 96 ft. long, weighs 7½ tons, will be shipped and
hoisted in 2 sections. GE uses its standard 5-bay helical uhf antenna, which is 43
ft. long, weighs 1½ tons (for Ch. 34). Spokesmen say it has already been tested with
60-kw input, and that single bays have been tested with twice rated power.

OLD PATENT PROBE REVIVED BY COMMISSION: Three-year-old patent-filing proposal which
was initiated by FCC as aftermath of bitter color hearing (Vol. 7:48 et seq.), was
resuscitated in somewhat less sweeping form this week by bare 4-3 majority of Com-
mission. Original proposal was so broad, covering so many activities obviously out
of FCC's jurisdiction, that hundreds of vigorous comments in opposition forced FCC
to pigeon-hole proposal -- and it gathered dust until this week.

As originally proposed, rule would have required everyone with patent rights
on communications equipment to disclose mass of information on such patents to Com-
mision. This was so far-reaching that almost everyone felt it was impossible to
comply with, and many argued that FCC was stepping way beyond its legal jurisdiction.
Opposition was expressed by such groups as the American Bar Assn., NAM, inventors'
organizations, etc., in addition to communications companies.

This week's proposal would require annual reports by those holding patent
rights which they know or believe are being used in communications services regu-
lated or licensed by FCC. Reports would have to identify patents, show how they're used, list patent licensees and disclose agreements with them, state patent licensing policies of patent-rights owners.

A corollary patent-filing proposal was issued as separate rule-making, to require those participating in any kind of rule-making proceedings to show their patent interests in equipment involved. For example, recent petitioners Skiatron and Zenith, asking for commercialization of pay-as-you-look TV, would be required to disclose patents they control in subscription TV.

Defending latest proposal, FCC majority insisted that Commission has legal jurisdiction to demand patent information; that such data is essential in pursuit of its duties; that requirements would not be an "unnecessary duplication" of Justice Dept. anti-trust activities; that proposal won't be unnecessary burden on the industry; that there won't be an "unwarranted invasion of private rights."

But Chairman McConnaughey and Comrs. Doerfer & Hyde dissented completely, Doerfer issuing a statement in which McConnaughey concurred. Doerfer stated that there's serious doubt about FCC's authority to require such filings; that proposal "holds little promise of achieving any practical results"; that it would be "a waste of time and money" because Commission hasn't adequate staff to make any sense out of the "mass of material [which] is to be merely filed with the Commission and placed upon a shelf in the hope that someday, perhaps, some of it may become useful"; that Justice Dept. is taking care of illegal or monopolistic practices, as shown by its anti-trust action against RCA (p. 10 and Vol. 10:47-48).

Exempted from rule would be devices covered by Part 15 of rules (restricted radiation), Part 18 (industrial, scientific & medical) and Part 5 (experimental).

Fear of industry that everything would be made public is unwarranted, FCC said, stating that "only the list of patents known or believed to be in use will be made available for public inspection."

There's bound to be strong opposition again, which will find expression in oral argument scheduled Feb. 1, with notice of appearance due Jan. 3. On the corollary proposal regarding filings in rule-making proceedings, comments are due to be filed not later than Jan. 15. (For full texts of both proposals, see p. 10.)

**FLA. UHF RETURNS, NEW W. VA. STARTER:** Pensacola's WPFA-TV (Ch. 15) went back on air Dec. 10, just 40 days after suspending operations in the face of vhf competition that started 3 months after it did (Vol.10:45). Spokesman for majority stockholder-operator Charles W. Lamar Jr. said station is taking another crack at it because it now appears that business prospects have improved sufficiently to warrant return. It is the second uhf to come back after having been off for extended period -- first having been Norfolk's Ch. 33 WACH-TV (Vol. 10:14, 31).

New vhf starter in Oak Hill, W.Va., designed to cover Beckley-Fayetteville area, brought on-air total to 422, of which 120 are uhf. In Canada, another starter -- in Saskatoon -- brought total to 23. Week's new starters:

WOAY-TV, Oak Hill, W.Va. (Ch. 4) begins ABC programming Dec. 12 after 9 days of tests, reports owner-gen. mgr. Robert R. Thomas Jr. It has $300 base rate, sold only in combination with WKNA-TV, Charleston, W.Va. (Ch. 49), though neither will be satellite and each has own organization. WKNA-TV owner Joe L. Smith Jr. holds option to buy 40% of WOAY-TV, which has 25-kw RCA plant, 682-ft. tower. W.S. Jackson is sales mgr.; Clyde Higgins, program mgr.; Ken Rice, chief engineer. Rep is Weed.

CFQC-TV, Saskatoon, Sask. (Ch. 8) started programming Dec. 5 after testing previous day, wires station mgr. G. Blair Nelson. Films and kines of NBC & ABC shows are used as well as CBC. It has 10-kw RCA transmitter and 12-slot wavestack antenna on 650-ft. tower built by Dominion Bridge Ltd. Owner is A.A. Murphy family, with Vernon Dallin, asst. mgr.; Walter Romanow, production director; Lyn Hoskins, chief engineer. Base rate is $160. Reps are Adam Young & Radio Representatives Ltd.

Gov. Gordon Persons, the 52-year-old ex-radio station mgr. who retires from office Jan. 1 and who has been mentioned as possible successor to Comr. Frieda Hen Nack as member of FCC (Vol. 10:49), suffered a mild heart attack Dec. 9, was rushed to a hospital, placed in oxygen tent. He's brother of White House aide Brig. Gen. Wilton Persons. On Dec. 10, he was reported "improving rapidly," though "still in danger."

Frank H. Bartholomew becomes pres. of UP next April 6, when Hugh Baillie becomes chairman of board after 20 years as pres. Bartholomew, first v.p., has been v.p. in charge of Pacific Coast area since 1938.

Profile of NBC pros. Pat Weaver, recently published in 2 parts in the New Yorker, has been reprinted in booklet form by the magazine.

Gaston Grignon, 61, retired v.p. & gen. mgr. of Hearst Radio's WISN, Milwaukee, died Dec. 6 after a long illness of bronchial asthma. Surviving are his wife and 3 married daughters.


The Network JIG-SAW (see p. 1) comprises some accomplished changes on the one hand and a lot of rumored and conjectured projects on the other. Aside from changes of major station ownerships, which we've reported fully as they occurred—and a record number of which will have been stacked up this year, including an extraordinary number of AM station sales by TV principals—the puzzle is difficult to piece together in the face of unwillingness of most principals to talk.

Some of the developments are "iffy," some will be dis-claimed, but there's good basis for each of the following reports—and they certainly point to a changing pattern of TV growth in the next few years:

CBS served notice this week on WEEW, Cleveland (Scripps-Howard) that it's to be replaced on that network by Storer's newly acquired WXEL. This week, too, CBS also announced it is switching in Indianapolis next June from WPBM-TV (Bitner) to WISH-TV (McConnell). This comes in wake of revelation of CBS's projected switch from vhf WTRI, Albany-Schenectady, owned jointly by veteran broadcaster Harry Wilder and the big Stanley Theatres chain, to uhf WROW- TV, newly acquired by the Lowell Thomas group, who is also seeking to get FCC to allocate vhf Ch. 10 to that area—moves being bitterly contested by WTRI through attorney Paul Porter, onetime FCC chairman, on anti-trust and multiple-ownership grounds (Vol. 10:49).

There are reports, unconfirmed, that the Meredith stations in Omaha (WOW-TV) and in Kansas City (KCMO-TV) may switch to CBS in a package move similar to Storer's, though it's known that Gene Autry's KOOL-TV, Phoenix, is exerting pressure to take the CBS affiliation away from Meredith's KPHO-TV there. Only other Meredith station, WHEN-TV, Syracuse, is already a basic CBS.

There's also the rumor that Storer's projected uhf parlay in Miami (Vol. 10:47) looks to an eventual CBS affiliation in lieu of vhf WTVJ (Wolfsen).

For its part, NBC recently got full affiliation of WTVR, Richmond, which had been taking CBS, too; has agreed to link Indianapolis' WPBM-TV as of Jan. 1 as a supplementary to its unexpired basic affiliation with Sarkes Tarzian's WITV, Bloomington; and definitely will get the WDTN affiliation in Pittsburgh after DuMont-Westinghouse deal is approved. And still very much alive is proposed deal whereby NBC might swap its WBK, Cleveland for Westinghouse's WPTZ, Philadelphia; NBC may even sell WNBK to Westinghouse, which is now hell-bent to get its 5th vhf and has indicated it may also go for the now-allowable additional 2 uhf.

NBC also has been eyeing San Francisco for a uhf of its own, but that hasn't deterred it from offering to buy the San Francisco Chronicle's pioneer vhf KRON-TV.

Where NBC is going to acquire the 2 uhf it has stated it would, is anybody's guess, held up possibly by the San Francisco situation. Nor has CBS yet indicated where it plans its second uhf. Either one may be behind the new...
Hartford area uhf project, brought to light this week when it was revealed that unnamed interests had purchased a site on Mt. Higby, in Middletown, Conn., between Hartford & New Haven, with the intention of building a new TV station thereon. Check with General Teleradio-Gannett’s WGTK-TV, Hartford (Ch. 18) and New Haven Ch. 59 grantee WELI-TV elicited denials that they were in any way involved. Hartford Courant indicated it’s one of the “national TV and radio broadcasting companies,” city of Middletown agreeing to $500 rental a year until taxes run $3100 a year and Mayor Clew reporting to Middletown city council that principals had asked for secrecy but that he had been informed the installation will cost $500,000 or more.

It’s a fair guess that NBC is awaiting reactions to CBS’s various maneuvers in both vhf and uhf and, being highly sensitive to Washington politics, is waiting to gauge the impact of CBS’s current activities not only on the FCC but on the current Bricker and upcoming Kilgore committee TV-radio probes. CBS’s biggest pitch, of course, is its proposal to buy WTVT-TV, Steubenville, O. in order to build it up as a Pittsburgh outlet, a project facing strong local opposition (Vol. 10:47, 49).

Also being kicked around, but given little credence at GE, is a proposal whereby GE’s pioneer vhf WRGB in Schenectady would go to uhf if the FCC would de-intermix and insure that that area, now with 2 uhf, will remain uhf territory permanently. The argument is that GE has a heavy stake in the future of uhf equipment sales, notably its own new 1-megawatt transmitter, and may also go for more uhf outlets of its own.

Only thing clear about the still-scrambled jig-saw is that there are growing cleavages in old network loyalties, suspicions about what’s coming next, deep resentments in powerful places. Paul Porter’s contention is that the bargaining power of talent (Lowell Thomas, Gene Autry) and of group ownership (Storer, Westinghouse, et al.), if exerted for network affiliations, contravenes the anti-trust laws. Whether that’s so or not, it indicates some bitter fights ahead before FCC and the courts—and certainly more grist for the Congressional investigatory mill.

The fact is that old radio network loyalties, and many in the relatively new TV field, are not proving to be very binding as TV surges forward as the primary medium. It’s a separate and distinct TV structure that each of the networks is trying to build for itself. Yet there’s an occasional anomaly and contradiction: This week, for example, CBS signed a new 2-year affiliation contract with radio WGAR, Cleveland, despite Storer’s recent acquisition of WJW there and the assumption that he would automatically place it on CBS.

Two top FCC staff jobs were filled this week with appointment of Howard Cowgill as chief of Common Carrier Bureau, James Cunningham as chief examiner. Cowgill has been lined up for job for months, and Cunningham has for years been considered premiinently qualified for chief examiner’s position. Cowgill worked for FCC before, handling common carrier matters during 1935-44, then joining law firm of Segal, Smith & Hennessey, leaving them in 1953 to become exec. v.p.-mgr. of WTVP, Decatur, Ill. (Ch. 17) which he left several months ago. He takes over from acting chief Curtis Bushnell. FCC veteran Cunningham has been with Commission since its inception in 1934, has been examiner for 7½ years, handling many of its biggest cases, including current 5-way Boston Ch. 5 hearing. He assumes position left vacant by resignation of Edward Stoddard, who returned to CAB on advice of physician after holding job Feb.-June this year. Only major position still vacant is that of chief of Hearing Div.; Robert Rawson is acting chief.

FLINT AREA’S upcoming WJRT (Ch. 12), which owners of Detroit’s WJR were authorized to construct in FCC decision reaffirmed this week but being appealed (see p. 6), intends to begin construction “early in 1955”—probably at a newly designated site. Continued litigation, it’s indicated, will not halt construction, but new plans are to find another site, probably north of Flint, and to operate entirely as a Flint area outlet in line with recommendations of local citizens committee. Presently-designated site is at Clarkston, about 15 mi. south of Flint and some 35 mi. from Detroit; original plan was to make station DuMont outlet for Detroit, but that franchise has since gone to CKLW-TV, Windsor-Detroit, and the plan now is to move it further away from Detroit and not emphasize coverage there.

Equipment is already on hand, including 50-kw RCA transmitter and 1000-ft. Emesco tower, and WJRT pres. John F. Patt states $750,000 has already been spent on these and on leaseshould covering studios and offices of old uhf WTAC-TV, which Campbell-Trendle interests gave up for economic reasons last July (Vol. 10:31). Already occupying Flint quarters at 2302 Lapeer St. are A. Donavan Faust, appointed WJRT operations mgr. last Aug. 17; Frank Mitchell, program director; Clarence Jones, chief engineer; Howard Town & Ken Clark, engineers.

Only shipments reported this week were 50-kw RCA amplifier Dec. 6 to WDEL-TV, Wilmington, Del. (Ch. 12) and 2-kw RCA standby unit Dec. 3 to KSTP-TV, St. Paul-Minneapolis (Ch. 5). DuMont reports order from WLVA-TV, Lynchburg, Va. (Ch. 13) for 5-kw transmitter and 50-kw amplifier for Jan. shipment.

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

KPDM-TV, Beaumont, Tex. (Ch. 6), its CP stayed by FCC until oral arguments by losing applicants are heard Dec. 21, didn’t get 608-ft. Emesco tower ready Dec. 1, as planned. Exec. v.p.-gen. mgr. C. B. Locke writes that it now plans March 1 debut as CBS primary. It has 10-kw RCA transmitter ready, plans to get 12-bay RCA antenna on 608-ft. Emesco tower in Feb. Pres. Darrell Cannan (27.2%) also owns 60% of KPDX-TV, Wichita Falls. Base hour will be $300. Rep will be Free & Peters.

WFLA-TV, Tampa, Fla. (Ch. 8) begins wiring 50-kw RCA transmitter over weekend, expects to get going mid-Jan. with test patterns, in Feb. with programming as basic NBC, writes gen. mgr. George W. Harvey. Idecot 1054-ft. tower with 12-section RCA antenna is planned later in 1955. Base hour will be $400. Rep will be Blair.

KEYD-TV, Minneapolis (Ch. 9), now getting delivery of 50-kw RCA transmitter parts, hopes to meet Dec 20 test pattern target, plans Jan. 9 programming as DuMont outlet, according to gen. mgr. Lee L. Whiting. RCA 9-bay antenna is ready on Foshay Tower, which is shared also by WCCO-TV (Ch. 4) and time-sharing WTCN-TV & WMIN-TV (Ch. 11). KEYD-TV is controlled by Morris Baker family, owner of Foshay Tower and other Twin City properties. Raymond J. Tepenny has been named asst. gen. mgr.; Harvey V. Headen, chief engineer. Base hour, first announced as $385, has been upped to $600. Rep will be H-R Television.

Requesting maximum height and power, WSJS-TV, Winston-Salem, N. C. (Ch. 12) this week asked FCC to authorize transmitter site on Sauratown Mt., 20 mi. north of city, where its antenna would be 2000-ft. above average terrain, 3071-ft. above sea level.

Jack Lauderbach, ex-Willys Motors Inc. electronics div. now residing at 93 10 Woodhaven Blvd., Bethesda, Md., named director of sales of Fleetwood Corp., Toledo, newly formed TV station equipment manufacturer (Vol. 10:49),
TWO CPs WERE ISSUED by FCC this week, while residue of last week's 3-day 7-member sessions continued to be released, chock-full of disents and statements. This week's grants: Tupelo, Miss., Tupelo Citizens TV Co., Ch. 9; Rapid City, S.D., KOTA, Ch. 3. At same time, Commission refused to reinstate expired CP of KTVF, Hot Springs, Ark. (Ch. 9), because grantee failed to undertake construction when it was awarded, while examiner Hugh Hutchison recommended that Commission deny more time to build KLYN-TV, Amarillo, Tex. (Ch. 7) because of its lack of diligence. One CP was given up voluntarily, meanwhile, KFY-TV, Lubbock (Ch. 5) turning in grant because of dubious economic prospects. Other Commission actions:

(1) A second look at Flint Ch. 12 decision, which was granted WJRT, now under construction (see p. 5), was denied to defeated applicants WFDF (Bitner) and Butterfield Theatres. Similar request of Flint citizens' group was turned down. Four commission members made the decision, McNamara & Lee abstaining, Webster dissenting. WFDF immediately asked for re-agreement, saying it's "only fair and proper" that McNamara & Lee participate, and citing FCC's action last week in granting oral argument in Beaumont and Tampa cases (Vol. 10:49). WFDF also said it will appeal to courts.

(2) De-intermixture in Hartford, requested by 4 uhf stations in area, was turned down. Petition asked that Ch. 3 be made educational, even though hearing has been conducted for the channel—WTIC (Travelers) and Hartford Telecasting (Harry Butcher) competing—but Commission said that WNHC-TV, New Haven, already supplies uhf to area; that Ch. 3 is sole uhf in Hartford and one of only 2 in Connecticut and therefore should not be denied commercial use. Efforts to de-intermixture Peoria were pursued by uhf stations WEEK-TV & WTVH-TV, even though FCC had turned down their petition to remove Ch. 8. Seeking reconsideration, they asked: "Will the Commission admit an error which nearly the whole TV industry recognizes and prevent the difficulties which have been encountered in other communities from coming to pass in Peoria?"

(3) Reconsideration of Portland, Ore. Ch. 12 decision, wherein Oregon TV was granted, was denied to Columbia Empire Telecasters. FCC rejected contentions that Oregon TV offered perjured testimony; that "diversification" theory was misapplied, etc. Comr. Hyde dissented, while Comrs. Webster & Bartley dissented to extent that they would have reopened record.

(4) Ch. 13 was assigned to Monroe, La., at request of now off-air KFHA (Ch. 43). However, FCC denied station's petition that it be shifted directly to Ch. 13, saying channel must be open to application from anyone. This may be regarded as precedent in event FCC grants petition to WBUF-TV, Buffalo (Ch. 17) to add Ch. 8 to Buffalo (Vol. 10:45).

(5) Addition of Ch. 4 to Richmond, Ky., requested by grantee WLAP-TV, Lexington (Ch. 27), was turned down on grounds that zone changes needed to make allocation possible aren't justified. Noteworthy is concurring statement of Comr. Bartley who said he'd deny allocation because uhf WLEX-TV, Lexington (Ch. 18) is going on air shortly. Some other commissioners agree with Bartley, though they didn't say so in decision.

(6) KBOI (Ch. 2) became officially identified as a Boise, Ida. station. Up to now, it has been assigned to Meridian, using Caldwell's Ch. 2, but station wants to use Boise studios on permanent basis, and Commission granted change in allocations switching Ch. 2 & 9 between Boise & Caldwell.

(7) Reconsideration of allocation of Ch. 2 to Andalusia, Ala. for educational use, requested by John H. Phipps, who had wanted it for Havana, Fla. to serve Tallahassee, was turned down by Commission which merely said that the educational proposal was "more meritorious." Comr. Doerfer dissented.

Proposal to ban most towers over 1000 ft. (Vol. 10:48-49) gets airing Dec. 15 before Air Coordinating Committee's (ACC) technical division—but industry representatives and the press will be barred from most of meeting. Unless industry spokesmen persuade ACC officials to open meeting at last minute, here's schedule: Aviation and TV industry will get chance to give their opinions on the Airspace Subcommittee's plan, then they'll be ushered out and Airspace Subcommittee members will be heard. Among TV industry representatives appearing will be NPRB—probably represented by engineering director A. Prose Walker—opposing arbitrary limits on antenna heights. Some of FCC Consulting Engineers may also be heard. Navy this week filed comments as member of Airspace Subcommittee, urging FCC, as well as ACC, to amend rules to ban all future towers over 1000 ft. Odds still are against ACC acceptance of arbitrary tower height ceiling.

Proposal to lift tower height ceiling in Zone I to 2000 ft. with full power (Vol. 10:48) was argued further this week when parties filed replies to each others' comments. Proponent WBEN-TV, Buffalo, sticking to its basic premise that greater height and power will provide greater rural service, analyzed opponents' objections, attacked them one by one Grantee WSLA, Selma, Ala. (Wm. Bennis) also supported proposal on grounds of improved rural coverage. Rest of responses were from a dozen opponents, most of whom argued that WBEN-TV had not proved case engineering-wise; that WBEN-TV should have no "grandfather" privileges because it was authorized high tower before end of freeze; that greater power-height would stymie development of local uhf.

First TV grant in Guatemala was issued Dec. 6 to Guatemala TV, headed by J. C. Wilson Jr., Guatemalan director of Pan-American Airlines. Associated with Wilson in grant are A. Frank Katzenzine, owner of WKAT, Miami Beach, and applicant for Ch. 10 there; RCA distributor Mario Robano, who will be station mgr.; Rafael Herrero, who has banking and coffee interests. U.S. legal representative for new Guatemala City grantee is former FCC chairman Paul Porter. Group told Guatemala Govt. it will install RCA transmitter on mountain south of city and anticipates 10,000 receivers-in-use "within a few months" after start. No channel has yet been assigned.

Highest station in world, in terms of height above average terrain, may be satellite proposed for Waikiki, Maui, by KGMB-TV, Honolulu (Vol. 10:48). It would be 5960-ft. above average terrain, 10,054-ft. above sea level. Albuquerque stations KOB-TV & KGKM-TV are on 10,885-ft. Sandia Crest, but only 4200-ft. above terrain. Average terrain figure for 13,405-ft. XEQ-TV at Cortez Pass in Mexico is unknown. With mere 1.49-kw ERP, Maui station has calculated Grade A contour of 28-47 mi., Grade B of 70-100 mi. Site is near national park at Haleokala Crater, has paved road already there. Applicant expects to build for $24,438, operate for $21,000 annually.

Unusual action at FCC this week was to hold up sale of WSFA-TV, Montgomery, Ala. (Ch. 12), and radio WSFA to Gaylord interests of Oklahoma City (WKY-TV, Daily Oklahoman), for $562,589 (Vol. 10:40). Commission sent McFarland letter asking simply why sale is in public interest. Letter doesn't mention objections to sale filed by KWTV, Oklahoma City, which charged Daily Oklahoman with bias against KWTV in news coverage.
Network Accounts: Sponsor unhappiness over program ratings, said to be most important single factor in wave of cancellations and replacements starting last week (Vol. 10:49) and continuing this week, actually isn't justified, says bulletin of ABC-TV research dept. It makes point that while network ratings are average 10% below last year for same shows, advertisers' total audience has increased because of expanded coverage. As explanation for ratings drop, report cites more top shows in competing time periods, resulting in lower proportionate share of audience for all. But from standpoint of sponsor, the larger total audience more than offsets these rating drops, says report... ABC-TV got big break this week when Pond's Extract Co. (hand lotion) signed sponsorship to Pond's Television Theatre as replacement for Kraft Television Theatre Thu. 9:30-10 p.m. starting Jan. 13, week after later drop outs, thru J. Walter Thompson. On debut side, Phileo dropped out as sponsor of Don McNeill's Breakfast Club simulcast on ABC effective Dec. 24, leaving Quaker Oats as only TV sponsor...Colgate-Palmolive dropped controversial Strike It Rich on CBS-TV Wed. 9-9:30 p.m., effective Jan. 19, but continues sponsorship of daytime version of same program Mon.-thru-Fri. 11:30-Noon; to replace Wed. night show, it's sponsoring The Millionaire, thru Ted Bates & Co. CBS-TV's Tue. night lineup has been reshuffled as result of cancellation of Life with Father 10:10-10:30 p.m. by Johnson's Wax and Pet Milk, which will sponsor Red Skelton Show 9:30-10 p.m., with Danger (Block Drug & Nash) shifting to 10-10:30. Phil Silvers Show, with CBS-Columbia as alt. sponsor, is tentatively planned for 8-8:30...Helene Curtis (spray net) to sponsor the Hume Cronyn-Jessica Tandy summer-success The Marriage on NBC-TV starting in Jan., Sun. 5:30-6 p.m.—provided network will permit switch to 7-11 p.m. time period in spring...Noxema & Helene Curtis to be joint sponsors of Professional Father on CBS-TV starting Jan. 8, Sat. 10-10:30 p.m., thru Sullivan, Stauffer, Collwell & Bayles and Earl Ludgin Inc., Chicago...Borden's to sponsor Way of the World on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10:30-11:45 a.m., thru Young & Rubicam...Procter & Gamble to be co-sponsor (with Simmons Mattress) of My Favorite Husband on CBS-TV starting Jan. 1, Sat. 9:30-10 p.m., thru Young & Rubicam...International Shoe Co. (Red Goose shoes) to sponsor Ding Dong School on NBC-TV for 5 consecutive Tuesdays starting March 1, 10-10:30 a.m., thru D'Arcy Adv., St. Louis...Star-Kist Tuna buys 152 partice on NBC-TV's Today, Home & Tonight starting Jan. 5, thru Rhoads & Davis, San Francisco...American Machine & Foundry first partice sponsor on Your Better Home on ABC-TV starting Jan. 8, Sat. 11:30-12:30 p.m., thru Fletcher D. Richards, N. Y....Camels to sponsor pre-Sugar Bowl game warmup on ABC-TV Jan. 1, 1:45-1:55 p.m., thru Wm. Esty Co. Miller Brewing Co. to sponsor warm-up before pro football championship game on DuMont Sun. Dec. 26, 1:30-2 p.m., thru Mathisson & Assoc., Milwaukee.

CBS-TV's "Extended Market Plan" offering affiliations and network programs at sharply reduced rates to small-city stations (Vol. 10:49) has been accepted by 13 of the 20 stations originally solicited. These 5 stations accepted the plan this week: KFXJ-TV, Grand Junction, Colo.; KBST-TV, Big Spring, Tex.; WCBF-TV, Columbus, Miss.; KGVO-TV, Missoula, Mont.; share-time KVOL-TV & KLPY-TV, Lafayette, La. Also, KLAS-TV, Las Vegas, already a CBS primary affiliate, asked to join plan. Meeting of stations which have accepted is planned next week.

Even puppets are switching affiliations. Baird puppets, dropped last month by Jack Paar's Morning Show on CBS-TV (Mon.-thru-Fri. 7-9 a.m.), join Dave Garwayne's Today on NBC-TV for week of Dec. 27.

Station Accounts: With 128 local partice sponsors, Denver's independent KFEL-TV reports good audience response for its new giveaway program, Play-by-Day, which requires no purchase of merchandise nor even that winners watch the program. Sponsoring merchants distribute tickets bearing 6-digit numbers, and those whose tickets are closest to numbers on wheel spun on station each Sun. night are eligible for prizes ranging from $100 savings bond to $1 in merchandise. Ticket-holders need not view program, since winning numbers are posted in stores of sponsors...Tasty Kake (cupcakes), for second year, to sponsor Christmas Hour starring Eugene Ormandy and Philadelphia Symphony Thu. Dec. 16, 8-9 p.m., on 5-station hookup comprising WFLI-TV, Philadelphia; WATV, Newark; WAAAM, Baltimore; WILK-TV, Wilkes-Barre; WGAL-TV, Lancaster, Pa.—thru N. W. Ayer...Libby, McNeil & Libby (food products) to be sole sponsor in all Canadian markets of General Telesales' 30-feature Million Dollar Movie, thru J. Walter Thompson, Chicago...Natlynn Junior Original Dresses plans national $1,000,000 all-media campaign linked to release of movie There's No Business Like Show Business, tying in with local theatres and fashion shows, thru Altman-Stoller Adv., N. Y....Among other advertisers currently reported using or preparing to use TV: Crosse & Blackwell Co., Baltimore (frozen soups), thru J. M. Korn & Co., Philadelphia; Zotox Pharmaceutical Co., Stamford, Conn. (Hydrotoy powder & ointment), thru Dowd, Redfield & Johnston, N. Y.; St. Louis Paint Mfg. Co., St. Louis (Panda-Victory paints), thru Simmonds & Simmonds of Missouri Inc., St. Louis; J. P. Stevens & Co., N. Y. (Utica Mohawk sheets), thru Bryan Houston, N. Y.; J. A. Folger & Co., San Francisco (Folger's instant coffee), thru Brooke, Smith, French & Dorrance of the Pacific Coast, San Francisco; Seapk Corp., St. Simons Island, Ga. (frozen seafood), thru George Laws, Los Angeles; Superior Paint & Varnish Corp., Chicago (Breeze Drip-Less paint), thru Martin Co., Chicago; C. Howard Hunt Pen Co., Camden, N. J. (Boston pencil sharpeners), thru Doremus-Eshleman Co., Philadelphia; Lewis-Howe Co., St. Louis (Tums), thru Ruthaurf & Ryan, Chicago; Pacific Mutual Sales, San Francisco (Nippon beer & Kikkoman soy sauce), thru D-Evelyn-Guggenheim, San Francisco; Pro-Nyl Chemical Co., Hickory, N. C. (Pro-Nyl nylon whitener), thru Cox, Chandlee & Jackson Adv., Charlotte.

Rate increases effective Jan. 1: WNBQ, Chicago, now lists $5300 Class AA hour (6:30-10 p.m. Mon.-Fri. & 9-9:30 p.m. Sat.-Sun.), raises 30 min. from $1800 to $1860; WJMN-TV, Lansing, raises base hour from $700 to $800, min. $130 to $150; KJMV-TV, Wausau, $350 to $450 & $70 to 90; WAKR-TV, Akron, $250 to $300 & 250 to $300; WEAU-TV, Eau Claire, Wis., $150 to $200 & $30 to $40. Recently effected: KSD-TV, St. Louis, has added new 6:30-10:30 p.m., daily Class AA $1200 hour, $200 min., Class A hour remains $1000; KERO-TV, Bakersfield, hour from $300 to $400, min. $60 to $80; KTVX, Longview, Tex., $150 to $175.

Fifth annual TV awards by Look Magazine: best dramatic program, U. S. Steel Hour (ABC-TV); public affairs, See It Now (CBS-TV); news, Camel News Caravan (NBC-TV); quiz, You Bet Your Life (NBC-TV); variety, Toast of the Town (CBS-TV); religious, Life Is Worth Living (DuMont); educational, Omnibus (CBS-TV); children's, Ding Dong School (NBC-TV); sports, Cavalcade of Sports (NBC-TV); comedian, George Gobel (NBC-TV); producer, Fred Coe (NBC-TV); director, Jack Webb (Dragnet, NBC-TV); m.c., Garry Moore (CBS-TV).

New reps: KENS-TV, San Antonio, formerly KGBS-TV, to Flee & Peters (from Katz); KFDA-TV, Amarillo, to H-R Television (from Branham).
Telecasting Notes: Looks like a battle of giants for supremacy in TV film syndication field, with definite disclosure that MCA-TV Ltd., subsidiary of big Music Corp. of America talent agency, is taking over staff and distribution of Gross-Krasne's United Television Programs as of Dec. 20. Jack Gross & Phil Krasne receive “more than $1,000,000” for their properties, will retain their Hollywood studio, product and all negatives, continuing as producers solely . . . MCA-TV's sales force, already totaling 35 and adding 22 from UTP, with David Sutton continuing as chief, will work out of MCA's present 17 offices, with several more to be added. Prime suppliers will be MCA’s own subsidiary Revue Productions, Gross-Krasne and the several firms hitherto tied up with latter, namely, Roland Reed & Crosby . . . Prime competitors apparently will now be Ziv, Guild-Vitapix and the network film divisions . . . MCA-TV Ltd. acquires these UTP shows: Lone Wolf, Mayor of the Town, Heart of the City, Big Town; plus these shows hitherto distributed by UTP: Rocky Jones, Space Ranger, Where Were You?, Royal Playhouse, Counterpoint, Hollywood Off Beat, The Ruggles. It also will distribute these upcoming Gross-Krasne shows: O, Henry Playhouse, Author's Playhouse, Alias Jimmy Valentine . . . MCA-TV's present list comprises Abbott & Costello, Gun Lombardo, Famous Playhouse, Man Behind the Badge, Teleports Digest, Biff Baker, U. S. A., Follow That Man, Playhouse 15, I'm the Law, City Detective, Touchdown, Regal Theatre . . . Republic Pictures, which has stated it makes more money from TV than from theatrical films, plans to release to TV another block of 27 movie features made in 1940-48, on regional basis, through its subsidiary Hollywood TV Service. Included in package are Brazil, Earl Carroll's Sketch Book, In Old Sacramento. Early last year, Republic released block of more than 150 features (Vol. 8:51-52, 9:1-2), and is now completing plans to merchandise to TV 81 Roy Rogers & 57 Gene Autry films after winning court fight over TV rights (Vol. 10:43) . . . “No Holiday Lull in Hollywood Jobs,” headlines Dec. 3 Hollywood Variety, pointing out that “TV will offset the usual year-end slump in theatrical film production.” Quoting film union sources, it finds 92% of film editors now employed, 85% of propmen, 88% of makeup men . . . TV Hoopernetings coming? Advertising Age reports C. E. Hooper Inc. investigating possibility of getting into national TV rating picture. It’s free to do so by next March, according to terms of agreement made 5 years ago when Hooper sold its national services to Nielsen, although Mr. Hooper himself is bound by pact to refrain from personal participation in national ratings for another 5 years . . . WMVT, Montpelier, Vt. (Ch. 3), with offices in Burlington and transmitter atop Mt. Mansfield, got terrific break on Ed Murrow’s See It Now Dec. 7 when he used station as vehicle for 20-min. documentary on what happens in small towns getting TV for first time and what folks think about it . . . WHAS-TV, Louisville, got plenty of publicity too this week—Wide World Photo distributing widely used picture of its tower showing starlings by thousands perching on it and flying around it; caption recounts how they created problem for cars parked underneath, how engineers captured one of the birds, recorded and amplified its distress call, directed sound back at roosting birds, forcing them to flee.

Shades of the New Deal! FCC is frowning on “over-commercialization” on part of several radio stations. Sparked by Comr. Lee, who has been outspokenly critical of “chronic offenders” (Vol. 10:39), Commission told staff to look into matter. Action is reminiscent of days when Democratic-controlled Commission issued famous “Blue Book” and held up renewals of licenses because of what it considered to be too many commercials.

Endorsement of subscription TV and theatre TV as sources of employment for actors, given by Ralph Bellamy, pres. of Actors’ Equity Assn., in Theatre Arts Magazine article, is being splashed in trade press in form of double-page ads reprinting the article. Ads carry line “reprinted . . . by the National Theatre Arts Council in the interest of the welfare of the American Theater.” Much of it is devoted to fee-TV proponent Zenith, its techniques and arguments. Bellamy’s thesis: “Pay-as-you-see TV can do a lot for theatre. Theatre can also do a lot for TV—and without commercials.” Ad appeared this week in Film Daily, Variety & Billboard. Additional support from theatrical interests came during luncheon meeting of legitimate stage producers at Sardi’s this week, arranged by Theatre Arts Magazine. Herman Levin, pres. of League of N. Y. Theatres, said: “We must get busier than we have. We must be very active, very diligent.” Byron Bentley, pres. of National Theater Arts Council, asserted: “The great merit of Phonevision, from the point of the view of the theatre, is that it is a medium which can be made immediately available to the theatre and through which the theatre can participate directly in the benefits which accrue from syndication. In the past and at present, the theatre does not share directly in the benefits of the syndication of its creative efforts on radio & TV.” Among Zenith representatives participating in discussion were Dr. Millard C. Faught, Pieter van Beek, Ted Leitzell.

“No need to be afraid of TV—get out and fight it.” Motion Picture Assn.’s pres. Eric Johnston so advised moviemen in Sydney, Australia recently as they discussed impending introduction of TV. U. S. experience, he noted, is that when TV saturation is reached (meaning 60% of homes in an area) boxoffice slumps about 20%, but within 12-15 months it comes back high as ever, sometimes higher. He predicted that within 5 years, 75% of all TV programs in U. S. will be on film.

State regulation of community TV systems has been requested in California by 18 residents of Walnut Creek. They petitioned State Public Utilities Commission with complaint that they subscribed to local service but quality of signal is so poor that they’ve suffered eyestrain and headaches. They asked that system be classified as public utility and demanded investigation of operator’s alleged failure to fulfill contractual assurances of good signals.

Wiring of community antenna system in Dubuque, Ia., has been started by Jerrold. Service is due to start third week in Jan., and cable-stringing job—129 mi.—is scheduled for completion by next Labor Day. Jerrold also has obtained franchise for Pocatello, Ida., begun construction under name of Bannock TV Co.

NBC-TV’s new staging services center at 18th St. & Avenue of the Americas, N. Y., providing sets and props for live shows originating from N. Y. & Brooklyn studios, is now in operation. It’s in remodeled building formerly occupied by Siegal-Cooper dept. store.

New community antenna systems reportedly in construction or planning stages: Ketchum, Ida., by Charles Atkinson; Sidney, Neb., by Collier Electric Co., Denver, operators of systems in Laramie, Wyo. and Sterling, Colo.

National Community TV Assn. board met in New York Dec. 7, voted to hold next convention in New York’s Park-Sheraton June 6-8, increase budget, expand Washington staff, fight 8% excise tax in courts.

Closed-circuit TV gave dealers, distributors and the press first peek at new Kaiser-Willys models Dec. 8 on 21-city hookup presented by Box Office TV and originating at ABC-TV New York studios.

Choice of 29 stations at antenna site—probably a record—is reported by community antenna operator Theodore Gibson, Pine Grove, Pa.
PITTSBURGH'S WDTV (Ch. 2), purchased for $9,750,000 cash by Westinghouse last week (Vol. 10:49), grossed more than $12,500,000 and netted before taxes about $7,500,000 in 1952, 1953 and the 1954 accounting periods to Oct. 10, 1954, according to exhibit filed at FCC this week with the transfer papers. Figures were cited as typical in order to support case for record station price; while it's known the station has been highly profitable since its inception in Jan. 1949, figures for earlier years were not available on record.

In 1952, WDTV's net revenues from time, program and all other sales totaled $3,565,000, of which $120,000 was attributable to DuMont network compensation; expenses totaled $1,247,000, leaving profit before taxes $2,076,000. In 1952, total revenue was $4,894,000 ($157,000 from DuMont network) and expenses totaled $1,417,000, making profit before taxes $2,079,000. In the accounting period to Oct. 10 this year, total revenue was $4,135,000 ($107,000 from DuMont network), and profit before taxes was $2,439,000.

Except for the DuMont network compensation, there's no breakdown of revenue from other networks, although WDTV gets programs from all. Noteworthy is comparison of airtime costs to program, talent, rehearsal & other direct costs: In 1952, latter ran $387,000; 1953, $478,000; to Oct. 10, 1954, $373,000.

Westinghouse Broadcasting Co.'s TV-AM stations are shown to have had total revenues of $7,914,328 and to have earned $1,064,607 after Federal taxes of $1,134,000 in 1952. Revenues totaled $10,930,977, net profit $1,153,852 after Federal taxes of $1,154,000 in 1953. There is no breakdown for the 5-owned AM stations and the 2 TV stations it then owned, nor are there any figures for any part of 1954.

* * *

In view of WDTV's great profitability, Dr. Allen B. DuMont was subjected to intense cross-examination as to why he sold—during this week's Boston Ch. 5 hearing, in which DuMont is one of 5 participants.

Dr. DuMont's answer was simply that WDTV's value would drop markedly with advent of 2-3 more vhf stations in Pittsburgh; that Westinghouse was now willing to give "top value" because Pittsburgh is its home base, because of its pioneer radio KDKA there, because it was assured NBC affiliation which DuMont wasn't. He insisted that he aims to acquire maximum number of stations; that he hasn't offered New York's WABD or Washington's WTTG for sale, though he's been approached many times. Among those with whom Pittsburgh and Washington sales were discussed, he said, was CBS pres. Frank Stanton.

WABD and WTTG are "generally speaking, in the black," he said—with former showing "a fair profit" and latter making "a small profit".

Regarding parleys with ABC (Vol. 10:46), Dr. DuMont said ABC initiated talks but that no concrete proposal was ever derived. Among ideas broached, he said, was formation of new network, owned jointly by ABC & DuMont, or formation of a new network to be operated by ABC but to carry the DuMont name. One thing he would always insist on, he added, is that there continue to be a DuMont TV Network. Talks with ABC were broken off by latter, he said.

Commenting on reports that he was considering leasing his facilities to Guild-Vitapix TV film organization (Vol. 10:48), he said there was absolutely nothing to them—that idea was never discussed.

Opposing counsel in hearing attempted to show that Boston situation would be same as in Pittsburgh—3 vhs at least 1 uhf—assuring DuMont of affiliation whether it owns station there or not. Furthermore, they implied, Boston station could scarcely be as profitable as WDTV, so DuMont can't argue that it needs Boston station for profits to support network operations.

Foreign TV interests of Paramount Pictures include not only part-ownership of 2 Canadian stations, through subsidiary Famous Players Canadian Corp., but small interest in Moroccan TV, according to testimony of v.p. Paul Raibourn in Boston Ch. 5 hearing this week. Famous Players owns 50% of CKCO-TV, Kitchener, 25% of CFCM-TV, Quebec. Raibourn is treas. and director of DuMont, one of 5 competing applicants. He also said that Paramount owns 64% of International Telemeter Corp., pay-as-you-look promoter, and 50% of Chromatic TV Labs, developer of Lawrence tri-color tube.

KOAT, Albuquerque (250-w, 1240 kc, ABC) and KRBN, Los Alamos, N. M. (250-w, 1490 kc, ABC) are being sold for $160,000 by owners of KOAT-TV who wish to "devote more attention to their TV." When FCC approves transfer to new Sunshine Bestg. Co., owners will be Wm. Wayne Phelps, pres., who also owns KALG, Alamogordo, N. M., 36.36%; Hugh DeWitt Landis, secy., owner of KICA, Clovis, N. M., 36.36%; KRBN gen. mgr. Robert Y. Porter, 9.09%; KRBN asst. mgr. Wm. Spack Jr., 9.09%; Washington attorney D. F. Prince, 9.09%. Prince also owns 6.67% of upcoming WDXI-TV, Jackson, Tenn. (Ch. 7).

James Gerity Jr. got FCC approval this week to acquire 100% of WMEN-TV, Bay City-Saginaw, Mich. (Ch. 5) by buying 1/2 held by radio WSAM for $155,000 (Vol. 10:48). Also approved this week was deal whereby pres. Paul F. Harron gets 68.35% control of Philadelphia's WIBG (10-kw, 990 kc) & WIBG-FM by acquiring most of 501 shares being sold for $250,000 by John B. Kelly family (Vol. 10:46). WIBG holds 84% of CP for Ch. 23 there, Philadelphia Daily News having 10%.

McClatchy Bestg. Co. is buying KBOX, Modesto, Cal. (1-kw, 970 kc) for $75,000 as companion to its KEE (FM). According to application filed with FCC, it will change call letters to KEEK & KBEE-FM, also plans to sell KWG, Stockton, Cal. (250-w, 1250 kc, ABC). McClatchy owns KMJ-TV, Fresno (Ch. 24).
Color Trends & Briefs: Hottest color broadcast equipment now being offered by RCA is its 3-V vidicon film camera. RCA broadcast div. marketing mgr. A. R. Hopkins says back orders have piled up faster than current production rate. Production is behind early estimates, and company is modifying target of 40 film camera units a year's end, now predicts number will be closer to 25. Six more 3-V cameras were shipped recently to WBZ-TV, Boston; KSN-TV, St. Louis; WBEN-TV, Buffalo; WABC-TV, Pt. Worth; KTVK, Phoenix; WGAL-TV, Lancaster. Hopkins says RCA will go into new production of live color cameras in March, expects demand from individual stations to be sufficiently heavy then. Production is still “way behind orders” on associated color equipment such as monitors, distribution amplifiers, etc., he adds.

DuMont also reports steady flow of color gear, including $86,600 worth of scanner, slide and terminal equipment to WBZ-TV, Boston, this week. Its latest transmitter conversion equipment orders are from: KHQ-TV, Hannibal, Mo.; WGEM-TV, Quincy, Ill.; WLVA-TV, Lynchburg, Va.; KWWL-TV, Waterloo, Ia.; KOOL-TV, Phoenix, Ariz.; WICU, Erie, Pa.

New components for use with 21-in. color tube, now being offered in commercial quantities by RCA: 3 receiving tubes — horizontal-deflection amplifier 6RC5; shunt voltage regulator 6BK4, damper diode 6BL4; 6 other components — deflecting yoke, 2 dynamic-convergence inductor packs, converging magnet assembly, horizontal-output and high-voltage transformer, vertical-deflection-output transformer.

“Color will obsolete old films, and if any of the studios are planning to unload their backlog they had better start right now,” said General Teleradio pres. Tom O’Neill in Hollywood last week. It was his firm which acquired Bank of America’s foreclosed film properties, now being syndicated as Million Dollar Movie. He’s out to buy more, says he’ll go into TV film production “if we can’t buy them better than we can make.”

Next chores for RCA-NBC color mobile unit haven’t been chosen, but decision has been made not to use its again for Tournament of Roses in Pasadena, Jan. 1. Several “spectacular” originations are being considered, none final yet. Though NBC won colorcast Tournament of Roses, KTLA plans to do so.

Hoffman showed its first 21-in. color sets to dealers and press in Los Angeles Dec. 8, announced production will start in first quarter but didn’t disclose quantity. Sets are expected to sell for $859-$995, include 29-tube chassis and RCA picture tube which pres. H. L. Hoffman said “is the best we’ve used to date.”

Completely new information package on DuMont color equipment line was announced by adv. & sales promotion mgr. Frank Newman. Package is available from transmitter dep., 1500 Main Ave., Clifton, N. J.

Color sets numbered 259 in northern California Nov. 1, according to survey by Facts Consolidated, sponsored by KRON-TV, San Francisco, which has begun colorcasts.

Stepped-up color film production by Screen Gems includes 15-min. film for RCA on development and future of color TV, commercials for Eastman, Ansco, Lucky Strike.

Remington-Rand, for shavers, is having animated color commercials filmed by G. Street & Co. Ltd., London, for U. S. showing; Young & Rubicam is agency.

— T —

Exts of the 2 Patent-Filing Proposals Issued by FCC this week, to require disclosures by those holding patent rights covering services regulated by Commission (see p. 2), constitute a new Part 25 of rules and amendments of Part 1 as follows:

APPENDIX—PART 25—PATENTS

Section 25.1—Filing of Patent Information

(a) Any carrier subject to the provisions of Title II of the Communications Act or any radio station license, or any person who is a party to an agreement which is contrary to Sections 309 and 309(a), and who owns or has the right to license patents which are involved in the contract, who has the right to license patents which are involved in the agreement, whether by others, i.e., the right to sublicense, which he knows or believes to be in use in systems, equipment or devices for one or more communications services, shall furnish the Commission, under provisions of the Communications Act of 1934, as amended, with full and complete information about the patents, on or before the 31st of March of each year, reports, verified under oath (or affirmed according to law), and covering with respect to the preceding calendar year:

(1) A table listing in numerical order the numbers of the unexpired patents to be reported, and the names of the owners of such patents, the patents known to or believed by the person or his agents to be in use currently and shown to be valid by the patents or the knowledge and experience of the person, or such facts as are known or believed to him, under oath, to be such as to constitute the rights to the patents. The table shall be made up in such a manner as to show the patents for each year in which the patents shown or claimed to be in use have been in use for the purpose of commerce services, and the person, firm, or corporation which the person claims to own or hold the license to use such patents, the patents known or believed to be in use thereunder by giving the patent numbers in numerical order, stating the owner of such patents, and the patents are recorded on an exclusive, non-exclusive or sublicense basis, whether they are licensed for manufacture, sale or use, the specific person for whose purpose the patents are to be used, and the commencement and termination date of the period for which said patents are licensed or sublicensed.

(2) All agreements and any person filing the report has with persons located in the United States or in foreign countries involving the use or license of one or more of the patents reported under (1) above, and covering or relating to any communication service or services regulated or authorized by the Commission, a statement showing the names and addresses of all persons, who hold licenses from the person reporting, for the manufacture, sale, use, or performance in any communication service or services regulated or authorized by the Commission under one or more of the patents reported under (1) above, showing or claiming to have such license, the patents known or believed to be in use thereunder by giving the patent numbers in numerical order, stating the owner of such patents, and the patents are recorded on an exclusive, non-exclusive or sublicense basis, whether they are licensed for manufacture, sale or use, the specific person or persons for whose purpose the patents are to be used, and the commencement and termination date of the period for which said patents are licensed or sublicensed.

(b) All agreements which the person filing the report has with persons located in the United States or in foreign countries involving the use or license of one or more of the patents reported under (1) above, and covering or relating to any communication service or services regulated or authorized by the Commission, a statement showing the names and addresses of all persons, who hold licenses from the person reporting, for the manufacture, sale, use, or performance in any communication service or services regulated or authorized by the Commission, a statement showing the names and addresses of all persons, who hold licenses from the person reporting, for the manufacture, sale, use, or performance in any communication service or services regulated or authorized by the Commission, and the agreements or persons covered by such agreements, the ownership or control of the patents, and the claims covered by such agreements, and the services for which such agreements are entered into.

(c) A statement showing the patent licensing policy of the person reporting, respecting the patents listed under (1), hereof.

1. Exclusive of systems equipment or devices used only in connection with Parts 15 or 16 of the Commission's Rules or in experimentation under Part 3 of the Rules.

2. Copies of agreements previously filed with the Commission by any "person" coming within the provisions of this rule, may by reference, be made a part of an annual report being filed.

APPENDIX

It is proposed to amend Part 1 of the Rules by adding a new Section 1.704 to read as follows:

(4) Any person filing a petition requesting the institution of rule making proceedings looking towards the adoption of new or modified rules or standards relating to the apparatus or methods required or authorized for transmission or reception in any communications service, or the establishment of a technical standard of any kind which is in part determinative of the equipment or apparatus required or authorized to be used in such a communications service, and any person filing a petition directed to a notice of proposed rule making looking towards the adoption of such new or modified rules or standards, in part, as a result of the filing of another agreement as to whether such person owns or has the right to license patents covering in whole or in part any equipment or apparatus which would be adversely affected by the proposed rule or standard and if, such statement is in the affirmative, must include a description of the nature of such patent interest.

RCA chairman David Sarnoff, on advice of counsel John T. Cahill, declined to answer certain questions put to him by Zenith-Rauland counsel at N. Y. deposition hearings starting Dec. 6 in Zenith counterclaim suit against RCA, GE & Western Electric (Vol. 10:47-49). Zenith counsel thereupon returned to Judge Igoe’s Federal district court in Chicago to move for an order requiring him to do so. Motion is due to be argued Dec. 14. Judge Igoe had denied an RCA motion Dec. 3 to stay the depositions, had set for argument Jan. 7 RCA motion to dismiss because of statute of limitations and had agreed to hear on same date motion that he define scope of pre-trial depositions. Meanwhile, Federal Judge Knox, in U. S. court for southern district of N. Y., this week reserved decision on an RCA motion to transfer Dept. of Justice anti-trust civil suit to Delaware circuit court (Vol. 10:47-48).

No soft-pedaling of color claims by the RCA-NBC family, despite trade irritations. Envelopes containing press mailings now carry this legend in bold type: “RCA pioneered and developed color television.”
CUT BACK TV OUTPUT? 'LET GEORGE DO IT!': "My inventories are clean, but I hear some reports that my competitors are loaded with merchandise. I'm in good shape, so I'm not planning much of a production cutback in the first quarter of 1955. I don't know what the others are planning, but if they're loaded, they'd better cut."

That comment from one of top TV manufacturers, elicited this week in response to warning from a leading trade authority last week that current 11,000,000 annual production rate and slowly-rising inventories (now about 2,200,000) contain seeds of future trouble unless production is curtailed (Vol.10:49), was typical of several reactions from industry's pace setters -- all saying, in effect, if there's any TV production cutting back to be done, "Let George do it."

Nobody was willing to be identified for the record about his plans for next few months, for obvious competitive reasons -- but one very important manufacturer told us he plans to maintain his fourth-quarter production right through the first quarter, rising inventories notwithstanding. He said he'd do so "until there is a clearly discernible fall-off in my set sales at distributor and retail levels."

Most other manufacturers we contacted agreed that only modest cutbacks are in prospect for first quarter. This despite fact that first quarter traditionally accounts for but 25% of year's TV sales, contrasted to 40% for fourth quarter. One set maker, saying he planned small output reduction, defended policy thus:

"We're purposely building up our inventories a little now because we felt we were too low a year ago. We were actually short of TV sets in the first quarter of 1954, and we don't want to get caught again. Our planning is based on our belief that the good TV market will continue relatively strong early in 1955."

Production in first week of Dec. continued at high level, totaling 224,727, up from the Thanksgiving Week output of 173,988 and not far below all-time record 243,703 in week ended Nov. 19. It was year's 48th week and brought production for year to date to about 6,500,000, compared to 6,750,000 in same 1953 period.

Radio production was 303,759 (119,858 auto) week ended Dec. 3, compared to 250,519 preceding week and 314,557 week before. For 48 weeks, radio production was 9,400,000 vs. 12,400,000 in 1953. (For story on radio sales, see Topics & Trends.)

Retail TV sales continue at a brisk rate, though a gradual tapering off has been noted by trade statisticians since late Oct. peak. Stacked against 4th quarter of last year, sales look especially good -- and prospect is that at least 6,800,000 TVs will be sold at retail this year, for all-time record. This would mean about 36,000,000 sold to nation's currently estimated 48,000,000 households in 1947-54.

(RETMA this week officially reported 5,444,227 TVs sold at retail in first 10 months, 799,164 of them in Oct., vs. 4,922,128 in first 10 months of 1953.)

What's the business outlook for 1955? Economic pundits of all persuasions are coming out with all manner of predictions ranging from business leaders' forecasts of prosperity to dire predictions of recession by some union officials. Many forecast a year roughly comparable to 1954. Typical of such "moderate" viewpoints was a noted business letter's outlook for a good business year "but not boomy."

Authoritative U.S. News and World Report sees it this way: "A spending mood is taking over again. You find the first signs of it now in an increasing demand for autos, appliances, TV sets, other things. You'll see this new mood spreading as time goes on. It all adds up to a big year ahead for retailers."

Wall Street Journal canvassed cross-section of 3000 businessmen attending convention of National Assn. of Manufacturers this week, found them anticipating tough, competitive year, with sales equaling or barely exceeding 1954.
Topics & Trends of TV Trade: Sales of radios, which lagged badly behind 1953 pace at midyear, have spurted nicely in last 3 months—and trade leaders now are predicting a 10,000,000 sales year, compared to about 13,000,000 last year. Radios have enjoyed excellent Xmas season, with low-priced clock radios in particularly high demand.

Radio sales in 3-month Sept.-Nov. period totaled about 3,100,000. That's an especially good record when compared to the 2,700,000 sold in first 4 months of this year. Another encouraging sign is the steady decline in radio inventories to current 3,000,000, down from 3,200,000 in Sept.

Clock radios, as usual, pace the upswing in gift season. It's estimated that clock radios will claim larger share of total radio market—about 30%—this year than in any previous year. About 45% of all clock radio sales are made in fourth quarter.

RCA souped up its TV line this week with addition of a 21-in. open-face mahogany console at $260, blonde $270. Called "Highlander," it's lowest-priced 21-in. console ever offered by RCA. Rest of line will be carried over into the first half of 1955, said TV gen. sales mgr. Raymond W. Saxton at semi-annual meeting of field reps in Atlantic City. Additional features of current models include installation of a built-in antenna in all receivers and extension of 90-degree aluminized tube to all 21-in. models. No price changes are contemplated, said Saxton. RCA also introduced a unique 45rpm record player attachment, in which record slides into slot to reach concealed turntable. Called "Victoria 45 Slide-O-Matic," it retails for $13. Also added were AM-FM de luxe table radios at $70 & $100. A 3-speed record player was reduced from $70 to $60.

Elimination of summer markets for TV-radio-appliances was urged this week by NARDA managing director A. W. Bernsohn in his organization's newsletter. He said: "The summer market has no place in the appliance industry, and it seems time for someone to suggest that we disregard it. We're on safe ground in doing this, since not one of the manufacturers asked about it has indicated anything other than complete agreement." He said virtually no new merchandise is shown at summer markets.

Tung-Sol's rise to one of largest electron tube and light bulb manufacturers, with net assets of more than $28,000,000, is described in financial section of Dec. 5 New York Times. It traces 50-year friendship of founder-chairman Harvey W. Harper and pres. Louis Rieben, says Tung-Sol sales this year are expected to approximate last year's $38,000,000, with earnings about $2,000,000—or $200,000 more than year ago.

Settlement of Chapter XI plan of Gotham Television Corp., 123 W. 64th St., N. Y., was confirmed this week by Referee Irvin Kurtz. Plan provides 30% payment, 5% immediately and 2½% in quarterly installments, with TV set production to continue under supervision of creditors committee.

Richard A. (Dick) Graver, 58, Hallicrafters v.p. & director of marketing, one of the most popular and best known figures in the industry, died of a heart attack Dec. 8 in New York City. Onetime RCA district sales mgr., Chicago, he was Admiral v.p. from 1944-52, then v.p. of Capehart-Farnsworth for a short interval before joining Hallicrafters in Dec. 1952. Surviving are his wife, daughter and one grandchild.

Leo R. Mead, 51, technical asst. to chief engineer, Hallicrafters Co., died suddenly Dec. 3. Formerly with Sentinel & Wells-Gardner, he had been an engineer with Hallicrafters since 1950, serving as chief of research until last Feb.


NARDA convention Jan. 9-11 at Chicago's Conrad Hilton Hotel will feature luncheon address on final day by Philco pres. James H. Carmine on "Let's All Think Bigger." Other speakers include George H. Meilinger, Westinghouse; David Hopkins, CBS-Columbia; A. E. Cascino, Crosley-Bendix.

Westinghouse to use closed-circuit telecast Dec. 29 to introduce its new TV-radio merchandise. Originating in CBS's Studio 58 in N. Y., program will be seen by distributors in 28 cities. No comment from company on details of new models.

Sir Louis Sterling, ex-head of big British Electrical & Musical Industries Ltd., who was born in N. Y. of Russian immigrant parents, went to England by cattle boat in 1903, was knighted in 1937, marked his 75th birthday Nov. 29 by donating $200,000 ($560,000) to charity.
Electronics Reports: Color TV stole show Dec. 4 when Signal Corps demonstrated its arsenal of electronic weapons at Ft. Huachuca, Ariz., proving grounds. TV was used in tactical battle exercise, as it was last Aug. in Ft. Meade, Md. demonstration telecast to nation in color by NBC-TV (Vol. 10:33). Latest demonstration showed use of sequential color TV in the field, using color gear developed by Signal Corps technicians working with CBS Laboratories.

Army officers and the press, from their location on "Hill 495," viewed battlefront on battery of black-&-white and color receivers—and agreed that color sets showed important details which were virtually invisible on the monochrome sets. The 10-in. color receivers were supplemented by receiver with 4x6-ft. screen, details of which are said to be on Army's "secret" list. As in Ft. Meade maneuvers, TV cameras were used both on ground and in air. One of show's scheduled highlights didn't come off because of high winds—demonstration of a captive, pilotless helicopter, used as "platform" to transmit TV pictures of enemy formations.

Brig. Gen. Emil Lenzner, post commander, said that $30,000,000 will be spent during the next year at Ft. Huachuca, testing and improving new electronic equipment which could mean the "difference between defeat and victory" in tomorrow's battle.

* * *

Successful completion of first "Tinkertoy" electronics contract was announced this week by Navy. Tinkertoy system of modular electronics design and automatic production was first released from security wraps in Sept. 1953. When Navy demonstrated experimental automatic pilot factory in Arlington, Va., operated by Willys Motors (Vol. 9:38), Navy said first contract called for several thousand automatically produced sub-assemblies for sonobuoy, highly complicated devices used to locate submerged submarines. "Preliminary field tests of the mechanically assembled equipment indicate higher performance and reliability than similar equipment built by conventional methods," the Navy said, adding that automatic production "has sufficiently advanced to warrant its more extensive use in producing field equipment for the fleet."

Transistors make possible the most camouflaged hearing aid of them all—complete hearing aid built into pair of horn-rimmed eyeglasses. New seeing-&-hearing aid was announced this week by Otarian Inc., Dobbs Ferry, N. Y., which plans to have them on market early next year. Powered by battery about size of dime and using 3 transistors, microphone and all equipment are built into glasses' frames. Unit will be priced at about $265, exclusive of optical work.

RCA will open engineering laboratory in greater Boston area early next year for development of specialized electronic fire-control systems for military aircraft. Location of new facility, which will employ 100, has not yet been determined, according to engineering products v.p. Theodore A. Smith, but it is expected to be in operation by early Feb. Dr. Robert C. Seamans Jr., authority on airborne electronics, has been named mgr. of new laboratory.


Printed Circuits Inc. is new firm at 36 Tunxis Ave., Bloomfield, Conn., headed by Chauncey T. Mitchell, formerly with LaPointe Electronics.

Financial & Trade Notes: CBS Inc. pres. Frank Stanton, previously a relatively small stockholder, is disclosed in SEC report on Nov. officers' and directors' stock transactions to have acquired 43,000 CBS "A" and 7000 CBS "B," bringing his holdings to 43,810 & 10,025, respectively. He had option to purchase 33,000 shares of $2.50 par value Class A stock at $38.25 per share, granted by board Feb. 10, 1953 (when stock sold for $40) "to encourage Dr. Stanton to increase his proprietary interest in the corporation and as an incentive in the performance of his services." CBS closed at 80 Dec. 10, has ranged from 45-3/4-85 so far this year. Among other Nov. transactions listed by SEC: Max Abrams trusts and foundations bought 400 Emerson; he holds $8,000,000 personally and 69,260 through trusts and foundations; William C. Wichman sold 600 GE, holds 2190; W. B. Fyffe sold 800 Globe-Union, holds 5050; Joseph C. Chapman bought 1383 I-T-E Circuit Breaker, sold 1363, holds 1800 personally and 21 through C. C. Collins & Co.; Harold W. Butler sold 2000 Philco, holds 9438; Thomas A. Kennally sold 400 Philco, holds 12,032; E. W. Engetrom bought 100 RCA, holds 500; Charles M. Hofman bought 1000 Raytheon, holds 4600 personally and 1827 jointly with wife; George L. Langreth bought 100 Raytheon, holds 100; Percy L. Spencer sold 4000 Raytheon, holds 3; L. G. Vanderhoof bought 200 Stewart-Warner, holds 100; Clifford J. Hunt bought 500 Stromberg-Carlson, holds 513; Paul J. Hemschool bought 140 Tung-Sol, holds 540; John Ashbaugh bought 700 Westinghouse, sold 850, holds 3124; W. O. Lippman bought 800 Westinghouse, sold 800, holds 2000; L. W. McLeod bought 907 Westinghouse, sold 606, holds 1000; David W. R. Morgan bought 1350 Westinghouse, sold 1011, holds 2441; L. E. Osborne bought 725 Westinghouse, holds 3868.

Storer Broadcasting Co., in applying for authority to purchase CP for uhf WMIF-TV, Miami (Vol. 10:47), this week filed balance sheet showing total assets and liabilities of $23,382,281 as of Sept. 30, 1954. Current assets were listed as $4,372,107, investments and other assets $15,279,378, property (plant equipment) $3,593,484, deferred charges $137,311. Liabilities included long term debt, $10,063,170; current, $3,477,343; reserve for replacement, $300,686; amount due subsidiary, $75,000. Capital stock was $2,660,000, earned surplus $6,071,067, treasury stock $13,986.

Westinghouse reports 9-month sales of $1,213,383,000, net income of $62,044,000 ($3.77 a share), compared with $1,163,538,000 & $52,219,000 ($3.26) for same 1953 period. Pres. Gwilym A. Price predicted 1954 profit would total about $5 a share, compared to last year's $4.53, and that sales would be 2%-3% above 1953's record $1,582,047,141.

Dividends: Admiral, 25c payable Dec. 31 to stockholders of record Dec. 15; International Resistance, 10c Dec. 30 to holders Dec. 21; Guild Films, 10c (initial), Jan. 3 to holders Dec. 20; IT&T, 25c Jan. 18 to holders Dec. 17; Electronics Associates, 25c Dec. 31.

IT&T reports consolidated net income of $12,838,789 ($1.79 a common share) for 9 months ended Sept. 30, compared with $14,926,304 ($2.08) for same 1953 period. Parent company cleared $5,555,626 (77c) after special charges vs. $7,523,720 ($1.05).

Bache & Co., reporting on electronics industry, lists these companies "among the attractive commitments for capital gain": Admiral, IT&T, Mallory, Motorola, Philco, RCA, Raytheon, Sylvania.

Sprague Electric Co. stockholders have approved issue of one new share of stock for each 2 shares held, and they will be distributed Dec. 20 to stockholders of record Dec. 13.

Dr. Howard Baller joins General Mills Inc., Minneapolis, as mgr. of electronics research.
SET BUYING habits are analyzed in detail in Cunning-
ham & Walsh's seventh annual "Videotown" sur-
vey (Vol. 10:4), complete report on which was released this
week. Study of typical U. S. community called Videotown,
which is New Brunswick, N. J., shows it's now 80% satu-
rated, gives these findings:
(1) Second sets. As of April, 5% of owners had
2 sets, and figure was expected to rise to 7% by Jan.,
while 13% of single set owners planned to buy second
set eventually.
(2) Replacement. Of 1500 sets estimated to be sold
by end of this year, 760 are expected to be replacement,
740 new—replacement surpassing new for first time.
(3) Picture size. Of sets sold first 5 months of
1954, 71.2% were 21-in., compared with 69.1% for last
half of 1953, 64.7% for first half of 1953. Next largest
group this year was 17-in., with 13.5%, then 24-in.
with 3.9%—all other sizes 1.9% each. The 24-in. percentage
was well up from the 1.4% of last half 1953. Of all sets
now in use, 7% are 10-in. or less, 15% are 12-in., 15% are
15-10-in., 32% are 17-in., 31% are 20-in. and over.
(4) Brand names. Five top brands (unidentified)
account for 54% of this year's sales, 52% of last year's.
Top 10 brands account for 77%. Two of this year's top
10 brands nudged out 2 in top 10 last year.
(5) Type of set. Over 3/5 of sales are consoles, 1/5
table, rest combinations.
(6) Servicing. Service contracts are held by 12%
of owners, compared with 17% last year. Average set is
serviced every 11 months, with each bill averaging $7.60.
Picture tube has been replaced in 17% of sets.
(7) Radio set ownership. TV homes average 2 radios
each, non-TV 1.7. Cars are owned by 72% of TV owners,
33% of non-TV owners. There are radios in 80% of TV
owners' cars, 70% of non-TV owners'.
In defense of American TV, CBS-TV program v.p.
Hubbell Robinson Jr. writes in Jan. Esquire article
headed "Television Faces Life—Distilling Hope and Happy-
ness Into the Cathode Tube" that it has done pretty
well so far "but obviously pretty well is not enough."
He lashes back at the "damners and deriders," promises
TV will evolve as "a sight to delight the American eye
and heart and mind."
In Omaha this week, Creighton U's
director of communications arts and coordinator of TV,
Rev. R. C. Williams, S.J., said that American TV has in
general "respected its family audience" and that "our
commercial system usually safeguards the family from
direct assaults on fundamental decency."
Where-have-we-heard-that-one-before dept.: Dr. Wil-
liam Boyd, lecturer in education at Glassow U, calls TV
"Enemy No. 1 of the social life of the British people."
Even though commercial TV is still 9-10 months away,
he calls TV a "devil" that keeps people "gaping at a
screen instead of meeting their fellows and enjoying
social life."
Roy Thomson, the Canadian newspaper-radio tycoon,
who also owns 40% interest (with Sen. Rupert Davies,
51%) in CKWS-TV, Kingston and upcoming CHEX-TV,
Peterborough, Ont., reported bidder for commercial TV
license in Scotland, where he publishes the Glasgow
Scotsman.
Master's degree in TV is being offered by Stanford U,
with cooperation of San Francisco's KPIX; academic pro-
gram consists of regular graduate work, 8-week summer
institute divided between campus and TV studios, then 10-
week internship at KPIX.
Radio Luxembourg, whose commercially sponsored
shows (largely British) have big audience in Britain,
reported planning commercial TV station.
Big Ten took strongest stand to date in opposition to
NCAA's national college football TV controls in statement
Dec. 10, as regional athletic conferences chose up sides for
forthcoming battle over televised games. "An NCAA TV
program of the character and operation of this season
is entirely unacceptable to the Big Ten," said statement by
faculty representatives and athletic directors. "A pro-
gram of nationally controlled regional TV such as the Big
Ten has proposed in the past is the most suitable plan.
[We are] not in a position to say that we will go outside an NCAA restricted national program such as
has been in effect the last 4 years [but] it can be said that
such a move is possible." Previously, Pacific Coast Con-
ference had aligned itself with Big Ten in favor of regional
televisioning. And this week big Eastern College Athletic
Conference came out in favor of modified version of exist-
ing NCAA controls—permitting network or sponsor to
select any game without being subject to geographical limi-
tations, the selection to be made any time up to 5 days be-
fore game, with each team permitted to appear on one
national and one local telecast.
Praise for NARTB's TV code review board came this
week from Sen. Hendrickson (R-N.J.), chairman of Sen-
ate juvenile delinquency subcommittee, who cited its
"prompt action in releasing a statement which finds some
validity in our criticism of certain crime-horror films now
shown for children on TV" (Vol. 10:40). At the time of
last October's public hearings on TV (Vol. 10:43), Sen.
Hendrickson said, "a small but vocal segment of the in-
dustry cried havoc and sought through blanket denials of
our criticism to absolve the entire industry." Now, how-
ever, "the great weight of the major portion of the TV in-
dustry shows both intelligence and responsibility by its
forthright statement." Hendrickson said he was particu-
larly pleased to learn that the code board hopes to pay
closer attention to films shown on TV.
Bandwidth and spurious emission standards for AM &
FM stations were proposed this week by FCC, which
has long had such standards for other services. Issuing
notice of rule-making, Commission stated that it has re-
ceived complaints that FM second harmonics are troubling
vhf reception in fringe areas and that AM harmonics have
interfered with govt. stations. Comments are due March
7. Document is Notice 54-1518, Docket 11233, available
from Commission—or from us.
Majority of applications being filed these days are for
satellite or "quasi-satellites." This week's sole TV ap-
lication was for Florence, S. D., Ch. 3, by KELO-TV,
Sioux Falls (Ch. 11), which plans to rebroadcast Sioux
Falls network programs on Florence station via off-air
pickup. [For further details about application, see TV
Addenda 19-V herewith; for complete listings of all grants,
new stations, applications, etc., see TV Factbook No. 19
with Addenda to date.]
AT&T's interconnection schedule for rest of year:
WFIE, Evansville, Ind. & WEHT, Henderson, Ky., Dec.
24; WSFA-TV, Montgomery, Ala., Dec. 25: KLJ-RJ-TV,
Henderson, Nev.; WBTW, Florence, S. C.; KEYD-TV,
Minneapolis & WEAT-TV, West Palm Beach, Jan. 1.
KVOO-TV, Tulsa, was interconnected Dec. 5.
Restrictions on major league baseball telecasts and
broadcasts, approved unanimously last week by minor
league convention (Vol 10:45, 49), were killed—as pre-
dicted—by major leagues this week in annual winter meet-
ing in New York.
Sets-in-use totaled 32,262,000 as of Nov. 1, reports
NBC research director Hugh M. Bevill Jr., up 6,000,000
from same date year ago. In Oct., 388,000 were added.
ANTI-TRUST SUIT AGAINST PHILCO charges franchises restrict distributors and retailers, hamper free competition; Carmine challenges charges (pp. 1, 11 & 12).
TINY VHF & UHF SATELLITES appeal to FCC, which starts rule-making to drop power minimum to 100 watts ERP, no antenna height minimum (p. 2).
PROPOSAL TO BAN MOST TOWERS over 1000 ft. is rebuffed as military and civilian spokesmen fail to agree; proposal sent to Cabinet-level board (p. 2).
NEWSPAPERS VOTE TO ACT against FCC discrimination in hearings, joining McClatchy's court appeal of decision on Ch. 10, Sacramento (p. 3).
PREPARING FOR 'MONOPOLY' PROBE, Sen. Kilgore goes over questions of station ownership, networks, free speech with consultant Howard Chernoff (p. 3).
PRIVATE MICROWAVES GAINING SPEED, inducing AT&T to consider low-cost off-air pickup service; big money behind $309,823 Denver-Rapid City link (p. 4).
TAMPA & BEAUMONT GRANTEES plead with FCC not to stop construction, report huge potential losses as they await oral argument and reconsideration (p. 6).

DESPITE WARNING OF RISING INVENTORIES, TV production keeps rolling at undiminished rate, nearing 7,000,000 mark (p. 8).
GALVIN, SIRAGUSA & SARNOFF forecast 1955 TV-radio trade roughly similar to 1954; see color exerting minimal effect on black & white sales (p. 10).
CBS DISCLOSES PATENT AGREEMENT with RCA on color tube, but RCA says it's using own tube (p. 10); Zenith deposits proceed as many sign with RCA (p. 15).
FCC APPROVES MIAMI UHF OUTLET for Storer, who becomes first to own 7 TVs, but nobody can say which "national TV company" plans to build in Conn. (p. 6).
FIRST COMMERCIAL SATELLITE at Pasco, Wash, hopes to start next week; Scottsbluff, Neb., repeater sets Feb. 1 target for test patterns (p. 10).
NEW SYSTEM OF ELECTRONIC POLLING, called 'Centercasting', proposed by inventor-consulting engineer Dr. Alfred N. Goldsmith (p. 14).
FCC 1953 AM-FM FINANCIAL DATA shows TV's profits passed radio's by large margin — $68,000,000 to $55,000,000 — network sales in biggest drop (p. 16).

Full Text of Dept. of Justice Complaint in Philco Franchise Suit Published as Special Report With This Issue

U.S. SUES PHILCO ON TRADE FRANCHISES: Justice Dept. let fly with another anti-trust suit against a major TV-radio manufacturer this week, charging Philco illegally restricted its distributors and dealers in new franchise agreements instituted at Aug. convention (Vol. 10:32). Filed Dec. 15 in Philadelphia Federal Court, it was second civil anti-trust suit within industry in less than 6 months, RCA having been sued on its patent licensing arrangements Nov. 19 (Vol. 10:47). The 2 suits are unrelated, of course, and are the products of separate teams of attorneys in anti-trust division.

Called "co-conspirators" but not made defendants in Philco suit are its some 130 independent distributors who signed the refranchising agreement, which the Govt. says violates Section 1 of Sherman Anti-Trust Act and Section 3 of Clayton Act. Not included in suit is Philco Distributors Inc., a wholly-owned subsidiary with factory branches in New York, Chicago, Philadelphia & Los Angeles.

Dept. of Justice cites 3 practices it contends are illegal, and asks court to void the franchise agreements which countenance and enforce them:

(1) Distributors are required to agree not to sell any Philco products to retailers outside their assigned territories. That, Justice contends, eliminates competition among distributors, even though they are in different territories.

(2) Distributors must not deal in any product competitive with Philco, as a condition of getting Philco line. That, it is charged, is illegal as it prevents rival manufacturers from having Philco distributors for its products.

(3) Retailers "approved" by distributors must sell only to consumers, never to other retailers. That is designed to prevent price-cutting, Justice says, and also has corollary effect of eliminating competition among retailers.

(For continuation of this report, see Trade Report, pp. 11 & 12.)
FCC 'BUYS' LOW-POWERED SATELLITE IDEA: Concept of tiny TV satellites for hamlets too small to support regular stations, long under discussion at the FCC (Vol. 10:23), has been definitely accepted by Commission. With issuance of broad, general rule-making proposal this week (Notice 54-1542, Docket No. 11237) it invited industry comments by Feb. 25, asking for ideas on just how satellites should be authorized.

Commission's basic proposal is to permit stations in cities under 50,000 to operate on channels in allocation plan, both vhf & uhf, with minimum of 100 watts ERP, no minimum antenna height -- provided minimum signal over principal city to be served is maintained same as now specified in rules. The present minimum for cities under 50,000 is 1-kw at 300-ft. above average terrain.

Proposal says nothing about boosters -- i.e., stations to operate on same channel as originating station. This is separate matter, still under study.

FCC makes it clear that proposal is wide open, that it has formed few conclusions, but that it favors basic concept. It asked for comments on how stations may be programmed, on technical standards, costs of construction and operation, multiple ownership, location of proposed stations, whether they should be permitted to compete with existing stations, etc.

Commission keyed its proposal to Sylvania's carefully thought out petition (Vol. 9:38), accepting its fundamental premise and inviting more discussion of the methods of implementation advanced by Sylvania.

Satellites could be built for $15,000-$20,000 and can be operated very economically, perhaps by remote control, according to Sylvania. As for ownership, Sylvania would apply same rules as for regular stations. Furthermore, Sylvania would stipulate that satellite would have to give way to regular station, if one were established in town, or become regular station itself.

Comr. Hennock dissented, saying she feared monopoly and stifling of uhf and insisting that answer to small-town TV is access to network programs.

Though proposal says nothing about boosters, successful experiments such as those conducted in Waterbury, Conn. by Ben Adler (see p. 9) are increasing possibility that their commercialization will be proposed too.

Biggest economic problem for satellites may prove to be cost of getting signals to them -- though out-of-the-air pickups may be adequate in many cases.

GOVT. BOARD OPPOSES HIGH TOWER BAN: Virtual assurance against any arbitrary ban on towers over 1000 ft. was given TV industry this week by technical div. of President's Air Coordinating Committee when it refused to approve ACC Airspace Subcommittee's recent proposal to bar virtually all such towers as flying hazards (Vol. 10:48-50).

Technical group was split right down the middle on proposal -- military representatives in favor, civilians opposed -- so it referred whole question to the Cabinet-level Air Coordinating Committee for further consideration. While "top ACC" can still completely endorse or reject the proposal, it's more likely to request further study, possibly by joint TV-aviation-govt. group.

Immediate result of this week's action is that Airspace Subcommittee will continue to follow past practice of considering high-tower proposals on case-to-case basis -- until and unless definite action is taken by top ACC.

Function of technical div. is to make recommendations to top ACC -- which it can do only by unanimous vote. It's headed by CAA administrator F.B. Lee, with CAB, Navy, Army, Air Force, Coast Guard, State Dept. and FCC also represented. The ACC representative, aviation div. chief John Evans, generally refrains from voting on such issues. Group heard 6 TV industry spokesmen and one aviation representative before it went into closed session and refused to affirm the ban.

Though voting line-up was not announced, it was learned that during closed discussion the military representatives plumped for the Airspace Subcommittee's ban on high towers, while civil members -- CAA, CAB, State Dept., FCC -- argued against.

Compromise proposal was offered by civil members -- establishment of a new TV-aviation-govt. committee to study question and determine whether new tower criteria are needed, similar to 1952 group which agreed present standards are adequate.
This proposal was vetoed by military members. Air Force representative moved to recommend high-tower ban to top ACC. CAA amended proposal to include the govt.-industry study group, but the military opposed this move. Because of lack of unanimity, technical div. took no action on any proposal, and whole business automatically is referred to top ACC. FCC and State Dept. abstained on votes.

Unanimity is also required for action by top ACC, which is expected to consider high-tower question next month. Because such unanimity seems unlikely, the govt.-industry study plan now appears best bet.

Legality of proposed ban was questioned by FCC's John Evans at this week's meeting. He said that regardless of any ACC tower ban, the FCC probably would be legally required to take action on high-tower applications, and that those who object could express their opposition individually at FCC hearings.

TV industry spokesmen appearing at the meeting to oppose proposal were NARTB chief attorney Vincent Wasilewski, Robert Kennedy for Assn. of FCC Consulting Engineers, aeronautical consultant Lowell Wright, attorney Neville Miller for WHAS-TV, Louisville; Frank Fletcher for WBEN-TV, Buffalo; Eugene F. Mullin Jr. for WSLA, Selma, Ala. (CP). Their principal arguments:

Proposal violates mandate of Congress to FCC, would require freeze and new allocation, and runs directly counter to 1952 TV-aviation-govt. agreement. They argued that aviation, as one user of airspace, should not be permitted to "dictate" to TV, another user; that real fault may lie in antiquated air traffic rules.

NEWSPAPERS JOIN APPEAL ON 'DIVERSIFICATION': Publishers' mounting anger at the FCC's steadfast discrimination against newspapers in TV hearing decisions boiled over this week, when American Newspaper Publishers Assn. voted to join court appeal against Commission's "diversification" policy.

ANPA chose as prime test case the decision which granted Ch. 10, Sacramento, to Sacramento Telecasters, over McClatchy newspapers (KFBK). McClatchy had appealed, and ANPA will file amicus curiae brief, through Washington counsel Elisha Hanson, probably some time in February.

ANPA has picked a good case, because examiner Thomas Donahue had recommended grant to McClatchy in his initial decision, saying its record of civic contribution was so great that it outweighed fact McClatchy already had newspaper and broadcasting interests, and because FCC itself conceded McClatchy's exemplary record even while awarding the CP to opponent (Vol. 10:41).

Attacking FCC policy, ANPA gen. mgr. Cranston Williams asserted: "By a distorted construction of its authority under existing law, the Commission has been and is now discriminating against persons associated with newspapers solely because [they] are associated with newspapers." (For other actions involving FCC, see p. 6.)

SPADEWORK FOR TV-RADIO MONOPOLY PROBE: Covering the entire waterfront of TV-radio broadcasting practices -- including programming -- Sen. Kilgore (D-W.Va.) this week made first announcement of his proposed monopoly investigation (Vol. 10:49).

Some conflict with current Senate Commerce Committee investigation of uhf and networks is inevitable if Judiciary Committee inquiry goes into all angles mentioned in Kilgore's statement -- particularly in this paragraph of his press release:

"The Senator also expressed interest in the practice of one station tying up 2 networks, thus denying network programs to another station in the same market, and [the] proposed subscription TV, in an effort to determine how it could aid small station operators, and whether the American public would be willing to pay for entertainment which has historically been given to it free of charge."

Issues of jurisdiction in the 2 simultaneous probes will be ironed out between representatives of Judiciary and Commerce groups, Kilgore aides say.

Broadcaster Howard Chernoff, principal owner of WTAP, Parkersburg, W.Va., and 5% owner of TV application for Oakland, Cal., will serve as consultant on the probe, and plans to begin work soon after first of year when Kilgore assumes chair-
manship of Judiciary Committee. Chernoff's first steps will be to "meet with top industry officials, members of the FCC and other interested parties for exploratory conversations." Release described conference between Kilgore and Chernoff last week end as producing agreement on "basic objectives."

Among topics discussed at conference -- and presumably grist for the upcoming investigation: "Ownership of radio & TV stations by newspapers, networks and manufacturers of receiving sets and parts for receiving sets...network practices regarding free speech, open forums, commentators and presentation of both sides of issues."

Activity continues on Senate Commerce Committee's probe of network and uhf problems, meanwhile, though exact direction the inquiry is to take will depend on the inclinations of new membership to be headed by Sen. Magnuson (D-Wash.).

Magnuson continues to be silent on Committee plans, won't discuss them until he takes over next month. But it now appears that Sen. Monroney (D-Okla.), third ranking Democrat on Committee, will be one of its most active members in TV-radio matters. He took the leading role in holding up confirmation of George McConnaughey, chairman, as member of FCC (Vol. 10:46), his questions at that time indicating his extreme interest in the uhf situation.

"It wouldn't hurt to hold more hearings to find out if there are areas where uhf stations have started which might be reserved exclusively for uhf," Monroney told us recently. "Whether this can be done in many places should be the subject of further inquiry," he said. "We don't have to be forever wedded to the present allocations...The more stations we have the less likely we are to have monopoly."

SERIOUS INTEREST IN PRIVATE MICROWAVES: TV microwave situation is in something of a ferment nowadays, with non-Bell System companies knocking on FCC's door, seeking to build -- to feed TV stations and community antenna systems. This week brought:
(1) Further argument between AT&T and stations as to whether latter should be permitted to build more private microwave facilities. (2) Application from powerful financial group seeking to microwave Denver station signals to Rapid City, S.D.

Bickering between stations and AT&T continued in form of replies to one another's earlier comments on FCC's proposal to ease restrictions on stations' microwave construction (Vol.10:46). AT&T showed it was alert to economic problems, however, showed willingness to explore ways of providing less expensive service. The broadcasters filing additional comments were KXJB-TV, Valley City, N.D.; KCJB-TV, Minot, N.D.; WEAU-TV, Eau Claire, Wis.; UHF Industry Coordinating Committee; National Assn of Educational Broadcasters.

The kind of money behind proposed Denver-Rapid City, S.D. microwave shows community antenna business isn't considered peanuts. Among the 8 principals seeking authority to build the $309,823 nine-hop link are the famed Winthrop Rockefeller and C. Hamilton Moses, pres. of Arkansas Power & Light Co. Application is second such aimed at serving TV-starved Rapid City. Even more elaborate microwave systems to feed towns in northwest are under discussion, but principals aren't ready to talk.

(For details of AT&T and station comments and Rapid City link, see below.)

WILLINGNESS OF AT&T to meet broadcasters part way in effort to provide less expensive microwave TV service may dissolve the current disagreement, but stations' comments filed this week on FCC's proposal to ease restrictions on private microwave construction show that stations feel that AT&T's prices are currently far out of line.

Stations sparking FCC's original proposal—KXJB-TV, Valley City, N. D. & KCJB-TV, Minot, N. D. (John Boler)—said that they were glad to note AT&T recognizes economic problem exists; that they have no desire to become a common carrier or to interfere with basic common carrier facilities. They insisted, however, that AT&T could provide adequate service at far less cost; that adoption of the proposal would induce AT&T to "come forward with a concrete proposal which may solve this problem"; that they don't need AT&T's present "deluxe" equipment. Stations also blasted comments of U. S. Independent Telephone Assn. as "100% negative."

AT&T won't be injured by the few private microwaves built or to be built, WEAU-TV, Eau Claire, Wis., told Commission. Its own one-hop relay, station said, provides "eminently satisfactory" service at much lower cost than AT&T would charge. WEAU-TV requested that its own relay be authorized permanently, if FCC decides not to make the policy change it has under consideration.

UHF Industry Coordinating Committee said common carriers haven't supported with facts their argument that private microwaves might make common carriers' TV service a losing proposition, requiring hikes in phone rates, etc. It also countered common carriers' argument that stations may find private microwaves more costly and less
adequate than they believe, asserting that experience has proved otherwise.

National Assn. of Educational Broadcasters endorsed previous comments of JCETh, stating private microwaves could make state-wide school networks feasible.

AT&T reiterated its contentions that existing policy has provided for rapid and sound growth; that proposal would result in wasteful duplication; that stations' cost figures are "unrealistically low," that quality of private service is frequently poor. AT&T then insisted: "To warrant the tremendous amounts of capital investment required, there must be reasonable assurance that common carrier facilities will not be subject to replacement and duplication by others which would leave portions of the common carrier facilities idle. With this assurance, the network service will continue to grow and more and more stations will be close to points already served or so located between service points that they can be added to the network with small additional line charges."

If stations will be satisfied with less than "gold-plated" service, however, AT&T said it would cooperate in providing it, stating: "The company is examining the possibility of a new type of service to meet the developing requirement for the off-the-air pickup method of serving small communities."

Rapid City, S. D. is hell-bent to get TV by hook or by crook. For its size, it's farther from stations than any other town in the country. It once had a CP for Ch. 7 there, but grantee gave it up because he saw no economic future. Another CP was granted there 2 weeks ago, to KOTA (Ch. 3), but Bell System has no plans to bring network service there in immediate future.

Community antenna operators, meanwhile, have looked upon city as a natural. Three months ago (Vol. 10:39), local real estate and investment group, Bartlett & Reed Management, filed to build common carrier microwave to carry Denver stations' signals to town. This week, a group of 8 men, from all over U. S., filed for similar setup under name of Blackhills Video Co.

Here's who they are: Winthrop Rockefeller, said to have investment in Midwest Video Co., operator of community antenna systems in Greenville, Miss., Clevis, N. M., Victoria, Tex., perhaps elsewhere; C. Hamilton Moses, pres. of Arkansas Power & Light Co. and a principal of Midwest; Allen C. Garner, Paul Leird & John Reid, associates of Moses in Midwest; J. E. Belknap, Poplar Bluff, Mo., who heads group holding CP for microwave to serve systems in Missouri with St. Louis signals; Ernest Dunn, Poplar Bluff hotel owner and associate of Belknap; Harris O. Torgerson, young owner of Rapid City music store.

City franchise for community system in Rapid City is said to be held by one or more of the Blackhills principals.

Blackhills plans to build 9 relays, picking up Denver signals at Pine Bluffs, Wyo., relaying them to Rapid City, servicing TV station and/or community system there. Cost of Philco equipment is estimated at $309,823, yearly operating cost at $110,000. Customer is to be charged about $120,000 a year. One channel is planned initially, and another can be added for about $100,000 in equipment.

Whether there's a conflict between Bartlett & Reed and Blackhills is up to FCC to decide. If there is, hearing will be conducted to choose winner. Former has been pending 3 months, should be on agenda soon. AT&T has objected to neither, presumably won't interpose.

Frank Wisbar, producer-director of Fireside Theatre for last 6 years, has turned in resignation to Procter & Gamble.

O. K. Garland, chief engineer of WJHL-TV & WJHL, Johnson City, Tenn., died of a heart attack Dec. 10.

Personal Notes: Norman (Pete) Cash, recently ABC eastern sales mgr., onetime Croley & NBC sales and station relations executive, joins new Television Advertising Bureau as director of station relations under Oliver Treyz . . . Howard Chernoff, recently mgr. of KFMB-TV, San Diego, now a management consultant, has been retained by Fund for The Republic, headed by Dr. Robert Hutchins, as consultant on TV program projects; it's backed by Ford Foundation, was projected to protect civil liberties . . . Abiah A. Church resigns as NARTB staff attorney to join legal staff of Storer Bestg., Co., Miami Beach . . . Thomas S. Murphy is now gen. mgr., Harry Littler sales mgr. of WROW-TV, Albany, under new ownership of Lowell Thomas-Frank Smith group; Harry L. Goldman continues as station mgr. . . . Sean Dillon, ex-ABC-TV, New York, named operations & program mgr. of upcoming Gov. McFarland-controlled KTVK, Phoenix (Ch. 3); Robert Latham, ex-KOOL-TV, is chief engineer; Ray Gallagher, ex-KLAS-TV, Las Vegas, senior producer-director; James E. Overpeck, sales mgr. . . . Floyd E. Weidman promoted from adv. mgr. to general executive of WEWS, Cleveland, succeeding David M. Baylor; John H. Foley promoted to local sales mgr. . . . Ted Snider promoted to station mgr. of KOAT-TV, Albuquerque, Dick True succeeding him as program director; Bill Bozarth promoted to production mgr. . . . Robert J. McKendrick, ex-WLKO-TV, Lima, O., named asst. program & production mgr., WWJ-TV, Detroit . . . Jack Rathbun, ex-WDAK-TV, Columbus, Ga., named operations mgr. of upcoming WEAT-TV, West Palm Beach (Ch. 12), due on air this month . . . Norman Ginsburg, ex-Dumont, named adv. & sales promotion director, Studio Films Inc., 380 Madison Ave., N. Y. . . . John Burr, ex-national adv. mgr. of KIEM-TV, Eureka, Cal. & KBES-TV, Medford, Ore., named mgr. of new Seattle office of Blair rep firm in White Henry Stuart Bldg. . . . Miller Robertson, ex-part owner of KEPO, El Paso, named asst. gen. mgr. of WTCN-TV, Minneapolis . . . Wm. J. Reagan promoted to chief engineer of U of Missouri's commercial KOMU-TV, Columbia, replacing Duane M. Welse, now chief engineer of Chicago's upcoming non-commercial WTTW (Ch. 11) . . . Bob Craver, ex-WLWA, Atlanta, named production mgr. of new WQXI-TV there . . . Cody Pfansiehl, promotion director, WTOP-TV, Washington, promoted to TV-radio public relations director; Robert N. Adams, WRC-TV, Washington, returns to WTOP-TV to succeed Pfansiehl . . . Cy Howard, veteran of 15 years with CBS as writer, actor & director, joins NBC-TV in charge of developing new TV comedy series to originate next year in Hollywood . . . M. Dow Lambert, ex-KING-TV, Seattle, named chief engineer for KIMA-TV's Ch. 19 satellite in Pasco, Wash., not as successor to J. Barry Watkinson, as erroneously reported here recently; Watkinson continues as KIMA-TV engineering director in Yakima, with Mel Burrill as TV engineering chief . . . M. H. (Lee) Leblang resigns as asst. adv. & sales promotion director of WCBS-TV, N. Y., to open own office as investment & insurance counselor, 500 Fifth Ave., N. Y. . . . George Biersack, exec. director of Dayton Educational TV Foundation, handling new specialized courses in TV added to curriculum of U of Dayton . . . John D. Berg, ex-ABC-TV, Chicago, named TV director, George H. Hartman Adv., Chicago, in charge of Hartz Mountain Products' Capt. Hartz and His Pets (NBC-TV).

C. E. Hooper, 56, founder of Hooperatins, was killed in a boating accident near Salt Lake City Dec. 15. He was duck-hunting on Great Salt Lake with Frank McClatchy & Dr. Harry Nordberg, both of Salt Lake City, when their boat ran aground. Jumping into the water to push it free, he slipped and fell into the craft's spinning overhead airplane-type propeller. He is survived by his widow and a daughter.
FCC GRANTED NO CP's this week, but heard plenty from some grantees who wondered just when one can be sure his CP is firm. In almost unprecedented action 2 weeks ago, Commission stayed effectiveness of Ch. 6 grant to KFDM-TV, Beaumont, Tex. and Ch. 13 CP to WTVT, Tampa, Fla. (Vol. 10:49) — reportedly because Chairman McConnaughey wanted to have full Commission bear oral argument, set for Dec. 21.

This week, both grantees pleaded for reconsideration of the stay. KFDM-TV reported it had already contracted to spend $406,055, had station 70% built, asserted that FCC's action was an "abuse of administrative discretion" and "contrary to law." WTVT said it had begun heavy construction Nov. 2, now has stopped everything and equipment is exposed to elements. It reported having bought $750,000 worth of equipment, hired key personnel which it may lose through delays, completed tower foundation and transmitter building, taken delivery of antenna, built dwellings for transmitter engineers, has tower erection crew on route, etc.

In another matter involving construction, satellite KEPR-TV, Pasco, Wash. (Ch. 19), stated it did not build before it got CP, as charged by KALE, Richmond (Vol. 10:49). Nevertheless, it said, it is tearing down transmitter building and pouring new tower foundations a few feet from those already in — to get going before freezing weather arrives (see p. 10).

* * * *

Various attacks on CBS for its station purchases (Vol. 10:49) were answered this week. To request of WTRI, Albany, N. Y. (Ch. 35) that FCC hold up sales of WOKY-TV, Milwaukee (Ch. 19) and WSTV-TV Steubenville (Ch. 9), CBS and the stations said that WTRI isn't involved, has no standing, isn't a "party in interest" entitled to protest. To charges that move of WSTV-TV transmitter to Pittsburgh is violation of allocation rules, WSTV-TV stated that objects are misinterpreting rules, ignoring their history.

Protest against sale of WROW-TV, Albany (Ch. 41) by WTRI (Vol. 10:49), was answered by WROW-TV which stated there's no "secret agreement" to shift CBS affiliation to WROW-TV; that CBS can't and doesn't control stockholders Lowell Thomas and his business agent Frank Smith; that WTRI has no legal standing to protest. Allocation of Ch. 10 to Vail Mills, requested by WROW-TV, was advanced by FCC this week as proposed rule-making. Along with it, Commission proposed WTRI's conflicting request to de-intermix area by shifting GE's WRGB from Ch. 6 to Ch. 17.

In other allocations actions, Commission: (1) Finalized addition of Ch. 23 to Miami (see below), involved in Storer's purchase of WMIE-TV. (2) Started rule-making on conflicting proposals to add Ch. 7 to Pachuta or Hattiesburg, Miss. (3) Started rule-making to switch Ch. 14 from Annapolis, Md. to Washington, D. C. (4) Received amended proposal from WKNN-TV, Saginaw, Mich. (Ch. 57), regarding location of transmitters (Vol. 10:49). (5) Received endorsement of proposed addition of Ch. 8 to Buffalo (Vol. 10:45) from WHEN-TV, Syracuse, which would have to shift from Ch. 8 to 7. (6) Received objection to shift of KELP-TV, El Paso, from Ch. 13 to 7, from Texas Western College.

Commission also received a technical report which could have important repercussions on allocations. WAAM, Baltimore (Ch. 13) opposed allocation of Ch. 13 to Princess Anne (Norfolk), Va, on grounds that extensive measurements by consulting engineers Kear & Kennedy show that propagation over Baltimore-Norfolk water path is far stronger than FCC rules anticipate. It said that signal levels are comparable with those in Gulf area (Zone III), where FCC has provided 220-mi. minimum co-channel separation instead of the 170-mi. provided in east (Zone I).

STORER became first entity to own full quota of 7 TV stations, as result of series of FCC actions this week which in effect gave him an operating Miami outlet on Ch. 23, with call letters WGBS-TV (Vol. 10:47). Actually, FCC approved Storer purchase of CP for Miami's WMIE-TV (Ch. 27) for $35,409 expenses from Georgia's ex-Gov. E. D. Rivers Sr., and at same time switched Ch. 23 to Miami from Ft. Lauderdale in place of Ch. 27, allocating Ch. 39 to Ft. Lauderdale. Storer plans to purchase physical assets of NBC-affiliated WFTL-TV (Ch. 23) for $300,000 from Ft. Lauderdale Daily News. Commission granted Storer STA to operate his Ch. 23 outlet temporarily from Ft. Lauderdale and to begin construction of interim 500-ft. tower at Miami antenna farm.

Storer's plans are to operate from Ft. Lauderdale site until Jan. 15, then move to interim Miami tower with new RCA 12½-kw transmitter, while constructing 1000-ft. tower. Move to latter tower will come about July 15, when Storer expects to install new RCA transmitter to give 1000-kw ERP—the third RCA 1-megawatt (first 2 going to WBRE-TV, Wilkes-Barre, and Storer's KPTV, Portland). WGBS-TV will carry full schedule of NBC programs, according to Storer exec. v.p. Lee B. Wailes, beginning with early morning Today show and ending with Tonight. Though plans have been under discussion to help pay cost of conversion of sets in area, Wailes said, news of Storer's projected entry into Miami uhf have led to strong "revival of interest in uhf" there, and increased network programming is expected to give conversion a further shot in arm. "If necessary, however, we'll give conversion a big assist," he added (Vol. 10:49).

Comrs. Hennock & Bartley dissented, and Chairman McConnaughey didn't vote, on sale of CP to Storer and on juggling of channel assignments in Miami area.

MYSTERY OF MT. HIGBY remained unsolved this week, as mayor of Middletown, Conn. continued to refuse to divulge identity of lessee of 3-acre tract which he had announced would be rented to one of the "national TV and radio broadcasting companies." All of the networks unequivocally denied they were principals in project looking to possible 1000-kw uhf transmitter on 1000-ft. site between Hartford & New Haven. So did all of the uhf & vhf operators and all grantees and applicants in the area. Even AT&T denied it had any plans for a relay site there, and the equipment manufacturers would add neither evidence nor clues.

Disclosure of the lease in the columns last week (Vol. 10:50) had everyone interested scurrying to get the dope, including the networks. It was generally conceded the site was an excellent one for telecasting purposes, particularly for the new super-power uhf. But neither NBC nor CBS, both committed to uhf, nor ABC, which is waiting to see what they do, nor General Teleradio, which owns half of Hartford's WGTB-TV (Ch. 18), appears to be the principal. We got denials too from spokesmen for WKNB-TV, New Britain (Ch. 30); CP-holder WELI-TV, New Haven (Ch. 59); and the applicants for Ch. 3 in Hartford.

Unless someone is doing a good job of covering up, the natural deduction is that the site has been taken by a prospective applicant for Meriden's Ch. 65, as yet unapplied for; or by one of the big interests looking to ultimate acceptance of uhf and readying itself to plunge into operation in "uhf country" already opened up by the Hartford stations. Possibility that site has been acquired for a satellite outlet cannot be overlooked.

Note: Report from Meriden this week had it that a "big New York organization" was also acquiring site on Meriden Mt.—but identity of this one, too, was undisclosed.
Network Accounts: Buick offered comedian Jackie Gleason 2-year, $8,500,000 contract this week for a 39-week half-hour filmed series confined to Gleason's famous "Honeymooners" sketches on his current CBS-TV Sat. night show. During summer of 1956, about 13 of sketches would be repeated. Negotiations between Buick, Gleason and Kunider continued all week, with no decision announced as we went to press. Also undetermined was whether show would be on NBC-TV or CBS-TV, or whether Buick would continue current sponsorship of Milton Berle Show...

Studebaker-Packard's sponsorship of TV Reader's Digest, dramatic adaptations of stories appearing in magazine, starts Jan. 17 on ABC-TV, Mon.-Fri., 8:30-9 p.m., thru Ruthrauff & Ryan. Bayuk TV, replaces Green Watch as alt. week sponsor (with American Safety Razor Co.) of Walter Winchell Show on ABC-TV starting in Feb., Sun. 9-9:15 p.m., thru D'Arcy Adv.,...Toni to sponsor So This Is Hollywood on NBC-TV starting Jan. 1, Sat. 8:30-9 p.m., thru Weiss & Geller...Borden Co. to sponsor Way of the World on NBC-TV starting Jan. 3, Mon.-thru-Fri. 10-10:45 a.m., thru Young & Rubicam...Bristol Myers to sponsor film Your Favorite Playhouse as substitute for Honestly, Celeste on CBS-TV, Sun. 9-9:30 a.m.; latter was cancelled when star Celeste Holm dropped out in apparent dissatisfaction with script...American Chicle Co. to be alt. sponsor (with Quaker Oats) of Zoo Parade on NBC-TV starting Jan. 9, Sun. 4:30-5 p.m., thru Dancer-Fitzgerald-Sample...Sheaffer Pen Co. to be alt. week sponsor of John Daly's new panel show, Who Said That? on ABC-TV starting in Feb., Wed. 9:30-10 p.m., thru Russell M. Seeds Adv., Chicago...Reynolds Metals, climaxing weeks of indecision and speculation in trade press, this week renewed Mr. Peepers for rest of season on NBC-TV, Sun. 7:30-8 p.m., thru Clinton E. Frank Adv., Chicago...Camels drops Fri. segment of Camel News Caravan on NBC-TV, Mon.-thru-Fri. 7:45-8 p.m. Helene Curtis drops plans to sponsor The Marriage, starring Hume Cronyn & Jessica Tandy, on NBC-TV (Vol. 10:50) after being unable to agree with network on acceptable time period, plus fact that show would have to go off in summer, one of busiest seasons for sponsor...

Minute Maid Corp. (frozen juices) to sponsor Tournament of Roses in black-and-white on NBC-TV New Year's Day, 12:15-1:45 p.m., thru Ted Bates & Co. Mootsie Rolls buys 64 parties on Pinky Lee Show on NBC-TV Mon.-thru-Fri. 5-5:30 p.m., thru Moselle & Olsen, N. Y...R. T. French Co. (mustard) buys Wed. segment of World of Mr. Sweeney on NBC-TV, Mon.-thru-Fri. 4:30-4:45 p.m., thru J. Walter Thompson...CBS-TV to carry Life with Father indefinitely as sustainer, following drop-out of sponsors Johnson's Wax and Pet Milk (Vol. 10:49-50).

McCann-Erickson expanded industrial service this week by merging with Marschall & Pratt Co., industrial advertising specialists, subject to approval of Internal Revenue Service. Under agreement, effective Jan. 1, Marschall will function as div. of McCann-Erickson, continuing in present quarters at 535 Fifth Ave. McCann-Erickson pres. Marion Harper Jr. said Marschall would aid "special group" servicing of such big McCann-Erickson industrial clients as Standard Oil and others.

International Boxing Club gets $24,000 a bout for 35 shows from Gillette, $18,000 a show for 52 shows from Pabst, IBC pres. James Norris is quoted in Chicago Daily News interview. Fighters are guaranteed $400 each from TV receipts—sometimes they get as much as $6500. "TV has subsidized boxing," he said. "Otherwise we wouldn't be able to put on more than a few matches a year."

Sets-in-use in Canada totaled 1,026,912 as of Nov. 1, up 91,374 from preceding month, reports Canadian RTMA.

Station Accounts: Success of current Million Dollar Movie series, now syndicated, has led General Teleradio's WOW-TV to undertake new series of multiple-showing first-run film features starting Jan. 18. It will be called Fortune Theatre, will comprise 82 feature-length films produced by European by studios and featuring foreign stars. Package was purchased from Fortune Films Inc. Each film will open on Tue., coinciding with opening of new Million Dollar Movie feature, and will be shown 14 consecutive times—9-10 p.m. Tue.-thru-Sat. one week and 11-12:30 p.m. following week, with additional showings 3:30-4:30 p.m. alt. Sat. & Sun. Flexible advertising arrangement will permit up to 14 one-min. spot announcements per film...Nehi Corp., Columbus, Ga. (Nehi, Par-T-Pak & Royal Crown Cola) reported planning film series aimed at teen-agers, featuring Ames Brothers and Joan Benny, Jack Benny's daughter, to be placed on about 200 stations, thru BBDO...U. S. Steel plans huge spot campaign in 1955 to promote wide range of products, using 117 TV stations, under direction of George Shenk, adv. dept. ...Southern California Plastering Institute to sponsor Tournament of Roses parade New Year's Day on 4-station hookup comprising KNXT, Los Angeles; KFMB-TV, San Diego; KMJ-TV, Fresno; KERO-TV, Bakersfield—thru Wn. Latta & Co., Los Angeles...Smith Funeral Home of Spokane reported well-pleased with results of sponsoring Liberator on alt. weeks on local KHQ-TV...Among other advertisers currently reported using or preparing to use TV: Allen V. Smith, Marcellus Falls, N. Y. (split peas), thru Barlow Adv., Syracuse; Campana Sales Co., Batavia, Ill. (Ayd's vitamin candy), thru Erwin, Wasey, Chicago; Thor Corp., Chicago (washing machines, dryers & ironers), thru Henri, Hurst & McDonald, Chicago; Stetson China Co., Lincoln, Ill. (dinnerware), thru Schram Adv., Chicago; Scott-Atwater Mfg. Co., Minneapolis (outboard motors), thru BBDO, Minneapolis; Molson's Brewery Ltd., Montreal (Molson's ale), thru Fay Adv., Albany, N. Y.

Rate increases: New "Class BB" rate posted by KRON-TV, San Francisco, is $450 for half hours 6:30-7 p.m. & 11:11:30 p.m., Mon.-Fri., $180 for 20 sec., $30 for 8 sec.; Class AA rate (7:30-10:30 p.m. daily) remains $1300 per hour, $780 half hour; Class A (7:30, 8:30 p.m. Mon.-Fri.) is $1100 an hour, $660 half. Effective Jan. 1: WXYZ-TV, Detroit, adds new 7:30-10:30 p.m. daily Class AA $1700 hour, $325 min., Class A remains $1500; WHIO-TV, Dayton, adds new 8-10 p.m. daily Class AA $800 hour, $175 min., Class A hour remains $750; WWJ-TV, Detroit, raises base hour from $1600 to $2000, min. $920 to $400; WFAA-TV, Dallas, from $800 to $900, & $150 to $180; WNCN, Greenville, N. C., from $200 to $300 & $40 to $60; KJXJ-TV, Valley City, N. D., from $200 to $300 & $40 to $60. Recently effected: CFCM-TV, Quebec City, base hour from $200 to $300, min. $40 to $60; WEAR-TV, Pensacola, from $200 to $225 & $30 to $45.

A. C. Nielsen Co. has negotiated option to buy out Broadcast Advertisers Reports Inc., Darby, Pa., it was announced this week by Arthur C. Nielsen and Phil Edwards, presidents of the 2 firms. For last 2 years, BAR has been supplying stations with regular reports on spot and local TV-radio advertising schedules in large markets, securing information through tape-recording of leading stations.

John L. McGuire, ex-KOA-TV, Denver, opens new regional rep firm with offices in Denver National Bank Bldg., handling KCJS-TV, Pueblo; KRDO-TV, Colorado Springs; KFJX-TV, Grand Junction; KBFC-TV, Cheyenne.

WMGT. Adams, Mass. shifted this week from Ch. 74 to 19 following approval by FCC of shift to newly allocated channel (Vol. 10:36, 38, 40-43).
Telecasting Notes: They're saying in Hollywood that TV film is now a better banker's risk than independent feature production, and California Bank's Ben Odell is quoted in Dec. 18 Billboard as stating that the rate of loss in TV loans has been less than in such established fields as real estate! He thinks some TV companies will soon be strong enough to get direct loans, as do the big movie concerns, rather than depend on loans against assignments of sponsor payments or assignments of payments from distributing companies . . . Bank of America executives told Billboard's Hollywood reporter that they're beginning to base more and more loans on a producer's record for quality production; George Yossling, Security First National Bank, believes the industry is approaching point where loans will be made against residuals and on new productions which have not as yet found a sponsor; Wm. Andrews, Citizens National Trust & Savings Banks, thinks TV film production industry has reached a stability that independent theatrical producers never enjoyed . . . Paramount's TV exploitation tieup with Lux Video Theatre (NBC) is exposing 44,000,000 potential moviegoers to continued promotion of Paramount films, said J. Walter Thompson v.p. Robert H. Black at Paramount promotion coordinating meeting in Hollywood last week. Paramount, which owns TV station KTLA in Hollywood, was first movie maker to recognize exploitation value of TV through use of televised film trailers, he said . . . TV took away Hollywood's "sure dollars" and forced it to produce better films, said producer Louis de Rochemont at Ford Hall Forum in Boston. "The improvements we see today in the theatres is because the spirit of competition is keen and Hollywood is no longer misjudging the public taste" . . . TV film makers are luring music editors away from theatrical film companies, 20th Century's Leon Birnbaum told

Transfer of Ways-TV, Charlotte, N. C. (Ch. 36), to local advertising man Hugh Deadwyler for token consideration of $4 was filed this week with FCC. Sellers are G. W. Dowdy, B. T. Whitmire, J. Horton Doughton and Harold H. Thoms, latter also owning WISE-TV, Asheville (Ch. 62).

Group told FCC present owners "have sustained heavy and substantial losses [and] there would be distinct tax advantages to the transferors if this application could be acted upon by the Commission prior to Dec. 31, 1954."

Since it went on air just a year ago, station has shown net loss of $82,276, balance sheet indicates (Vol. 10:44), although operation now "has settled down to approximately a break-even point in terms of revenues and monthly operating expenses (exclusive of depreciation)."

Though station currently owes more than $200,000, when Deadwyler takes over it will have $27,000 surplus—since under terms of agreement, notes payable to radio Ways (a separate corporation) and to owners, totaling more than $114,000, will be forgiven. Remainder of debt is for equipment, payable in installments. Budget shows station's current revenues and operating expenses balanced at about $4800 a month, only salaries being paid to engineer and 2 announcers.

Purchaser is pres. & owner of Hugh Deadwyler Adv. Agency, Charlotte, pres. & 35% owner of Filmmakers Associates Inc., Charlotte (films) and public relations director of Southern Airways Inc. He plans to devote full-time to management of TV station. Ownership of radio Ways is not affected.

Nominations for Alfred I. duPont 1954 awards for "public interest" service by TV-radio stations and news commentator must be submitted by Dec. 31 to Alfred I. duPont Award Foundation, Washington & Lee U., Lexington, Va. Winners will be announced in March.

Bound and Indexed

We will index and bind, between embossed hard book covers, a limited quantity of all 1954 issues of the Television Digest Weekly Newsletters, plus the semi-annual TV Factbooks with all Addenda, plus all Supplements and Special Reports. This volume will provide a handy and handsome permanent reference for your own or your company library. Orders will be taken only until Jan. 5. Price: $25 per volume.

Hollywood trade press. Newer medium is copying Hollywood methods, he said, though TV uses canned music—"something we would never do" . . . "Vox box" is apt description for new device invented by CBS-TV Hollywood engineer Charles Douglas, which supplies laughter in any quantity or quality for film or live shows by mixing previously recorded laughs. Douglas holds patent, reportedly is planning for market device for about $1000, already has 2 out on lease in addition to one already in use at CBS's TV City . . . Official Films Inc. pres. Harold Hackett announced Dec. 10 that from Jan. 15 Tele-Pictures Inc. will take over TV distribution of the Lippert features catalog . . . Wheeling's WTRF-TV offered one free minute live commercial as prize at local board of trade Xmas party, and who should win it but sales mgr. Andy Hoffman of radio WTVA; he thereupon threatened to change the idea to discuss advantages of radio . . . Pulse Inc. is inaugurating cumulative rating service, showing percentage of families viewing each station in average day and average week, to be issued semi-annually . . . More than 190 cities will be available for closed-circuit business meetings after Jan. 1, notes new brochure of Theatre Network TV, 575 Madison Ave., N. Y.

Shocking incident at Westinghouse's KPIX, San Francisco, coincident with negotiations on new contract between station and NABET union, was sabotage "without precedent in the more than 30 years of broadcasting history in the U. S.," according to mgr. Philip G. Lasky. With union-management differences due to go to govt. mediation Dec. 15, at least the following acts of sabotage were committed, on night of Dec. 13, Lasky said: (1) More than 100 fuses were substituted with dummies. (2) Equipment was hidden. (3) Blueprints and instruction books were hidden. (4) Sync generators were disabled by tiny pieces of wire in obscure spots. (5) Scores of audio circuits were disabled. (6) Good tubes were replaced with defective ones. (7) Film projector optical systems were misaligned. Westinghouse flew top engineers to San Francisco, including Ralph Harmon and George Hagerty, got equipment partially repaired by week end. Meanwhile, station was curtailed schedule, carrying only CBS network programs. Incredibly, identity of saboteurs is clearly indicated, according to Westinghouse officials. Job was so extensive it obviously required a crew of expert technicians. Punishment for offense is 1 year imprisonment and/or $10,000 fine. FCC field men are investigating and FBI may be called in.

Entering large-screen projection field, new Fleetwood Corp., 1037 Custer Dr., Toledo (Vol. 10:49) this week announced its closed-circuit TV projector FL-1001, developed "at the request of one of the leading closed-circuit conference organizations." Designed for hotels, classrooms, etc., compact self-contained unit can project picture of from 8x5 to 9x12-ft. The mobile assembly contains built-in TV receiver and speaker, as well as provision for optional remote speaker.

Longest pickup for community system reported to date is that by Woodriver TV Service, Kethum, Ida., whose owner C. E. Atkinson says he uses signal of KSL-TV, Salt Lake City, 275 mi. away; antenna 9250 ft. above sea level.
EFFECT of TV on juvenile delinquency, usually headlined as evil influence, gets a reverse twist in case study of Detroit conditions by NARTB's TV information committee and released in its Dec. Facts About TV. In Detroit, study shows, law enforcement officials say that TV, far from contributing to juvenile delinquency, actually helps control it through constructive, educational programming on local stations.

Study quotes Inspector Ralph Baker, chief of Detroit police dept. youth bureau, as praising Detroit stations for carrying programs "which will tend to educate parents and children alike in social behavior that will minimize our task." He said that of all the juvenile offenders brought into local detention home, "there has been only an occasional mention of TV." Lieut. Francis Davey of youth bureau says TV has decreased juvenile delinquency by "keeping kids closer to home and off the streets at night."

Harlan Ringelberg, asst. chief probation officer of Wayne County Juvenile Court, says "TV is a very minor factor in juvenile delinquency—if a factor at all. As a matter of fact, parents of children on probation are encouraged to devote attention to certain TV programs. The difficulty comes in getting them to watch enough of the TV fare which educates, informs and inspires." Similarly, Eugene Moran, a probation officer in an area of high incidence of juvenile delinquency, says stations "put on good instruction but the audience is largely composed of those adults who do not need the training." He says TV "needs a drama that will train parents in their responsibilities and still be as compelling as the ordinary family or detective script."

Among local programs cited by committee as aiding in fight are WWJ-TV's Teenager, a discussion of problems of adolescence, and Traffic Court, which spotlights cases of youth driving problems; WXYZ-TV's Ed McKenzie's Saturday Party, devoted to teen-age talent contests, and Heart of Detroit, in which policemen demonstrate lectures on law observance; WJBK-TV's Appointment With Age, placing emphasis on youthful respect towards older folks.

Declaring community antenna systems to be public utilities, Wyoming Public Service Commission took over in no uncertain terms. In the opinion of National Community TV Assn., decision is "tough and applies traditional conservative public utility regulatory criteria—too tough [to] encourage pioneering in this industry." Under ruling, Wyoming community systems will have to file balance sheet, profit & loss statement, etc. Propriety of financing cost of installation through "contributions to capital" from subscribers was questioned, and Commission ordered that surplus of contributions over costs be returned to subscribers. Ruling came Nov. 29 on case involving Coketown, Wyo. system. After 12 months of operation, Commission will study system's balance sheet, set rates. According to NCTA counsel and exec. director E. Stratford Smith, "The opinion seemed to invite an appeal in that it pointed out that the Commission was ignoring a substantial body of authority to the effect that community TV was 'interstate commerce.'" Wyoming operators are organizing court appeal.

The $147,000 sale of 75% of WJPB-TV (Ch. 35) and radio WWVW, both Fairmont, W. Va., was approved by FCC this week. Purchaser is Donn Baer, Cincinnatli accountant and former U of Ill. football star. J. Patrick Beacom retains 25% (Vol. 10:47). Other transaction approved was Charleston (S. C.) Evening Post's purchase of 5000 shares of new stock (approximately 40%) in WUSN-TV (Ch. 2) & WUSN there, after disposing of radio WM & WTM-F for $153,000 (Vol. 10:26, 48). Hastic family (J. D. Hastic, pres.) ends up with some 45%, remainder held by 150 others.

National Labor Relations Board refused to consider a radio station labor dispute this week in first application of new policy against handling cases involving TV-radio stations with annual gross revenues of less than $620,000 (Vol. 10:29). In hotly contested 3-2 vote, Board threw out dispute between radio KNXG, Hanford, Cal., and Local 202, Radio-TV Technicians, IBEW. Majority decision was signed by chairman Guy Farmer, Albert C. Bee- son & Philip R. Rodgers, all Republicans. Dissenters were Democrats Abe Murdock & Ivan Peterson, latter stating in written dissent: "The new standard will eliminate from the board's jurisdiction about 80% of the country's radio stations, which receive roughly one-half of the total revenues in the entire industry. Also, most all radio stations in communities under 100,000 population . . . will be removed from the board's jurisdiction, as well as over 70% of all [network] stations . . . One of the provisions of the amended [Taft-Hartley] Act, principally traceable in large part to the concern over labor stoppages in the radio industry, is largely nullified. I refer, of course, to the so-called 'featherbedding' provision."

Tests with uhf booster in Waterbury, Conn., with only 10-watt transmitter, produced signal improvement in shadowed area equal to that obtainable with almost 200-fold increase of power at "mother" station, engineer Ben Adler told FCC this week in his first report on tests. Booster is in downtown Waterbury, repeating signals of WATR-TV (Ch. 53), putting out directional beam at right angles to signal from main station. At no location, report states, did the 2 signals so combine that satisfactory picture could be obtained from neither. It was estimated that 50,000 live in area improved by booster. Grade A radius was calculated at 2 mi., Grade B 3 mi. In booster's coverage area, 50% of population could get signal of 80 dbu or better from booster, 6% from WATR-TV; 66% got 74 dbu or better vs. 0% from WATR-TV; 86% got 64 dbu or better vs. 18% from WATR-TV. Recently, FCC granted authority for nighttime operation so that more home viewer observers may be obtained. FCC enginers seem greatly impressed by report—particularly by fact that there's little or no "zone of confusion" between main and booster signals and that operation has no effect on allocations plan.

Power boost to 1-megawatt was planned for this week end by Wilkes-Barre's WBRE-TV (Ch. 28)—if all goes well. Because of antenna delays, station wasn't able to go to the maximum power this week as planned (Vol. 10:50). The RCA 46-gain antenna was shipped Dec. 17, and was to have hoisted onto WBRE-TV's tower Sat., Dec. 18. The 96-ft. antenna is to be lifted through center of tower in one section, with top 50 ft. of tower to be removed after antenna is in place. Wilkes-Barre's WILK-TV (Ch. 34) still has end-of-the-year target date for its boost to 1000-kw, but GE reports all equipment shipped except rectifier—and there's outside chance WILK-TV's power hike will come next week.

Upcoming WJRT, Flint, Mich. (Ch. 12), being installed by same interests that own radio WJR, Detroit (John Patt), asked FCC this week to permit it to change proposed transmitter site from Clarkson, Mich., about 17 mi. south of Flint, toward Detroit, to point near Chesaning, Mich., northwest of Flint. New site, it was stated, would permit service not only for Flint but for Bay City, Saginaw, Midland, Lansing.

Four govt. witnesses in Lamb case will be recalled by counsel for Edward Lamb for further questioning when "Communist charge" hearing on renewal of his WICU, Erie, resumes Jan. 4. Lamb's attorney, Russell M. Brown, this week notified FCC that he wants to question Wm. G. Cummings, Toledo; Mrs. Marie Natvig, Miami Beach; Lowell Watson, Olathe, Kan.; Clark Wideman, Columbus, O.
Color Trends & Briefs: Patent agreement between CBS and RCA on curved-mask color tube, giving latter license to use CBS patents, was announced by CBS this week. CBS said agreement was signed Nov. 30, licensing RCA to use patent 2,680,518, plus any patents which may issue from pending CBS applications, as well as its future inventions on color tubes.

In confirming that it had taken license from CBS, RCA made it clear that it was staying with its own version of curved-mask tube, stating: "RCA is not manufacturing the CBS color tube, which is a 19-in. glass tube. RCA is manufacturing its own color tube—the 21-in. metal shadow-mask tube developed by RCA and announced to the industry and the press last July. RCA has taken a license under CBS patents on color tubes."

Both RCA and CBS insist that this agreement has nothing to do with the industry-wide renewals of RCA patents signed and being signed—due before end of year.

CBS was first to announce and demonstrate color tubes with curved mask and phosphor dots on face of tube, was followed by DuMont and RCA. Previously, RCA had introduced the flat (planar) mask with flat phosphor plate—both of which were mounted some distance back of tube’s curved face. For several years, this was the sole type of tube seriously interesting industry. Currently, curved-mask type is “the” tube—regardless whether it’s round or rectangular, glass or metal, large or small.

Two analyses of color advanced this week: (1) Robert Tait, Stromberg-Carlson pres., said 3 factors were precedent to growth—good picture tube, elimination of “Rube Goldberg” in sets, mass production. He feels right tube is now available and that color is coming along faster than did monochrome. (2) Benjamin Abrams, Emerson pres., said he has discontinued color production until satisfactory 21-in. tube is available, expected within 2 months. Then, he said, he plans to have sets on market March-April.

**FIRST COMMERCIAL satellite — KEPR-TV, Pasco, Wash.** (Ch. 19)—hopes to get on air next week, reports v.p.-gen. mgr. Tom Bostic of “mother station” KIMA-TV, Yakima (Ch. 29). Test pattern target has been advanced to Dec. 23. First uhf satellite authorized by FCC, it’s now installing GE transmitter and helical antenna atop 1700-ft. Badger Mt., location of its 300-ft. Fisher tower. FCC this week approved new KEPR-TV call letters (formerly KPKRTV). Bostic says satellite will “double the population potential of KIMA-TV [to] 300,000” by bringing service to Kennewick-Pasco-Richland area. It will rebroadcast KIMA-TV programs from all 4 networks, has own slide facilities. Combination rate will be about $300. Rep is Weed.

Another repeater station—KSTF, Scottsbluff, Neb. (Ch. 10)—is working toward Feb. 1 test patterns and March programming, according to gen. mgr. Wm. C. Grove of KFBC-TV, Cheyenne, Wyo. (Ch. 5). RCA transmitter and 6-bay superturnstile antenna are on order. Type of tower to be used will depend upon approval of site by National Park Service. KSTF is 75 mi. southwest of Cheyenne and, though it will mainly rebroadcast KFBC-TV programs, it will also have its own film origination. KFBC-TV chief engineer R. C. Pfannenschmidt will be in charge of 4-man Scottsbluff operation. Rep is Hollinger.

This week’s shipments included GE 50-kw amplifier to WKRC-TV, Cincinnati (Ch. 12) and 5-bay helical antenna to WILK-TV, Wilkes-Barre, Pa. (Ch. 34), and DuMont 500-watt transmitter with associated studio equipment to upcoming WTVY, Dothan, Ala. (Ch. 9), due on air next month. RCA Dec. 16 shipped 50-kw transmitter to KEYD, Minneapolis (Ch. 9), due on air this month.

Response to color projection unit offered to set manufacturers has been “encouraging,” according to Samuel Sheard, mgr. of Mechtrooptics Divs., American Optical Co., Southbridge, Mass., who reports that 6 unidentified set makers have ordered one or 2 units each. During Hazel-tine’s demonstration of unit at Garden City, L. I. (Vol. 10:49), Sheard requested that manufacturers place their orders by Dec. 15. Several set makers seem quite serious about the unit, Sheard said, noting that they want to visit plant, etc. “I’d rather have one substantial customer than 16 luke-warm companies,” he said. Target date for delivery of the samples is April 1, but he hopes to beat it. Though Sheard preferred not to disclose identities of the 6 customers, Hazel-tine v.p. Arthur Loughren noted that “they’re the larger companies; smaller companies are generally afraid that any color activity involves dealing with bigger chips than they can handle.”

How to sell color sets? The deluxe treatment is urged by Judson C. Burns, Philadelphia CBS-Columbia distributor, which included in suggestions to its dealers: (1) Give potential customers 2 weeks’ notice of demonstration. (2) Metcliculous alignment of sets. (3) Serve refreshments, getting viewers to color start, half-hour early. (4) Have set on monochrome before color starts, getting dramatic effect with start of color show. (5) “Make a general explanation about financing, to save an individual embarrassment of asking this publicly.”

Dec. 20 week’s network color schedules: CBS-TV—Dec. 23, Shower of Stars, 8:30-9:30 p.m.; Dec. 25, Holy Night, 4:30-5 p.m.; Dec. 26, Omnibus, “The Merry Widow,” 5-6:30 p.m. NBC-TV—Dec. 23, Dragnet, 9-9:30 p.m. and Ford Theatre, 9:30-10 p.m.

Shipments of 3-V color film cameras reported by RCA this week: WSB-TV, Atlanta; WBAL-TV, Baltimore; KRON-TV, San Francisco.

A 40-min. color film, Reaching for the Rainbow, has been completed by Leo Burnett agency for demonstrating color TV film techniques.

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

KFJ1-TV, Klamath Falls, Ore. (Ch. 2), just granted Dec. 1, will begin construction “as soon as possible,” reports owner W. D. Miller, operator of pioneer radio KFJ1, Klamath Falls, as well as KWIN, Ashland, Ore. He plans to buy GE 5-kw transmitter, 3-bay antenna and studio gear, but hasn’t set target because of possible delays due to bad weather or equipment delivery. It will be state’s fifth TV. Alan K. Abner, KFJ1 mgr., will be TV-radio mgr., assisted by W. Don Miller, KFJ1 commercial mgr. Rep not yet chosen.

KOTA-TV, Rapid City, S. D. (Ch. 3), granted Dec. 8, has ordered RCA equipment, aims for June 1 start, reports gen. mgr. Leo Borin. It plans to use 300-ft. Fisher tower formerly used by FM, build studio-transmitter building at Skyline Drive site. Rep will be Headley-Reed.

WAGE-TV, Marquette, Mich. (Ch. 6), negotiating for new site, won’t be on air until next June, reports 66% owner Jerome Sill, who also owns 25% and is gen. mgr. of WMII, Milwaukee, Ch. 6 applicant there. Make of equipment and name of rep not reported.

KLOR, Portland, Ore. (Ch. 12), delayed by protests until last week when FCC denied petition for reconsideration of CP, plans Feb. 20 test patterns, March 10 ABC programming, reports gen. mgr. S. John Schile, ex-KUTV, Salt Lake City. RCA 25-kw transmitter is due for Jan. 15 delivery and 230-ft. Ideco tower with 12-bay antenna is scheduled to be ready Feb. 1. Owners are local business men headed by industrialist Henry A. White and Julius L. Meler Jr. of Meler & Frank dept. store. Base rate will be $550. Rep will be Hollinger.
TV OUTPUT NEARS 7 MILLION; 3 WEEKS TO GO: Despite warning of rising inventories and all that implies (Vol. 10:49-50), TV production keeps rolling at undiminished rate. Output totaled 220,895 units in week ended Dec. 10, compared to 224,727 in preceding week and 173,968 in 4-day Thanksgiving Week, reports RETMA.

It was year's 49th week by RETMA statistical calendar and brought production for year to date to about 6,725,000, with 3 weeks to go. As Xmas and New Year's Day fall on Saturdays, little interruption to normal work schedules is expected -- and, as a result, production for year is expected to equal, perhaps exceed, last year's total of 7,214,787. TV's record production year was 1950 (7,463,800 sets).

Radio production totaled 518,465 (116,197 auto), highest weekly output in 20 months, comparing to 303,759 preceding week and 250,519 in week before. For 49 weeks, radio output was 9,700,000 -- indicating year's production of 10,500,000.

(For industry leaders' predictions of 1955 TV-radio output, see Topics & Trends of the TV Trade, p. 13.)

DEPT. OF JUSTICE SUIT—(Cont. from p. 1): Philco pres. James H. Carmine denied charges of illegality, branding suit "a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors." He called Govt. action "a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand-named products to protect the public." (Full text of Carmine's statement is on p. 12; for full text of Justice Dept. complaint, see Special Report herewith.)

Justice Dept. official called Carmine's statement incorrect. He said Philco agreements go beyond anything in industry and amount to outright "boycott" of dealers who are unable to acquire Philco products from local distributors. Boycotting, he added, is specifically prohibited by anti-trust laws.

Philco's position is that ban on trans-shipping is absolutely necessary to protect distributors in exercise of their territorial rights. It contends, too, that provision banning re-sale to other retailers is company's assurance that the dealer is not thereby usurping the functions of a wholesaler. Finally, it defends its policy of not permitting competitive lines on the ground that it wants its distributors to be "Philco distributors only, not a clearing house for other brands."

Action came as no surprise to Philco -- or, for that matter, to legalites of several other manufacturers, who commented privately at time of company's widely-publicized announcement of franchise agreements that they seemed unnecessarily restrictive, if not illegal. Justice Dept. acted on complaints from unidentified distributors and/or retailers; shortly after Labor Day it had asked company to furnish copies of contracts. Since then, company lawyers had been in continuous contact with Govt., though efforts to head off anti-trust suit proved fruitless.

Concept behind suit actually dates back several years, says one highly-placed Washington lawyer. Since then, he declares, an urge to "test" the legality of the historic American distribution system of territorial exclusivity has been building up in Justice, fostered by a New Deal coterie but often acquiesced in by businessmen willing to accept the challenge to the system. Justice spokesmen denied any such intent in Philco suit, saying only motivation was its interest in seeing that anti-trust laws were not being violated by company's agreements.

Effect of the suit on industry as a whole is difficult to calculate, in the light of the apparently conflicting philosophies. Justice insists the system of territorial exclusivity is not under attack, merely the "evils" of the Philco plan. Philco, on the other hand, contends it's the system that's being fought, and if the suit is successful, it may be forced into widespread factory distributorships.

The penalty provisions in the Philco agreement, which distinguish it from
other distributor agreements now in industry are known to be a target of Justice. These provisions, which a Justice official called "police powers," include forcing a distributor to buy back goods trans-shipped from his territory at cost & freight, cutting off shipments to distributors when inventories reach a certain level, etc. Philco defends these penalties as necessary to enforce reasonably the franchise agreements. One trade observer familiar with complexities of case commented:

"The Government's attitude seems to be that it's all right to have your own territorial agreements so long as you don't try to enforce them. The minute you try to give real meaning to a franchise, to make it worth something by providing penalty for non-compliance, then it seems to become illegal. To me it doesn't make sense."

Distributor arrangements of other manufacturers admittedly do not go quite so far as Philco's in the matter of enforcement. In most cases, trans-shipping is not barred in writing, though there is a "gentlemen's agreement" not to do it. Unlike Philco, these companies normally do not penalize their independent distributors for trans-shipping. In re-sale of merchandise to unauthorized retailers, Philco's policy is generally considered more strict than that of its competitors. Other manufacturers declined public comment, pending further study of complaint. As for retailers, NARDA managing director A.W. Bernsohn said "my sympathies are all with Philco in this matter," echoing a sentiment expressed privately by several manufacturers we contacted. Bernsohn reasoned thus:

"Utter chaos would result without an orderly distribution of merchandise on a territorial basis. The sense of proprietorship over a line would be lacking. No sensible control over inventory would be possible."

Next step is Philco's reply, to be filed in Philadelphia Federal Court in 20 days from original suit. It is expected to be a general denial of charges, coupled with request for dismissal of complaint. Worth Rowley, special asst. to Attorney General, is in charge of prosecution, aided by Allen A. Dobey and William F. Rogers.

PHILCO pres. James H. Carmine issued following statement in reply to Justice Dept. anti-trust suit charging use of illegal restrictions on distributors and retailers (see pp. 1 & 11):

"Through the years Philco has built up a loyal organization of more than one hundred independent wholesale distributors whose function has been to provide the public with quality products on a volume basis at the lowest possible price. Our philosophy has been that each distributor should handle a designated territory and select active loyal dealers who will promote Philco products at the retail level, and provide the sales and service facilities which the public expects and to which we feel it is entitled.

"In a sweeping attack upon an established distribution system which has been widely used for years by manufacturers of brand name products to protect the public, the Government is attempting to impose an entirely new concept of anti-trust regulation and business control. The Government's suit against Philco is a radical departure from previous legal precedent. It also presents a new and dangerous challenge to those manufacturers who are endeavoring to preserve the system of independent distributors. It will force manufacturers to establish their own distributing subsidiaries and it might well result in the end of many small businesses which are now serving the public as independent wholesale distributors.

"Philco does not think it violates the anti-trust laws when it seeks to have its product handled by dealers who have been trained in Philco's standards of honest representation and full service to the customer. A manufacturer of home appliances, like a television set, a refrigerator, or home freezer has, in Philco's opinion, a continuing obligation to have service and warranty facilities constantly available for the benefit of the purchaser. If its products are banded about by untrained, unfranchised dealers unknown to the manufacturer and unequipped to give service to the purchaser, not only the manufacturer, its distributors and the dealers selected by them will suffer, but most importantly the public will suffer. We have every confidence that we shall be able to convince the Court of the reasonableness of our constructive philosophy of distribution."


Stewart-Warner is getting out of TV and possibly radio fields, according to trade reports. Repeated efforts to get confirmation were met with complete silence on part of Stewart-Warner executives. Such reports, when they emanate from more than one distributor and/or labor sources usually turn out to be accurate. Also rumored again is possible IT&T sale of its Capehart-Farnsworth TV-radio operations, along with long-discussed disposition of its Coolerator subsidiary.
Topics & Trends of TV Trade: Looking ahead to 1955 trade, 3 industry leaders released year-end statements this week and with one accord confidently forecast healthy TV-radio business next year. It will be comparable, roughly, to 1954—with color exerting minimal effect.

Motorola pres. Paul V. Galvin foresees retail sales next year of 6,600,000 TVs, 6,500,000 radios (not including auto radios); Admiral pres. Ross Siragusa figures at 6,500,000 TVs, 10,000,000 radios; RCA chairman David Sarnoff figures TV production at about 6,000,000, radio sales totaling 10,000,000 (including auto radios)—and he said TV sets in use would number 38,000,000 by end of 1955. (For Gen. Sarnoff’s comments on electronics progress, see p. 14.)

Said Galvin: “Sales in the first quarter should approximate those for the same period in 1954, and the first half should be a strong one relative to the whole year. The breadth of the consumer market is such now that a total inventory of about 2,000,000 pieces should not be distressing. A note of caution is in order, however, regarding any buildup of inventories beyond their present level. We are contemplating reduced first quarter production.

“Color TV will be an exciting aspect of competition, but will not be a decisive sales factor in the first half of 1955. The evolution of color will continue, with more definite outlines of the initial market taking shape and with the consumer becoming more aware of, and more interested in, the growing pattern of color programming. The rate of progress of color TV is so intimately involved with questions of tube costs, engineering and program availability that individual forecasts of unit sales are not significant at this juncture.”

Said Siragusa: “Industry sales for 1954 may reach 7,000,000 TV sets. We look forward to 1955 with cautious optimism. Consumer savings are at a record high. Employment and wages are stabilized at a high level. New housing units are estimated in excess of 1,250,000 units. We plan additional plant expansion during 1955 and have 5 production facility projects on the drawing boards at present. We believe industry TV sales will be off slightly during 1955 [to a] still healthy 6,500,000 sets.

“Color TV will continue to develop and grow slowly. From 100,000 to 200,000 color sets will be sold during the year. We at Admiral still are not satisfied with the present color tubes. First, they are too complex. Second, they are round and cumbersome instead of rectangular. Lastly, the present tube sizes are not standard and the resultant cost is far too high. Mass production of color receivers at prices the public can afford will not be feasible until a color tube is available at approximately $50 to $60.”

Said Gen. Sarnoff: “TV is destined for new advances, both in technical design and in programming. An outstanding development in 1954, the RCA 21-in. color tube, operating with the magnetic equalizer which maintains color purity to the very edges of the picture, is now in production. It is certain to stimulate production of color sets by others in the industry as well and will lift color TV ‘off the ground’ and into the market.

“At the opening of 1955 there will be more than 420 TV stations in operation in the United States, 140 of which will be equipped to handle network color programs. More than 90 new TV stations began operation in this country during 1954. In Canada, 26 TV stations are expected to be on the air by early 1955. TV on an international scale is not too far away. It is bound to be achieved in TV as it was in radio.”

JAMES D. Secrest, RETMA exec. v.p., predicted retail sales of TVs this year would exceed 7,000,000, for new record. Addressing business forecast seminar of U. S. Chamber of Commerce Dec. 16, he said that while black-&-white unit sales next year are expected to be below 1954 level, the dollar value would equal or exceed this year’s total—due mainly to “rock bottom” prices of black-&-white sets this year plus boost in total income resulting from sale of high-priced color sets next year.

Emerson ships 5000 TV sets to Govt. of Colombia, for sale through Colombian army commissary, along with field engineers to train Army technicians in installation and servicing, under supervision of Joseph Kattan, v.p. & gen. mgr of Emerson Radio Export Corp.

Hoffman Radio’s change of name to Hoffman Electronics Corp., indicating its diversified operations (Vol. 10:49), became official Dec. 15 following approval by stockholders.

Sylvania’s purchase of CR tube facilities of National Union Electric Corp. (Vol. 10:48-49) was approved this week by stockholders of both companies.

Westinghouse’s electronic tube div. at Elmira on Dec. 14 turned out its 1,000,000th TV picture tube, presented it to ceremonies at div. v.p. R. T. Orth.

"CENTERCasting," a system of fast electronic opinion polling, was described at Dec. 16 luncheon of National TV Film Council in N. Y. by inventor-consulting engineer Dr. Alfred N. Goldsmith, former RCA chief engineer and one-time editor of *Proceedings of the IRE*, who has long sought ideal which has so far eluded scientists. Dr. Goldsmith believes his system, for which he claims several patents, avoids disadvantages of several similar developments. Here's how "centercasting" would work:

In city like New York, 1000-2000 carefully selected homes would be equipped with small microwave transceivers. Central station would send out pulses, triggering home sets in sequence. Each home device would have loudspeaker and/or teletype with which central station could ask questions. Respondent would push one of 5 buttons, giving his answer—ranging from "emphatically yes" to "emphatically no." Computers at central station would collect, sort and analyze answers in seconds. In addition, TV or radio set could be equipped to show, almost instantaneously, programs watched or heard.

Cost of system in New York would run "about that of a medium-sized TV station," according to Dr. Goldsmith—presumably $250,000-$500,000. Spectrum space is no problem, he said, because "only kilocycles, up in the megacycle range, would be needed." Propagation wouldn't be troublesome either, he added, because home transceivers would radiate pulses with ERP "in the kilowatts," though rooftop antennas might be required in a few cases.

He reports several organizations interested, expects decision early next year. It would take 12-18 months to put it into operation, he said. Previous attempts at similar systems—by CBS, Pulse, NBC et al.—failed, Dr. Goldsmith said, because they couldn't show number of responses, who answered, categories of responses, etc.

---


Electronics Corp. of America, Cambridge, Mass., has acquired business of W. S. MacDonald Co., manufacturer of Magnefle, electronic business machine, with W. S. MacDonald and his staff joining ECA business machines div.


Henri G. Busignies, who in 1941 assisted in its formation and has been its technical director, elected exec. v.p., Federal Telecommunications Labs div. of IT&T.

Dr. William Firestone, mgr. of Motorola research dept. advanced investigation section, takes on added duties of asst. chief engineer.

Dr. George L. Haller, dean of Penn State College of Chemistry & Physics, appointed mgr. of GE laboratories dept., Syracuse.
IN THE UNITED STATES DISTRICT COURT
FOR THE
EASTERN DISTRICT OF PENNSYLVANIA

UNITED STATES OF AMERICA,
Plaintiff,
v.
PHILCO CORPORATION,
Defendant.

Civil Action No. 18216

COMPLAINT

The United States of America, by its attorneys, acting under the direction of the Attorney General of the United States, brings this civil action against the above-named defendant and complains and alleges as follows:

JURISDICTION AND VENUE

1. This complaint is filed and these proceedings are instituted against the above-named defendant under Section 4 of the Act of Congress of July 2, 1890, c. 647, 26 Stat. 209, as amended, entitled "An Act to protect trade and commerce against unlawful restraints and monopolies," commonly known as the Sherman Act, and under Section 15 of the Act of Congress of October 15, 1914, c. 326, 38 Stat. 756, as amended, entitled "An Act to supplement existing laws against unlawful restraints and monopolies and for other purposes," commonly known as the Clayton Act, in order to prevent and restrain continuing violations by the defendant, as hereinafter alleged, of Section 1 of the Sherman Act, and of Section 3 of the Clayton Act.

2. The defendant maintains offices, transacts business, and is found within the Eastern District of Pennsylvania.

DESCRIPTION OF DEFENDANT

3. Philco Corporation (hereinafter referred to as "Philco"), a corporation organized and existing under the laws of the Commonwealth of Pennsylvania, with its principal place of business at Philadelphia, Pennsylvania, is hereby made defendant herein.

DESCRIPTION OF CO-CONSPIRATORS

4. The wholesale distributors of Philco products, not made defendants herein, participated as co-conspirators with the defendant in the violations of Section 1 of the Sherman Act hereinafter charged. These co-conspirators are all those wholesale distributors of Philco products who signed a 1954 "Distributor Agreement" with Philco at or subsequent to the August, 1954, Philco wholesale distributors' convention held in New York City, and are all the Philco approved wholesale distributors that sell Philco products.

5. The aforesaid wholesale distributor co-conspirators are also parties with the defendant to the unlawful agreements in violation of Section 3 of the Clayton Act hereinafter charged.

NATURE OF TRADE AND COMMERCE

6. The defendant Philco manufactures and sells in interstate commerce to wholesale distributors located throughout the United States Philco products which include home radio receivers, phonographs, television receivers, refrigerators, freezers, air conditioners, and electric ranges, as well as accessories and repair and replacement parts for use with said products. The defendant Philco is one of the major manufacturers in the United States of most, if not all, of said products.

7. With the exception of Philco Distributors, Inc. (P.D.I.), a wholly owned subsidiary of Philco, which acts as the distributor of Philco products in the four largest cities of the United States, Philco sells Philco products to approximately 130 independent wholesale distributors located throughout the United States. These approximately 150 wholesale distributors in turn sell Philco products to retail dealers, and the retail dealers in turn sell Philco products to consumers. Both the wholesale distributors and the retail dealers sell Philco products in interstate commerce.

8. From the manufacturing plants of Philco there is a continuous flow in interstate commerce of Philco products to wholesale distributors, thence to retail dealers, and thence to consumers throughout the United States.

VIOLATIONS OF SECTION 1 OF THE
SHERMAN ACT

9. Beginning in or about August, 1954, and continuing up to and including the date of the filing of this complaint, defendant Philco and the co-conspirators have been and are now engaged in an unlawful combination and conspiracy, and have been and are now parties to unlawful contracts, agreements, and understandings, among themselves and with retail dealers, in unreasonable restraint of interstate and foreign trade and commerce in Philco products, all in violation of Section 1 of the Sherman Act as amended. The defendant is continuing and will continue said offenses unless the relief hereinafter prayed for is granted.

10. The unlawful combination and conspiracy referred to in the preceding paragraph of this complaint consist of a continuing agreement, understanding and concert of action among the defendant and the co-conspirators, the substantial terms of which are that they agree that:

(a) Wholesale distributors of Philco products will not sell or ship such products outside of the specific sales territory in the United States allotted to the wholesale distributor by Philco, and will not sell or ship such products to any customer located in a foreign country;

(b) Wholesale distributors of Philco products will not compete in the sale of such products with other wholesale distributors of Philco products;

(c) Wholesale distributors of Philco products will require retail dealers to whom they sell Philco products to agree to resell such products to consumers only;

(d) Philco may purchase, for the account of the distributor and return to the distributor, all Philco products
which have been sold and shipped by either (1) the wholesale
distributor or (2) a retail dealer customer of the
wholesale distributor, outside of the allotted sales terri-
tory of the wholesale distributor who originally purchased
the products from Philco, and the wholesale distributor
will be liable to Philco for the repurchase price of such
products, plus freight;
(c) Wholesale distributors will refrain from selling
Philco products to retail dealers for resale to other retail
dealers;
(f) Wholesale distributors will refrain from selling
Philco products to any retail dealer who is not approved
as a retail dealer of such products by Philco and the
wholesale distributor located in the same sales territory
in which the retail dealer is located;
(g) Wholesale distributors of Philco products will submit
with Philco detailed reports of sales, shipments, and in-
ventories, and will submit to rigorous inventory controls
by Philco, for the purpose of enabling Philco to discover
any departure by a wholesale distributor from the terms
of the conspiracy, and for the purpose of eliminating the
need for price cutting and liquidation of Philco stocks;
(h) Retail dealers of Philco products will not sell Philco
products to other retail dealers or to any person other
than a consumer.
11. The unlawful contracts, agreements, and under-
standings referred to in paragraph 9 of this complaint
are among the defendant and co-conspirators and with
retail dealers and embody the specific substantial terms of
the unlawful combination and conspiracy as set forth
in sub-paragraphs (a) to (h), inclusive, of the preceding
paragraph of this complaint.
12. For the purpose of carrying out the aforesaid un-
lawful combination and conspiracy and the aforesaid unlawful contracts, agreements, and understandings, the
defendant and co-conspirators, by agreement and concert
of action, have done the things which as hereinaabove
alleged they conspired and agreed to do.

VIOLATIONS OF SECTION 3 OF THE
CLAYTON ACT

13. Beginning in or about August, 1954, and continuing
up to and including the date of the filing of this complaint,
defendant Philco has sold Philco products to wholesale
distributors on the condition, agreement and understand-
ing that said wholesale distributors shall not use or deal
in any similar products of any competitor of the defen-
dant Philco, with the purpose and effect of substantially
lessening competition in the sale of such products in inter-
state commerce and in violation of Section 3 of the Clay-
ton Act as amended.

EFFECTS OF THE UNLAWFUL COMBINATION
AND THE UNLAWFUL AGREEMENTS

14. The unlawful combination and the unlawful con-
tracts, agreements and understandings hereinaabove
described have had the following effects, among others, as
intended by the defendant and co-conspirators:
(a) Competition, including price competition, between
wholesale distributors in the sale of Philco products to
retail dealers has been eliminated;
(b) Wholesale distributors have been prevented from
selling Philco products in foreign commerce;
(c) Retail dealers have been prevented from selling
Philco products to other retail dealers;
(d) Wholesale distributors and retail dealers have been
prevented from selling Philco products owned by them to
customers of their own choice;
(e) All retail dealers, including those retail dealers who
sell products, not approved as retail dealers of Philco
products by Philco and the wholesale distributor of Philco
products located in the same sales territory in which the
retail dealer is located, have been prevented from acquir-
ing Philco products for resale and thereby eliminated as
competitors in the sale of Philco products;
(f) Competition in the sale to wholesale distributors of
products competitive with Philco products has been eli-
minted.

PRAYER

WHEREFORE, the plaintiff prays:
1. That the aforesaid combination and conspiracy and
the aforesaid contracts, agreements and understandings
of the defendant and co-conspirators in unreasonable re-
straint of interstate and foreign trade and commerce in
Philco products be adjudged and decreed to be unlawful
and in violation of Section 1 of the Sherman Act;
2. That the aforesaid sales by defendant Philco of
Philco products upon the condition, agreement or under-
standing that the purchasers will not deal in any similar
products of any competitor of Philco be adjudged and
decreed to be unlawful and in violation of Section 3 of
the Clayton Act;
3. That the defendant Philco and its officers, directors,
agents, representatives and all persons and corporations
acting or claiming to act on its behalf be perpetually en-
joined from being a party to agreements, contracts, rela-
tionships, understandings, or practices having the purpose
or effect of continuing, reviving, or renewing any of the
violations of the Sherman Act or the Clayton Act herein-
before set forth and described;
4. That the defendant Philco and its officers, directors,
agents, representatives and all persons and corporations
acting or claiming to act on its behalf be perpetually en-
joined from imposing or attempting to impose any limita-
tion or restriction upon the persons to whom or the terri-
tory within which wholesale distributors or retail dealers
of Philco products may sell such products;
5. That the defendant Philco be required to advise all
wholesale distributors of Philco products and all retail
dealers in Philco products that they may sell such prod-
ucts to whomever and wherever they please;
6. That the defendant Philco and its officers, directors,
agents, representatives and all persons and corporations
acting or claiming to act on its behalf be perpetually en-
joined from requiring or attempting to require wholesale
distributors of Philco products to submit to any inventory
control requirements of Philco;
7. That the defendant Philco and its officers, directors,
agents, representatives and all persons and corporations
acting or claiming to act on its behalf be perpetually en-
joined from making a sale or a contract for the sale of
Philco products upon the condition, agreement or under-
standing that the purchaser thereof shall not use or deal
in similar products of any competitor of Philco;
8. That the defendant Philco be required to advise all
wholesale distributors of Philco products that they may
engage one line of Philco products without any require-
ment that they also distribute any other line of Philco
products, and that they may also distribute any product
or products of any competitor or competitors of Philco
without loss of their Philco distributorship by reason
thereof;
9. That the plaintiff have such other, further and dif-
ferent relief as the nature of the case may require and
the Court may deem just and proper;
10. That the plaintiff recover its taxable costs.

HERBERT BROWNELL, JR.
Attorney General

STANLEY N. BARNES
Assistant Attorney General

WORTH ROWLEY
WILLIAM L. MAHER
Special Assistants to the Attorney General

G. CLINTON FOGWELL, JR.
Assistant United States Attorney
for
W. WILSON WHITE
United States Attorney

ALLEN A. DOBEY
WILLIAM F. ROGERS
Trial Attorneys
Financial & Trade Notes: GE expects its electrical equipment business to be up 5-8% in 1955 after dropping 5% this year from record $5,128,127,000 of 1953, according to pres. Ralph J. Cordiner, meeting with press this week. Fall-off this year, he said, was due to drop of about 20% in defense business. Optimism about next year is based on recent spurt not only in heavy electrical & industrial sales but in such consumer items as appliances and TV. He said GE's increase next year will be the 4-5% boost anticipated in national industrial production as a whole, predicting every 1955 quarter will be better for GE.

First 9 months of this year GE's sales totaled $2.1 billion, down from $2.3 billion in same period last year. Net after taxes went up $1.63 per share, however, thanks to elimination of EPT, comparing with $1.34. Sharp recovery of commercial business during final quarter has reduced decline for year as whole. Moreover, company is adjusting to peace-time economy by eliminating overtime operations. Some plants, including electronic tube, are still on 80-hour week.

RCA sales of products and services will amount to approximately $930,000,000 this year, chairman David Sarnoff reports. Net profits before Federal taxes will be approximately $84,000,000, after taxes about $40,000,000. Dividends declared during year totaled $18,898,000 on common $3,153,000 on preferred. Final 1954 figures are due in latter Feb., but for first 9 months this year they were recently reported at record $696,345,000 sales, $27,557,000 earnings after taxes, or $1.80 per common share (Vol. 10:45). In 1953, sales reached all-time high of $853,000,000, up 22.9% from $693,941,000 in 1952; profits after taxes were $35,022,000 ($2.27 per share), up from $32,325,000 ($2.10) in 1952.

Indiana Steel Products Co. pres. Robert F. Smith reported to shareholders Dec. 10 that operations resulted in net profit after Federal taxes of $435,564, equal to $3.06 per share, compared to $2.19 per share for same 1953 period. Major portion of increase, he stated, is attributable to discontinuance of EPT, but percent of net income to sales before taxes was higher than in 1953. Sales figures were not disclosed, but for whole of 1953 net earnings were $335,925, compared with $306,565 in 1952. Company is distributing article from Sept. American Business Magazine titled "When the Proxy Fight Is Finished" and recounting growth since new control took over.

Halliburters Co. reports profit of $104,294, or 13c a share on 825,000 shares outstanding, on sales of $6,420,537 for Sept.-Nov. quarter, first quarter of its fiscal year. This compares with loss of $483,380 on sales of $8,064,888 in same 1953 quarter. At annual meeting this week, Harry J. Hemingway, pres. Sessions Engineering Co., Chicago management consultants, was elected to board, replacing the late marketing v.p. Richard A. Graver, and Raymond W. Durst was elected pres., Wm. J. Halligan becoming chairman (see also Trade Personals).

CBS Inc. has borrowed $13,000,000 from 2 insurance companies on 41/2% notes due Jan. 15, 1973, proceeds to maintain cash reserves for general corporate purposes.

Walt Disney Productions attributes to new Disneyland show on ABC-TV (137 U. S. stations, 15 Canadian) a "modest profit" contributing to earnings of nearly $1 a share for fiscal year ended Oct. 31, comparing with 79c preceding year. Films made for the TV show are also expected to have a secondary value in the foreign market, while the Davy Crockett series of three 40-min. TV films will be packaged and sold abroad for both theatre and TV release. Disney family owns 355,000 to 652,000 common shares outstanding, Atlas Corp. holds 100,000, remainder is traded over the counter.

William S. Paley, CBS board chairman, in accepting the National Planning Assn.'s gold medal Dec. 13 for his work as head of the President's Material Policy Commission, revised upward that body's 1952 estimate that the gross national product would reach $566 billion by 1975. It may reach a "whopping" $700 billion, he declared, explaining that it's now running at annual rate of $352 billion. He and Jean Monet, ex-chief of European Coal & Steel Community, were awarded medals for "outstanding contributions through planning to the betterment of human life."

Edward J. Noble, onetime chief owner of ABC and now chairman of finance committee of American Broadcasting-Paramount Theatres Inc. and chairman of board of Life Savers Corp., this week announced $5,000,000 gift to Edward John Noble Foundation for endowed support of education, charities, hospitals and in general field of philanthropy. Onetime chairman of Civil Aeronautics Authority, presently member of St. Lawrence Seaway Development Corp., Mr. Noble organized the Foundation in 1940 and gave it $2,000,000 in 1953.

Forecasts for 1955 by Dun & Bradstreet economist Edwin B. George before League of Advertising Agencies in N. Y. this week: TV "is bound to go ahead." Radio faces "struggle." Newspapers & magazines will be "irregular." Economy as a whole will move upward, but "nothing spectacular." And—"most amazing thing" about the 1954 record was "the amount by which we didn't go down," which he ascribed in part to the economy's flexibility and to easing of tax rates.

More signs of better times for the movies: Warner Bros. cleared consolidated net profit of $3,975,000 ($1.60 a share) on operating revenues of $72,093,000 in year ended Aug. 31; while direct comparison is not available due to 1953 reorganization, same group earned $2,908,000 on $70,157,000 in 1953 period.

Twentieth Century-Fox earned $5,732,036 ($2.17 a share on 2,644,486 common shares) in 39 weeks ended Sept. 25, compared to $1,433,037 (52c on 2,769,486 shares) in corresponding period year ago. For 13 weeks ended Sept. 25, earnings were $2,635,518 vs. $1,274,728 same 1953 period.

Zenith-Rauland counsel continued taking depositions from RCA executives in N. Y. this week in their $16,000,000 counterclaim patent suit against RCA, GE & Western Electric—and RCA chairman Sarnoff has been ordered to answer questions when recalled. Judge Igoe, in Chicago Federal Court Dec. 14, ordered that he must reply after RCA counsel had advised him not to answer certain questions until the court defined scope of the pre-trial depositions (Vol. 10:50). Meanwhile, neither the Dept. of Justice nor Zenith-Rauland suits appear to be stopping all RCA licensees from signing new 5-year license agreements dating from next Jan. 1. Although RCA refuses to divulge names of those signing, it's understood that, in addition to GE & Westinghouse, new contracts have been signed with DuMont, CBS, Emerson, Halliburters, Hoffman, Well-Gardner, among the major TV-radio manufacturers, and with most of the smaller manufacturers.

Dividends: Webster-Chicago, 5% stock dividend payable Dec. 31 to stockholders of record Dec. 24; Motorola, 371/2c Jan. 14 to holders Dec. 31; Canadian Westinghouse, 50c Jan. 3 to holders Dec. 15; Electric & Musical Industries Ltd., 7c Jan. 3 to holders Dec. 21; Emerson Radio, 10c quarterly and 5c extra Jan. 11 to holders Jan. 4; Howard W. Sams Co., 10c Jan. 25 to holders Jan. 20; Olympic Radio, 1 share in Olympic Development Corp. for every 10 Olympic Radio held, Jan. 12 to holders Dec. 27.
TELECASTING PROFITS passed radio’s with a whoosh in 1953, FCC disclosed this week in releasing AM-FM financial data for 1953. TV profits (before Federal income tax) of $68,000,000 compared with $55,000,000 for radio—as contrasted with 1952’s figures of $55,500,000 for TV and $60,100,000 for radio. Though figures on 1954 won’t be known officially until late next year, there’s every indication trend is continuing. (Final report of 1953 TV financial data was released Oct. 20, Vol. 10:43.)

Figures prepared by Commission’s economic div. showed that 1953 total AM-FM revenues were $475,300,000, up 1.1% from 1952, but that expenses went up 2.6% to $420,300,000, making profits drop 8.4%. Total TV revenues for 1953 were $432,700,000.

Radio networks and their 22 owned stations had total revenues of $97,300,000, down 3.3%, profits of $10,400,000, down 7.1%. Non-network owned-stations, numbering 2457, had revenues of $378,000,000, up 2.4%, profits of $44,600,- 000, down 8.8%.

Declining network sales and increasing expenses accounted for radio’s drop. Network sales were off 10.4%, while spot increased 4.8% and local sales rose 41%.

Report is Mimeo. 14375, contains 6 tables, including market-by-market data useful for comparing stations’ performance in various cities. Copies are available from FCC or we’ll get you one.

Some 11 small-city stations formally signed contracts with CBS-TV this week as affiliates eligible to receive network programs under its “Extended Market Plan” (Vol. 10:40-50). At luncheon in Waldorf-Astoria Dec. 16, following signed: WMSL-TV, Decatur, Ala.; KGVO-TV, Missoula, Mont.; KVEC-TV, San Luis Obispo, Cal.; KFXJ-TV, Grand Junction, Colo.; WINK-TV, Ft. Myers, Fla.; KLIX-TV, Twin Falls, Ida.; WFAM-TV, Lafayette, Ind.; KVOS-TV, Bellingham, Wash.; WDXI-TV, Jackson, Tenn.; WBOC-TV, Salisbury, Md.; WCBI-TV, Columbus, Miss. The 11 stations have gross 30-min. evening rate of $384, said Edward P. Shureck, CBS-TV director of station relations. Consequently, an advertiser can buy all 11 stations as single package for $346, after 10% discount, he said.

Opponents of subscription TV urged FCC not to accept Zenith’s “immediate commercialization” petition (Vol. 10:49) before they have chance to comment. Joint Committee on Toll-Tv, through counsel Cohn & Marks, attorneys for Theatre Owners of America, said Zenith’s proposal “would drastically revise the present pattern of broadcasting, and would result in fundamental changes in the philosophy of the Communications Act of 1934” and should therefore not be acted upon until opposition has its say. Non-exhibitor members of JCTT weren’t disclosed, are expected to be when comments are filed—some time after Jan. 1.

Experimental uhf satellite was sought this week by applicant from the “illegal booster country” of Washington (Vol. 10:47). Manson Community TV Co., Manson, Wash., filed with FCC for 10-watt Ch. 16 station to repeat signals of KXLY-TV, Spokane. Manager is to be George St. Peter, mgr. of Mid-State Radio Supply Inc., Wenatchee, electronics distributor. George Frese is engineer, Jon H. Phelps counsel. Adler equipment is specified. Another experimental application came from Product Development Co., Kearny, N. J., for testing TV transmitting antennas on Ch. 7-13 with 50 watts.

Power & height increases: WSUN-TV, St. Petersburg (Ch. 38), Dec. 9, to 205-kw ERP; WKNB-TV, New Britain, Conn. (Ch. 30) to 210-kw. KCRG-TV, Cedar Rapids, Ia. (Ch. 9) has filed with FCC to build 1079-ft. tower, for use next spring, with 316-kw ERP.

Television Bureau of Advertising (TvB) launched membership drive Dec. 16 with mailing of 28-p. booklet setting forth in questions and answers the aims, functions and organization of TV’s new sales and promotion bureau headed by Oliver Treyz. At press conference same day in New York’s Waldorf-Astoria Hotel, membership committee chairman Lawrence H. (Bud) Rogers, WSAZ-TV, Huntington, W. Va., announced TvB had already raised 40% of its $400,000 annual budget through dues. He said stations already signed up as members represent “all rate classifications in markets of all types and sizes, of both group and single ownerships, distributed throughout the entire nation.” Announcement of charter members, representing stations which sign this year, will be made sometime in Jan., said Rogers.

Experimental Florida-Cuba TV link in uhf band, requested by AT&T (Vol. 10:40, 45, 49), was granted this week by FCC, which assured NARTB it needn’t worry that use will be permanent. NARTB fears interference to uhf stations. Grant is for use of 716-890 mc, instead of the 680-890 mc sought by AT&T. Though phone company gives no date for start of experiments, it’s believed test transmission will begin early next year.

Two more satellite applications were filed with FCC this week—both vhf—bringing total applications pending to 175 (16 uhf). Week’s filings were for Roseburg, Ore., Ch. 4, by KVAL-TV, Eugene, Ore., and for Hilo, Hawaii, Ch. 9, by KGMB-TV, Honolulu. [For further details about applications, see TV Addenda 19-W herewith; for complete listings of all grants, new stations, applications, etc., see TV Factbook No. 19 with Addenda to date.]

Mexico’s first satellite is Ch. 7 repeater in Puebla of Romulo O’Farrill’s XHTV, Mexico City. (Ch. 4). It’s a joint project of O’Farrill-Accarraga interests, now considering merger (Vol. 10:49), providing service to small town 70 mi. distant. French equipment is used for outlet with 600-watts ERP.

Next TV Factbook—Pre-Print Orders

SPRING 1955 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 Jan. 17—30th 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 allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The Factbook’s new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers —and a new and handler Index to Contents. All reference departments are brought up to date—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. Tha 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 Jan. 10, cost $1.50 each; single copies, $4.00.
Television Digest

with Electronics Reports

PUBLISHED WEEKLY BY RADIO NEWS BUREAU • WYATT BLDG. • WASHINGTON 5, D.C. • TELEPHONE STERLING 3-1755 • VOL. 10: NO. 52
December 25, 1954

SUMMARY-INDEX OF THIS WEEK'S NEWS

COMMISSION BALKS AT SENATE REQUEST from Bricker and Jones to give investigators confidential TV financial data, saying such release may be illegal (p. 1).

WEST PALM BEACH & CHAPEL HILL VHF stations starting as Portland (Me.) uhf quits air; Canada's 24th starts in Halifax; U. S. total now 423 (p. 2).

NEW COMMUNITY ANTENNA DIRECTORY shows total of 302 systems, averaging 740 subscribers each, with 150,000-175,000 homes served (p. 3).

FIGHTS BEFORE FCC INCLUDE Steubenville site move, oral argument featuring newspapers & "diversification" in Beaumont and Tampa cases (p. 4).

BATTLE OF THE MEGAWATT RAGES in Wilkes-Barre, with outcome of undeclared race still in doubt; Storer gets amplifier for his new Miami uhf (p. 7).

JONES SEeks FCC's SECRET TV PROFIT DATA: Sen. Bricker's network-uhf probe which has been proceeding quietly and uneventfully since last summer -- erupted this week into sharp controversy virtually on eve of the expiration of ex-FCC Comr. Robert F. Jones tenure as majority counsel for the Commerce Committee investigation.

Though time is running out, majority counsel Jones now gives every indication he's ready to go after the networks and big stations -- as many in industry feared he would do from the outset (Vol. 10:30-32, 34-35) -- despite the moderating influence of minority counsel Harry Plotkin and Committee communications counsel Nick Zapple.

These are the latest developments: Jones, through Chairman Bricker, asked FCC to turn over to investigation staff all of the financial data it has collected from TV stations in its periodic confidential questionnaires -- in other words, the balance sheets of all 4 TV networks and every TV station in the country. This means not merely the industry-wide cumulative figures and summaries which FCC publishes annually, but individual dollars-&-cents data for each station and network.

FCC met on the request Dec. 22, unanimously instructed Chairman McConnaughey to write Bricker that he doubts it has the right to release the data under Title 18, Sec. 1905 of U.S. Criminal Code, which forbids public servants to disclose material submitted in confidence. Commission didn't refuse, it merely explained its legal opinion. Policy-wise, FCC is concerned lest this competitive information leak out to industry or public. And it's not unmindful of fact that both Jones and Plotkin are from industry and presumably will be going back.

Commission is satisfied that Senate Committee can subpoena the information directly from stations. It would be far happier if that happened -- because then the whole touchy problem would be out of FCC's hands. Whether Committee has power to subpoena the data from FCC is uncertain.

Jones and Plotkin met with FCC Dec. 20, at which time Jones agreed not to make any of the data public. But Plotkin interposed that once it's in hands of a legislative committee, it's almost certain to get out -- especially inasmuch as a successor in Senatorial office may not feel bound by what his predecessor says or promises.

TRADE GOES TO CHICAGO MARTS for 2 weeks starting Jan. 3, but the few new drop-in TV models on display will contain no revolutionary features (p. 8).

PRINCIPLE OF LIGHT AMPLIFICATION demonstrated by GE scientists -- with vast implications in future of TV, X-ray, illumination and other fields (p. 9).

ELECTRONICS WILL HIT $8.8 BILLION IN 1954, according to David L. Babson & Co., investment counsel, which foresees $20 billion by 1970 (p. 9).

GOOD TRADE YEAR IN 1955 forecast by 4 industry leaders; GE's Baker & CBS-Columbia's Mintz see some 6,000,000 monochrome, 2-300,000 color sales (p. 10).

22 CRITERIA FOR PROGRAM RATINGS listed by Advertising Research Foundation which calls them "starting point" for improvement (p. 12).
Only Comr. Hennock was absent from the meeting with Jones & Plotkin and the later Commission meeting which expressed doubt as to the legality of the request.

Plotkin didn’t argue for or against Jones’ request. He was asked by one commissioner whether he thought Commission has power to give out the figures. To a legislative committee, yes -- he replied -- particularly since FCC itself has used individual station data in a few isolated instances in the past.

What is Jones’ motive? Obviously involved is his desire to take FCC’s allocation plan apart, show he was right when he dissented on grounds that it sold uhf down the river, permitted growth of giant vhf regional stations (Vol. 8:15).

* * * *

Investigators also queried FCC about an earlier request -- for coverage information and maps for all TV stations as of Oct. 1, using the calculation methods specified in 6th Report. They had asked that this maze of technical data be broken down in many different ways -- between vhf & uhf, as to overlap of competing stations, etc., etc. Much of the information isn’t readily available at FCC. The commissioners said staff has been working on it, but task is so great it can’t be completed without dropping other essential work.

Commission suggested that Committee help it get extra appropriation for the additional staff required. This was polite way of saying "hold your horses."

Senate investigators fired questionnaire at AT&T this week, too, seeking information about line charges, networking, etc. Probers had planned to ask individual stations for data also, but now may not have time before new session begins.

* * * *

Staff investigators are expected to prepare report -- or reports -- detailing their work to date, and possibly making recommendations. When Bricker announced the probe last summer, he said staff would be instructed to report to Committee when new Senate session begins. It’s known that neither Plotkin nor Zapple sees eye-to-eye with Jones, so it’s entirely possible there will be 2 separate reports.

Probe is likely to continue in revamped form after Sen. Magnuson (D-Wash.) takes over as Committee chairman in Democratic-controlled Senate, though Magnuson hasn’t revealed his plans. Jones, a Bricker appointee, is expected to stay on staff, but with considerably less power. Plotkin doubtless could stay on, with more power, if he wants to. Nick Zapple, the Committee’s permanent communications expert, will be certain to occupy a key staff spot in connection with any further inquiry.

2 VHF STARTING IN SOUTH, ANOTHER UHF OFF: New stations in W. Palm Beach, Fla. and Chapel Hill, N.C. and another uhf casualty -- in Portland, Me. -- bring count of TV stations in operation to 423, of which 119 are uhf. Canada got another starter this week in Halifax, CBC’s 7th, making total of 24 there.

Station quitting is 16-month-old WPMT, Portland, Me. (Ch. 53) whose chief owner Frank S. Hoy notified FCC Dec. 15, got permission to sign off Dec. 21, going back on CP status, expiring Feb. 16. Counsel for Mr. Hoy stated companion WLAM-TV, Lewiston, Me. (Ch. 17) will continue operating, though Portland outlet was said to be in bankruptcy and assigned to one Carrell K. Pierce.

New starters scheduled up to end of Jan., according to our records: KLRJ-TV, Henderson, Nev. (Ch. 2); KTVK, Phoenix (Ch. 3); WFLA-TV, Tampa (Ch. 8); KEYD-TV, Minneapolis (Ch. 9); WTVY, Dothan, Ala. (Ch. 9); KLIX-TV, Twin Falls, Ida. (Ch. 11); KRCG, Jefferson City, Mo. (Ch. 13); WLEX-TV, Lexington, Ky. (Ch. 18); KEPR-TV, Pasco, Wash. (Ch. 19), satellite to KIMA-TV, Yakima (Ch. 29); WEDB, Birmingham, Ala. (Ch. 10, educational). Due next in Canada: CKX-TV, Brandon, Man. (Ch. 5). Latest starters:

WEAT-TV, West Palm Beach, Fla. (Ch. 12) is all set for Dec. 27 test patterns, preparatory to Jan. 1 commercial start with Sugar Bowl game, reports gen. mgr. and 75% owner J. R. Meachem. It’s ABC primary, third outlet in area (2 vhf, one uhf), has 10-kw Standard Electronics transmitter and Alford 2-bay antenna on Tower Construction Co. 350-ft. tower. Its radio WEAT recently moved to W. Palm Beach after nearly 7 years as NBC Lake Worth affiliate. Ed J. Hennessy, ex-WDAK-TV, Columbus,
Ga. is sales mgr.; Jack Rathbun, also ex-WDAK-TV, operations mgr.; J. Ross McPherson, chief engineer. Base rate is $200. Rep is Walker.

WUNC-TV, Chapel Hill, N.C. (Ch. 4, educational) begins noon-6:30 p.m. daily test patterns Dec. 27, goes on 3:30-10 p.m. weekday & 6-10 p.m. Sat. & Sun. program schedule Jan. 8, according to U of N. Carolina TV director Robert F. Schenkkken. It has 25-kw RCA transmitter, 800-ft. Stainless tower with 6-bay antenna. Studios at Chapel Hill (Duff Brown, ex-Ft. Worth, program director), at State College in Raleigh (Ralph Burgin, ex-WRC-TV, Washington, program mgr.), at Greensboro (David Davis, ex-WMAL-TV, Washington, program mgr.) are linked by microwave to Chapel Hill transmitter. Alan MacIntyre is chief engineer.

* * * *

CBHT-TV, Halifax, N.S. (Ch. 3) began Dec. 20 as CBC-owned non-interconnect-ed outlet, getting 30-kw visual ERP with 10-kw RCA transmitter and temporary 50-ft. tower on Geizer Hill. Awaiting end of steel strike, it plans 100-kw ERP with 500-ft. tower and 8-slot wavestack antenna. It's in temporary studios until early 1955. TV director is G. F. Brickenden, ex-CBLT, Toronto, with D. G. LeBlanc, commercial mgr.; Carl MacCaull, program mgr.; Jack Simonsen, technical director. Base rate is $200.

COMMUNITY ANTENNAS BECOMING MATURE: Headlong growth of community antenna systems appears to have eased off somewhat -- but evidence of continued strong development is apparent from a study of new directory of systems to be included in the forthcoming spring edition of our TV Factbook (No. 20) due off presses mid-January.

Probably most obvious aspect of community industry is fact that well-situated systems are developing into major financial properties -- comparable in earning power with fair-size TV stations. At the same time, total number of systems has shown no great increase since publication of our last directory 6 months ago. Analysis of answers to our questionnaires brings these basic statistics:

(1) There are 302 systems operating or believed to be. Six months ago, we estimated total at 299 (Vol. 10:34), but we have tried to squeeze the water out of list by not counting individually those towns served from one central location and by eliminating what industry calls "hillbilly" outfits -- i.e., those serving mere crossroads or little neighborhood groups.

(2) Averaging number of subscribers reported by those supplying data on current questionnaire, we find 740 per system -- compared with 728 six months ago, 535 year ago, 432 year-and-a-half ago, 199 two-and-a-half years ago.

(3) Total homes served by the 152 giving number of subscribers was 112,495, compared with 64,189 reported by 120 operators year ago. The 150 who didn't indicate number of subscribers can be presumed to average fewer -- so it's good guess that total homes served by systems come to about 150,000-175,000.

(4) Claim to most extensive system is made by John Walonovich, operator of system serving Mahanoy City, Pa. and surrounding towns -- 8295 homes. Seven others say they have more than 3000 each -- and 3 claim to exceed 1000.

(5) Pennsylvania is still leader, by far, in number of systems -- 75. But far west and northwest are coming up fast -- in Washington, Montana, Nevada, Idaho, Oregon, Wyoming, New Mexico, Arizona, Colorado.

* * * *

With community systems' growing maturity have come a lot of problems. In last 6 months; FCC has indicated intention to get tough about spurious radiations; a few TV stations are trying to tie systems to their programs by written agreement or to deny programs altogether; state utilities commissions have asserted, or tried to assert, regulatory authority; FCC's favorable attitude toward satellites and its encouragement of booster experimentation have brought some fear of competition.

Nevertheless, defunct systems are extremely rare, new operations are begun almost weekly -- and a 1000-subscriber system has sold for as much as $100,000. Operators are not complacent about their problems -- and the National Community TV Assn. is probably the busiest outfit of its size and kind in Washington.
BICKERING among stations about CPs, transmitter-studio moves, sales, etc., takes up a lot of FCC's time nowadays—when it's not wondering how to answer Bricker committee staff's questions (see p. 1).

One of hottest matters is CBS's proposed $3,000,000 purchase of WSTV-TV, Steubenville, which is predicated on move of transmitter to Pittsburgh (Vol 10:47). No one claims to know how FCC will vote, but one clue to its course of action may be found in case of grantee KSML-TV, Salem, Ore (Ch. 3). Grantee has asked for modification of CP to put transmitter at spot 35.5-mi. northeast of Salem and 22.4-mi. southeast of Portland—instead of 5.5-mi. northwest of Salem, as specified in CP.

For first time in such site-move cases, FCC directed a "McFarland Letter" to grantee, asking reasons for choice of new site. Commission wrote:

"In view of the unusually large distance between the proposed transmitter site and Salem, the principal city to be served, it appears that your proposed operation may result primarily in an additional service to the Portland area, and a loss of service to communities in the Salem area. A question is thus raised as to whether, in fact, your proposed station is designed to serve the particular needs of Salem and its surrounding area, and on the basis of the information now before it, the Commission is unable to find that a grant of your application would be in the public interest." Commission asked for information on 3 matters:

(1) Reasons for changing transmitter site. (2) "Whether you plan to maintain a studio at your proposed transmitter site or at any location other than in the city of Salem. If so, submit full details, including location, personnel and type and source of programs emanating from such studios." (3) "Engineering study indicating the coverage that might be obtained from a TV station operating at your presently authorized location with facilities specified for that location. Included in said study should be a list of the communities which would fall within the Grade A and Grade B contours of such an assumed station which are located outside the Grade B contour of the station proposed in your application."

Two other interesting cases are those of decisions granting Darrell Cannan's KDFM-TV, Beaumont, Tex. (Ch. 6), and W. Walter Tison's WTVT, Tampa, Fla. (Ch. 13). FCC had stopped construction of the stations (Vol 10:49-51) pending oral argument which was held this week. Newspaper ownership and "diversification" figured prominently in arguments. In Beaumont case, Leonard Marks, counsel for defeated applicant Enterprise Co. (Beaumont Enterprise and Journal-KRRC), argued that Commission's decision would make "second class citizens" of newspapers—in face of court decisions, intent of Congress and FCC's promises to Congress. George Smith, counsel for winner KDFM, argued that Commission properly took into account the whole question of concentration of control of news media, didn't single Enterprise out solely because it was a newspaper.

Beaumont case had additional complication in that a third application, KTRM, dropped out just last week under agreement whereby KDFM would pay it $55,000 and give KTRM stockholder W. P. Hobby (KPRC-TV and Houston Post) option to acquire 32 1/2% of grantee. Marks said agreement changed whole picture, asked for delay in oral argument—which FCC denied. At week's end, he was asking for dismissal of KDFM application.

In Tampa argument, attorney Fred Albertson charged, for loser Tampa Times, that Commission had completely reversed itself from stand it took when it granted Tampa Tribune Ch. 8 just a month before, saying there is a "variety of diversely owned stations and newspapers in the community." Counsel Robert Heald, for winner WTVT, went all out in attacking newspapers, saying: "It is not improbable that in the near future the newspaper will become a propaganda sheet for the radio-TV, to promote radio & TV, at the expense of the public interest, and that is the potential danger which this Commission is entitled to prevent." Marcus Cohn, speaking for other loser, Orange TV (David Falk-Frank Mandel), attacked Tampa Times on performance of its radio WDAE, stating that its record left much to be desired. "In fact," he said, "it is a network spigot."

In Tampa Times case, meanwhile, Commission turned down petitions for reconsideration filed by losers WTSP and Tampa Bay Area Telecasting Co. Also, in fierce Albany, N. Y. case (Vol. 10:49, 51), FCC denied WTRI's request that sale of WROW-TV to Lowell Thomas group be held up.

Commissioners made few remarks during arguments, though Comr. Lee, who has spoken up frequently in defense of newspaper ownership, did say, during Beaumont argument: "Mr. Marks, on the matter of alleged discrimination against newspapers, I would share your concern that they shouldn't be second class citizens. On the other hand, I don't think that the Commission has discriminated against newspapers because they are newspapers. I was wondering if you know how many TV stations are owned in part or whole by newspapers?" Marks said that about one-third are—but that almost all were acquired by non-competitive grants or purchases.

1955 AM-FM Station Directory

All subscribers to the full TV-AM-FM services of Television Digest will, in mid-January, receive copies of our 1955 AM-FM Station Directory, revised to Jan. 1, loose-leaf, printed on single sheets so that changes and corrections may be added on opposite blank pages as they're reported in our weekly AM-FM Addenda. New directory lists not only all North American AM-FM stations by states and cities (with company names, addresses, frequencies, powers, FM antenna heights, network affiliations) but also includes lists of AM & FM stations by frequencies, AM & FM applications by states & frequencies pending as of Jan. 1, AM & FM stations alphabetically by call letters. It's only handy volume of its kind, and carries no advertising. Extra copies, if pre-print orders for 10 or more are placed by Jan. 10, cost $5.00 each; single copies $7.50.

Another private microwave to serve community antenna systems is being sought—this one to serve operators in Pasco-Kennewick-Richland, Wash. area with signals from the 3 Spokane stations. Inland Empire Microwave Co., 601 Baker Bldg., Walla Walla, filed application with FCC to build 1-station Raytheon relay at cost of $52,000. Principals are Robert A. Comfort, ex-secy. of Richland TV Cable Corp., one of systems to be served, and Wendell P. Brown. Richland TV Cable Corp. and the other system in area, Tri-City TV Service Inc., indicated they'll contribute up to $5000 each as advance payment for microwave service. Move was undoubtedly encouraged by start of Pasco uhf satellite KEPR-TV (Ch. 19) which is to repeat programs of KIMA-TV, Yakima (Ch. 29).

Spurious radiation limits for community antenna systems proposed by FCC were agreed to in part by RETMA committee during N. Y. meeting last week. Limitation of 10 uv/m at 10 ft. for Ch. 2-6 was considered practical, while some easing of restrictions will be requested for Ch. 7-13 and for places where cables traverse areas where there are no receivers to be interfered with.
Personal Notes: Victor M. Ratner, one-time CBS v.p. in charge of promotion, later with R. H. Macy & Co. and head of own public relations firm, elected McCann-Erickson v.p. ... Ralph R. Hotchkiss, Maxon Inc. v.p. on the Gillette TV account, resigns to become v.p. of Compton Adv. ... C. H. Cottington, ex-McCann-Erickson, Ayer and Erwin Wasey, named exec. asst. to Earl R. Collins, pres. & sales mgr., Hollywood Television Services, headquartered in N.Y. ... Wm. Dozier, CBS-TV exec. producer of live dramatic shows, shifts to Hollywood as director of network programs under v.p. Harry Ackerman ... Terrence McGurk promoted to head CBS-TV's special sales unit for its "Extended Market Plan" for small-city affiliates (Vol. 10:50-51) ... Capt. Sam W. Townsend, pres. & gen. mgr. of WKST-TV & WKST, New Castle, Pa., has organized and is CO of new naval reserve unit for 4th naval district ... Earl Minderman, onetime asst. to ex-FCC chairmen Wayne Coy & Paul Walker serving last 2 years with National Citizens Committee for Educational TV, elected exec. v.p. of Greater Washington Educational TV Assn., planning to file for non-commercial Ch. 26 ... John H. Battison, ex-Capitol Radio Engineering Institute, Washington, and son-in-law of veteran Kansas City broadcaster Arthur B. Church, elected 1955 chairman of Calgary Ad & Sales Club; he recently went there to be gen. mgr. of new CHCT-TV, and McCMillan Co. is shortly bringing out his third book on TV titled Planning & Producing TV Commercials ... Fay Day, ex-CBS-TV Spot Sales, named sales development director of Quality Radio Group, new program & sales organization headed by Ward Quaal, WLWT, Cincinnati; Idella Grindlay, ex-WABC-TV & NBC, appointed program coordinator ... G. Paschall Swift promoted to national sales mgr., WGR-TV, Buffalo ... Fred M. Kiefer promoted to asst. mgr. of NBC merchandising dept., reporting to mgr. Murray Hellwell ... Herman Liveright promoted from exec. producer-director to program director of WDSU-TV, New Orleans, succeeding Huble Weiss ... Jack Irvine, ex-KONA, Honolulu, appointed gen. mgr. of Sheldon Sackett's KVAN, Vancouver, Wash., holder of CP for KVAN-TV (Ch. 21) ... Arthur Snowberger, chief engineer, elected exec. v.p. & director of 6 radio stations of Richard Eaton group, which holds CP for WOKK-TV, Washington (Ch. 50) and WFLF, Baltimore (Ch. 18) ... Alan J. Hughes promoted to sales development mgr. CBS Radio Spot Sales central div., Chicago; Jack Wooley to Los Angeles office as mgr. ... Budde Marine, ex-NBC-TV, New York, named program mgr. of WCAN-TV, Milwaukee, succeeding Dean McCarthy ... O. P. (Rob) Bobbitt, from AM affiliate, named sales mgr. of KTBC-TV, Austin, Tex. ... Jim McGovern, ex-KGTV, Des Moines, named promotion mgr. of upcoming KEYV-TV, Minneapolis (Ch. 9), due this month ... Howard Eaton promoted to national sales representative of KTWW, Tacoma, Wash. ... J. Maxim Ryder, WBRY, Waterbury, elected pres. of Conn. Broadcasters Assn.; Aldo deDominicis, WNHC-TV, New Haven, v.p.; Walter B. Haase, WDRC, Hartford, sey. ... Jack Gilbert promoted from asst. station mgr. to station & operations mgr. of KHOL-TV, Kearney-Holdrege, Neb., succeeding Duane L. Watts; A. B. McThalliy named national sales mgr. ... James C. Hanrahan, gen. mgr. of WEVS, Cleveland, back from 7-week trip to Australia.

Network Accounts: "Biggest single advertising medium in the world" is the way CBS-TV describes itself on basis of 50% increase in 1954 gross billings over 1953. In year-end review, CBS-TV said 114 advertisers used network, of which 42 were new to CBS-TV and 21 were new to TV. Statement took indirect slap at NBC-TV's color "spectaculars" for same sponsor every 3rd week, saying cornerstone of CBS success was continuity in programming—broadcasting same program week after week on same schedule. During year, 45 new TV affiliates were signed, bringing total to 202 ... DuMont reports 44 national advertisers used network in 1954, estimates its gross billings for year at about $13,250,000, compared to $12,374,353 last year. CBS-Columbia to sponsor Life with Father on CBS-TV Tue. 8-8:30 p.m. starting Jan. 4, thru Ted Bates; network originally announced CBS-Columbia would sponsor Adventures of Kingfish, new filmed comedy series using Amos 'n Andy characters, in that time period, but debut of latter is being postponed ... Philip Morris and Procter & Gamble sign 2-year renewal of I Love Lucy on CBS-TV Mon. 9-9:30 p.m., thru Biow; in Canada Sylvania signed as alt. sponsor (with Heinz) of Lucy on CBC-TV ... ABC-TV, enthused by success of Disneyland, has asked Disney to prepare a daytime children's film program, tentatively planned for Mon.-thru-Fri. 5-6 p.m., opposite NBC-TV's Howdy Doody ... Revlon to be alt. sponsor (with Nash-Kelvinator) of Danger on CBS-TV Tue. 10-10:30 p.m., thru Wm. H. Weitnraub & Co. ... Manhattan Soap to sponsor Thu. 15-min. segment of Ding Dong School on NBC-TV starting Jan. 20, Mon.-thru-Fri. 10-10:30 p.m., thru Scheideler, Beck & Werner ... Chesebrough Mfg. Co. (Vaseline) buys one quarter of Cotton Bowl football game from Dallas New Year's Day on NBC-TV, thru McCann-Erickson ... American Chicle Co. to sponsor special Vctor Borge variety show after Rose Bowl game New Year's Day on NBC-TV, 7:30-8 p.m., thru Ted Bates.

Buick's pitch for Jackie Gleason (Vol. 10:51) finally bore fruit this week with 2-year contract for $11,000,000 in talent costs alone—hailed as "biggest talent purchase in TV history." Buick will sponsor filmed Honeymoonen on CBS-TV Sat. 8:30-9 p.m. next year, to be preceded by a live Gleason show 8-8:30 p.m., for which sponsor has not been announced. It will drop Milton Berle Show on NBC-TV Tue. 8-9 p.m. NBC-TV said several "top-flight" sponsors have expressed interest in sponsoring a 30-min. Berle series on film, preferably on Sat. night. Agency for Buick is Kudner.


Television Bureau of Advertising (TBA) reports $220,000, or 55% of its 1955 budget of $400,000, had been voluntarily subscribed by networks and stations as of Dec. 21.

Telecasting Notes: “A handful of men” in the 2 biggest talent agencies determine prices for the entire TV industry because of the scarcity of talent and a seller’s market. This charge is aimed at Music Corp. of America (MCA) and Wm. Morris Agency in editorial in Dec. 20 Advertising Age. Control of shows by “the talent moguls,” says the editorial, is exercised through complete ownership of all ingredients in a package, control of the star who controls package, control of key personnel, or control of selling of a package. “The danger is that they will price many sound, long-range advertisers out of TV and back into print,” Advertising Age warns. “There is no question but what sponsors, ad agencies and networks have become lazy and careless about relinquishing control of TV programs to talent agencies”...To help minimize price-setting power of the “talent peddlers,” editorial advises sponsors and agencies to: (1) Maintain control of show via the agency, insofar as possible. (2) “Resist buying a package—rather, buy ingredients on the open market and from several sources of supply.” (3) “Avoid the star-system—TV has proved that stars can be made.” (4) Engage drama & mystery show writers & producers direct or through “minor representation.” (5) “Consider financing a smaller talent or package agency venture that shows promise in exchange for long-term price control and a return on your investment out of profits in re-runs”...Merger of sales forces of Gross-Krasne’s United Television Productions into MCA-TV Ltd. was formally effected this week, exactly along lines previously reported (Vol.10:56)—with Wynn Nathan heading up sales structure (see adjoining column). With 22 shows, 19 U.S. offices and branches abroad, MCA-TV claims to be biggest entity in film syndication...New TV Inc., 9 E. 75th St., N.Y., station-owned, headed by Gene O’Fallon, KFEL-TV, Denver, for smaller-market stations only, claims 40 signed up for its projected group film-buying operation, out of goal of 100. Its gen. mgr. is Herbert Jacobs, directors Ed Craney, KXLF-TV, Butte; Joe Floyd, KELO-TV, Sioux Falls, S. D.; Tom Bostic, KIMA-TV, Yakima, Wash.; W. D. Rogers, KDUB-TV, Lubbock, Tex.; Gene DeYoung, KERO-TV, Bakersfield, Cal. End of network talent-raiding is predicted by Variety’s George Rosen Dec. 22 as hopeful sign for new year. He recounts that RCA-NBC Chairman Sarnoff is reported to have “passed along the word [that] there is to be no recurrence of the recent jack-up-the-price-and-get-him-at-any-cost incident which resulted in Ed Sullivan practically tripling his income from CBS.” Rosen sees this as tip-off that talent raids—with their resultant spiraling costs—are at an end, that both networks now intend to “develop” their own personalities and stars...New profit for movies from TV: 20th Century-Fox to offer all of its big-picture premiers for commercial sponsorship on TV, following success of Dec. 16 Nash-sponsored opening-night telecast on WPIX from N. Y. Roxy Theatre ballyhooing There’s No Business Like Show Business...Awards for outstanding commercials—similar to those now presented to top shows, stars, etc.—are proposed by syndicated newspaper TV columnist Eve Starr (“Inside TV”) as method of focusing public attention on exceptional commercials and minimizing criticism of commercials generally.


Fourteen new Vitapix-Guild film syndicate affiliates were signed this week, bringing total to 44. New ones are WDAD-TV, Columbus, Ga.; WFMY-TV, Greensboro, N. C.; WGR-TV, Buffalo; WILK-TV, Wilkes-Barre; WKRC-TV, Cincinnati; WMBV-TV, Marinette, Wis.; WMT-TV, Cedar Rapids, Ia.; WPTZ, Philadelphia; WRDW-TV, Augusta, Ga.; WSLS-TV, Roanoke, Va.; KDUB-TV, Lubbock, Tex.; KTVH, Hutchinson, Kan.; KWK-TV, St. Louis; WFBM-TV, Indianapolis.

Annual “Mike” awards to women in TV-radio by McCall’s Magazine: top award, Angela McDermott, Mohawk-Hudson Council on Educational TV, for series TV Schooltime on WRGB, Schenectady; executive service to community, Dorothy Daniel, campaign director of educational WQED, Pittsburgh, for work in getting station on air; executive service to women, Bee Baxter, KSTP-TV, St. Paul-Minneapolis, for nursing series Operation Tender Loving Care; executive service to youth, Josephine Wetzel, WLS, Chicago, for good health poster-slogan contest on Schooltime; broadcaster service to community, Marian Young Taylor, the “Martha Deane” of WOR, N. Y., for series on juvenile delinquency; broadcaster service to women, Mary James, WFP, Philadelphia, for establishing “Mary Jones Hearst” for homeless young women; broadcaster service to youth, Marian Koehler Rowe, KPIX, San Francisco, for series Adventure School.

KTVQ, Oklahoma City (Ch. 25) has filed petition for reorganization under Chapter X in Federal District Court there, and since Dec. 1 has been operated by court-appointed trustees Duke Duvall & John Eau.

Power increases: WATE, Knoxville, Tenn. (Ch. 6), Dec. 17 to 100-kw ERP; CBUT, Vancouver, B. C. (Ch. 2), Dec. 18 to 97.5-kw.

All Westinghouse stations join NARTB Jan. 1, bringing NARTB’s TV membership to 236, of 423 stations on air.

Unauthorized TV showing of theatrical film is charged in $51,500 suit filed in Los Angeles superior court by Eagle Lion Classics against Benedict Bogaeus Productions, Quality Films and Benedict Bogaeus & Charles Weintraub, heads of 2 firms. Eagle Lion alleges that Bogaeus gave print of My Outlaw Brother to Quality, and that film was shown by KFEL-TV, Denver, resulting in cancellation of $1500 in theatre bookings. Another $50,000 is asked for “depreciated value” of the picture.

KOMO-TV, Seattle, this week applied to separate TV operations from radio KOMO and filed joint balance sheet dated Oct. 31, listing $877,289 paid-in & earned surplus under liabilities. Out of total $1,782,797 assets, it lists $1,417,715 real estate, $205,571 accounts receivable, $83,558 cash & investments. Application is for modification of CP to change name of TV operator to Fisher’s TV Co., radio entity remaining Fisher’s Blend Station Inc.

Donald G. Roper is resigning from Peoria Star-Journal’s WTVH-TV to study for the Presbyterian ministry at McCormick Theological Seminary, Chicago, at same time serving in a student pastorate in Yorkville, Ill. He is succeeded as production mgr. by Robert G. Holben.

Fourth uhf station to become NBC basic affiliate is WBRE-TV, Wilkes-Barre, Pa., which goes on network’s “Must buy” list Jan. 1. Other uhf NBC basics: Portland’s KPTV, Norfolk’s WVBC-TV, Youngstown’s WMJ-TV.
BATTLE OF THE MEGAWATT isn't over yet in Wilkes-Barre (Vol. 10:50-51). It's still anybody's race as 2 competing stations and 2 competing equipment manufacturers strive to be first on the air with full 1000-kw ERP uhf power. [Editor's note: Though all concerned vehemently deny there's any "race" involved, we have a sneaking suspicion that the element of competition enters the picture somewhere.]

WBRE-TV (Ch. 28), using RCA equipment, lost most of its temporary advantage due to 4 days of sub-zero weather and an icy tower. At week's end, antenna was all ready to be hoisted to top of tower after Xmas holidays, all other equipment in place. Power boost could come by Dec. 28 or 29. WILK-TV (Ch. 34) sticks to Jan. 1 target date, but might possibly get on a day or 2 before that. It has antenna up, all its GE equipment except rectifier, still must hook up its amplifier.

RCA shipped 12½-kw amplifier to Ft. Lauderdale for Storer's newly acquired WGBS-TV (Ch. 23), which will begin using physical plant of WFTL-TV (Vol. 10:47, 51). RCA also shipped 10-kw transmitter Dec. 20 to KRCG, Jefferson City, Mo. (Ch. 13), which has early 1955 target. DuMont reports order for 25-kw visual transmitter from KUTV, Salt Lake City (Ch. 2) for delivery about Jan. 1.

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

WTWW, Chicago (Ch. 11, educational) now plans test patterns next Aug.-Sept., late Sept. programming, reports exec. director John W. Taylor, ex-deputy director general of UNESCO. Equipment hasn't been ordered yet, but 3-year lease was signed recently for 15,000 sq. ft. in west wing of Chicago Museum of Science & Industry. It plans two 60x40-ft. studios, also will have access to west wing theatre. Chicago Educational TV Assn. reports it's only $300,000 short of $1,100,000 goal needed to build and operate station for 2 years.

WTLC, Urbana, Ill. (Ch. 12, educational), which had tentative fall target, didn't get 12-bay GE antenna in Nov. as expected, now hasn't target, reports director Frank E. Schooley. It has demonstrator 5-kw transmitter donated by GE, plans to begin with antenna atop U of Illinois station in Champaign. Later TV antenna may be moved to its Blaw-Knox FM tower, near Monticello, Ill.

WOSU-TV, Columbus, O. (Ch. 34, educational), hasn't completed negotiations for equipment, now has tentative Oct. 1 target, reports director Robert C. Higgy. It has foundation ready for 75x105-ft. studio-transmitter building scheduled for completion by next July 1. Ideco 550-ft. tower & RCA pylon antenna have been ready since summer.

CKX-TV, Brandon, Man. (Ch. 5), about 125 mi. west of Winnipeg, plans Jan. 15 test patterns, Jan. 21 programming, according to pres.-gen. mgr. J. B. Craig. It already has 5-kw GE transmitter and 4-bay antenna has been installed on 304-ft. tower. Archie Olson will be sales mgr.; Douglas A. Lee, program director. Base rate will be $150. Reps will be Weed & All-Canada.

"Spiral scanning," being considered for industrial TV in France, was among the many methods of scanning considered by first NTSC in setting up standards for TV before the war. Scanning starts at center of picture, spirals out to edges.

WNBT, old call letters of NBC's New York TV flagship (now WRC-TV), have been assigned by FCC to AM grantees in Wellsboro, Pa.—Farm & Home Broadcasting Co.

C. E. Hooper Inc. will continue unchanged despite death last week of its owner-founder while hunting on Great Salt Lake (Vol. 10:51). James Knipe is gen. mgr.

Color Trends & Briefs: "Very excellent" dealer reaction to recent showing of 21-in. color sets is reported by Hoffman Electronics pres. H. L. Hoffman. "It is the first time," he says, "that I have really seen dealers very interested in color. I think that one of the dealers made a very pertinent remark when he stated that color would start going when the dealers decided to sell it themselves, and as far as he was concerned he thought that 1955 would see him ready to sell color." Commenting on potential of projection color (Vol. 10:49, 51), Hoffman states: "The cost of the projection apparatus from American Optical is obviously too high to consider this approach at the present time."

Paramount Pictures pres. Barney Balaban summarized views on color as follows, in his annual report: "It is now clear that the public will not purchase color sets in mass quantities until the price has been substantially reduced below present levels. More than ever, we are convinced that the Lawrence tube—either in its 'single gun' or '3 gun' version—is the only color tube that has yet been proposed that can make possible such reduction in the cost of color receivers." As for subscription TV, he said, "We feel that the practical advantages of the Telemeter system [make] it outstanding in the field."

Its first shipment of 3-vidicon color film camera will be made next week by Dage TV div., Thompson Products, reports gen. sales mgr. F. D. Meadows. He also hailed FCC's proposed satellite rule (Vol. 10:51), noting that Dage just shipped complete equipment for Air Force base in Azores, built around 50-watt transmitter. He estimates that 100-watt ERP stations, including one vidicon live camera and one vidicon film chain, can be built for $50,000, excluding building and tower.


A new Russian invention, known as "color TV," has been instituted on an experimental basis by the Moscow TV station, according to a Soviet newspaper article by A. Donotov, mgr. of the Moscow TV center. System works in this novel manner: A disc, divided into red, blue & green segments, revolves in front of the picture tube, synchronized with signals fed field sequentially from station. Russia now claims 500,000-700,000 black-&-white sets.

Consent decree on color film, entered into by Eastman Kodak Co. with Dept. of Justice this week, will have little effect on color TV. Decree will make it possible for consumers to get Kodachrome film developed by labs other than Eastman's, but producers of professional color film—for movies or TV—have already had freedom to use any development lab capable of handling color.


Closed-circuit color session on 58 NBC-TV stations has been scheduled for Dec. 29 by Star-Kist Tuna, in connection with its purchase of 162 partíc, in Today, Home & Tonight starting Jan. 5.

Color film camera shipments: RCA, to KHQ-TV, Spokane; DuMont, to WFMJ-TV, Greensboro, N. C. and KTRK-TV, Houston.
SLIM TV PICKINGS AT UPCOMING MARKETS: Trade goes to market for 2 weeks starting Jan. 3 at Chicago's American Furniture Mart and Merchandise Mart -- but TV buyers should not expect anything revolutionary in the scattered new models on display. Generally pleased with the good business on current TV lines, manufacturers this season are content simply to fill in gaps in lines rather than reshuffle.

Admiral, Motorola, Philco and RCA -- among the 16 TV-radio exhibitors at the marts -- plan to show drop-in models only. And the supplementary models they show will not be distinguished by any unusual engineering features, which are usually reserved for midyear distributor conventions. At least, the one model introduced by RCA (Vol. 10:50) and Philco's 11 new sets (see p. 10) show no such innovations.

Some new models may carry lower price tags -- at any rate, they won't be any higher, judging from the RCA and Philco "advance guard" releases. RCA's new 21-in. "Highlander" at $260 is lowest-priced 21-in. console ever offered by company. And Philco's 17-in. ebony metal table at $160 is the lowest price leader in its history. Ostensibly, these lower prices would seem to run counter to the trend to increased prices of last fall, but apparently feeling in trade is that some post-Xmas bargains must be offered, lasting at least through spring.

These companies will exhibit at the marts: American Furniture Mart -- Admiral, Arvin, Bendix Radio, DuMont, Hallicrafters, Motorola, Philco, RCA, Sparton, Zenith. Merchandise Mart -- Capehart-Farnsworth, CBS-Columbia, Crosley, GE, Magnavox, and Westinghouse. Other manufacturers are planning to introduce new TV models at Loop hotels during markets. Among them are Olympic, Sentinel and possibly others.

TV production zoomed over the 7,000,000 mark in week ended Dec. 17, when output totaled 201,596, compared to 220,895 units in preceding week and 224,727 in the week ended Dec. 3. It was year's 50th week and brought production for year to date to 7,155,000 by preliminary RETMA estimates.

TV output for year likely will fall somewhere between the 7,214,787 of 1953 and 1950's record 7,463,800. With 2 holiday weeks yet to be reported, it's still possible to break the 1950 record -- but this is regarded as unlikely as many set makers are giving their employees one day off during those weeks.

Radio production totaled 297,638 (115,829 auto) in week ended Dec. 17, down from 318,465 in week ended Dec. 10 and 303,759 week before. Radio output for 50 weeks was about 10,000,000 -- indicating year's output will be about 10,500,000.

Stewart-Warner Electric definitely is quitting the TV-radio & phonograph business, giving 30-day termination notices to its distributors as of Jan. 27. Hoffman Radio will assume its warranty & service agreements and will cooperate in "preparing a program for those distributors whom Hoffman considers can be helpful in Hoffman's national distribution." Stewart-Warner Canadian subsidiary remains in TV-radio & phonograph business and in export market. Says statement from Stewart-Warner: "This decision has been influenced greatly by the heavy load of electronic development and production work which we have undertaken for the U.S. Govt. since such work requires the complete utilization of all of our physical facilities and technical personnel. We also have been influenced by our intention to emphasize the development of new electronics products for commercial and industrial applications."

New uhf tuner, designed to limit radiation "well within the 500 uv/m limits set by the FCC," was shown this week by General Instrument Corp. Said to use new shielding techniques, tuner is now available to set makers.

As aftermath of Philco anti-trust suit (Vol.10:51), Admiral and Philco were sued this week by retailers on charges of price discrimination and restraint of trade. Both suits were filed in U.S. District Court in N.Y. In Philco suit, treble damages of $222,750 were sought by Jersey Tire Co., which operates 4 N.Y.-N.J. appliance stores, and Brick Church Appliance Co. In case of Admiral, treble damages of $111,000 are sought by Brick Church Appliance and Baim & Blank. Philco spokesman said more such actions could be expected by dealers "anxious to ride in on coat-tails of the Justice Department."

Shaw Television Corp., which manufactured TV receivers and cabinets at 195 Front St., Brooklyn, was adjudged bankrupt this week after voluntarily abandoning its Chapter XI plan to pay creditors 25% in installments over 2 years. Excise tax collections from TV-radio-phonograph manufacturers totaled $135,535,000 in fiscal year ended June 30, compared to $150,383,000 in preceding fiscal year, reports Internal Revenue Service.
AMPLIFYING LIGHT—TOWARD NEW ERA IN TV? Just 50 years ago, man developed a device which could amplify electrical impulses -- Lee DeForest's 3-element electron tube -- and on this device the TV-radio-electronics industry was founded.

Scientists since that time have searched for a method of amplifying light in the same manner as the electron tube amplifies electrical signals. General Electric this week demonstrated for first time that the "light amplifier" is on the way.

The implications are fascinating -- not only for TV, but for such fields as X-ray fluoroscopy, photography, interior & exterior lighting, devices to "see in the dark," and, no doubt, new fields scarcely dreamed of.

This week's demonstration in New York was mere prelude. GE engineers stress that the principle is still in primitive stage, that far more development is necessary before any practical applications can be considered.

Actually, this is what GE showed: a device which amplifies light directly, without use of electron tubes. It's based on development credited to GE scientist D.A. Cusano -- a phosphor cell composed of zinc and manganese through which an electrical current is passed. Ultra-violet energy falling upon the phosphor screen activates the amplifier, increasing picture brightness. GE says amplification of more than 10 times has been achieved in the laboratory, using this method.

Demonstration unit consisted of small screen, round, about 4-in. in diameter. An ordinary slide projector was used as light source, projecting a regular black-white photo slide. Brightness of projected picture was increased by increasing the voltage applied to the screen. Amplification was proportional, contrast remaining virtually the same while brightness was increased.

RCA has announced that it achieved amplification of light "experimentally in ratios of more than 20-1," but has released no details. Chairman David Sarnoff said last week: "When that figure reaches 100-1, a practical amplifier of light will mark a significant step forward in the science of illumination and TV."

Its significance to TV is that it will free the picture from the confines and limitations of the cathode ray tube, making possible what GE calls "picture-on-the-wall TV" and what RCA calls "mural TV" -- at same time eliminating greatest drawback of projection TV, insufficient brightness.

Electronics Reports: "Electronics and its associated fields may show the greatest growth of any major technology in the next decade," according to David L. Babson & Co., Boston investment counsel. As against less than $500,000,000 in 1940, the industry will have produced $8.8 billion worth of equipment in 1954, Babson states, and that's double the volume of 2 years ago. By comparison, here's the 1953 size of other major U.S. industries (in billions):

- Value of motor vehicles produced: $11.1
- Value of steel ingots produced: 10.0
- Electric utility revenues: 6.8
- Value of crude oil produced: 6.3
- Telephone revenues: 5.0
- Electric appliance sales: 4.0
- Natural gas revenues: 2.3
- Wholesale drug sales: 1.8

RCA chairman David Sarnoff last week (Vol.10:51) guesstimated 1954 electronic sales at $10 billion, predicting 10% increase in 1955. Apparently, it all depends on what's included as electronics—and even within big RCA there's no definite agreement, for RCA pres. Frank Folsom has predicted a $9.5 billion electronics industry in 1955, $10.9 in 1956, $11.8 in 1957.

Babson tops even those figures, asserting "longer-range projections indicate a volume of $20 billion by 1970." The mainstays of electronics this year, as in the past, are military items and TV.

Indicative of the movements within the industry, marked by advent of many companies not hitherto immediately identified with electronics (Vol.10:20), is report in Dec. 17 N. Y. Journal of Commerce that General Precision Equipment Co., once identified primarily as a supplier of theatre equipment, is now to be classified as a major factor in electronics as well as the precision instrumentation field. Theatre volume is expected to account for only 22% of its total shipments this year as against 67% in 1950. Net income this year of more than $6,000,000 will be equal to more than $8 on each of the company's 930,000 shares outstanding. GPE is now composed of 18 active subsidiaries, including Kearfott Inc., Link Aviation Inc. and Librascope Inc. in the electronics fields, as well as General Precision Laboratories Inc. in the TV-radio station equipment field.

Wrist watch radio receiver, operating on broadcast band and using 3 transistors and printed circuits, is described in detail in report issued this week by Commerce Dept. Tiny AM set is tunable from 1000-1000 kc, has 45-mi. range, uses hearing aid speaker. Antenna 1-ft. long can be built into watch strap, but isn't needed in city areas. It's powered by tiny ½x¾-in. battery. Signal Corps, which developed it, says slight modifications can cut power requirements sufficiently to make radio only half size of current model. Details are in report PB111461, available for 25¢ from Office of Technical Services, Commerce Dept., Washington 25.

Arvin Industries Inc. has formed electronics products div. to specialize in subcontract work on military and industrial electronic projects, with Leo Burns as sales mgr.

Gramer Yarbrough, American Microphone, Pasadena, Cal., elected chairman of West Coast Electronic Mfrs. Assn.
Topics & Trends of TV Trade: Old merchandising trick of placing chassis of name-brand low-priced receiver into a custom cabinet is enjoying such a profitable revival among N. Y. retailers that DuMont is preparing a new low-priced line of models in its “Signature” series with custom cabinets designed specifically for N. Y. market. Philip Getch, pres. of DuMont N. Y. factory branch, said new series will be introduced shortly in limited quantities. The receivers will be offered in wood cabinets of modern, traditional, Provincial and contemporary styling.

Practice of transferring chassis was first disclosed last week by Retailing Daily’s Martin P. Rosenblum, who said a dealer simply buys a low-priced set, removes chassis and discards cabinet, then transplants chassis with nameplate into custom cabinets bought directly from cabinet manufacturers. Sold as custom receivers, they reportedly range from $350 to $600.

L. M. Barnett, mgr. of home furnishings dept. of N. Y. Better Business Bureau, wrote letter to editor of Retailing Daily saying BBB has “no objection to any offering of such an assembled set, provided it is properly represented,” but he cautioned:

“We hope the practice has not reached and will not reach the point where any retailer will place small chassis in a cabinet large enough to lead the purchasing public to believe a much more powerful set is being offered than is in fact the case; or put a 10-inch chassis in a large cabinet, with the addition of a 21-inch tube; or place a manufacturer’s label, either from the chassis or from the original cabinet, on the new cabinet which has not been made by the original manufacturer; or use any label or any representation implying that the chassis or cabinet or the assembled set as a whole has been made by any manufacturer other than is actually the case.”

* * * *

Philco added 11 new 21-in. models to its TV line this week, making total of 35 sets in spring line. Line now starts with 21-in. ebony metal table model at $160—lower by $20 than the leader in line introduced last Aug. (Vol. 10:32). All new models have Philco’s “finger-tip tuning.” Carried over are four 21-in. and one 24-in. table models, nineteen 21-in. and four 24-in. consoles, a TV-phono combination at $400 and a 3-way combination at $1000. New models: 21-in. ebony metal table $160; 21-in. mahogany table $180, blonde $190; 21-in. mahogany table $200, blonde $220; 21-in. open-face mahogany console $230; 21-in. open-face mahogany console $250, blonde $270; 21-in. open-face mahogany console $270, blonde $290; 21-in. full-door mahogany console $1000. Also added were 2 new table radios at $23 and $25, and 2 clock radios at $24 and $28.

TV shipments to dealers totaled 5,372,756 in first 10 months, when production was 5,534,791, according to RETMA state-by-state tables released this week (county-by-county tables available from RETMA to members on request). Total compared with shipments of 5,342,756, production of 6,208,803 in first 10 months of 1955. New York led in shipments, with 508,351; California second, 384,029; Pennsylvania third, 354,774. Oct. shipments were 903,160, compared to 1,005,725 in 5-week Sept. and 968,594 in Oct. 1953. [State-by-state, year-by-year tabulation of shipments to dealers, 1950 through first 10 months of 1954, will be included in upcoming spring 1955 TV Factbook, due off presses in mid-Jan.]

IT&T’s sale of Coolerator div. was announced this week, but an official spokesman stated emphatically that “there’s absolutely nothing whatsoever” to reports it’s also going to sell Capehart-Farnsworth. McGraw Electric Co., Chicago, purchased assets of Coolerator, not including real estate, and took option to buy 2 plants in Duluth, Minn. Stanley Luke, Coolerator pres., remains with IT&T.

MORE TRADE predictions for 1955 came thick and fast this week, with GE’s Dr. W. R. G. Baker, CBS-Columbia’s Seymour Mintz, DuMont’s Wm. H. Kelley and Westinghouse’s Richard T. Orth all forecasting business equal to or exceeding 1954 levels. Their forecasts generally followed last week’s optimistic year-end statements of RCA’s David Sarnoff, Admiral’s Ross Siragusa & Motorola’s Paul V. Galvin (Vol. 10:51).

Dr. Baker predicted retail sales of about 5,800,000 black-&-white and 200,000 color sets. Though total will be somewhat below 1954’s estimated 7,000,000 units, dollar volume will be about same, thanks to high-priced color receivers. He foresaw first quantity production of general purpose transistors next year, along with quadrupling of business in germanium rectifiers and increased use of electronic tubes for defense.

Mintz predicted retail sales of more than 6,000,000 black-&-white, 300,000 color receivers next year. Color, he said, should make great strides, as sampling of color receivers becomes more widespread and programming increases. A big factor contributing to black-&-white market next year will be replacement business, he said, estimating 34% of all sets-in-use now are more than 3 years old. He expects CBS-Columbia to increase its volume by 50% next year over 1954.

Kelley, disclosing DuMont 1954 unit sales broke company record, said 1955 should be even better. He was somewhat less optimistic on color, saying “we refuse to be drawn into excessive production of color receivers until such time as manufacturing costs can be reduced to a point where they are realistically priced.”

Orth foresaw picture tube sales next year roughly equivalent to 1954’s $225,000,000, receiving tube sales on par with $275,000,000 this year. Transistors and color are 2 big developments which, coupled with increasing renewal market, should make 1955 a “very satisfactory” year for tubes, he said.

World’s first radio-controlled traffic light system will be manufactured by GE for city of Chicago. Initial installation, costing about $34,000, will control signals at 13 intersections in heavy traffic area just north of Loop. Chicago traffic engineer Ralph Michel explained that the cost of installing conventional means of controlling traffic signals would have been prohibitive. Transmitter and antenna will be located atop Board of Trade Bldg., highest in Chicago, sending out series of FM signals. Receiver-decoder at intersections will select proper signal, ignore those intended for other intersections. System is scheduled to be operating within 6 months.

Hallicrafters introduced 17 new models to distributors at San Francisco’s St. Francis Hotel. All have 41-mc IF circuits, optic filters and 90-degree aluminumized tubes. New models: 21-in. mahogany table $170, blonde $180; 21-in. walnut table $180, mahogany $190, blonde $200; 21-in. mahogany table $200, blonde $210; 21-in. open-face mahogany console $220, blonde $230; 21-in. open-face mahogany console $260, blonde $270; 24-in. open-face mahogany console $280, blonde $290; 24-in. mahogany console $300, blonde $310.

Institute of High Fidelity Manufacturers is new nonprofit promotion organization formed this week under N. Y. charter, with headquarters at 25 Broad St., N. Y. Organization of 23 charter members elected George Silber, Rek-O-Kut Co., as pres.; Robert Newcomb, Newcomb Audio Products, v.p.; Vinton Ulrich, David Bogen Co., secrecy. Directors are Mr. Silber and Samuel Baraf, United Transformer Co.; Joseph Benjamin, Pilot Radio; Irving Rossman, Pentron Corp.; Lawrence LeKashman, Electro-Voice Inc.; William Moreland, Conrac Inc.


Ralph R. Hansen, pres. of Leru Labs, Wayne, N. J., manufacturer of electronic equipment and U. S. distributor for German Siemens radios, was passenger on Syrian Airways plane forced down recently by Israeli fighter planes. He was on business trip to Near East and was released shortly thereafter as American citizen.

National Securities & Research Corp., 120 Broadway, N. Y. (Henry J. Simonson Jr., pres.) has formed an atomic energy & electronics div., retaining Nuclear Consultants Inc. as technical advisers.

Financial & Trade Notes: Olympic Development Co. is new company formed by Olympic Radio & Television Inc. to acquire its development operations at Stamford, Conn., and Irvington, N. J., including 95% owned Multra Corp. (automation & automatic machinery). Olympic retains research facilities at Long Island City.

In Dec. 17 letter to stockholders, pres. Morris Sobin said purpose of separation is to relieve Olympic Radio of the "financial drain" caused by operation of its development work. Olympic Radio stockholders will receive one share of Olympic Development stock for each 10 shares of Olympic Radio, payable Jan. 12 to stockholders of record Dec. 27. In addition, Olympic Development stockholders will be offered opportunity to subscribe to new issue of about 300,000 shares of its capital stock at $1 per share on or about Jan. 12 at rate of 7 new shares for each share owned. Olympic Radio plans to convert to cash about $460,000 of assets tied up in its development operations. It has already received 5-year guaranteed note for about $145,000 from sale of its fixed assets.

Sobin also disclosed that Olympic Development, headed by Dr. Bowling Barnes, a director of Olympic Radio and partner of investors Fox, Wells & Co., would merge with Clarksburg TV Cable Corp., operators of community antenna system in Clarksburg, W. Va., in which Fox, Wells also has interest. Dr. Charles J. Burton is v.p.-treas. of Olympic Development, whose other directors are Heywood Fox and James G. Rogers, both of Fox, Wells, and RETMA pres. Glen McDaniel, who is also Fox, Wells counsel.

Note: Sol M. Zweifach, the N. Y. broker who was intermediary in earlier negotiations with Fox, Wells for the purchase of Olympic Radio and its development div. (Vol. 10:30, 32), this week reportedly made offer to buy control of Sentinel Radio from pres. Ernest Alschuler, who said he would not consider it. In Olympic negotiations, it was reported but not verified that Zweifach represented interests of financier Louis Wolfson, with whom he has been associated in other ventures.

CBS Foundation Inc., agency for making charitable and educational grants on behalf of CBS Inc., this week advanced new idea which it hopes industry may adopt generally to assist fund-raising efforts of privately-endowed educational institutions. Sixteen CBS executives are contributing $2000 each to 14 schools, colleges or universities from which they were graduated, that sum approximating extra "cost of education" which was borne by their alma maters "over and above the tuition and other fixed charges" they paid while students. Grants are unrestricted as to use. Plan was sparked by Dr. Frank Stanton, CBS pres., Ohio Wesleyan U, which got grant in his name. Others: Hubbell Robinson Jr., Brown; Louis Hausman, Columbia; Henry Untermyer, Cornell; Harry S. Ackerman & James B. Conkling, Dartmouth; John Hundle, Denison; George Klaye, Duke; Daniel T. O'Shea, Holy Cross; Edward P. Shurick, Kansas City U; J. Kelly Smith, Knox; Norman A. Adler, New York U; Wm. S. Paley & James M. Seward, U of Pennsylvania; Adrian Murphy, Princeton; Harry Ommerle, Wesleyan U.

Packard Bell Co. for 12 months ended Sept. 30, reports net sales of $17,744,136 and net income of $164,296 (24c a share), compared with $32,152,749 & $1,139,642 ($1.65) in preceding fiscal year. Company showed operating loss of $464,024 before refundable Federal income tax of $628,320. Pres. Robert A. Bell blamed false rumors about "immediate emergence" of color TV, distress dumping by a competitor and bad air conditioning season for abnormally low ratio of profits to sales.

Hoffman Electronics Corp. due to be listed on N. Y. Stock Exchange in Jan.
ADVERTISING Research Foundation, 11 West 42nd St., N. Y., this week came up with 22 recommendations for rating services seeking most accurate way to measure audiences. Releasing summary of study of its TV-radio ratings review subcommittee—called "the Kinsey report of the TV industry" by committee chairman E. L. Deckinger of Blow when parts of it "leaked" into print 2 months ago (Vol. 10:42)—ARF said study was "starting point" for improvement of ratings. Study was financed by ARF members and was prepared by subcommittee of Deckinger, G. Maxwell Ule of Kenyon & Eckhardt, and Donald W. Coyle, ABC.

Report says unit of measurement should be the household, and measurement should report the number of sets in household, the average instantaneous audience, number of households reached, audience characteristics, audience size for specific segments of program. It says measurement should be based on probability sample, should be reported for each commercially sponsored segment of program, should take in all broadcast hours from 6 a.m. to midnight. Ratings reports should be available within month of last measured broadcast.

"We are confident that the practitioners will continue to develop improvements that will bring us ever closer to the common objective of better knowledge about audience sizes," report said. "In setting high standards, your committee appreciates that, for the present, there will be a gap between objective and attainment. What is very desirable may, at least at our present level of knowledge, be unattainable at reasonable cost."

Report studied methods of the 6 leading rating services—American Research Bureau, Videodex, Nielsen, Pulse, Trendex, Hooper. None was termed wholly adequate.

Are "Play Marco" and similar bingo-type programs lotteries? FCC wants to know, has asked KTLA, Los Angeles, which carries "Play Marco," to explain why it isn't—while holding up station's license renewal. Commission has studied other such programs, will direct same kind of questions toward other stations when their licenses come up for renewal. Several stations have asked Commission for advisory opinion on the programs, haven't received answer yet.

Rare action of FCC, initiated only 2-3 times in its history, was to authorize formal inquiry into sabotage of equipment of KPIX, San Francisco (Vol. 10:51). Commission stated that damage may have been committed by persons holding FCC operator licenses, who are thus liable to suspension of licenses or criminal prosecution. Inquiry involves hearings before FCC examiner, who will be designated later.

Donald W. Reynolds' Southwestern Publishing Co. is buying CP for KNAC-TV, Fort Smith, Ark. (Ch. 5), paying $50,000 for expenses incurred by latter, in order to switch uhf KFPSA-TV (Ch. 22) there to vhf. Reynolds and KNAC-TV principals (H. S. Nakdimen group & George T. Herrnreich with 50% option) agreed market won't support 2 TV's, gave up plans for merger because neither Reynolds or Ch. 5 CP-holder would give up radio outlets. Reynolds also controls KZTV, Reno and KLJ-R-TV, Henderson-Las Vegas, Nev., latter due on air by Jan. 1. He also publishes Fort Smith Southwest American and Times-Record and other southwest newspapers and operates radios KNAC, Fort Smith & KRBS, Springdale, both Ark., and KHPB, Okmulgee, Okla.

New RCA-NBC executive changes are due to be announced after Jan. 7 board meeting, including probable shifting of Mannie Sacks from RCA staff v.p. & gen. mgr. of RCA Victor Records Div., to a top-ranking position with NBC-TV. Also in works is probable elevation of George Y. Wheeler to RCA corporate representative in Washington. Wheeler is presently asst. to NBC Washington v.p. Frank M. Russell, who will continue in that capacity.

Sale of CP for KQXI, San Jose, Cal. (Ch. 11), approved by FCC this week, leaves pres. A. T. Gilliland sole owner. Purchaser was Sunlight Bakery, owned by Gilliland, which paid KQXI's 36 stockholders $50,650 (Vol. 10:41). Also approved this week was $160,000 sale by KOAT-TV, Albuquerque, of radio KOAT and KRSN, Los Alamos, to Sunshine Bestg. Co., KOAT-TV owners stating desire to concentrate on TV (Vol. 10:50).

Severe earthquake which rocked northern Calif.-southern Oregon this week—centering in Eureka, Cal.—came while KIEM-TV (Ch. 3) was off air. It was able to sign on at usual time thanks to own auxiliary power generator. There was no damage to tower. Radio stations KIEM & KHUM were off air for little more than an hour.

One application this week: WROK, Sunbury, Pa., seeking Ch. 38, proposing to build for $82,000, buying most of equipment from defunct WCHA-TV, Chambersburg, Pa. (Ch. 46). Applicant (Harry H. Haddox, pres.) also publishes Sunbury Daily Item, had previously applied for Ch. 65 but dismissed Feb. 19 of this year.

STOP-PRESS BULLETIN

Horace L. Lohnes, 57, partner in Washington law firm of Dow, Lohnes & Albertson and pioneer in practice of TV-radio law, died of coronary thrombosis night of Dec. 23 at Doctors Hospital, Washington. Survivors include his wife, Thelma; a daughter, Roberta Lee; brother, George M. Lohnes, Washington consulting engineer.

NEXT TV FACTBOOK—PRE-PRINT ORDERS

Spring 1955 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 Jan. 17—the 20th 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 allocation tables and tabulations of CPs outstanding and applications pending for new stations, with details on principals involved, facilities, etc. The Factbook's new features are lists of color-equipped stations, list of Armed Forces TV stations around the world, a directory of British TV-radio & tube manufacturers—and a new and handier Index to Contents. All 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 Jan. 10, cost $1.50 each; single copies, $4.00.